

## Experience Division Board Update – August 2018



### ***You're invited!***

Aug. 26: Chris Wilson Concert Series

### **Marketing:**

\$10,920 in Earned Media Value

14% e-newsletter open rate

### **Development:**

\$56,401 volunteer hours' value for Kid's Kingdom & Dog Park beautification and more

225 SB residents reached through community and partnership meetings

### **Events:**

2 Children's Arts in the Park: 100 in attendance

*"This is such an amazing opportunity! I love that the USGA is a group that sees and recognizes the value in our children!"*

*"Thank you for lending an ear to my child's imagination. He does not want to leave. He could stay and do this all day."*

Chris Wilson Concert Series: 1,550 in attendance

*"Thank you for keeping this series relatively the same over the years. We look forward to it every year."*

