



Lower
Manhattan
Cultural
Council

**The River To River Festival 2013
Sponsor Report**

River To River Festival

June 15 – July 14, 2013

28 sites

60+ artists

120 events

78,000+ audience members

30+ corporate, government and philanthropic partners

MP 3 Experiment Ten
South Street Seaport – July 14, 2013

Executive Summary

By presenting the work of contemporary artists in a variety of disciplines, the River To River Festival brings transformative cultural experiences to Lower Manhattan's workers, residents, and visitors.

In collaboration with public and private supporters and partners, the Festival activates parks, plazas, waterfronts, heritage sites, and several indoor venues throughout Downtown New York City with dance, music, theatre, visual art, interactive experiences, and more. The Festival's densely packed programming schedule encourages audience members to explore the neighborhood while discovering new artists and perspectives.

Together, Festival partners and artists work to foster conversations about sustainable art, communities, and environments, showcasing New York City, and in particular Lower Manhattan, as creative, green, and global.

"A signature New York City event for more than a decade."

- The New York Times

With many of Lower Manhattan's larger public spaces under construction in 2013, including Brookfield Place and South Street Seaport, Lower Manhattan Cultural Council focused on deepening the experience for audiences at an intimate scale. Although this strategy resulted in a smaller audience than in past years, it also created higher-touch, more personal experiences for River To River attendees.



Souleymane Badolo
77 Water Street – July 13, 2013

River To River Programs

From June 15 to July 14, 2013, the 12th annual River To River Festival presented a diverse collection of programs by renowned and breakout artists from New York City and beyond, activating 28 indoor and outdoor sites across Lower Manhattan.

More than a series of free events, the 2013 Festival nurtured new ideas, invited audience participation, and extended the life of artistic work by inviting artists to translate pieces to public space and alternative sites. Through partnerships with community and cultural organizations, River To River 2013 provided artists and audiences alike with new and unexpected cultural experiences.

During a typical day, an audience member could

- visit with musicians during an open rehearsal,
- see a site-based dance piece,
- participate in an interactive walking tour,
- grab dinner and drinks near North End Way or South Street Seaport, and
- watch a live multimedia performance on the waterfront.

Building on Lower Manhattan Cultural Council's tradition of unique approaches to site, this year's Festival was as much about the landscape of Lower Manhattan as it was about the diverse range of experiences offered in the various locations. 2013 sites included Rockefeller Park on the Hudson River, a vacant storefront at The South Street Seaport, Pier 15 on the East River Esplanade, theaters at Pace University and BMCC, historic landmarks such as St. Paul's Chapel and Federal Hall, and a number of other parks, plazas, and public spaces.



Programs 2013 Report

Highlights included:

Music

- Two performances by Laurie Anderson plus a series of multidisciplinary events guest-curated by Anderson
- The 26th annual Bang-on-a-Can Marathon
- *1959*, Grammy Award winner Terri Lyne Carrington's reimagining of that seminal year in Jazz

Dance

- Site-based performances by NYC-based choreographers and groups including Stephen Petronio, Wally Cardona, Luciana Achugar, and Third Rail Projects

Theatre

- World Premiere of *blessing the boats: the remix*, directed by Rhodessa Jones, as part of *Blink Your Eyes*, a city-wide retrospective celebrating the life and work of poet Sekou Sundiata

Interactive Projects

- The 10th edition of Improv Everywhere's wildly popular, participatory MP3 Experiment
- Street games and a Governors Island Field Day from Come Out & Play

Open Studios

- Behind-the-scenes opportunities to tour artists' studios, watch rehearsals, and speak with LMCC's artists-in-residence about their work



Programs 2013 Report – Sponsor Experience



R2R Bash
Conrad New York – June 13, 2012

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

At the R2R Bash on June 13, River To River VIPs – sponsors, partners, and artists – celebrated the launch of the 2013 Festival with cocktails and hors d'oeuvres at the Conrad New York hotel in Battery Park City. The party featured performances and interactive happenings by 2013 Festival artists Andrew Schneider, with his group Avan Lava, and Come Out & Play.

Sponsor companies were invited to

- send employee or member groups to attend shows together,
- enjoy VIP access to select shows, and
- activate Festival sites with onsite brand presence, customer sign-up, and giveaways.

During the Festival, sponsors took advantage of these opportunities in various ways. Representatives from six sponsor companies activated tables and interacted with audience members at Rockefeller Park, Brookfield Place Plaza, and South Street Seaport. A group of summer interns from one sponsor company attended an evening concert together. Another sponsor organized an intimate post-show meet-and-greet with performer Laurie Anderson for its members.



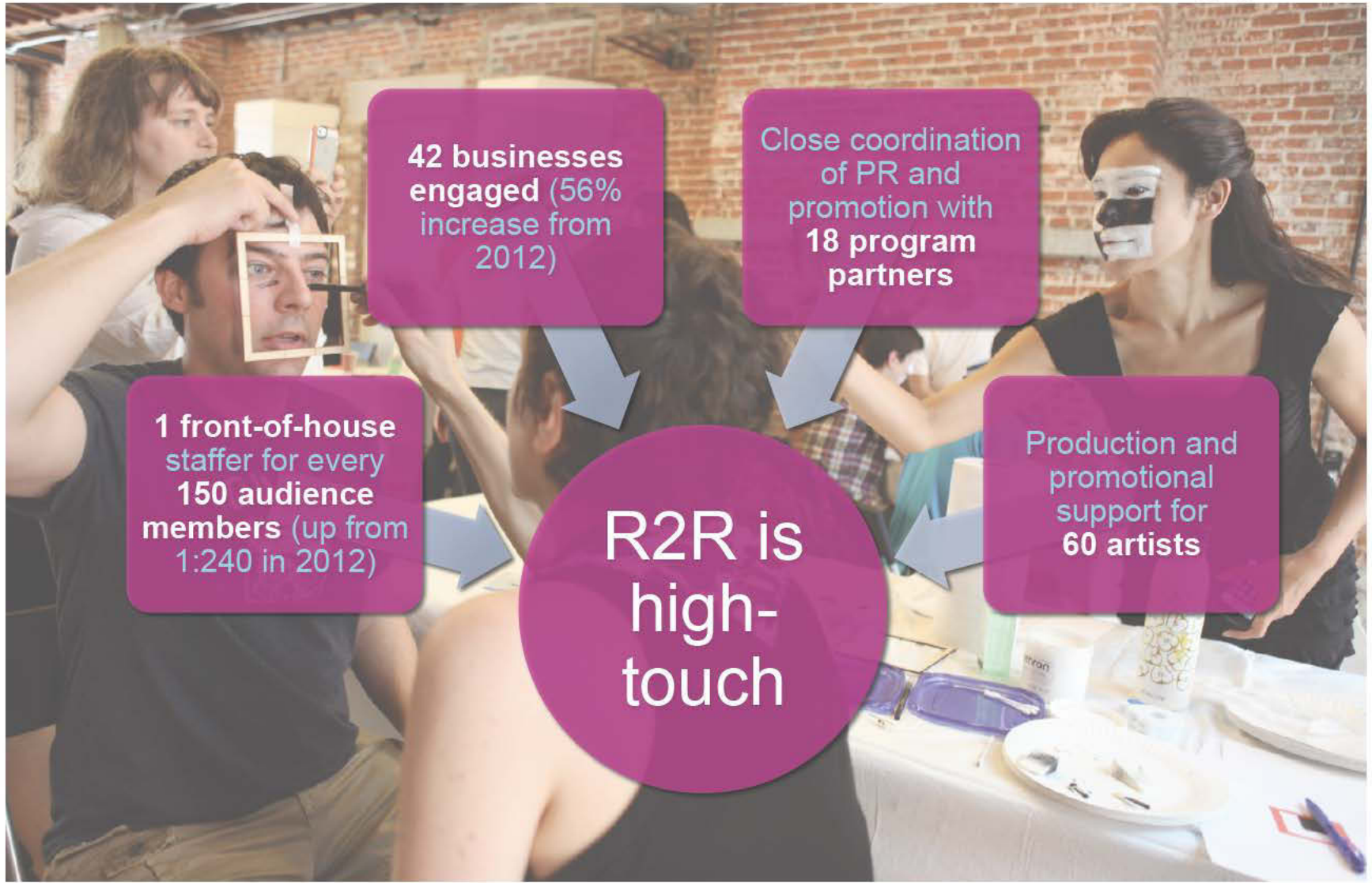
Sponsor tabling at Rockefeller Park

Access, Outreach and Engagement

In 2013, we aimed to deepen our audience's engagement with River To River and Lower Manhattan. The Festival website and print brochure were redesigned to improve user experience, provide contextual information, and encourage audience members to discover other activities and amenities in the neighborhood. To create a sense of density and presence in the neighborhood, transit and pedestrian promotions were focused in subway stations south of 14th Street and on streets south of Chambers Street, where the majority of Festival events take place. We launched a new volunteer initiative and greatly increased engagement on our social media channels, providing audience members opportunities to personally interact with the Festival both in-person and online. LMCC staff also worked more closely than ever with participating artists to better share the stories behind their projects with audiences.



Access, Outreach and Engagement



Outreach Report

2013 Outreach

Digital Marketing Properties

- New website offering audiences access to information about:
 - Artists and events
 - Partners
 - Neighborhood geography and amenities
 - Ways to get involved
- R2R This Week and Time Out New York e-newsletters
- SPUN app
- Downtown Alliance iPhone app featured R2R content

Social Media

- Facebook, Twitter, Instagram

Marketing Collateral

- Rack-sized Festival brochure
- Venue signage
- R2R wearable buttons and staff/volunteer t-shirts

Print, Online & Broadcast Advertising Campaign

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

Transit Advertising Campaign

- MTA subway platforms below 14th Street
- Phone kiosks and lamp post banners below Chambers Street
- PATH, PATHVision, JFK, LGA, and EWR



Neighborhood Spotlights

River To River's densely packed programming schedule of daytime, evening, and weekend events encouraged audience members to take advantage of various local retail and dining amenities as they moved from site to site – a particularly important strategy in 2013 for some areas of the district, which were severely impacted by Hurricane Sandy. Our partners at South Street Seaport told us the Festival attracted people to the area who would not otherwise have visited in 2013.

The 2013 Festival website and brochure also encouraged audiences to explore the district by featuring profiles of four distinct Lower Manhattan neighborhoods, showcasing each area's unique offerings and geography. For the first time, we forged cross-promotional partnerships with nearly 20 local restaurants. In addition to distributing River To River brochures to their patrons, our restaurant partners were featured on the Festival website, and those in and around North End Way hosted a "Summer Social" attended by more than 2500 local workers and visitors.

Volunteer Initiative

The 2013 Festival engaged nearly 100 New York City residents, workers, and summer visitors as ambassadors for the Festival and Lower Manhattan. Festival volunteers formed a bridge between public attendees and the cultural content presented, encouraging deeper connections to artists, sites, and the community by creating high-touch and inclusive environments at and around Festival events. Festival volunteer presence also helped to increase the foot traffic to and visibility of sites in Lower Manhattan, thereby also contributing to the entire district's post-Sandy revitalization.

Artists

In 2013, River To River staff worked closely with the more than 60 participating artists and arts groups, all of whom were selected based on their innovative practice and their interest and expertise in investigating space and architecture, inspiring an investigative spirit, and engaging communities. In an integrated approach, we worked one-on-one with each artist to gain an understanding of each project for River To River's own promotional purposes, and we also provided artists with toolkits to enhance their understanding of the Festival and enable co-promotion of their River To River participation. In the lead up to the Festival, staff also worked closely with artists by conducting site visits around Lower Manhattan to identify the right locations for their projects, taking into account the architecture of the surrounding environment, traffic patterns, and immediate ecosystem of workers, residents, and existing social and cultural activities.



Festival volunteer with an audience member

Outreach Report

The Festival's **media partners** also played a key role in our outreach efforts. **THIRTEEN** helped promote River To River through TV spots, 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. Other media partners including **NYC & Company**, **SPUN**, **TheaterMania**, and **TKTS** promoted the Festival through their websites, apps, social media, and e-subscriber outreach.

2013 Marketing Results - Highlights

- 78,743 attendees
 - Nearly one third were first-time River To River audience members
- Social media growth since 2012:
 - Facebook: 45% increase in followers and 28% increase in reach
 - Twitter: 77% increase in followers and 150% increase in reach
 - Instagram introduced for the first time
 - New social media audience photo contest
- 38% of Festival attendees heard about River To River through either social media or word of mouth

Impressions by Media Type	2013 Report
Online Views	4,529,101
Digital Subscriber/Follower	8,731,588
Direct Mail	10,000
Print	1,548,980
Radio	4,886,800
TV	3,575,000
Public/Outdoor/Transit Signage	54,207,498
Onsite Event Signage/Announcement	1,496,473
Press	575,088,435
Total	654,073,875

2013 Press Results

Press outreach for River To River 2013 focused on local outlets to increase festival awareness among the residents and workers in Lower Manhattan who get their news from these sources, including the Downtown Express, The Villager, DNA Info, Downtown Magazine, and The Broadsheet Daily.

We counted 42% of all press impressions between the Festival announcement in mid-April and June 16, giving LMCC, partners, and artists an opportunity to share press in advance of the festival, across email and social media platforms.

- Total mentions: 289
- Total press impressions: 575,088,435
- Listings made up 75% of the mentions
- 94 features written about the Festival's dance and new music artists

What the press said:

"A signature New York City event for more than a decade."

– The New York Times

"Lower Manhattan erupts in hundreds of free cultural and musical events for a month each summer thanks to this massive festival."

– Time Out New York

"A feast for the eye, ear, and mind."

– The Broadsheet Daily

"This giant, annual summer festival brings a whole lot of culture to lower Manhattan."

– CBS New York

"Nudging audiences into new ways of experiencing sound and music."

– Huffington Post / NYC-Arts

"Song, dance and play fill the streets of Lower Manhattan."

– Downtown Express

"Dancers take to the streets as the River to River Festival gets underway."

– The Star Ledger

"Dip into the River To River Festival"

– New York Magazine

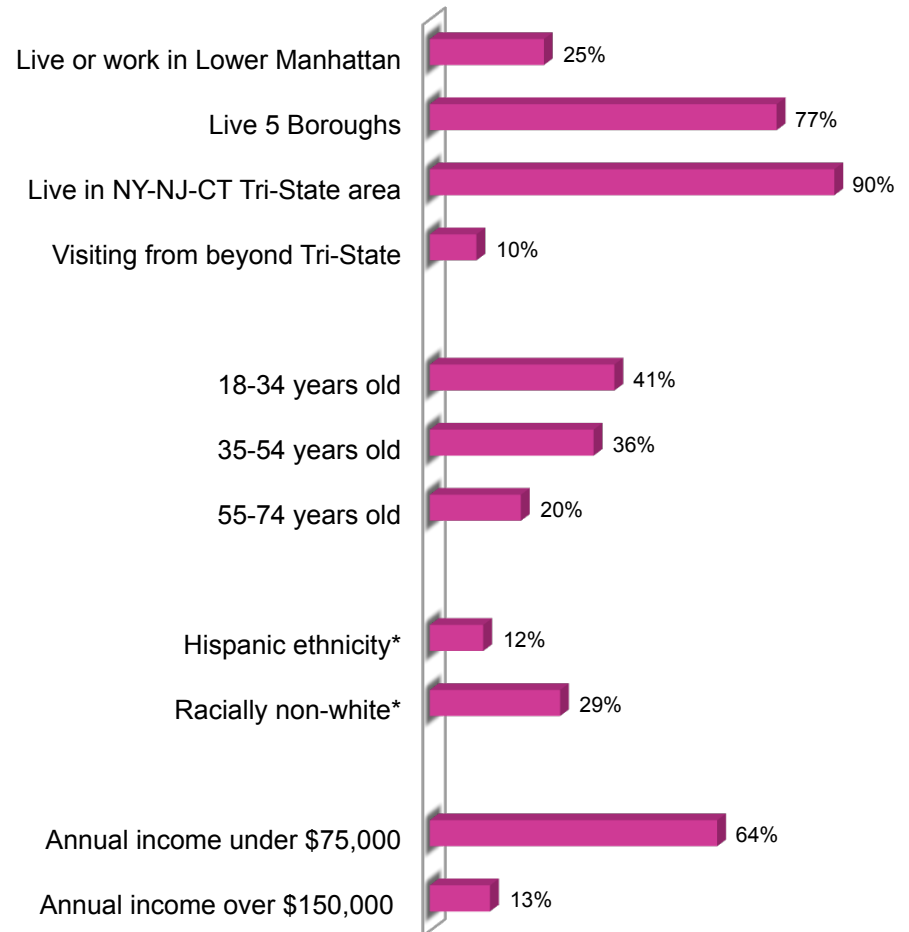
2013 Audiences

In 2013, LMCC conducted surveys both onsite at various events and online, collecting a total of 517 from more than 78,000 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.

2013 audiences generally aligned with the Festival's 12-year audience profile (right). We saw a slight increase in Festival-goers with household incomes over \$150,000, from 13% in 2012 to 16% in 2013. This year's attendees were also more educated on average than in years past, with 89% holding at least a college degree (as compared to 73% in 2012).

We learned that the Festival has loyal audience members who trust the River To River brand. 65% percent of 2013 survey respondents had attended at least five previous Festival events, and 83% told us they were very likely to come to another River To River event in the future based on their experience this year.

Festival Audience Profile



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

Sustainability



In pursuit of a sustainable practice, LMCC is developing methods to consider the environmental, social and economic consequence of the River To River Festival and all of our programs while examining the roles arts and culture play as change agents in twenty-first-century cities. As pillars of resilience and activation, the arts are vital to New York City's social, economic, and environmental sustainability – especially when faced with disasters such as Hurricane Sandy.

Pivot: Artists, Communities, and Sustainability

As part of the 2013 Festival, LMCC hosted a 3-day convening focused on considering new ways in which artists, partners, stakeholders and communities can be mindful of environmental, social, and economic circumstances while planning and executing cultural initiatives.

Throughout the three days of *Pivot* 2013, a core working group of 30 stakeholders, artists, cultural partners, and other thought-leaders participated in discussions and workshops.

- On Day 1, a larger group of invited guests joined us for a plenary session with panelists including a visual artist, a choreographer, and representatives from Goldman Sachs's Urban Investment Group, The Earth Institute at Columbia University, and the engineering firm Buro Happold.
- On Day 3, LMCC presented a draft Framework for Sustainable Cultural Practices with the intention of sparking new ideas and encouraging continued dialogue around this important topic.



Pivot working group at Building 110:
LMCC's Arts Center at Governors Island

Thank you to our 2013 sponsors and partners!

Leadership Support



Lead Media Partners



Major Support



Friends Of The Festival



Additional support for certain projects in the River To River Festival has been provided by The Andrew W. Mellon Foundation, The Battery Conservancy, Ford Foundation, Mertz Gilmore Foundation, The Trust for Governors Island, and Water Street Pops.

The River To River Festival is also supported, in part, by public funds from NYC Council Member Margaret Chin, NYC Department of Cultural Affairs in partnership with the City Council, NYC Department of Parks & Recreation, New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature, and Office of Manhattan Borough President Scott M. Stringer.

With support from the Doris Duke Charitable Foundation, LMCC is also working with our partners 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.