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AMERICAN EXPRESS

# Lower Manhattan Cultural Council

## The River To River Festival 2012 Sponsor Report

## The River To River Festival

*“Welcome to the new and (much) improved Lower Manhattan festival.”*

- Gia Kourlas, Time Out New York

120,000+ audience members

June 17 – July 15, 2012

140+ events

100+ artists

25+ sites across  
Lower Manhattan

30+ corporate, government and philanthropic partners

Philip Glass Ensemble  
Rockefeller Park - June 20, 2012

# Executive Summary



George Clinton & P-Funk  
Rockefeller Park - July 12, 2012

**With support from many public and private partners since 2002, The River To River® Festival has become an essential component of Lower Manhattan’s vital and vibrant cultural life.**

As a signature arts festival that is dynamic, thought-provoking, and multi-disciplinary, each year River To River engages more than 100,000 loyal, excited, and diverse audience members. Each summer, the Festival activates more than 25 indoor and outdoor locations in the neighborhood with an unparalleled collection of music, dance, theater, visual art, film, and participatory experiences by renowned and breakout artists from New York City and beyond.

For visitors to the City, business leaders from the neighborhood, and residents from across the New York/New Jersey metro region, the River To River Festival provides an intense and rewarding way to experience Lower Manhattan’s waterfronts, parks, plazas, and other hidden treasures. The Festival’s densely packed schedule of daytime, evening, and weekend events showcases Lower Manhattan as a thriving center for cultural activity and a key destination point for experiencing New York City’s wealth and diversity of heritage, history, dining, shopping, and art.

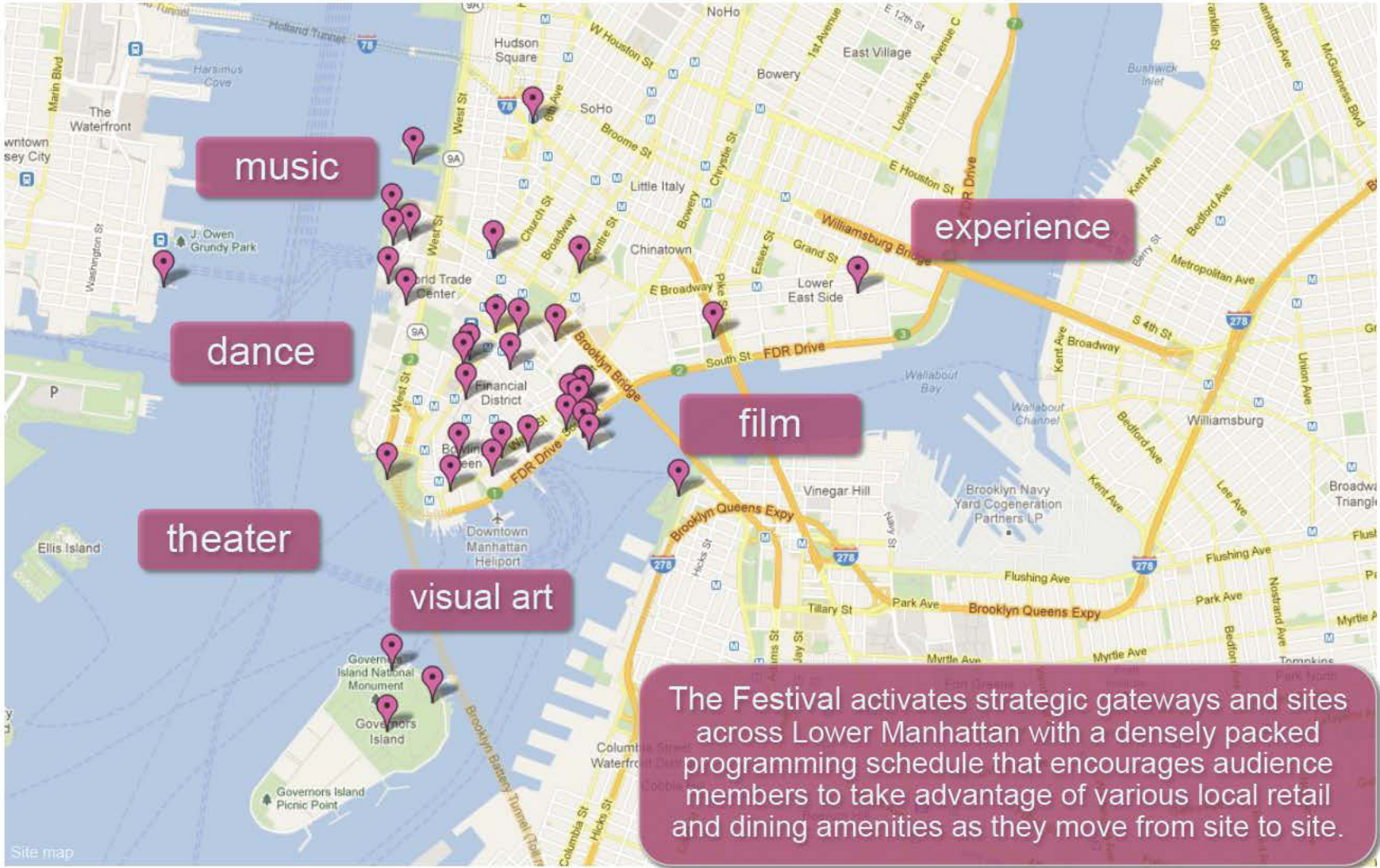
By showcasing New York City, and in particular Lower Manhattan, as creative, green, and global, with shows and events that speak to the diverse cultures and tastes from across the region, The River To River Festival offers a singular artistic experience for audiences of all ages and backgrounds – and every event is free!

Thank you for your support for LMCC and the River To River Festival.

**2012 was a very successful season for the Festival, with bigger audiences, more press, and more artists than before. The enclosed report provides details on many of the highlights.**



# River To River Programs





## Programs 2012 Report



The River To River Festival, Lower Manhattan's largest free summer arts festival, returned from June 17-July 15, 2012 with a dynamic and exciting program of music, dance, theater, film and more.

The Festival activated Lower Manhattan's major indoor and outdoor venues at the **World Financial Center**, **Rockefeller Park**, **The Seaport**, **Pace University**, and **St. Paul's Chapel** with popular and contemporary music. The Festival opened on June 17th with the annual **Bang On A Can Marathon**, an all-day concert featuring an eclectic array of musicians and composers from NYC and around the world. From there the Festival embarked on an incredible and diverse musical journey that featured performances by **The Philip Glass Ensemble**, NEA Jazz Master and Grammy Award winner **Eddie Palmieri**, innovative composers **Nico Muhly** and **Paola Prestini**, internationally renowned ensemble **Alarm Will Sound**, and Latin salsa sensation **La India** – to name just a few of the more than 20 concerts.

LMCC also returned to its core strength, programming strategic gateways and sites across Lower Manhattan with a densely packed schedule of site-based dance, performance, installations, and interactive games, including: *The Saints Tour* - a mystical, magical walking tour of Lower Manhattan created by playwright **Molly Rice**; *Le Grand Continental* - a contemporary line dance by Montréal-based choreographer **Sylvain Emard**, performed by nearly 150 New Yorkers from all walks of life; three-time Bessie award winning choreographer **Beth Gill**'s acclaimed piece *Electric Midwife*; legendary choreographer **Trisha Brown** in-process as she recreated her *Astral Converted* for an Armory premiere; and Samuel Beckett's *Act Without Words II*, a beautiful and haunting site-specific theatrical spectacle performed by Dublin's **Company SJ** in Lower Manhattan's historic Theatre Alley.

Art and performances erupted in surprising places from the Hudson to Governors Island to the East River, including a night of urban street games presented with **Come Out & Play**, **Marry Mattingly**'s Flock House installation in Battery Park and the **Transforming Function** gallery in a storefront at Conrad New York. The Festival also featured family programming, readings, tours, and hands-on activities.

## Programs 2012 Report – Sponsor Experience



R2R Bash  
Conrad New York – June 15, 2012

Throughout the season, sponsors and their clients, employees, and contest-winners mingled with River To River and Lower Manhattan stakeholders and artists and interacted with the public audience at numerous events and shows.

At the R2R Bash on June 15, River To River VIPs – sponsors, partners, and artists – celebrated the launch of the 2012 Festival with cocktails and hors d'oeuvres at the brand-new Conrad New York hotel in Battery Park City. The party featured interactive performances by the artists' collective CHERYL.

During the Festival, sponsor companies were invited to:

- Attend VIP events
- Send employee groups to attend shows together
- Engage their members in contests for VIP access
- Activate select shows with onsite brand presence, customer sign-up, and giveaways



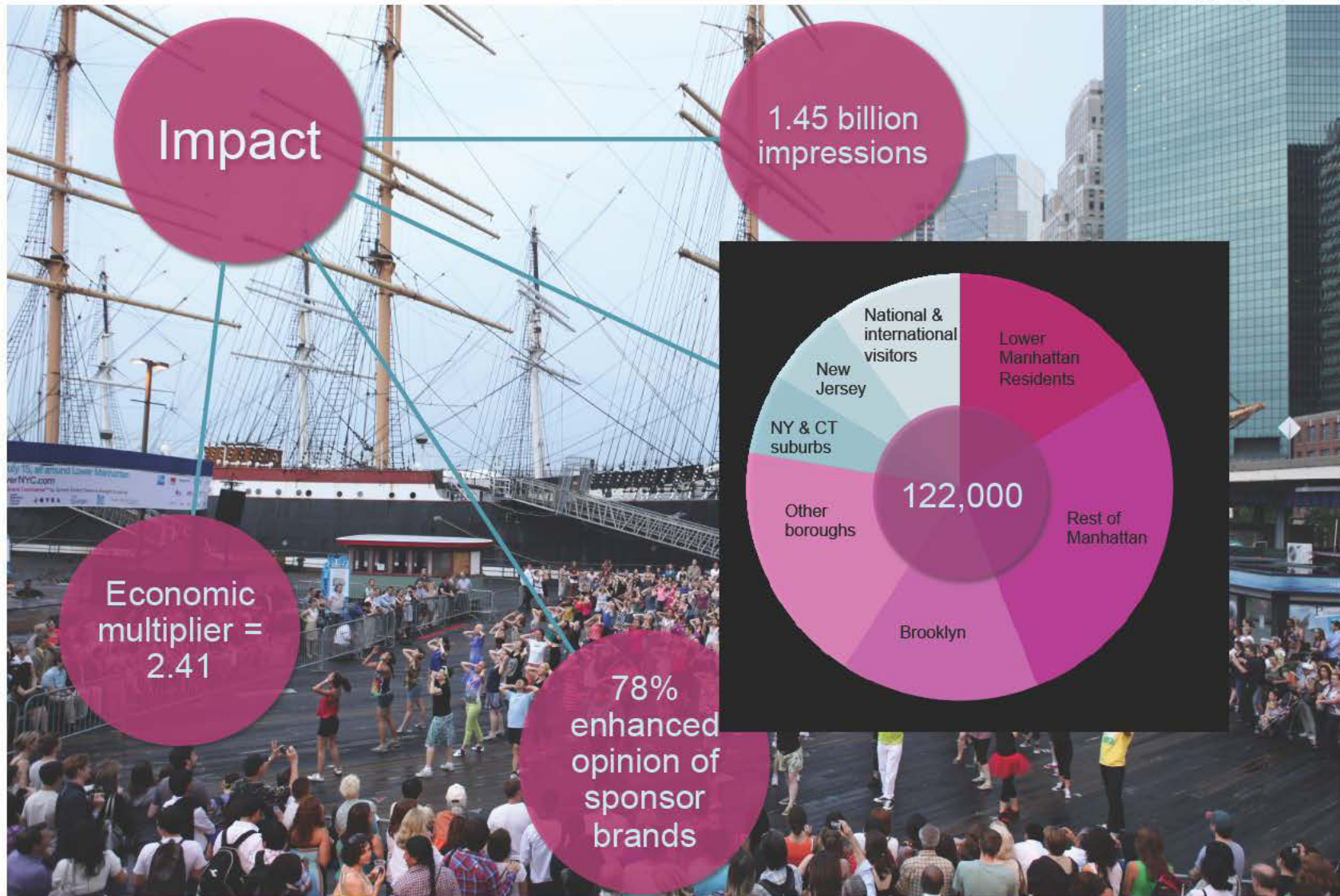
Sponsors and presenters from the Quebec Government, The Joyce Theater, and LMCC with choreographer Sylvain Emond (far right)  
Beekman Beer Garden – June 22, 2012

*“I loved the fact that sponsors were treated like royalty and had access to all the VIP and pre/post events plus full access to all the amazing shows.”*

- Neil Pineschi, NBC



## Access, Outreach and Engagement



## Outreach Report

The 2012 Festival outreach strategy focused on building a consistent and trusted River To River brand, re-examining the Festival's target audience, deepening the artistic experience for audience members, and exposing audiences to the artistic process. With increased emphasis on press outreach and brand visibility, the Festival audience grew larger and more engaged.

### 2012 Marketing Strategies

#### Digital Marketing Properties

- Website: improved functionality and refreshed look
- R2R Wire e-newsletter: streamlined and enhanced
- Downtown Alliance iPhone app featured R2R content

#### Marketing Collateral

- Rack-sized Program Guide featured full calendar, artist profiles, and recommended audience itineraries

#### Print, Online & Broadcast Advertising Campaign

- Digital and broadcast: NBC, THIRTEEN, WNYC & WQXR, The New York Times
- Print: Time Out New York

#### Transit Advertising Campaign

- MTA, PATH, PATHVision, JFK, LGA, and EWR

#### On-Site Experience

- Increased branded signage at all venues

#### Social Networking Campaign

- Facebook, Twitter and Pinterest: sharing information, pre- and post-performance videos, and images
- GoJotter: shareable calendar of events



## Outreach Report

The Festival's **media partners** also played a key role in our outreach efforts. We worked with **NBC 4 New York** to produce TV spots, digital ads, and a VIP ticket contest that ran on their broadcast and online channels. Our newest media partner **THIRTEEN** helped promote River To River through TV spots, their printed program guide, digital listings and e-newsletters, social media, and a VIP ticket contest. **WNYC & WQXR** ran public service radio announcements and a texting campaign. **The Port Authority of NY & NJ** provided ad space on PATH trains and at the region's three airports. Other media partners including **NYC & Company**, **TheaterMania**, **GoJotter**, and **TKTS** promoted the Festival through radio, social media, and e-subscriber outreach.

### 2012 Marketing Results

- 122,000 attendees
- 36.7% of surveyed attendees told us 2012 was their first time at the Festival (up from 16.5% in 2011)
- More than 120 million branded impressions
- 42% increase in the number of visitors to rivertorivernyc.com
- 136% increase in page views from the previous year
- 39% increase in Facebook followers from 2011
- 34% increase in Twitter followers from 2011
- 78% (up from 72%) of surveyed attendees agreed that they had an enhanced opinion of sponsor brands as a result of their support for the Festival

| Impressions by Media Type         | 2012 Report          |
|-----------------------------------|----------------------|
| Online Views                      | 7,923,317            |
| Digital Subscriber/Follower       | 8,838,253            |
| Direct Mail                       | 20,000               |
| Print                             | 2,015,000            |
| Radio                             | 4,251,510            |
| TV                                | 8,842,886            |
| Public/Outdoor/Transit Signage    | 93,280,341           |
| Onsite Event Signage/Announcement | 187,126              |
| Press                             | 1,322,070,240        |
| <b>Total</b>                      | <b>1,447,428,673</b> |

## Outreach Report

### 2012 Press Results

Coverage of River To River in the press nearly tripled from last year, with a total of **695 pieces of press coverage (up from 270 in 2011)**. The single biggest increase was in the number of detailed feature pieces in The New York Times. Our placements in print media had a total circulation of 94 million, and online news outlets and blogs mentioning the Festival had over 1.2 billion page views. Twelve broadcast segments on about the Festival aired on the television and radio stations of our media partners and other media outlets.

- **62 National and international broadcast and print press features and reviews**
  - 39 pieces in The New York Times and 9 foreign press items
- **114 Magazine features and reviews**
  - 88 pieces in Time Out New York, 11 in The New Yorker, and 14 in NY Magazine
- **518 Listings and articles in regional, local, and online news outlets and blogs**
  - 7 items in Village Voice, 3 in New York Press, 18 in Brooklyn Vegan, 13 in DNA Info

*“For breadth and variety the festival has outdone itself this year.”*

– Allan Kozinn, The New York Times

*“In recent years an effort has been under way to reimagine what River to River could be, and this summer, at long last, the lineup looks pretty darn great.”*

– Claudia La Rocco, The New York Times

*“This isn’t the usual list of middle-of-the-road choreographers one associates with outdoor summer dance, but serious, respected experimental artists.”*

– Gia Kourlas, Time Out New York

*“Lower Manhattan kicks off summer in style with the month-long River To River Festival”*

- msn

*“New York is in for a hot summer, thanks to the River To River Festival”*

-Nicholas Gauthier, examiner.com

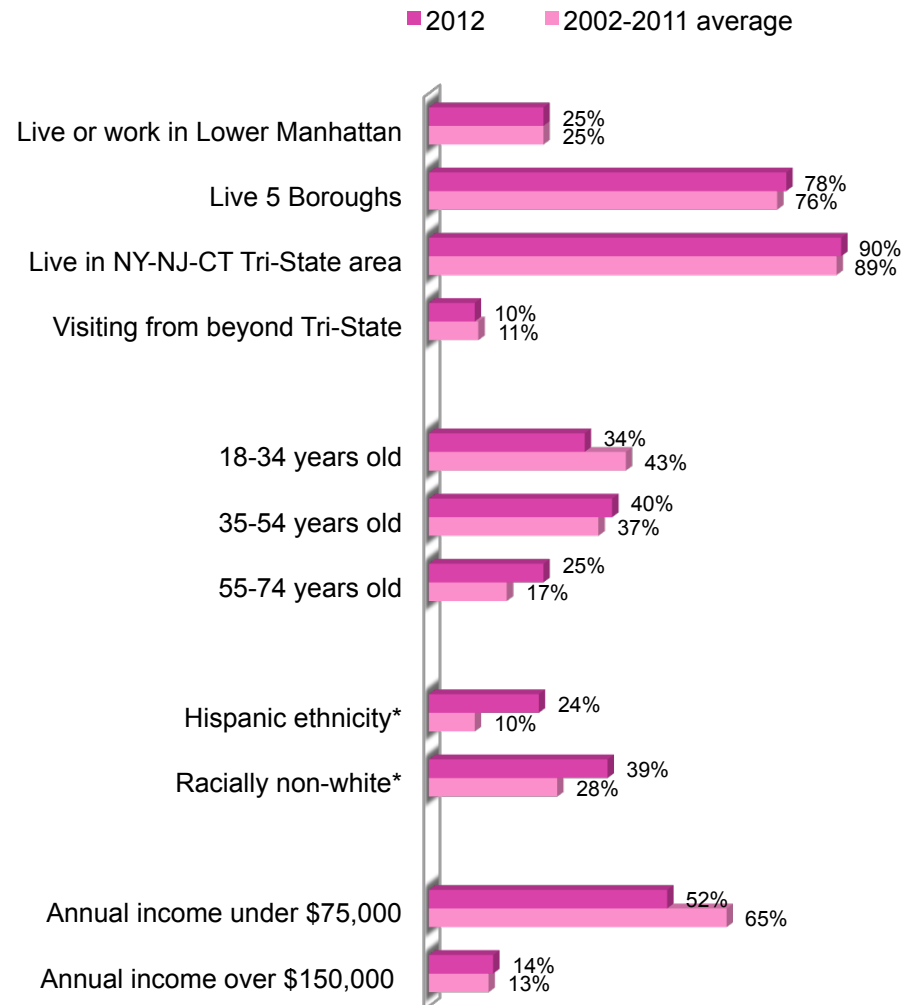


# Outreach Report

## 2012 Audience Stats

In 2012, LMCC conducted surveys both onsite at 10 events and online, collecting a total of 1,410 surveys from the more than 122,000 event attendees. The primary objectives of the survey were to profile audiences demographically and geographically, learn about attendee behavior patterns, and find out how Festival-goers spent their time and money in Lower Manhattan, in conjunction with their attendance at a River To River event.

- 53.9% were female
- 73.3% had at least a college degree
- The average party size rose from 2.7 in 2011 to 3.24 in 2012. Of those who attended the Festival with someone else, most did so with friends (45.9%) and their spouse/life partner (28.4%).
- A net of 82% of attendees made a special trip out because of the Festival, up from 78% in 2011.
- 33% of respondents said they spent between 2 and 4 hours and another 33% said they spent between 4 and 6 hours in the neighborhood in conjunction with the Festival.
- 47.3% purchased snacks or refreshments in the neighborhood, while 44.4% had a full meal.



\*Tracked ethnic and racial categories are based on US census.

# Thank you to our 2012 sponsors and partners!

founding and title sponsor



leadership support



lead media partners



friends of the festival



Additional support for certain projects in the River To River Festival has been provided by:

- ARTonAIR.org
- Asian Cultural Council
- The Clocktower Gallery & Radio
- Conseil des arts et des lettres du Québec
- Department for the Aging
- Doris Duke Foundation for Islamic Art
- Eyebeam Center for Art and Technology
- Harpo Foundation
- Jerome Foundation
- Marymount Manhattan College Dance Department
- Mertz Gilmore Foundation
- National Endowment for the Arts
- New England Foundation for the Arts
- New York City Percent for Art Fund
- New York Foundation for the Arts
- Puglia Sounds
- Robert Sterling Clark Foundation
- Rockefeller Foundation
- Time Equities, Inc.
- U.S. Department of State's Bureau of Educational and Cultural Affairs
- U.S. Regional Arts Organizations

River To River is supported, in part, by public funds from the New York City Department of Cultural Affairs in partnership with the City Council.

With support from the Doris Duke Charitable Foundation, LMCC is also partnering with Arup toward three primary goals: achieving operational sustainability, developing a framework for sustainable event management for the River To River Festival, and positively influencing public practice in the arts.