

Parallel Studios 2015 Final Report to OTAB

1. Explanation of Expenditures and Revenues

Local / Regional / National and International Promotional Expenditures:

This was the CURRENTS Festivals' sixth year as an annual, citywide, international event and it continues to build it's audience. We estimate that attendance at the festival was up by 400 visitors this year with at total of 6,200 visits to the festival. Opening weekend alone, we estimate that 1,392 of the our 3,315 guests were from outside Santa Fe. The following promotional activities and growth in local awareness are responsible for our continued growth. We are clear that there is still a ways to go before the Festival reaches its international stride, but indications are good.

For a quick recap of opening weekend: <https://vimeo.com/133238833>

Our website continues to be a great outreach tool. Between the end of CURRENTS 2014 and the final days of CURRENTS 2015 the site had 25,000 new visitors. In May/June of this year, we had 9,318 new visitors to the site, up 5,841 over the same period last year. Visits to the site came from over 90 countries and every state in the union, the highest percent of visits, outside of New Mexico, coming from California.

6,000 copies of this year's brochure were distributed throughout the state. The Festival was advertised on KUNM and Hutton Broadcasting stations, throughout the month of June.

1/2 page ads were placed in: *The Pasatiempo* (x4); *The Santa Fe Reporter* (x2); *The Weekly Alibi* (x2) in Albuquerque. Full page ads were placed in Arts+Culture (throughout Texas).

Our print advertising was less extensive this year, due to the loss of a New Mexico Tourism Collaborative Marketing Grant, which we had received in three previous years. However, our social media marketing has increased and become more agile and targeted.

The Co-Executive Directors and artists participated in radio interviews on KSFR and KUNM's *Performance Today* with Spencer Beckwith. We received extensive pre-event editorial coverage in the *Pasatiempo*, *Albuquerque Journal*, *Arts+Culture Magazine*, as well as a nice piece on travelideas.com, that listed CURRENTS as one of the 21 best things to do in Santa Fe.

Email blasts, through Mailchimp, go out to 3,097 recipients and are forwarded to our partners' lists. Our open rate, 31.5%, is above the industry average of 27%.

Press releases go out to a list of 147 magazines, newspapers and organizations.

Promotional videos, are posted on YouTube, Vimeo, Facebook and Instagram.

The 460 submissions to our online Call for Entries came from 35 countries.

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See Marketing Expenditure Table below.

2. Tourism Impact

Gathering attendance information

As a free, multi-venue event, we face some hurdles gathering attendance information. Our methods include: clicking in guests at the main exhibition, optional sign in sheets (there is also an iPad sign in option) that requests information about home locales and hotel stays; head counts at events held at other venues; estimation of increased traffic at partner venue exhibitions. Also this year we undertook two additional surveys - a general audience survey - with 189 respondents and an Economic Development survey of Motion and the Digital Preservation conferences that took place as partner events during CURRENTS (50 respondents).

Attendance Numbers

Between El Museo and other participating venues the Festival clicked in 6200 visitors.

OPENING WEEKEND ATTENDANCE (Friday June 12-Sunday June 13)

Of our 3,315 visitors clicked in over opening weekend, 659 visitors signed our guest book.

58% of all visitors were from Santa Fe (63% in 2014)

24% of all visitors from New Mexico cities outside of Santa Fe (16% in 2014)

17% of the audience came from outside New Mexico (16% in 2014)

1% of the visitors were from outside the USA (3% in 2014)

6% indicated that they stayed in a hotel (4% in 2014)

OVERALL FESTIVAL ATTENDANCE (Friday June 12-Sunday June 28)

Of our 6200 visitors clicked in over the length of the festival, 1075 visitors signed our guest book.

75% of all visitors were from Santa Fe (63% in 2014)

11% of all visitors from New Mexico cities outside of Santa Fe (16% in 2014)

16% of the audience came from outside New Mexico (16% in 2014)

1% of the visitors were from outside the USA (3% in 2014)

5% indicated that they stayed in a hotel (4% in 2014)

This is a free event and many visitors prefer not to sign in. Of those that did sign-in 5% indicated that they staid in hotels, bed and breakfasts or rentals. Extrapolating from our sign in numbers, 5% of our 6200 click-in attendance hotel stays could be as high as 310 individuals.

We think of our website as a portal to Santa Fe, not just as a resource for Festival info. A "Visit Santa Fe" button is prominent on our homepage and connects visitors to hotels,

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restaurants and outdoor activities in Santa Fe. Google Analytics recorded 369 (161 in 2014) visits to links associated with our "Visit Santa Fe" page.

EXPANDED AUDIENCE SURVEY

189 visitors filled out an audience survey on opening weekend.

13% of respondents were 0-24 years of age

55% of respondents were 25-44 years of age

29% of respondents were 45-65+ years of age

3% unknown

2% Asian; 2% Black; 8% Hispanic; 6% Mixed; 5% Native American; 15% Unknown; 59% White.

42% were new visitors to CURRENTS

11% stayed in local hotels

The 21 survey participants that indicated that they had stayed in a hotel, reported a total of 97 hotel nights.

62% were from Santa Fe

18% were from New Mexico cities outside of Santa Fe

16% were from outside New Mexico

Parallel Studios 54 artists, performers, presenters and interns came to Santa Fe, for between 1 week to 4 weeks, to install their work, assist as staff during the Festival, or were artists whose work was presented during the festival. 28 of these were housed in the University of Art and Design's student apartments for which we paid \$3,500. 11 artists, whose lodging was not supported by the Festival, and staff members were housed in area hotels or Air B&Bs. The remainder stayed with family, friends or stayed with local residents. All artists and out of state interns and staff used restaurants, grocery stores, public transportation and local retailers. This year, 3 Hotels offered special discounted rates for CURRENTS' attendees and artists.

In 2014 CURRENTS was contacted by Becky Padilla and Elaine Montoya of Motion.TV, an annual digital/FX/animation, TED talk style, industry conference that has been held in Albuquerque for the last eight years. Their enthusiasm about the Festival lead them to move the conference to Santa Fe in 2015, timed to coincide with CURRENTS' opening weekend. The conference had 100 attendees and 15 presenters, all of which stayed in area hotels.

2015 REVENUE SOURCE TABLE

Revenue Source	Amount	Confirmed/ Anticipated
NEA (funded 2012/\$15,000, 2013/\$30,000, 2014/\$25,000)	\$30,000	Confirmed
New Mexico Arts (Funded 2012/\$6,446, 2013/\$4,680, 2014/\$5,255)	\$7,129	Confirmed
S F Arts Commission(Funded 2012/\$5,500, 2013/\$7,500, 2014/\$8,500)	\$12,500	Confirmed
New Mexico Tourism Department (Funded 2012/\$7,500, 2013/\$11,000, 2014/\$17,500)	\$1,450	Confirmed
OTAB (2013/\$10,000, 2014/\$15,000)	\$7,500	Confirmed
Santa Fe Economic Development	\$5,000	Confirmed
McCune Charitable Trust (funded 2011/\$1,200, 2011/\$7,500, 2012/\$7,500, 2013/\$7,500, 2014/\$10,000)	\$10,000	Confirmed
Thanksgiving Fund (funded 2011/\$14,000, 2012/\$20,000, 2013/\$25,000) Starting in 2014 awarded 3 yrs of \$25,000 each year.	\$25,000	Confirmed
Kind World Foundation (2014/\$5,000)	\$20,000	Confirmed
mediaThe Foundation (funded 2012/\$5,000, 2013/5,000, 2014/\$3,000)	\$5,000	Confirmed
New Mexico Humanities Council	\$3,500	Confirmed
Japan Foundation	\$1,300	Confirmed
Consulate General of the Federal Republic of Germany / Houston	\$1,250	Confirmed
Individual Donations (funded 2010/\$9,143 and 2011/\$16,645, 2012/\$17,751, 2013/\$15,381, 2014/\$30,734)	\$35,832	Confirmed
Corporate (funded 2011/\$2,350, 2013/\$4,500, 2014/\$4,000)	\$2,000	Confirmed
Artists' Submission Fees (2010/\$1,782, 2011/\$2170, 2012/\$4,078, 2013/\$5,445, 2014/\$6,461)	\$7,620	Confirmed
Program Ad Sales	\$2,400	Confirmed
Professional Services	\$1,080	Confirmed
TOTAL	178,561	

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EXPENDITURE TABLE FOR PROMOTION AND ADVERTISING OUTSIDE OF SANTA FE

Budget Category	Vendor	Description	Eligible Cost
Print	<i>Arts+Culture Magazine</i>	All of Texas 3 issues/March/May/June/ full page	\$2,800
Print	<i>Weekly Alibi</i>	Albuquerque/weekly 3 wks/May/June/full page	\$1,630
Social Media/ Online	Kira Randolph 11/13/14-4/5/15	Daily postings: Facebook, Twitter, Flickr, Google+, Instagram + Website Maintenance	\$2,559
Social Media/ Online	Frank Rose 4/6/15-7/12/15	Daily postings: Facebook, Twitter, Flickr, Google+, Instagram + Website Maintenance	\$4,772
Social Media/ Online	Facebook	Facebook Posts Boost	\$250
Graphic Design	Anagram	Design of Marketing Campaign/Print Ads/ Online Festival Program/ KUNM Radio Spots	\$4,834
Radio	<i>KUNM</i> public radio	80 Announcements for month of June (a \$3000 value)	\$2,000
Total:			\$18,845

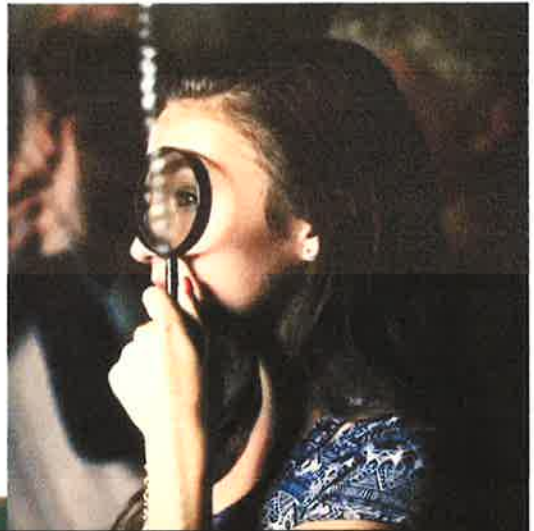
	JULY	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
PRINT									X		X	X
INTERNET	X	X	X	X	X	X	X	X	X	X	X	X
RADIO												X
TELEVISION												
OUTDOOR												X
TRADE SHOWS												
BROCHRES/ POSTERS											X	X

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Expenses Benefitting Santa Fe Directly

Executive Directors' Salaries	\$38,280
Local Subcontracted Services	\$39,177
Local Artists Honorariums	\$3,000
Production Costs Spent Locally	\$17,751
Local Advertising, Signage and Printing	\$8,352
Venue, Office and Storage Rent	<u>\$14,517</u>
Total	\$121,077

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