

SUMMER BASH

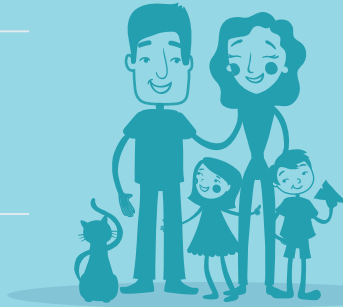


48.9% children
(16 and under)



37% came through
North Entrance

63% came through the
South Entrance which
families funneled through
the Outdoor Market



90 Volunteers
on-site



Over 200
businesses involved in
activities, outdoor market
and/or sponsorship

Approximately 9,200 people
attended Summer Bash 2017

FACEBOOK PRESENCE

Over 95,000
people reached
(not including our
advertising stats)



Over 14,000
people viewed the
Facebook Event Page
directly

1,953
said interested

3,040 responses to
attendance on event

1,087 said they
were going

ONLINE ADVERTISING	Impressions	Actions	Video Views
	197,374	21,260	4,719

OUR WEBSITE

8,261
pages viewed



3,769 visits to
the website

Average time a user
spent on the website
was 1:45

2,861 unique
visitors from August 1 to
August 27

OTHER MARKETING	Flyers/Newsletter	Signage	T-Shirts
	34,000	200	125

HASHTAGS

172 people used the event
hashtag with photos of the activity.

SummerBash

A lot more photos and posts were
made but we could only monitor
those that used the hashtag
#SummerBash

TRANSPORTATION



Over 300 people used
the shuttle bus



Goal to increase bike riders
by 400% for 2018