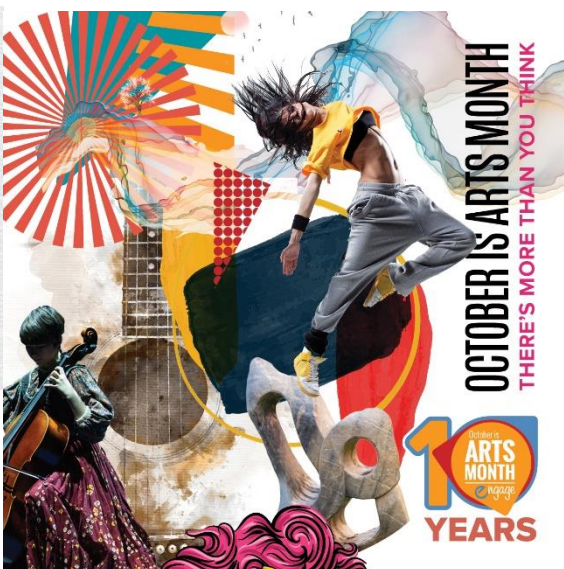
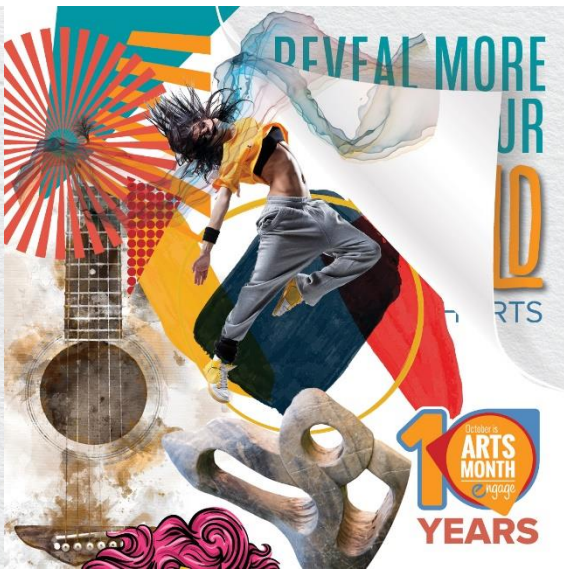




Arts Month 2023 Campaign Report

Our thanks to our Sponsors & Media Partners:





Contracted Support:





ArtsOctober.com

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WELCOME!

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.

Explore Arts Month 2023



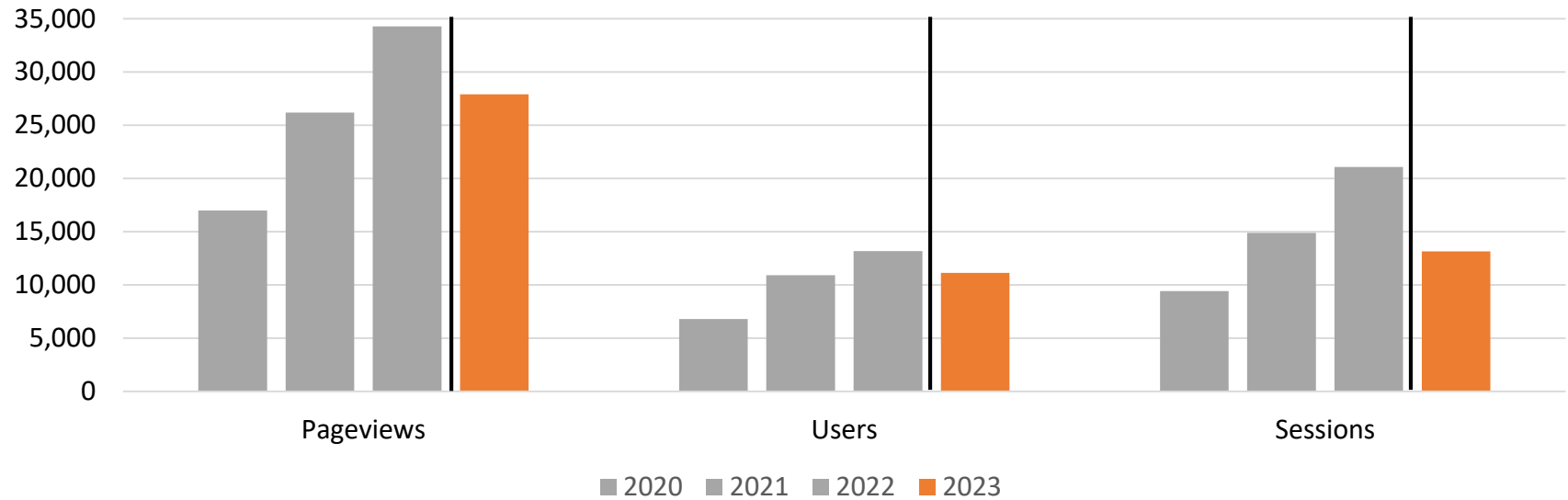


ArtsOctober.com

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 Metrics



ArtsOctober.com Metrics (Sept. 1 to Oct. 31)

	2020	2021	2022	2023
Pageviews	16,989	26,183	34,275	27,886
Users	6,795	10,897	13,164	11,127
Sessions	9,419	14,874	21,058	13,134



ArtsOctober.com

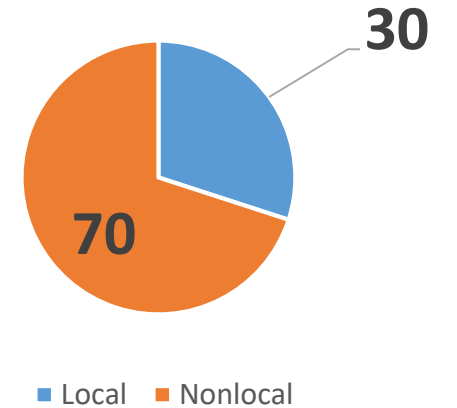
Most Popular Content Pages

1	Homepage
2	Events & Theme Week Pages
3	Sweepstakes
4	Arts Month Overview
5	Toolkit

Sources of Web Traffic

Paid Other	46%
Direct	21%
Display	10%
Referral	7%
Organic Search	5%

User Location



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

1	Denver, CO
2	Pueblo, CO
3	Aurora, CO
4	Englewood, CO
5	Lakewood, CO

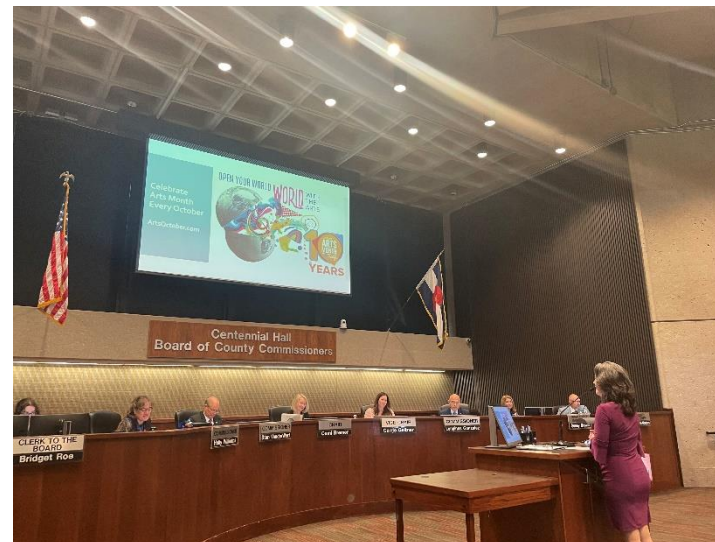


Proclamations

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).

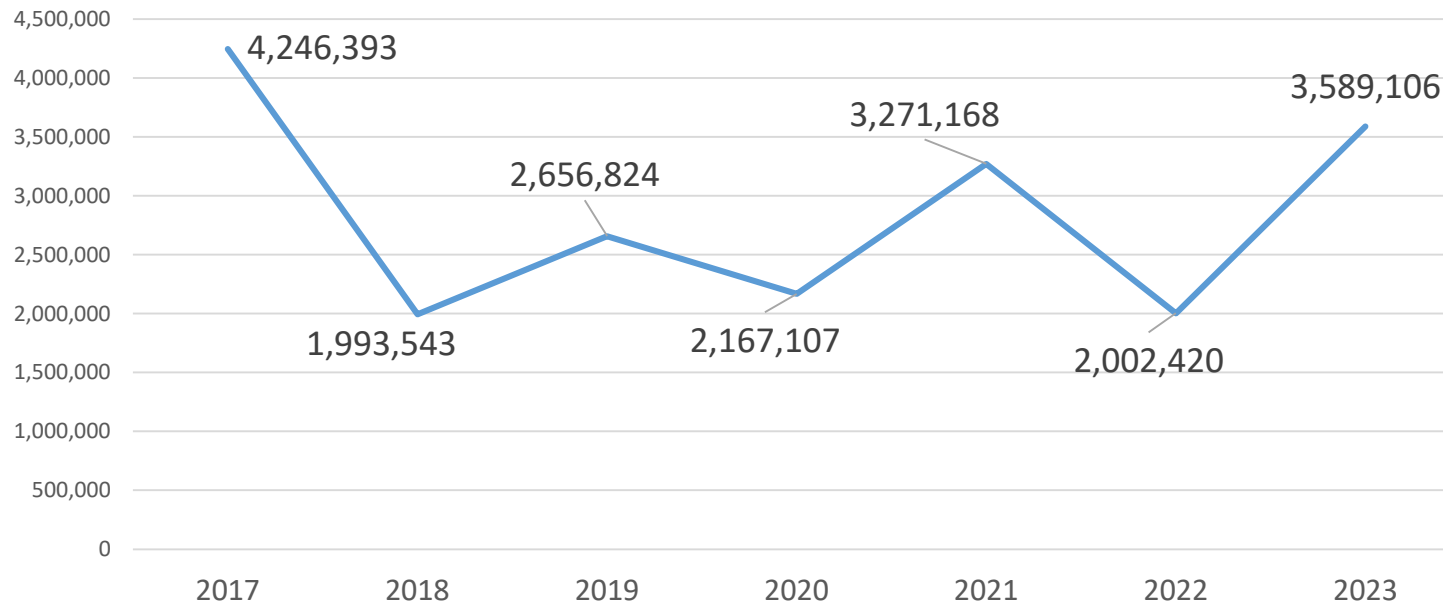




Paid Media Campaign

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

Paid Media Impressions



Budget: **\$76,500** **\$38,800** **\$40,400** **\$25,000** **\$29,265** **\$25,000** **\$50,671**

AD-FED Match
NEA Grant

Medium
Lamar (Billboards and Full Bus Wrap)
Mile High (Digital Billboard on Monument Hill)
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



Contracted Support:





Earned Media

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

Media Outlet	Content	Estimated Impressions
Pikes Peak Bulletin	https://pikespeakbulletin.org/featured/crane-mobilizes-for-arts-month-with-public-projects/	1000
Pikes Peak Bulletin	Arts in the Pikes Peak Region - (pikespeakbulletin.org)	1000
North	- Issuu	6500
Gazette	Celebrate Arts Month with Pikes Peak region culture events Arts & Entertainment gazette.com	96300
Colorado Springs Independent	New Eastside murals prove local art deserts are blooming Culture csindy.com	18000
Side Dish with Schniper	Eblast &	450
Springs Magazine	10 Ways to Celebrate Arts Month - Springs Magazine	8000
City of Colorado Springs Podcast	Podcast: October is Arts Month! City of Colorado Springs	2000
FOX-21 Loving Living Local	Open your world with the Arts this October! FOX21 News Colorado	2700
FOX-21 News	Fine Arts Center celebrates Arts Month with new shows and gallery FOX21 News Colorado	6450
KRDO	Colorado Springs celebrates October Art Month KRDO	9500
		151900

Contracted Support:

madwoman
marketing + strategies



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

Meta (Facebook & Instagram) Performance

- Reach: 361,683
- Impressions: 993,423
- Link Clicks: 9,674
- Average Link CTR: 1.57%
- Amount Spent: \$7,055.97
- Engagements: 61,660
- Video Views: 21,931
- Leads: 567

X (Twitter) Performance

- Impressions: 828,737
- Link Clicks: 2,963
- Average Link CTR: .115%
- Engagements: 7,395
- Amount Spent: \$1,554.83
- Engagements: 4,358
- Video Views: 137,447

TikTok Performance

- Impressions: 130,822
- Link Clicks: 648
- Average Link CTR: .50%
- Amount Spent: \$750
- Engagements: 65
- Video Views: 3,011

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

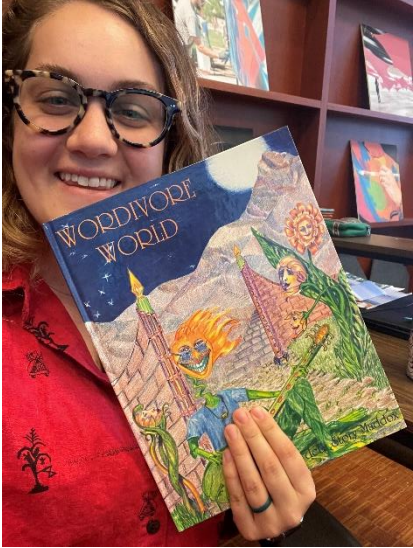


- Established three new partnerships
- Sasquatch: 10% of proceeds donated = \$127.40
- Josh and John's: 10% of proceeds donated = \$300
- Local Relic: \$1 per bottle sold donated = est. \$200
- 89 entries to partnership giveaway: opportunity for next year to increase engagement



Sweepstakes Program

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



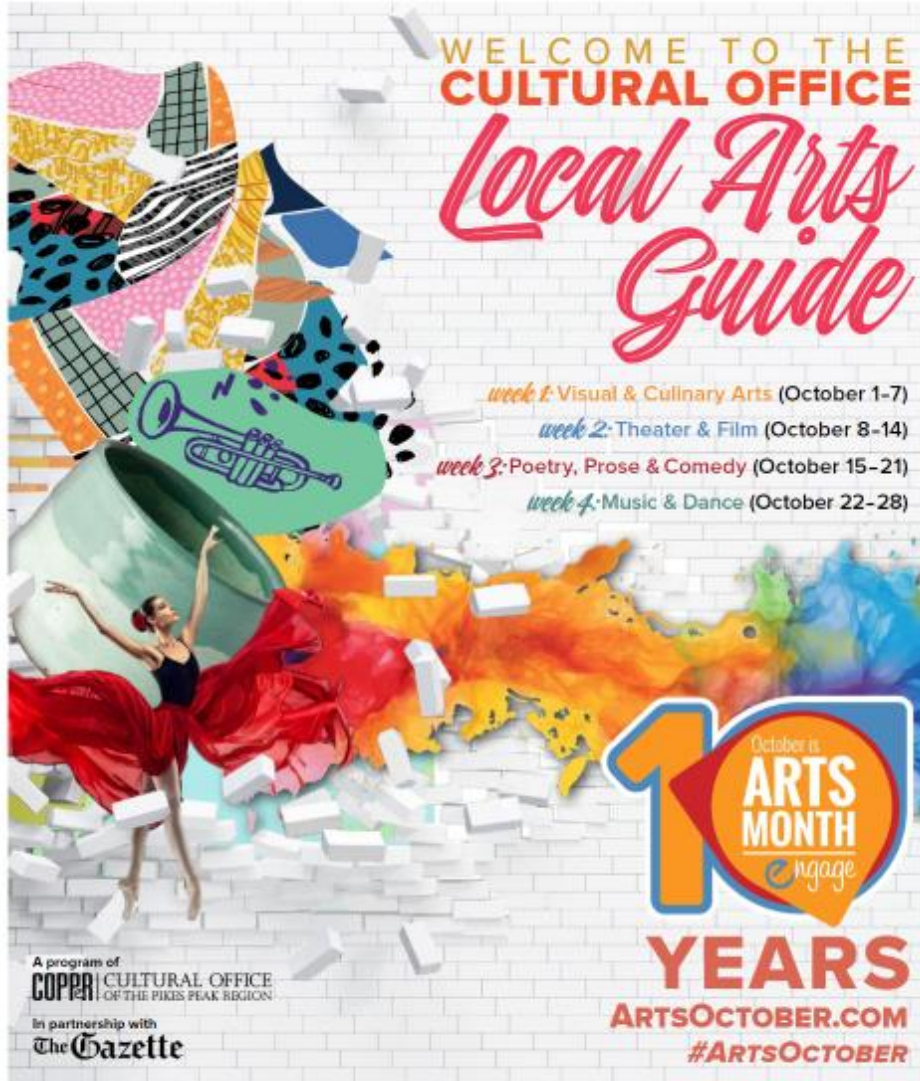
- Qualitative Feedback: winner was new to town and extremely excited, stating: “we’ve been wanting to get more involved in the arts scene, this is perfect for us.”

Contracted Support:

InnerSocial
MARKETING



Local Arts Guide 2023



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

- 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!

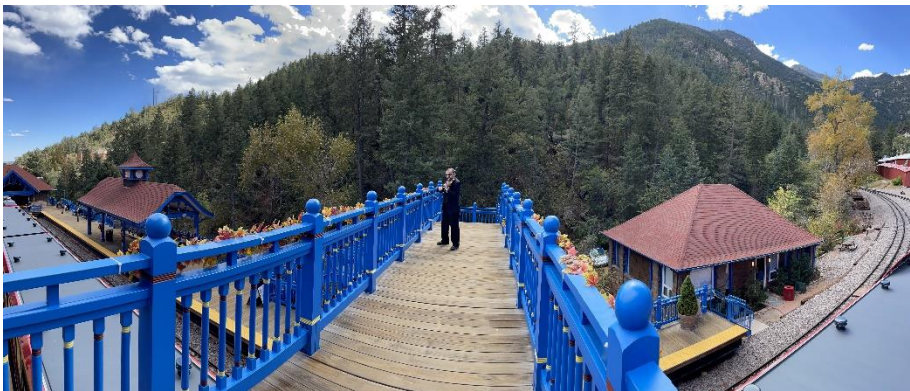


10-10 Event



Estimated 400 viewers (263 min from Cog Railway alone)

- 10 Artists/Groups commissioned
- \$2,850 paid to artists





Arts Month General Survey

99 Responses



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 programming **11%**
- Other **7%**

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%**

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



Survey Comments

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.



City of Colorado Springs 4h · 🌐

🎉👥 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 arts 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.

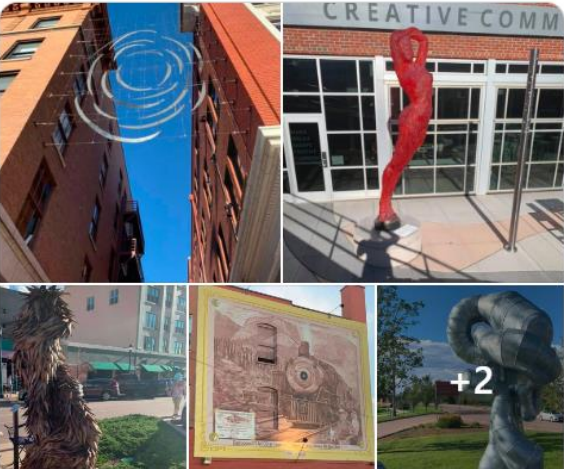


ARTSOCTOBER.COM

10/10 Media Event - October is Arts Month

10/10 Media Moments In honor of the new Arts Month campaign, ...

Colorado Springs Hispanic Chamber 2d · 🌐



Southern Colorado Women's Chamber of Commerce 2d · 🌐

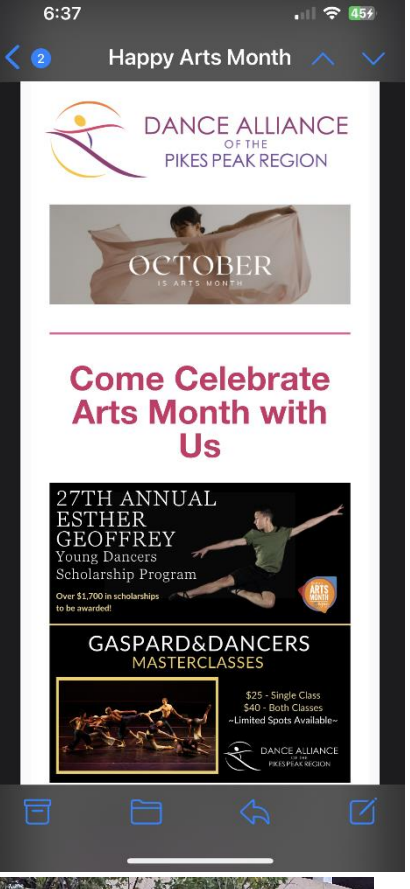
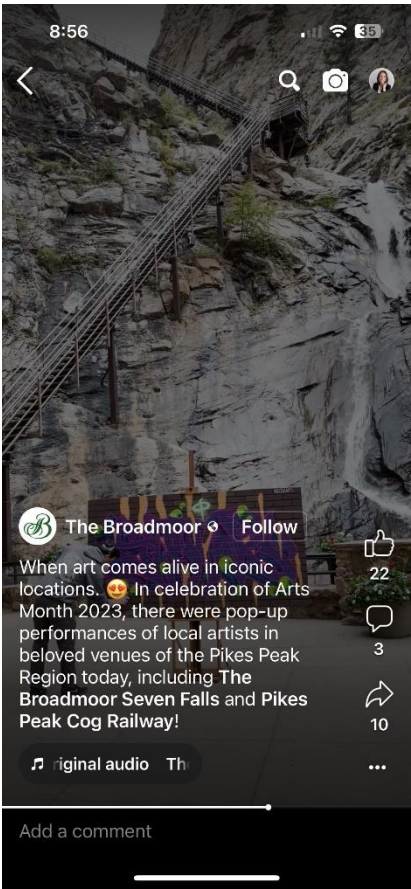
There's so much art to experience in [#ColoradoSprings](#)! What was your favorite part of Arts Month?

[#SCWCC](#) [#ArtsMonth](#)

Today 8:24 AM

Woah!! I just saw an Arts October bus!! Talk about marketing!! 😊





Search

downtown_cs 2h

csconservatory

COLORADO SPRINGS CONSERVATORY

JAZZ NITE...

October is **ARTS MONTH** engage

18 BACK!

bit.ly/cscjazz

Enjoy **FIRST FRIDAY** in **DOWNTOWN COLORADO SPRINGS!**

EXPLORE THE LOCAL GALLERIES THEN UNWIND WITH US AT JAZZ NITE!

[GET TICKETS](#)



October is **ARTS MONTH** engage

Fine Arts Center

Events & Happenings

BREAK YOUR WORLD OPEN WITH THE ARTS

10 YEARS

ArtsOctober.com

7:52

Wanda Cousar

Posts Photos Reels

Wanda Cousar 28m

Happy 10th Anniversary Cultural Office of the Pikes Peak Region! Thank you for sharing these photos of the Pop Up event in Soda Springs park, Manitou Springs!

7

Home Video Marketplace Dating Notifications Menu

manitousspringscolorado.org/art-on-the-avenue/

Creative Economy Google Calendar Home page - Culture Home - Peak Radar Research Studies Legislation/Govt Action Professional Development Spotify - Web Pages

homeage in their own special way.

ARTS MONTH engage

150 YEARS

MACH Manitou - Arts - Culture - Heritage

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Address: 354 Manitou Ave. Manitou Springs, CO 80829

Colorado Creative Industries



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'Cana, 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

