Arts Month 2021 Campaign Report

Thanks to our 2021 Sponsors
OCTOBER IS ARTS MONTH

Have one new cultural experience with family or friends this October!
### Most Popular Content Pages in 2021
1. Homepage
2. Events & Theme Week Events Pages
3. Arts Month 2021 Highlights
4. Kick Off Arts Month on 10/1
5. Giveaways / Paint with a Zoo Animal

### Sources of Web Traffic
- Direct: 35%
- Social Media: 27%
- Paid Search: 18%
- Referral: 14%
- Organic Search: 4%

### Top 5 Origin Cities of Tourist Users
1. Denver, CO
2. Pueblo, CO
3. Dallas, TX
4. Aurora, CO
5. New York, NY

### Page Views During Campaign: **54%**
- **2021:** 26,183
- **2020:** 16,989

### Website Users, Geographically
- Pikes Peak Region: 61%
- Tourists: 39%
Proclamations

Requesting annual Arts Month proclamations (whether by video or in-person) is part of the Cultural Office’s ongoing effort to cultivate strong working relationships with our elected leaders and school board officials, to highlight the economic impact of our creative sector, and to raise awareness specifically for the Arts Month campaign.

- **City of Fountain**: Tuesday, September 14, 5:30PM
- **Fountain-Fort Carson School District 8**: Wednesday, September 15, 6PM
- **Academy School District 20**: Thursday, September 16, 6:00PM
- **Manitou Springs School District 14**: Monday, September 20, 6:00PM
- **City of Manitou Springs**: Tuesday, September 21, 6:00PM
- **Colorado Springs School District 11**: Wednesday, September 22, 5:30PM
- **Teller County**: Thursday, September 23, 9:55AM
- **El Paso County**: Tuesday, September 28, 8:00AM
- **City of Colorado Springs**: Tuesday, September 28, 10:00AM
- **Town of Monument**: Monday, October 4, 6:30PM
- **City of Cripple Creek**: Wednesday, October 6, 5:30PM
- **City of Woodland Park**: Thursday, October 7, 7:00PM
- **City of Victor**: Thursday, October 21, 6:00PM
Continued Emphasis on Inclusion

Elevating Local Artists of Color

- The Cultural Office consistently represented BIPOC creatives as roughly 1/3 of those featured in campaign ad images, the Artist-of-the-Day program, and the Cultural Office Guide to Arts Month.
- 10 of the 50 Highlights Partners projects were led by, or centered, the BIPOC community
- Four out of 5 of featured artists/acts who performed at the Business + Arts Happy Hour and Arts Vision 2030 Release Event were artists of color.

American Sign Language Interpretation

The Cultural Office established a new contract for ASL services at events through Access2SignLanguage, including the Arts Vision 2030 Release Event (Oct. 27)

New Land Acknowledgement for the Pikes Peak Region’s Creative Community

As part of the Arts Vision 2030 project, the Cultural Office worked with Debbie Howell (Pawnee/Dakota) to craft a new land acknowledgement for wide use in the creative community. It was released publicly on Indigenous People’s Day (Oct. 11) and read at the opening of the Arts Vision 2030 Release Event (Oct. 27) where it was distributed on bookmarks and printed in the Arts Vision 2030 Cultural Plan. Find it at CulturalOffice.org/Resources
Media Campaign

**Budget:**
- $38,800 (2018)
- $40,400 (2019)
- $25,000 (2020)
- $29,265 (2021)

**Contracted Support:**
- FOX-21 TV
- RXP Radio
- KRDO Radio
- KRCC Radio
- KCME Radio
- CHAT Media
- Tri-Lakes Tribune, Pikes Peak Courier, Woodmen & Cheyenne Editions
- Pikes Peak Bulletin
- Gazette Ads
- Springs Magazine
- Colorado Springs Business Journal
- Colorado Springs Independent
- Southeast Express
- Independent
- Lamar Billboards
- Westword

**Total Paid Media Impressions:** 3,206,968

**Total Earned Media Impressions:** 390,446

See the complete press coverage for Arts Month 2021 at: [ArtsOctober.com/Media-Coverage](ArtsOctober.com/Media-Coverage)
# Social Media Campaign

## Paid 2020 vs. 2021 Results

<table>
<thead>
<tr>
<th>Platform</th>
<th>2020</th>
<th>2021</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Facebook &amp; Instagram</strong></td>
<td>Reach: 196,874 people</td>
<td>Reach: 177,092 people (-10.04%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Impressions: 544,078 people</td>
<td>Impressions: 713,271 people (31.10%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Link Clicks: 3,942</td>
<td>Link Clicks: 8,340 (111.57%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Amount Spent: $3,404.90</td>
<td>Amount Spent: $7,620.13 (123.80%)</td>
<td></td>
</tr>
<tr>
<td><strong>Twitter</strong></td>
<td>Impressions: 83,319</td>
<td>Impressions: 408,035 (387.33%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Link Clicks: 1,587</td>
<td>Link Clicks: 9,620 (506.18%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Engagements: 1,753</td>
<td>Engagements: 9,763 (456.93%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Amount Spent: $1,429.91</td>
<td>Amount Spent: $2,734.44 (91.23%)</td>
<td></td>
</tr>
<tr>
<td><strong>Pinterest</strong></td>
<td></td>
<td></td>
<td>^New for 2021</td>
</tr>
<tr>
<td></td>
<td>Impressions: 86,658</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Link Clicks: 360</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Amount Spent: $619.85</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

“For 2021, we increased social ad spend substantially from $5000 to $11000 and the results generated were equivalent to the additional spend; compared to 2020, we grew over 100% for almost every metric except Facebook reach.”

– Amanda Baida, InnerSocial Marketing
Visit COS Partnership

$10,000 Paid Campaign with Orange142
2,664,172 Impressions
5,921 Clicks
0.22% CTR
6,290 landing page views

Organic Campaign
19,362 Facebook/Instagram Impressions + 458 Engagements
1,273 Twitter Impressions
469 LinkedIn Impressions

Tourism Takeover Tuesday Highlight:
(Instagram stories)
5,534 Impressions
6 Profile Visits
6 Link Clicks
Continuing the Cultural Office’s long term, annual partnership with *The Gazette*, the new Guide to Arts Month replaced the previous Peak Radar Pages Directory as an arts engagement publication.

The new magazine-format Guide featured content by 10 contributors that highlighted over 25 organizations, 11 creatives and dozens of Arts Month events. Printed copies were inserted in the Sunday, Oct. 3 issue of *The Gazette* and hand delivered to local cultural locations.
<table>
<thead>
<tr>
<th>Artist-of-the-Day</th>
<th>Paid Local Artists: 31</th>
</tr>
</thead>
<tbody>
<tr>
<td>Views on Facebook Story</td>
<td>2,843 ↑22%</td>
</tr>
<tr>
<td>Views on Instagram Story</td>
<td>2,646 ↑49%</td>
</tr>
<tr>
<td>Views on IGTV as of 11/1/2021</td>
<td>2,869 ↓62%</td>
</tr>
<tr>
<td>Total Views for Artists as of 11/1/2021</td>
<td>7,869 (0% change YOY)</td>
</tr>
</tbody>
</table>

**#ArtsOctober**
- Our October 1 Artist-of-the-Day is @idrisgoodwin
- Our October 10 Artist-of-the-Day is Cortney Smith!
- Our October 16 Artist-of-the-Day is Lynne Hastings!
- Our October 30 Artist-of-the-Day is Jeni Kemper!
- Our October 4 Artist-of-the-Day is @liesechavez

Check out our posts to see a trailer for the documentary about his play “Hype Man.”

Cortney is a Chef and Co-Owner at @gatherfoodstudio in OCC! Swipe for some of her work!

Lynne has been a part of the Colorado Springs art scene for 25 years as an actress, director, and more!

Jeni is a local dancer and founder/artistic director of the dance studio, @kemperdance! Swipe for pics of her work!

Liese is owner and artist at Chavez Gallery in OCC! Swipe to see some of her work!
Feedback from Artists-of-the-Day

I’m very thankful and grateful that you recognized a little-known artist like me. And I’m very grateful for the honorarium!

I received very positive feedback. It was a nice experience.

Love this program! Thank you for an amazing October!

Maybe there is a way to expand on it?

I love the thought and being considered for this, and very much appreciated the funding too, but <on Instagram Stories> it was harder to share it or send people to look for it.

I felt they had a presence on Instagram stories, but would have liked to see a post.

I love watching other artists!

I very much appreciated the highlight, the great communication with the Arts October team, and being thought of for this project!

They let me describe myself and my work in my own way! Thank you.

Loved the shoutout :) I was so grateful to be included and Peak Radar did a fantastic job with the post. I just felt that it was rather difficult to find the post.
### Live Streaming Videos

<table>
<thead>
<tr>
<th>Title</th>
<th>Date</th>
<th>Reached</th>
<th>Total Views</th>
<th>Engagements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peak Radar Live: Blues on the Mesa Festival</td>
<td>9/18</td>
<td>3,600</td>
<td>3,540</td>
<td>36</td>
</tr>
<tr>
<td>Arts Month Overview</td>
<td>9/27</td>
<td>271</td>
<td>112</td>
<td>16</td>
</tr>
<tr>
<td>Peak Radar Live: Painting the Front Range in Monument</td>
<td>10/9</td>
<td>10,700</td>
<td>6,400</td>
<td>44</td>
</tr>
<tr>
<td>Peak Radar Live: “One Flea Spare” at Springs Ensemble Theatre</td>
<td>10/12</td>
<td>8,600</td>
<td>3,600</td>
<td>38</td>
</tr>
</tbody>
</table>

*Total Views: 10,452

*No paid distribution*
Highlights Partners

50 different partnerships in 2021 campaign

Total Reinvestment in the Community: $25,168
Feedback from Highlights Partners

Do you think that the Highlights Partner program benefitted your organization and/or your October programming? Why or why not?

Yes. By partnering we were able to promote more and double our participation by the time the event took place.

I had several people mention it was their first time visiting us and that they had heard about it through the arts month program.

Yes, it was a benefit to have financial support from COPPeR to cover event costs and help us reach new viewers in the community.

It's difficult to say. None of our attendees said that they found out about our events through Arts October, but I do think that the general community-wide push may have helped indirectly with getting the word out. In fairness, our plans were also much smaller-scale than usual due to the pandemic. I am hoping to do more as a partner next year.

Would you attribute any increase in attendance at your event due to the fact that you were an Arts Month 2021 Highlights Partner?

<table>
<thead>
<tr>
<th>Response</th>
<th>Count (Percentage)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>25 (60.98%)</td>
</tr>
<tr>
<td>No</td>
<td>4 (9.76%)</td>
</tr>
<tr>
<td>I'm not sure...</td>
<td>12 (29.27%)</td>
</tr>
</tbody>
</table>
Feedback from Highlights Partners

What did you like BEST and/or LEAST about being a Highlights Partner?

Best: Marketing assistance is always appreciated. Peak Radar is viewed by such a wide demographic that the promotion reached people we normally could not reach on our own. Least: I really don't have an answer here. I felt that the relationship was mutually beneficial. I did not mind including the Arts Month logo on marketing or including the #ArtsOctober tag in social media.

Best - feeling like a real part of the arts community in COS. Feeling like our event efforts were respected and celebrated.

Working with Andy is always fun and easy. He is patient and generous with emailing gentle reminders and suggestions for making our event successful.

It seems like the choice to invest back into the arts organizations is benefitting the whole community/region. I cannot think of anything I didn't like; it is a very important and appreciated program.

The support we get from you all helps our non profit immensely.

Out of the responses to this question, there were 3 that offered a “LEAST”: struggles with being inexperienced in marketing, feeling that they got lost in the scale of the campaign, and wanting to get on board earlier for planning.
Business + Arts Happy Hour

125 Attending at The Gold Room before First Friday, October 1
Ashley Cornelius inaugurated on October 23

The Cultural Office is part of the Pikes Peak Poet Laureate Project Committee, led by Pikes Peak Library District.
Release of Arts Vision 2030

The new 10-Year Cultural Plan

“... what an amazing document for the future. I cannot wait to see all the accomplishments come 2030!”
### Arts Month Survey

#### Did you have a new cultural experience during October 2021?

<table>
<thead>
<tr>
<th>Response</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes: In-Person Experience</td>
<td>52</td>
<td>63.41%</td>
</tr>
<tr>
<td>Yes: Virtual Experience</td>
<td>2</td>
<td>2.44%</td>
</tr>
<tr>
<td>Yes: Both In-Person and Virtual Experience</td>
<td>16</td>
<td>19.51%</td>
</tr>
<tr>
<td>No</td>
<td>12</td>
<td>14.63%</td>
</tr>
</tbody>
</table>

Showing the most recent responses to the question. See all responses here.

#### How long have you been aware of our local Arts Month celebration?

<table>
<thead>
<tr>
<th>Response</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>First time this year!</td>
<td>16</td>
<td>19.75%</td>
</tr>
<tr>
<td>I've been on board for 2-4 years.</td>
<td>27</td>
<td>33.33%</td>
</tr>
<tr>
<td>I was an early adopter! 5+ years</td>
<td>38</td>
<td>46.91%</td>
</tr>
</tbody>
</table>

Showing the most recent responses to the question. See all responses here.

**Total Yes: 85% is highest in the program’s history**
Arts Month Survey

The top 3 sources are consistent with years past: Cultural Office, PeakRadar.com, and social media.

“Communications from other arts & cultural organizations” increased 14% over 2020.

Advertisements and articles are also higher than in previous years.
Arts Month Survey

Looking back, what did you think of Arts Month 2021 overall?

Very well done and capped off with Arts Vision 2030 reveal.

As an artist myself, I’m always happy to see the community have opportunities to enjoy the arts. Love the October is arts month concept.

Nice to see this effort growing. Keep up the good work!

Very good, attended many arts and performance events. This year was the best yet, it was a full month of great things to do.

It's been a hard couple of years for the arts, so I think Arts Month 2021 did as much as they could.

Very well done, but the city is ready for more…

It’s a fantastic campaign to bring awareness to the local arts community. I wish there was more promotion/cohesiveness from other artists, venues, etc.

There were a lot of new experiences. Love the poetry festival as always. Found some new cool groups I want to engage with …

I attended three plays and a concert. It was my first time out in two years.

Pretty well done, but the city is ready for more...

First time I have seen such a diverse offering of arts events.
Thank you for making Arts Month spectacular! At Ent Center for the Arts we had over:

--- 1,220 households come during Arts Month
--- 3,057 Tickets or registration for events

This does not include our walk-ins to the galleries or outdoor sculptures. We look forward to seeing you again soon and hope you will join us for arts month 2022. Don't miss upcoming events and discounts. Sign up for our email list today.

Jantzen Peake
September 30 at 7:49 PM

Check out the Peake Gallery in the Perk Downtown this Friday! Happy Arts Month! See More

Since 1994
COLORADO SPRINGS
CONSERVATORY
Cultivating Young Performing Artists

EXPLORE FOUR WEEKS OF THE ARTS WITH THE CULTURAL OFFICE OF THE PIKES PEAK REGION!
#ARTSOCTOBER

October is Arts Month
Engage

CLICK HERE to View the Full Arts Month Calendar of Events at ARTSOCTOBER.COM
FIRST FRIDAY
10 / 01 / 21
DOORS OPEN @ 8PM

IN CELEBRATION OF ARTS MONTH 2021, MY BLACK COLORADO PRESENTS THE
YOUTH ART GALLERY
#ARTSOCTOBER

FEATURING LOCAL YOUNG CREATIVES

SATURDAY, OCTOBER 9, 2021 12PM-6PM • FREE & OPEN TO THE PUBLIC
- Art Crawl Through Midshakes Run & Divine Redeemer Neighborhoods
- Map at bit.ly/2021artcraw | info at Facebook.com/ArtsAndCraftsCrawl

WE ENCOURAGE EVERYONE TO TRY ONE NEW ARTS & CULTURE EXPERIENCE DURING #ARTSMONTH

What will you try?

Send a response.

Add This to Your Story

CITY OF FOUNTAIN presents
ARTS MONTH

OCTOBER'S art week
Oct 13th - Music by SPUR
Oct 14th - Music by Cynthia "The Fiddle Lady"
Oct 15th - Music by RAWBERT

For All Events
Location: City Hall Lawn  Time: 6-8pm  Price: Free
Bring Your Own Chair

www.fountaincolorado.org  www.ArtsOctober.com

NEIGHBORHOOD ARTS CRAFTS CRAWL

BUTTE THEATER

C's own "Haunting at the Old Homestead"
Jordan McHenry

It's #danceweek of #ArtsOctober and I couldn't be more excited for everything the Dance Alliance of the Pikes Peak Region has in store!! And, hey... look  Ormao Dance Company is on a billboard!!! Thanks Cultural Office of the Pikes Peak Region for the incredible support! Let's GO!!!
The Arts Month Team

**Cultural Office of the Pikes Peak Region**
- Andy Vick, Executive Director
- Angela Seals, Deputy Director
- Jonathan Toman, Peak Radar Manager
- Rebekah Hire-Santoro, Program Coordinator

**Neon Pig Creative**
- Michael O’Cana, Partner, Director of Web
- Colin Christie, Partner, Creative Director
- Rob Ladefoged, Project Manager

**Madwoman Marketing+Strategies**
- Karole Campbell, Owner

**InnerSocial Marketing**
- Amanda Baida, Owner

**Twelve Legs Marketing**
- Ralitsa Carter, Digital Strategy Director
- Jason Carter, Founder