

SUMMER BASH



44 countries represented
from citizens in attendance
7 schools involved



54% citizens attending
from the South of Regina

46% citizens attending
from other areas of Regina



238 Volunteer
Spots Filled



368 Businesses &
organizations involved in
programming, summer market
and support to make Summer
Bash events occur.

2017 Summer Bash 9,200 attendees
2018 Summer Bash 14,400 attendees

2018 SOCIAL INFLUENCE

904,349
Impressions on
posts and events



18,895
people responded
to one of our Events

2,900 followers

Instagram **800** followers **1,381** engagements

Twitter **100** followers **44,400** impressions

SUMMER BASH WEBSITE

over **25,000**
pages viewed



over **10,000**
visits to the website

PRINT

Flyers/Newsletter

30,000

Community Signage

300

T-Shirts

150

COMMUNITY

3500 number of
citizens fed through the
FREE community BBQ.

1500 pancake
breakfast participants.

\$15,000 raised for
local schools

40% of volunteers are
New Canadians.

80% of 600 surveys
completed ranked event Very
Good or Excellent

TRANSPORTATION



FREE Shuttle Bus
2017 **300** riders
2018 **800** riders



FREE Bike Valet
50 families
participated