Arts Month 2023 Campaign Report

Our thanks to our Sponsors & Media Partners:
This October, arts & culture takes center stage across the Pikes Peak region, as our creative community celebrates Arts Month 2023 and its 10th anniversary spectacular.

Orchestrated annually by the Cultural Office of the Pikes Peak Region, Arts Month elevates the visibility of arts & culture across El Paso and Teller Counties by showcasing local talent, providing opportunities for arts advocacy, supporting innovative cross-sector community collaborations, and creating new avenues for arts engagement and cultural enrichment.
Google Analytics shifted to GA4 in 2023, which tracks metrics differently, and does not compare to previous years. GA4 sets a new benchmark for web traffic trends over time.
ArtsOctober.com

**Most Popular Content Pages**

<p>| | |</p>
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Homepage</td>
</tr>
<tr>
<td>2</td>
<td>Events &amp; Theme Week Pages</td>
</tr>
<tr>
<td>3</td>
<td>Sweepstakes</td>
</tr>
<tr>
<td>4</td>
<td>Arts Month Overview</td>
</tr>
<tr>
<td>5</td>
<td>Toolkit</td>
</tr>
</tbody>
</table>

**Sources of Web Traffic**

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Paid Other</td>
<td>46%</td>
</tr>
<tr>
<td>Direct</td>
<td>21%</td>
</tr>
<tr>
<td>Display</td>
<td>10%</td>
</tr>
<tr>
<td>Referral</td>
<td>7%</td>
</tr>
<tr>
<td>Organic Search</td>
<td>5%</td>
</tr>
</tbody>
</table>

**Average Engagement Time:** 24 seconds

**Biggest Days:** Sunday, October 1 (533 users) and Tuesday, Oct. 10 (494 users).
The largest source of web traffic both days was Paid and Direct, and the traffic was well-spread across the site. 10/10 was both our event day and the day we pushed folks to the website via social media posts.

**Behavior Flow:** After visiting the ArtsOctober.com homepage, users head to theme week pages, sweepstakes page, and main event page in fairly consistent order.

**Top 5 Origin Cities of Tourist Users**

<table>
<thead>
<tr>
<th></th>
<th>Location</th>
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<tbody>
<tr>
<td>1</td>
<td>Denver, CO</td>
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<tr>
<td>2</td>
<td>Pueblo, CO</td>
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<tr>
<td>3</td>
<td>Aurora, CO</td>
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<tr>
<td>4</td>
<td>Englewood, CO</td>
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<tr>
<td>5</td>
<td>Lakewood, CO</td>
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</tbody>
</table>
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, Angela Seals, received Arts Month proclamations from the Colorado Springs City Council and the El Paso County Board of Commissioners.

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

**Total Paid Media Impressions:** 3,589,106 (79%)

<table>
<thead>
<tr>
<th>Medium</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lamar (Billboards and Full Bus Wrap)</td>
<td>1,993,543</td>
<td>2,656,824</td>
<td>3,271,168</td>
<td>2,002,420</td>
<td></td>
<td></td>
<td>3,589,106</td>
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<tr>
<td>Mile High (Digital Billboard on Monument Hill)</td>
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<tr>
<td>Viva Marketing &amp; Consulting</td>
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<tr>
<td>Pikes Peak Bulletin</td>
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<tr>
<td>Banning Lewis Ranch Magazine</td>
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<tr>
<td>Gazette</td>
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<tr>
<td>New Falcon Herald</td>
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<tr>
<td>Tri Lakes Tribune</td>
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<tr>
<td>Pikes Peak Courier</td>
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</tr>
<tr>
<td>North</td>
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<tr>
<td>Springs Magazine</td>
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<tr>
<td>MSN.com</td>
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<tr>
<td>FoxNews.com</td>
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<tr>
<td>Forbes.com</td>
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</tbody>
</table>

**Budget:**
- **AD-FED Match:** $76,500
- **NEA Grant:** $40,400
- **Total:** $116,900

**Paid Media Impressions**

- 2017: 1,993,543
- 2018: 2,656,824
- 2019: 3,271,168
- 2020: 2,002,420
- 2021: 3,589,106
- 2022: 2,656,824
- 2023: 3,271,168

**Contracted Support:**
- Viva Marketing & Consulting
- Pikes Peak Bulletin
- Banning Lewis Ranch Magazine
- Gazette
- New Falcon Herald
- Tri Lakes Tribune
- Pikes Peak Courier
- North
- Springs Magazine
- MSN.com
- FoxNews.com
- Forbes.com

**Target Audience**

- 500,000
- 1,000,000
- 1,500,000
- 2,000,000
- 2,500,000
- 3,000,000
- 3,500,000
- 4,000,000
- 4,500,000
# Earned Media

**Total Earned Media Impressions: 151,900 (47%)**

<table>
<thead>
<tr>
<th>Media Outlet</th>
<th>Content</th>
<th>Estimated Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pikes Peak Bulletin</td>
<td>Arts in the Pikes Peak Region - (pikespeakbulletin.org)</td>
<td>1000</td>
</tr>
<tr>
<td>North</td>
<td>Issuu</td>
<td>6500</td>
</tr>
<tr>
<td>Gazette</td>
<td>Celebrate Arts Month with Pikes Peak region culture events</td>
<td>Arts &amp; Entertainment</td>
</tr>
<tr>
<td>Colorado Springs Independent</td>
<td>New Eastside murals prove local art deserts are blooming</td>
<td>Culture</td>
</tr>
<tr>
<td>Side Dish with Schniper</td>
<td>Eblist &amp;</td>
<td>450</td>
</tr>
<tr>
<td>Springs Magazine</td>
<td><a href="https://springsmagazine.com/10-ways-to-celebrate-arts-month/">10 Ways to Celebrate Arts Month - Springs Magazine</a></td>
<td>8000</td>
</tr>
<tr>
<td>City of Colorado Springs Podcast</td>
<td>Podcast: October is Arts Month!</td>
<td>City of Colorado Springs</td>
</tr>
<tr>
<td>FOX-21 Loving Living Local</td>
<td>Open your world with the Arts this October!</td>
<td>FOX21 News Colorado</td>
</tr>
<tr>
<td>FOX-21 News</td>
<td>Fine Arts Center celebrates Arts Month with new shows and gallery</td>
<td>FOX21 News Colorado</td>
</tr>
<tr>
<td>KRDO</td>
<td>Colorado Springs celebrates October Art Month</td>
<td>KRDO</td>
</tr>
</tbody>
</table>

**151900**
Visit COS Partnership

Ad Campaign
1,998,878 Impressions
5,780 Clicks
0.29% CTR

Tourism Takeover Tuesday Highlight (9/26): (Instagram stories)
4,303 vs. 11,870 Impressions (176%)
18 Profile Visits (38%)
12 vs. 65 Link Clicks (442%)
# Social Media Campaign

## 2023 Campaign Analysis: Platform Breakdown

<table>
<thead>
<tr>
<th>Meta (Facebook &amp; Instagram) Performance</th>
<th>X (Twitter) Performance</th>
<th>TikTok Performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach: 361,683</td>
<td>Impressions: 828,737</td>
<td>Impressions: 130,822</td>
</tr>
<tr>
<td>Impressions: 993,423</td>
<td>Link Clicks: 2,963</td>
<td>Link Clicks: 648</td>
</tr>
<tr>
<td>Link Clicks: 9,674</td>
<td>Average Link CTR: .115%</td>
<td>Average Link CTR: .50%</td>
</tr>
<tr>
<td>Average Link CTR: 1.57%</td>
<td>Engagements: 7,395</td>
<td>Amount Spent: $750</td>
</tr>
<tr>
<td>Amount Spent: $7,055.97</td>
<td>Engagements: 4,358</td>
<td>Engagements: 65</td>
</tr>
<tr>
<td>Video Views: 21,931</td>
<td></td>
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</tr>
<tr>
<td>Leads: 567</td>
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</tr>
</tbody>
</table>

### 2023 Totals Compared to 2022:
- Impressions: 1,952,982 (+85%)
- Link Clicks: 13,285 (-45.85%)
- Engagements: 69,120 (+229.36%)
- Average CTR: .73% (-76.74%)
- Amount Spent: $9,360 (-5.91%)

### 2022 Totals:
- Impressions: 1,053,987
- Link Clicks: 24,474
- Engagements: 20,988
- Average CTR: 3.13%
- Amount Spent: $9,947.63

Note: This data only includes the Arts Month campaigns ran by InnerSocial Marketing Sept - Oct 2023

Contracted Support:
Food Product Partnerships

- Established three new partnerships
- Sasquatch: 10% of proceeds donated = $127.40
- Josh and John’s: 10% of proceeds donated = $300
- Local Relic: $1 per bottle sold donated = est. $200
- 89 entries to partnership giveaway: opportunity for next year to increase engagement
Sweepstakes Program

- $800 prize package, all money directly paid to vendors
- 718 total entries (incl. ArtsOctober.com)

Qualitative Feedback: winner was new to town and extremely excited, stating: “we’ve been wanting to get more involved in the arts scene, this is perfect for us.”
Local Arts Guide 2023

- Third year of the ongoing partnership with *The Gazette* (replaced Peak Radar Pages Directory)
- Showcased Arts Month, stories of local arts groups, and ways to connect year round
- Printed as insert in the Sunday Gazette on Oct. 1.
- 250 overruns distributed directly to cultural locations.
- 9 content contributors from across the cultural community.
- Dozens of Arts Month events highlighted!

26,000+ print copies
100,000 e-edition copies
10-10 Event

- Estimated 400 viewers (263 min from Cog Railway alone)
- 10 Artists/Groups commissioned
- $2,850 paid to artists
Arts Month General Survey

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

First time this year! 26%
I've been on board for 2-4 years. 39%
I was an early adopter! 5+ years. 34%

Did you have at least one new cultural experience during October 2023?

Yes 77%
No 23%
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. 32%
- Articles in The Gazette, the Indy, Colorado Springs Business Journal, NORTH Magazine, etc. 34%
- Email communications from the Cultural Office 66%
- Email communications from other arts & cultural organizations 40%
- Email communications from other community groups 15%
- PeakRadar.com 57%
- Social media 36%
- Family or friends (word of mouth) 16%
- Community programing 11%
- Other 7%

The top 2 sources are consistent with years past: Cultural Office and PeakRadar.com. Emails from other arts and cultural groups jumped from 30% to 40% this year

Which of these events or features, all produced by the Cultural Office, did you experience during Arts Month 2023? (select all that apply)

- Visited the ArtsOctober.com website 46%
- Read the “2023 Local Arts Month Guide” an insert in the Oct.1 edition of The Gazette 29%
- Enjoyed a performance on 10/10 or saw our social media postings for the pop-ups 23%
- Tried an Arts Month culinary collaboration at Josh and John’s, Sasquatch Cookies, or Local Relic 8%
- Participated in a program by the Cultural Office (Arts Month proclamation, ice cream tasting, art opening reception, partner thank you reception, and Breaking Ground virtual event) 25%
- I didn’t experience any of these particular offerings 34%
Absolutely wonderful as usual. The media postings are whimsical and eye-catching. I love Arts Month!

Absolutely wonderful! We, as a community, are so fortunate to have such creative and artistic talent at our fingertips.

I recommended Arts Month to visitors to the Pikes Peak area. They seemed very excited, and signed up for whatever was happening the time they were here.

It is lovely to have so much focus on so many different types of ARTS. Hope that carries through all year long for people to look for more ways to enjoy and supports the ARTS.

Keep up the fantastic work! Love all you do for the arts in the community!

As someone who works in tourism arts month is a great time to be talking to visitors. I love showing them the lists of things to do in October.

Would like to find more ways to get local businesses involved with arts month in a consistent way.
Today, to celebrate 10 years of October being Arts Month in the Pikes Peak Region, the Cultural Office of the Pikes Peak Region will be hosting 10, 10-minute pop-up performances at iconic locations, all featuring El Paso and Teller County artists. Don't miss out on these unique art experiences against the backdrop of our vibrant and diverse community.

Click the link below for details on times and locations of each pop-up performance.

Woah!! I just saw an Arts October bus!! Talk about marketing!! 😁
October is Arts Month, when we're all invited to gorge ourselves on this year's 31-day buffet of cultural events in the Pikes Peak region. Go to artsocober.com/events and mark your calendar (be sure to enter this year's sweeps to win the “ultimate Arts prize package,” tinyurl.com/arts-sweep).

Breaking Ground: New Projects in the Arts: "Learn about four bold visions coming to life right now in our local art scene—all at various stages, from groundbreaking to grand opening—and how to support them as they become a reality." A COPP-er virtual gathering Wednesday, Oct. 16, noon; catch it at tinyurl.com/artsmonth-new.
Fine Arts Center
Events & Happenings
The Arts Month Team

Cultural Office of the Pikes Peak Region
- Angela Seals, Executive Director
- Dylan Craddock, Program Manager, Creative Economy
- Jonathan Toman, Program Manager, Cultural Promotion and Tourism
- Jeresneyka Rose, Program Manager, Education
- Kate Hertz, Engagement Coordinator

Neon Pig Creative
- Michael O'Can, Partner, Director of Web
- Laura Schnarr, Partner, Director of Strategy
- 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