

# RIVER TO RIVER



**Lower  
Manhattan  
Cultural  
Council**

River To River Festival 2014

Final Report

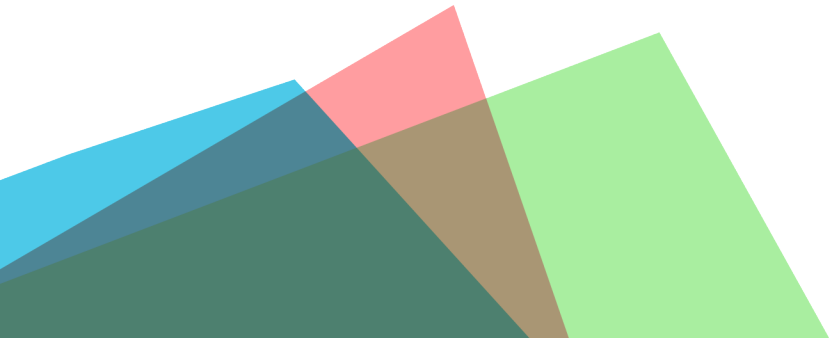
# 13<sup>TH</sup> ANNUAL RIVER TO RIVER FESTIVAL

Infusing Lower Manhattan with movement, sound, and visual art.

*“Lucid skies, light breezes and just-right temperatures made a dancegoer rejoice in the concept of piers, lawns and seaside cafes as theatrical spaces, as did the stealthy use of those spaces by the artists who occupied them...”*

*Just as a place can frame a performance, a performance can frame a place, intensifying what it looks and feels like or magnifying details you might not have otherwise seen. Such was the case with the three shows I saw over 36 hours [during River To River 2014]”*

— Siobhan Burke, The New York Times





**EIKO**  
**IN LMCC'S ARTS CENTER  
AT GOVERNORS ISLAND**

Photo credit: William Johnston

# AT-A-GLANCE

*“River To River creates as many opportunities to watch the fascinating cityscape as the beautifully curated art.”*

— Martha Sherman, *The Dance View Times*

11 days: June 19–29, 2014

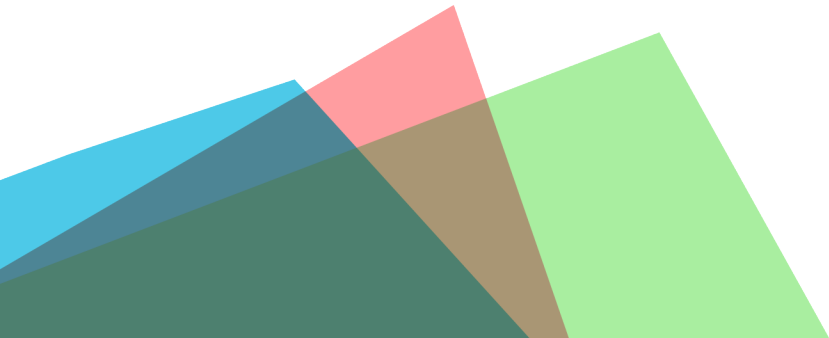
35 projects

90+ artists

25+ sites

70,000+ audience members

35+ corporate, government, and philanthropic partners







## MARIA HASSABI AT BOWLING GREEN

# SUMMARY

*River To River* inspires residents, workers, and visitors in the neighborhoods south of Chambers Street by connecting them to the creative process, unique places, and each other in order to demonstrate the role that artists play in creating vibrant, sustainable communities.

As an annual arts festival since 2002, *River To River* has become a cornerstone of Lower Manhattan culture. As the lead producer since 2011, Lower Manhattan Cultural Council (LMCC) has transformed the festival schedule and content in response to the changing landscape downtown in order to better serve audiences.

In 2014, LMCC presented the 13th annual festival in a new 11-day format. Like other national and international arts festivals, this concentrated period of time meant there was excitement and urgency around the proceedings. Working in partnership, LMCC showcased renowned and breakout artists from New York City and beyond who responded to the architecture of some of New York City's most iconic locations and hidden gems.

We contextualized the artists' work and aimed to strengthen audience members' understanding of and attachment to the neighborhoods, businesses, and attractions in Lower Manhattan.







## PIÑATA PROTEST AT SOUTH STREET SEAPORT

Photo credit: Whitney Brown

# ABOUT LMCC & OUR PUBLIC ENGAGEMENT INITIATIVES

Lower Manhattan Cultural Council (LMCC) empowers artists by providing them with networks, resources, and support, to create vibrant, sustainable communities in Lower Manhattan and beyond. In 2014, LMCC awarded approximately \$500,000 in grants, provided 500 individuals with professional development skills and access to business leaders and arts professionals, hosted 100 individuals and arts groups in our studio residency programs, as well as presented over 80 days of free cultural experiences for the public to enjoy including the River To River Festival.

LMCC's public engagement initiatives demonstrate the role artists play in our communities by connecting the Lower Manhattan public to creative practices, ideas, art forms, and other audience members seeking similar experiences. Through the presentation and commissioning of performances, talks, exhibitions, studio visits, open rehearsals, readings, and participatory events across Lower Manhattan, LMCC inspires the public to think critically about the world around them and increase the attachment that participants feel toward the place where the activity is taking place as well as to their fellow attendees. For audiences of one to 1,000 made up of individuals with a wide-range of interests and experience with the arts, LMCC's **Open Studios**, **River To River**, **Arts East River Waterfront**, and **Arts Center at Governors Island** initiatives all shine a light on neighborhoods where artists are at work.







**WALLY CARDONA, JENNIFER LACEY,  
I NYOMAN CATRA, AND REBECCA WARNER  
AT 120 WALL STREET**

Photo credit: Whitney Browne

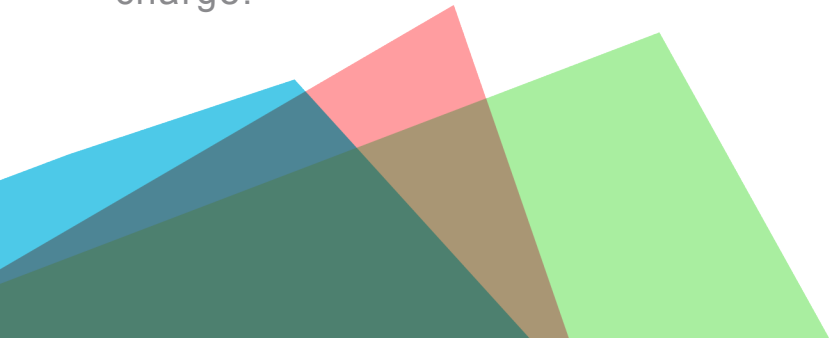
# RELATIONSHIPS WITH PARTNERS & SPONSORS

***“The River To River Festival, presented by Lower Manhattan Cultural Council, gets better every year”***  
**— Gia Kourlas, The New York Times**

LMCC’s partnerships with other cultural organizations, sponsors, and local businesses are at the core of *River To River*’s success.

In 2014, LMCC engaged over 50 local businesses through discounts, event participation, and promotion. We worked with 8 presenting partners throughout the festival as well as 13 cultural institutions as part of the inaugural *Night at the Museums* event.

The support of all of these partners along with the indispensable contributions of our more than 35 sponsors and funders allowed LMCC to provide production and promotional support for over 90 artists and continue to offer *River To River* events to the public free of charge.



# RELATIONSHIPS WITH PARTNERS & SPONSORS

Thank you to our partners and generous sponsors who helped make the 2014 River To River Festival possible.

## RIVER TO RIVER FOUNDING PARTNERS

*River To River* was founded in 2002 by American Express, the Port Authority of New York and New Jersey, the Alliance for Downtown New York, Arts Brookfield, Battery Park City Authority, Lower Manhattan Cultural Council and South Street Seaport.

## 2014 RIVER TO RIVER PRESENTING PARTNERS

Art21

Arts Brookfield

Baryshnikov Arts Center

Live Sounds

Make Music New York

Original Music Workshop

Poets House

South Street Seaport







LEADERSHIP SUPPORT



LEAD MEDIA PARTNERS



MAJOR SUPPORT



FRIENDS OF THE FESTIVAL



Additional support has been provided by 55 Water Street Corp., Ameriprise Financial, The Andrew W. Mellon Foundation, The Battery Conservancy, Battery Park City Authority, Consulate General of Finland, Mertz Gilmore Foundation, National Parks Service, NYC Department of Parks & Recreation, Rockefeller Brothers Fund, and Trinity Wall Street.

River To River is also supported, in part, by public funds from NYC Department of Cultural Affairs in partnership with the City Council and New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.



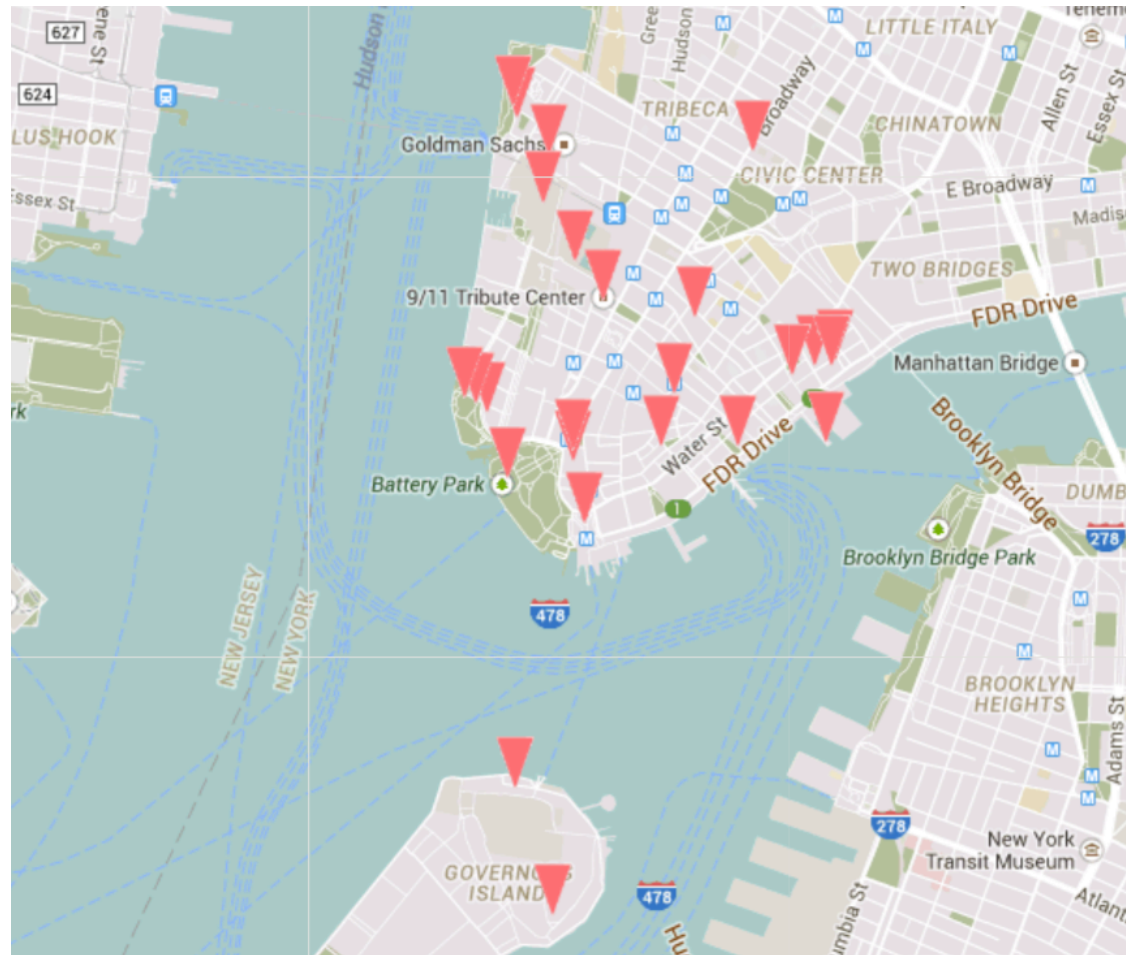
# CARBALLO-FARMAN AT BATTERY PARK



# SITES

*“The site-specific dances incorporated not only their own space and architecture, but everything that surrounded them: not only the sky and building canyons, but also the water, noise, weather and bustle of downtown Manhattan.”*  
— Martha Sherman,  
The Dance View Times

River To River 2014 provided an intense and rewarding way for audiences to explore more than 25 Lower Manhattan sites, including waterfronts, parks,





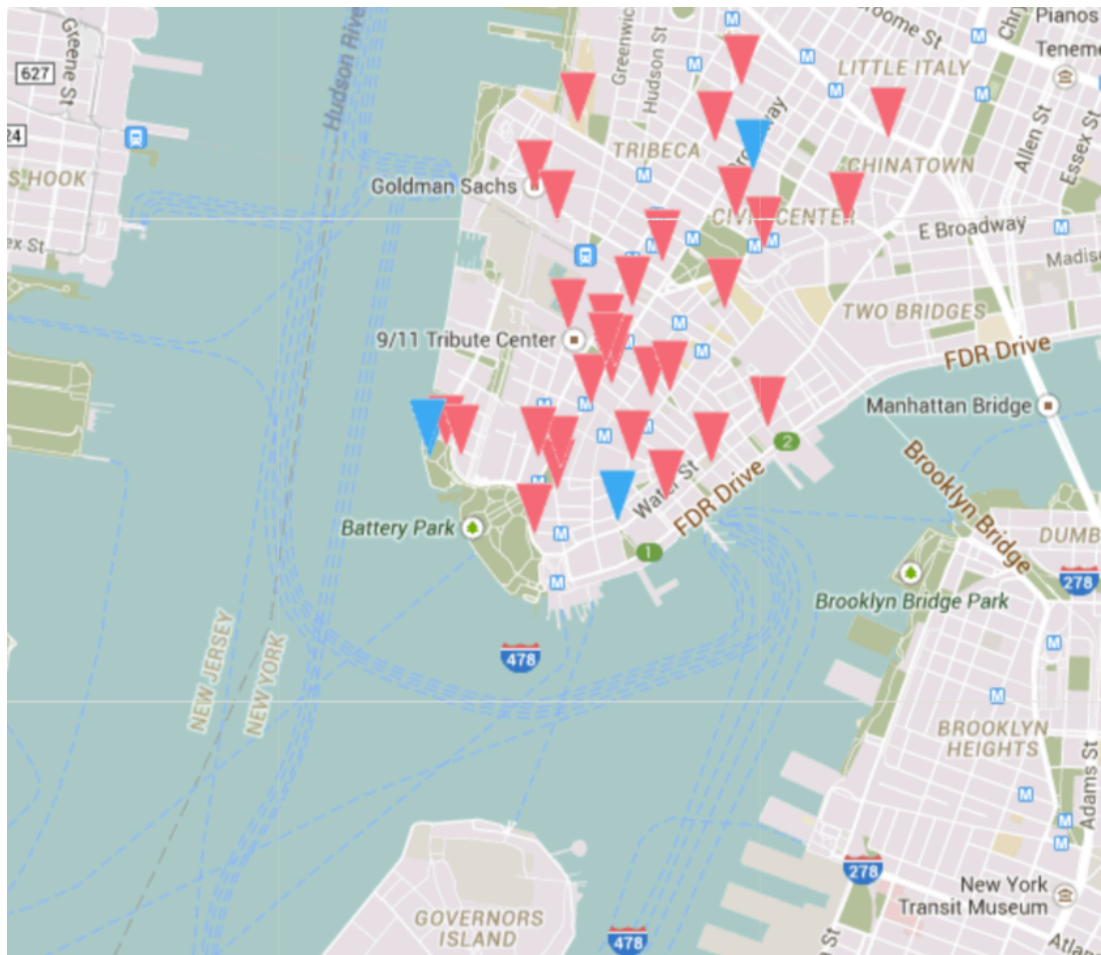
# SITES

plazas, historic landmarks, and temporarily vacant office spaces.

Each day of the festival offered a varied itinerary through downtown. On one day, for example, you could visit 4–6 historic landmarks on an interactive digital walking tour, take the ferry from the Battery Maritime Building to watch dancers on a lawn on Governors Island, hear a concert inside Federal Hall, and socialize with fellow audience members at a locally owned bar in the South Street Seaport historic district.

In 2014, we focused several events on Governors Island thanks in large part to the continued support from the Trust for Governors Island. If you were spending the day with your family or friends on the island, you could spend an hour touring our Arts Center (in building 110, near Soisson's Landing), visiting the 20 studios where visual artists, writers, and performing artists have been working and exploring our 2014 exhibition celebrating the seminal work of choreographer Trisha Brown. Then, it was possible to see a work in progress showing by internationally acclaimed choreographer, Eiko (of Performance Art duo Eiko & Koma) before strolling through Nolan Park to St. Cornelius Chapel, where choreographer Reggie Wilson and his company, Fist & Heel Performance Group, gave NYC audiences a treat – taking a piece that has previously been performed at BAM in Brooklyn, and translating it to this gem of a chapel for a more intimate, visceral experience.

# THE CREATIVE INSIDER'S GUIDE TO LOWER MANHATTAN



New in 2014, this virtual guide brings together the idiosyncratic histories of Lower Manhattan's iconic architecture, the ground-breaking artists, who have lived and worked here, and mobile app-guided journeys created by today's contemporary artists into one interactive online map.



**REGGIE WILSON**  
**IN ST. CORNELIUS CHAPEL**  
**AT GOVERNORS ISLAND**

Photo credit: Darial Sneed



# 2014 ARTISTS

***“One helluva dance lineup that actually has us salivating; be sure to catch at least one of these fab events, which are all free.” -- This Week in New York***

The 2014 festival presented the work of more than 90 artists working in dance, music, digital technology, visual art, and theatre. Together, their performances, exhibitions, talks, walks, installations, and works-in-progress showings infused Lower Manhattan with movement and sound, as well as provided audiences with many opportunities to explore the creative process, as well as the built and natural environment in Lower Manhattan.

## Highlights included:

- A suite of site-specific dance performances by emerging and established NYC-based choreographers including **Wally Cardona**, **Reggie Wilson**, **Vanessa Anspaugh**, **enrico d wey**, and **Maria Hassabi**
- Performances of *“I’m going to toss my arms– if you catch them they’re yours”...* by the legendary **Trisha Brown Dance Company** and a gallery exhibition that contextualized Brown’s site-based practices through the last 4 decades
- A new music series curated by **Paola Prestini** and presented in collaboration with **Original Music Workshop**
- The annual **Bang on a Can Marathon**
- A series of concerts curated by **Isabel Soffer** representing a diverse range of Latin and Caribbean music scenes.





**ENRICO D WEY**  
**IN LMCC'S STUDIO**  
**AT 125 MAIDEN LANE**

Photo credit: Julieta Cervantes

# WAYS TO ENGAGE

In addition to presenting cultural experiences, and contextual activities, *River To River* 2014 offered new opportunities for festival audiences, artists, and supporters to socialize.

The festival kicked off on June 19 with the **R2R Bash**, which took a new format this year as a public block party on North End Way, co-sponsored by Conrad New York, Goldman Sachs, and the area's restaurants and retailers. Attendees of all ages enjoyed samples and discounts at area restaurants and retailers, performances by rock band People Get Ready, and family activities. Festival sponsors and partners also joined LMCC inside the Conrad for a private reception during the Bash.

Another new feature in 2014 was a series of three **R2R Living Rooms**, after-hours gatherings at local bars and restaurants. These events featured casual dance and music programming and offered audience members the opportunity to mingle and discuss the *River To River* programming they had experienced earlier in the day.





**EPHRAT ASHERIE AND HECTOR ARCE-ESPASAS**  
**AT NELSON BLUE**

Photo credit: Paula Lobo

# OUR AUDIENCE

***“The generous spread, offered by Lower Manhattan Cultural Council, is one of the perks of sticking around—or coming to visit— New York in the summer.”***

**— The New Yorker**

In 2014, LMCC conducted surveys both onsite at various events and online, collecting a total of 546 responses from more than 70,000 event attendees. The primary objectives of the survey were to profile audiences demographically and geographically and learn about the behavior patterns of attendees in conjunction with their attendance at a *River To River* event.

We learned that the Festival has loyal audience members who trust the *River To River* brand. 49.3% percent of 2014 survey respondents had attended at least one Festival event in the past, and 82% told us they were very likely to come to another *River To River* event in the future based on their experience this year. 98.4% of respondents said they think *River To River* contributes to the quality of the neighborhood.







# TERRY RILEY AT FEDERAL HALL

Photo credit: Darial Sneed



# OUR AUDIENCE

## GEOGRAPHICS & DEMOGRAPHICS

Live in Lower Manhattan: 21%  
Work in Lower Manhattan: 22%

Live 5 Boroughs: 83%  
Live in NY-NJ-CT Tri-State area: 92%

National audience: 4.3%  
International audience: 3.1%

18-34 years old: 30.5%  
35-54 years old: 36.6%  
55-74 years old: 32.9%

Hispanic ethnicity (all races): 19.6%  
Racially non-white: 38.4%

Annual income under \$75,000: 57%  
Annual income over \$150,000: 14.3%





# KIMMO POHJONEN AT PIER 15

# VISIBILITY VIA LMCC OWNED CHANNELS

***“The festival showcased not only 90+ artists, but the city itself.” — Martha Sherman, The Dance View Times***

In 2014, we aimed to deepen our audience’s engagement with the artists in the festival, and the sites Lower Manhattan. In early May, LMCC launched a new website designed to improve the user’s experience and serve those who are both familiar and unfamiliar with LMCC or *River To River*. The new LMCC.net was built to include *River To River* information. Although we continued to use the familiar RiverToRiverNYC.com (the historic web address) on promotional materials, audiences were automatically brought to the *River To River* page embedded within the new LMCC.net. The *River To River* page featured several ways audiences could

- View / download *River To River* events
- Learn more about the artists and partners participating
- Navigate the sites across Lower Manhattan
- Discover LMCC’s other programs and initiatives
- The site also makes it easy to find corresponding news about artists and events.





# VISIBILITY VIA LMCC OWNED CHANNELS

This year, in order to increase participation from local residents, a promotional mailer was distributed via direct mail to addresses in the district in May. This printed piece was also shared with sponsors, partners and distributed to local businesses in order to encourage worker participation as well. Focused on driving traffic to our website to discover more, and with a sustainability desire to decrease the volume of printed materials, this year's printed piece focused on announcing the dates of the festival as well as the artists, partners, and sponsors participating.

In order to provide attending audiences with more contextual information about the Festival's artists and events, a Festival program was also distributed onsite at *River To River* events. This included event details, descriptions and artist or curatorial statements. Information was organized by genre: Movement, Sound, and Visual Art to encourage audiences who were already familiar with one artist to discover other artists that made similar types of work. We also provided a chronological calendar to encourage attendees to discover additional *River To River* experiences that might fit in their schedule.



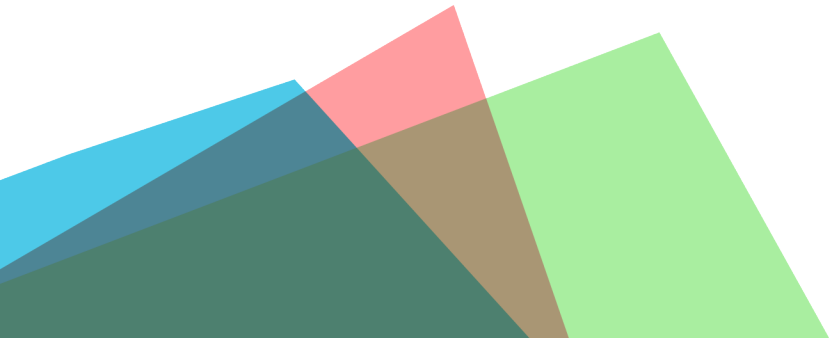
**VANESSA ANSPAUGH**  
**IN NOLAN PARK**  
**AT GOVERNORS ISLAND**

Photo credit: Robert Minell for LMCC

# VISIBILITY VIA SIGNAGE, STAFF & VOLUNTEERS

One of Culture Trip's “10 unmissable summer art events in NYC”

In order to help intentional audiences find the shows they were looking for and attract new incidental audiences, each R2R location was clearly marked with signage. However, it was the R2R staff and volunteers who were integral to engaging both intentional and incidental audience members. A comprehensive staffing plan meant that we had *River To River* ambassadors, in t-shirts, at all events, and in the surrounding area to help audiences with way finding and assist with audience needs. Their presence helped increase visibility of the events and drive foot-traffic to the sites where artists were working. Through two group orientation meetings we were able to train staff and volunteers to be able to answer questions about who the artists were, how long the event might be, and what other events were happening that day as part of *River To River*.







**ENRICO D WEY**  
**AT PIER 15**

Photo credit: Robert Minell for LMCC

# VISIBILITY VIA PRESS & SOCIAL MEDIA

***“So forget all about those Netflix marathons and binge on the arts, old school style: by seeing and doing as much as you can, all around Lower Manhattan, in a week and a half.” — Chelsea Now***

We announced the full *River To River* festival in a press release on April 15, 2014. In total we received 97 features, and 91 listings or other types of press mentions in a wide variety of media outlets with local, national, and international readership. The number of features was slightly higher than 2013. Outlets where R2R14 was prominently mentioned include: The New York Times, The Wall Street Journal, The Financial Times, The New Yorker, and Time Out New York.

- 91% of *River To River* press impressions were online. 8.5% were in print, and less than 1% on broadcast channels. This is comparable to the breakdown in 2013.
- For each of the 11 days of the festival, we averaged 17 press mentions / 22,487,558 press impressions. This is increased from the 30-day festival average of only 13 mentions / 19,169,615 impressions per day.



# VISIBILITY VIA PRESS & SOCIAL MEDIA

This year, we also continued to engage audiences via social networks: Facebook, Twitter, and Instagram. We activated accounts for both “LMCC” and “R2R” during the month of June with River To River promotional content.

- Total Reach of LMCC & River To River Channels: 1,889,219
- Expanded Reach via Partner, Sponsor and third parties posting, reposting, sharing, liking and using #R2R2014 = 2,565,245

We were pleased that Coach created a short Instagram video of footage from the R2R Bash on June 19, which they tagged with both our handle and our hashtag and which garnered 2457 likes from their followers.





**OKWUI OKPOKWASILI**  
**IN LMCC'S ARTS CENTER**  
**AT GOVERNORS ISLAND**

Photo credit: Darial Sneed

# VISIBILITY VIA PARTNER & PURCHASED CHANNELS

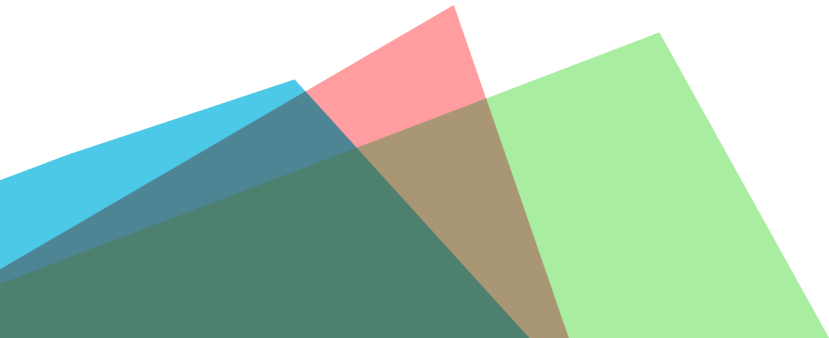
Our media partners provided critical promotion for this year's Festival.

**THIRTEEN** helped promote River To River through a TV spot, their printed program guide, digital listings, e-newsletters, and social media.

**WNYC & WQXR** ran public service radio announcements and promoted the Festival through their website, e-blasts, and social media.

**The Port Authority of NY & NJ** provided ad space on PATH trains, in PATH stations, and at the region's three airports.

To increase our presence in Lower Manhattan, LMCC also purchased ad space in MTA subway stations south of 14<sup>th</sup> Street.




# VISIBILITY VIA ADVERTISING





# TOTAL IMPRESSIONS

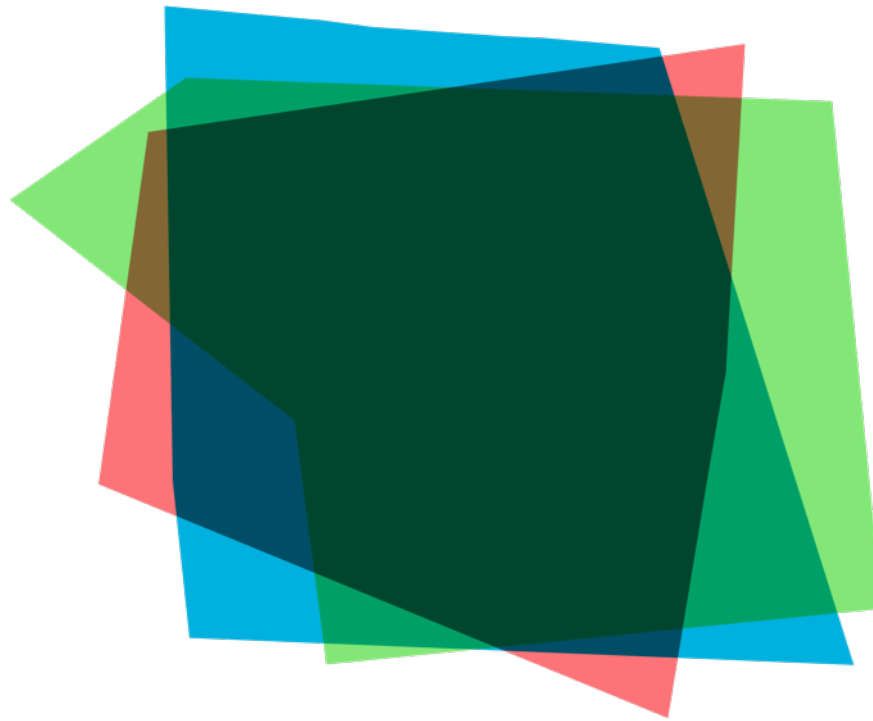


MEDIA TYPE	IMPRESSIONS
Online Views	1,018,209
Digital Subscriber / Social Media Follower	6,169,967
Direct Mail	22,000
Print	105,850
Radio	24,000,000
TV	528,348
Public/Outdoor/Transit Signage	39,562,645
Onsite Event Signage/ Announcement	196,960
Press	458,228,894
<b>Total</b>	<b>529,832,873</b>



**PEOPLE GET READY**  
**AT NORTH END WAY**

Photo credit: Darial Sneed



# THANK YOU

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