



City of Dallas

Arts Month 2021 Communications and Results Report

May 20, 2021

Office of Arts and Culture
City of Dallas

Arts Month Online/Social Media Report



- **OAC Webpage (dallasculture.org) April Metrics**

- Website traffic increased by 34% with most of the visitors visiting the ART214 page or the Dallas Arts Month launch press release.
 - Direct Link- 2138 users
 - Organic Search (Google/Bing)- 1744 users
 - Facebook- 582 users
 - Art & Seek- 177 users
 - Visit Dallas- 63 users
 - Dallas City Hall- 46 users

- **OAC Facebook April Metrics**

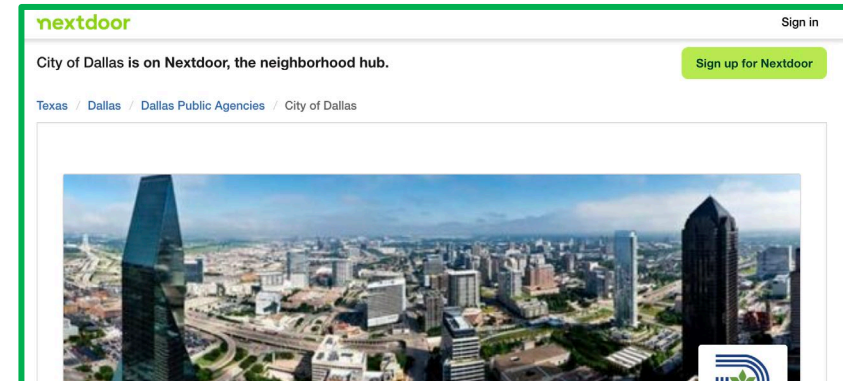
- 300 new followers since Dallas Arts Month launched at the start of April.
- Paid Ads reached 29,614 users with the primary goal being to direct them to *dallasartsmoonth.com* event highlights page.
- 22 OAC posts organically reached 9,491 users (our page has 14,162 followers)

- **Dallas Arts Month Facebook April Metrics**

- Over 45 posts organically reached more than 6,627 users with general Arts Month messaging and Dallas arts and culture April offerings

- **OAC Email April Metrics**

- Dallas Arts Month specific emails
- 4 emails sent out throughout April
- 1,411 unique email opens



FREE Outdoor Family Event This Weekend!

Dallas City Council District 7 from City of Dallas · 13 Apr

For the first time in over 20 years, as part of Dallas Arts Month, the Office of Arts and Culture is presenting a weekend showcase of all of the artists in its Community Artist Program. This free event is this weekend at the Fair Park Bandshell and will feature lively music, dance, spoken word and more



13 Apr · Subscribers of Council District 7 in 1 area in General



Arts Month Report



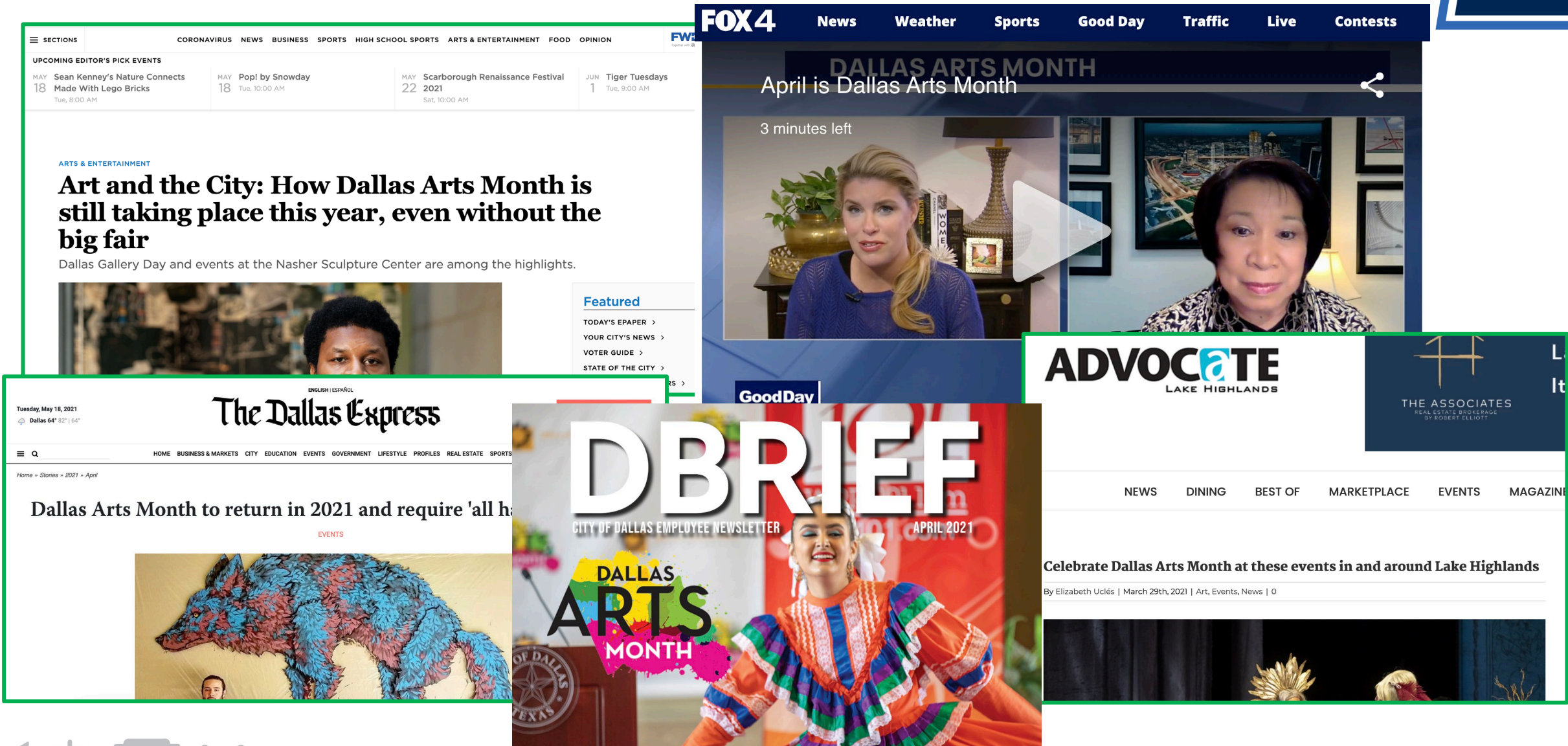
- 4 new OAC Dallas Arts Month Events
 - Drive-In Dance Eggs'travaganza
 - 2nd Annual Leap for Jazz Drive-In Concert
 - Community Artist Showcase- Fair Park
 - Theater on the Lawn- Annette Strauss Square
- 152 Arts Month liners ran on WRR 101.1



Arts Month Report



Arts Month Media Coverage



Arts Month Media Coverage



- **Visit Dallas** <https://www.visitdallas.com/things-to-do/dallas-now/2021/04/arts-month-2021.html>
- **Dallas City News (Press Release)**
- **Visit Dallas** <https://www.visitdallas.com/things-to-do/dallas-now/2021/04/arts-month-2021.html>
- **Paper City Mag** <https://www.papercitymag.com/culture/dallas-weekend-things-to-do-events-arts-month-april/>
- **Dallas Arts Beat** <https://www.dallasartbeat.com/post/teatro-dallas-and-cara-mia-theatre-draw-upon-their-shared-past-for-first-co-production>
- **Dallas Morning News** <https://www.dallasnews.com/arts-entertainment/2021/04/02/even-without-the-big-dallas-art-fair-dallas-arts-month-is-still-taking-place-in-2021/>
- **Lake Highlands Advocate** <https://lakehighlands.advocatemag.com/2021/03/celebrate-dallas-arts-month-at-these-events-in-and-around-lake-highlands/>
- **The Dallas Express** <https://dallasexpress.com/stories/587719297-dallas-arts-month-to-return-in-2021-and-require-all-hands-on-deck>
- **Art & Seek** <https://artandseek.org/2021/04/23/creative-conversation-shares-insights-from-2020-social-issues-and-how-our-nation-was-impacted/>
- **NBCDFW** <https://www.nbcdfw.com/entertainment/the-scene/cara-mia-theatre-and-teatro-dallas-celebrate-spring-with-interactive-carnival-procession/2601611/>
- **Fox News (Video)** <https://www.fox4news.com/video/916746>



