

## Events

**Total resident engagements through event attendance in October: 1,050**

### Summer Concert Series – FREE

#### ***Chris Wilson Pavilion, Potawatomi Park***

The Summer Concert Series ended on Sunday, August 26, after 10 concerts. The main demographic of this series is seniors, ages 50+. The concert series has a high loyalty rate; a majority of the crowd come out every Sunday to enjoy the concerts. The concert series also has a high attendee satisfaction rate. Surveys were not collected but a staff member was present at every concert to field questions and note possible changes for future concerts. The most common comment was that the concert was too short at only one hour, with the suggested time being 1.5 – 2-hour concerts. Additionally, many people asked about the status of Seitz Park, and were excited for a concert series to begin again at that location after construction is complete.

<b>Date</b>	<b>Performers</b>	<b>Fee</b>	<b>Attendance</b>	<b>Staff Planning</b>	<b>Staff On-Site</b>
8-5	The Valleyaires	\$300	200 people	1 hour	2 hours
8-12	PT and the Cruisers	\$350	300 people	1 hour	3 hours
8-19	Soul Funkshun	\$400	300 people	1 hour	3 hours
8-26	Van Dkye Review	\$350	200 people	1 hour	3 hours
<b>TOTAL</b>	<b>4 concerts</b>	<b>\$1400</b>	<b>1000 people</b>	<b>4 hours</b>	<b>11 hours</b>

**Impact drivers met:** [SOCIAL EQUITY, NEIGHBORHOOD & ECONOMIC IMPACT, HEALTH & WELLNESS](#)

### Children’s Arts in the Park Series – FREE

#### ***Chris Wilson Pavilion, Potawatomi Park***

Children’s Arts in the Park was successful overall this summer with record attendance in June and July. The final Arts in the Park program was cancelled due to the weather, and it was not rescheduled due to school being back in session. These programs have a high loyalty rate and high attendee satisfaction. The events team collected surveys at two of the series dates to gauge interest and gather community feedback which will be evaluated for future programs. In August, \$200 was paid to Mr. Dan for his performance. There was no revenue or sponsor for this series.

<b>Date</b>	<b>Performers</b>	<b>Fee</b>	<b>Attendance</b>	<b>Staff Planning</b>	<b>Staff On-Site</b>
8-9	Mr. Dan the Music Man	\$200	50 people	1 hour	3 hours
8-16	<i>cancelled</i>				
<b>TOTAL</b>		<b>\$200</b>	<b>50 people</b>	<b>1 hours</b>	<b>3 hours</b>

**Impact drivers met:** [SOCIAL EQUITY, NEIGHBORHOOD & ECONOMIC IMPACT, HEALTH & WELLNESS](#)

**ADDITIONAL EVENTS:**

- September 13, 2018 – Kelly Park Ribbon Cutting Ceremony
- September 14, 2018 – *FLASHBACK FRIDAY* Free Public event at Elbel Golf Course

**UPCOMING EVENTS:**

- December 7, 2018 – Tree Lighting Ceremony in DTSB

## Development

**Volunteers engaged:** 127

**Value earned through volunteer efforts:** \$20,510

**Gifts:** 2 pledges valued at an estimated \$10,000

**Total community members engaged through 22 outreach meetings:** 785

**Value of VPA donations made to community partners:** \$315

## Marketing

**Fall/Winter 2018-19 Spark Magazine and InfoGuide production complete**

**Printed for distribution:** 7,000 Spark magazines, 20,000 InfoGuides

**Total Reach across our 14 Facebook pages:** 60,204

**001.Total Impressions across our 2 Twitter accounts:** 5,041

**Instagram followers across our 3 accounts:** 2,040

**Total Earned Media Value** \$36,081.23