Arts Month 2022 Campaign Report

Our thanks to our Sponsors & Media Partners:
OCTOBER IS ARTS MONTH

Have one new cultural experience with family or friends this October!
**ArtsOctober.com Metrics (Sept. 1 to Oct. 31)**

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>% Change 2021 to 2022</th>
<th>% Change 2020 to 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Users</td>
<td>6,795</td>
<td>10,897</td>
<td>13,164</td>
<td>21%</td>
<td>94%</td>
</tr>
<tr>
<td>Sessions</td>
<td>9,419</td>
<td>14,874</td>
<td>21,058</td>
<td>42%</td>
<td>124%</td>
</tr>
<tr>
<td>Pageviews</td>
<td>16,989</td>
<td>26,183</td>
<td>34,275</td>
<td>31%</td>
<td>102%</td>
</tr>
</tbody>
</table>
Most Popular Content Pages

1. Homepage
2. Events & Theme Week Pages
3. Giveaways – Paint with a Zoo Animal
4. Arts Month Mixer
5. Giveaways & Highlights

Sources of Web Traffic

- Paid Search: 44%
- Direct: 22%
- Social: 17%
- Organic Search: 7%
- Referral: 6%

Pages / Session: 1.63
Average Session Duration: 1:45

Biggest Days: Monday, Oct. 3 (603 users) and Monday, Oct. 10 (562 users).
The largest source of web traffic both days was Direct and Paid traffic, and the traffic was well-spread across the site. Mondays are also when the week’s Peak Radar Picks go out during Arts Month.

Behavior Flow: After visiting the ArtsOctober.com homepage, users head to theme week pages, the giveaways page, the events page, and the highlights page in a fairly balanced manner.

Top 5 Origin Cities of Tourist Users

1. Denver, CO
2. Pueblo, CO
3. Englewood, CO
4. Aurora, CO
5. Phoenix, AZ

User Location

- Local: 51%
- Tourist: 49%
Proclamations

Each year, Arts Month creates the perfect opportunity to advocate in support of our region’s arts & cultural community. Since the start of our annual celebration in 2014, the Cultural Office has secured official Arts Month proclamations from a number of city and county governments, as well as several local school districts.

This year, the Cultural Office’s executive director, Andy Vick, received Arts Month proclamations from the Colorado Springs City Council and the El Paso County Board of Commissioners. To help make his brief presentation more memorable and impactful, Andy was joined on both occasions by 2021-2023 Pikes Peak Poet Laureate, Ashley Cornelius, who performed a poem composed specifically for these two Arts Month 2022 proclamation events.

*Colorado Springs City Council (above) and El Paso County Board of Commissioners (below).*
Paid Media Campaign

Total Paid Media Impressions: 2,002,420

Media Outlet
- Comcast
- Mountain Country Radio
- KRDO Radio + Digital Audio
- KRCC Radio
- KCME Radio
- YouTube
- Colorado Springs Independent
- Colorado Springs Business Journal
- Southeast Express
- Tri-Lakes Tribune
- Pikes Peak Courier
- The Gazette
- Springs Magazine
- Lamar Billboards

Budget:
- 2017: $76,500
- 2018: $38,800
- 2019: $40,400
- 2020: $25,000
- 2021: $29,265
- 2022: $25,000

AD-FED Match & NEA Grant
Earned Media

<table>
<thead>
<tr>
<th>Media Outlet</th>
<th>Content</th>
<th>Estimated Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gazette</td>
<td>Almost 300 events offered during Arts Month in Colorado Springs</td>
<td>96,300</td>
</tr>
<tr>
<td>Southeast Express</td>
<td>Opinion: Free giveaways, classes, presentations and an inclusive lineup</td>
<td>80,000</td>
</tr>
<tr>
<td>Colorado Springs Business Journal</td>
<td>Opinion: October is Arts Month</td>
<td>18,750</td>
</tr>
<tr>
<td>Colorado Springs Independent</td>
<td>Opinion: Arts Month: You’re invited!</td>
<td>36,000</td>
</tr>
<tr>
<td>Pikes Peak Courier</td>
<td>Almost 300 events offered during Arts Month in the Pikes Peak region</td>
<td>14,102</td>
</tr>
<tr>
<td>Tri-Lakes Tribune</td>
<td>Almost 300 events offered during Arts Month in the Pikes Peak region</td>
<td>12,136</td>
</tr>
<tr>
<td>Studio 809 Podcasts</td>
<td>Arts Month October 2022</td>
<td>100</td>
</tr>
<tr>
<td>Springs Magazine</td>
<td>25 Creative Things to Do During Arts Month</td>
<td>500</td>
</tr>
<tr>
<td>Fox 21 News</td>
<td>Youth Documentary Academy</td>
<td>1,800</td>
</tr>
<tr>
<td>Fox 21 News</td>
<td>Manitou Springs celebrates Arts Month with photo contest</td>
<td>2,700</td>
</tr>
<tr>
<td>Fox 21 News</td>
<td>The Colorado Springs Pioneers Museum celebrates Arts Month with Family Fall Crawl!</td>
<td>6,450</td>
</tr>
<tr>
<td>Fox 21 News</td>
<td>Celebrate Arts Month with American-Latino artists at Lumen8 Rooftop Social</td>
<td>6,450</td>
</tr>
<tr>
<td>Fox 21 News</td>
<td>Jazz up your October with Jazz 93.5’s birthday bash!</td>
<td>6,450</td>
</tr>
<tr>
<td>KOAA</td>
<td>5th Annual Litter Letter project to be unveiled Friday</td>
<td>10,300</td>
</tr>
</tbody>
</table>

For a complete list of Arts Month coverage, click here.
Visit COS Partnership

$25,000 Paid Campaign with Orange142
1,849,504 Impressions (-31%)
4,379 Clicks (-26%)
0.24% CTR (+0.2%)
4,211 landing page views (-33%)

Tourism Takeover Tuesday Highlight (9/27):
(Instagram stories)
4,303 Impressions (-22%)
13 Profile Visits (+54%)
12 Link Clicks (+50%)
Social Media Campaign

Campaign Analysis: Platform Breakdown

**Facebook & Instagram Performance**
- Reach: 162,945
- Impressions: 655,487
- Link Clicks: 8,278
- Average Link CTR: 1.25%
- Amount Spent: $6,399.97
- 1,644 Engagements
- 15,917 video thru-plays
- 858 leads

**Twitter Performance**
- Impressions: 342,239
- Link Clicks: 16,024
- Average Link CTR: 4.68%
- Amount Spent: $3,347.66
- Engagements: 19,344
- Video Thru-Plays: N/A

**Pinterest Performance**
- Impressions: 56,261
- Link Clicks: 172
- Average Link CTR: 3.45%
- Amount Spent: $200
- Engagements: 0
- Video Thru-Plays: N/A

**2022 Totals:**
- Impressions: 1,053,987 (-12.60%)
- Link Clicks: 24,474 (33.59%)
- Average CTR: 3.13% (1.81%)
- Amount Spent: $9,947.63 (-9.35%)

2021 Totals:
- Impressions: 1,205,964
- Link Clicks: 18,320
- Average CTR: 132%
- Amount Spent: $10,974.42

Note: This data only includes the Arts Month campaigns ran by InnerSocial Marketing Sept - Oct
Giveaway Partners

Paint with an Elephant Sweepstakes
1,576 total entries (7%)
Cultural Office Guide to Arts Month

- Second year of the ongoing partnership with The Gazette (replaced Peak Radar Pages Directory)
- Showcased Arts Month and helped readers to brainstorm ways to connect to the creative community year-round.
- Printed as insert in the Sunday Gazette on Oct. 2.
- 250 overruns distributed directly to cultural locations.
- 10 content contributors from across the cultural community.
- Dozens of Arts Month events highlighted!

To view the complete Guide to Arts Month, click here.
<table>
<thead>
<tr>
<th>Views on Facebook Story</th>
<th>Views on Instagram Story</th>
<th>Views on IGTV as of 11/1/2021</th>
<th>Total Views for Artists as of 11/1/2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,576 (-45%)</td>
<td>4,144 (+36%)</td>
<td>3,966 (+28%)</td>
<td>9,686 (+19%)</td>
</tr>
</tbody>
</table>

For a complete list of featured artists, [click here](#).

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**Our October 7 featured Artist-of-the-Day is Kevin Persaud!**

Kevin studies identity through expressionist abstract paintings he calls, double conscious jazz.

**Our October 11 featured Artist-of-the-Day is A.M. Lewis!**

Annemarie (A.M.) Lewis is an actress and director. In 2020, despite no formal training, she directed her first feature film and performed her first major role as the main character in the film “All The Beautiful Things.”

**Our October 21 featured Artist-of-the-Day is Jennifer K. Yancey a.k.a. The Poet Rosegold**

Jennifer is dedicated to powerful expression through the written - and spoken - word. She believes Poetry is not a spectator sport, nor is it for the faint of heart, thus her personal art does not serve as entertainment. As Poet RoseGold often says: We are on assignment!

**Our October 26 featured Artist-of-the-Day is Colin McAllister!**

Head to our Facebook page to see a video about him and his music! #ArtsOctober

**Our October 29 featured Artist-of-the-Day is Baylee Parks!**

Head to our IG page to see a video about her and her music! #ArtsOctober

**Paid Local Artists: 31**
Arts Month Mixer

October 5
Kinship Landing
ArtsOctober.com

125 attending at Kinship Landing
October 5
Highlights Partners

For a complete list of Highlights Partners, click here.

50+ different partnerships in 2022 campaign

Total reinvestment in the community: $25,700
Arts Month General Survey

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

• First time this year! 45%
• I've been on board for 2-4 years. 22%
• I was an early adopter! 5+ years. 33%

Did you have at least one new cultural experience during October 2022?

- Yes 66%
- No 34%
Arts Month General Survey

Where in the community did you hear about Arts Month this year? (select all that apply)

- Advertising in print, on the radio, on television, on billboards/banners/digital marquees, etc. 29%
- Articles in The Gazette, Independent, Colorado Springs Business Journal, North Magazine, etc. 30%
- Email communications from the Cultural Office 65%
- Email communications from other arts & cultural organizations 30%
- Email communications from community groups 11%
- PeakRadar.com 42%
- Social media 34%
- Family or friends (word of mouth) 15%
- Local podcasts 1%
- Community presentations 6%
- Other 5%

Which of these events or features, all produced by the Cultural Office, did you experience during Arts Month 2022? (select all that apply)

- Visited the ArtsOctober.com website 49%
- Read the "Cultural Office Guide to Arts Month," an insert in the Oct. 2 edition of The Gazette 27%
- Attended the Arts Month Mixer at Kinship Landing on Oct. 5 8%
- Enjoyed Artist-of-the-Day content on social media 19%
- Attended an Arts Month Proclamation presentation 7%
- I didn't experience any of these particular offerings 38%
I think it is wonderful that the arts get celebrated with a month dedicated to looking at all facets of artistic output. Kudos to the Cultural Office of the Pikes Peak Region!

It seems like Arts Month keeps getting more and more vibrant and well attended each year. Thank you for securing these dollars and helping so many small arts organizations with the critical funding it takes to run their programs. Thank you for elevating the entire regions arts and culture scene.

We are new to Colorado Springs, and we were glad to hear about Arts Month.

Thank you for this wonderful way for our family to broaden our horizons.

There were so many wonderful events and programs, I had to make hard choices about what NOT to attend. Congrats on growing Arts Month to a critical mass of excellence!

I love that the events were varied and well publicized. Peak Radar and the regular Arts Month highlights in publications and online kept me on top of what was going on outside my normal circles.
The Arts Month Team

Cultural Office of the Pikes Peak Region

- Andy Vick, Executive Director
- Jonathan Toman, Communications Director
- Rebekah Hire-Santoro, Program Coordinator
- Kate Hertz, Outreach 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