



Arvada Festivals Commission Fact Sheet - 2016

The Arvada Festivals Commission was established by the Arvada City Council in 2000 with a membership of twenty five community volunteers.

The mission of the Arvada Festivals Commission is to create, plan, coordinate and present events that celebrate Arvada as a community. Festivals Commission events are diverse, family-oriented and multi-generational. Many of these events are partnerships with community-based, non-profit organizations and leverage the Commission's efforts to produce community events.

The Arvada Festivals Commission accomplishments in 2017

- Produced seven specialized community events which entertained over 45,000 attendees
- Saved over \$53,000 by having volunteers plan, produce and work events
- Raised funds for four Arvada non-profits to support their community projects

The Arvada Festivals Commission promotes its events in a variety of ways, including:

- City of Arvada, Arvada Festivals Commission and event partners' websites
- Ads placed in the Arvada Press and other media
- Promotional fliers and posters placed in over 100 targeted Arvada businesses
- Press releases to over 190 regional media sources for most events averaging 70 website and social media placements for most events
- Promotional articles for all events placed in the Arvada Report reaching 56,000 Arvada households per issue
- Promotional announcements placed on Arvada's KATV reaching over 18,000 households for each message – also available on smart phones and tablets
- Extensive social media coverage by the Arvada Visitor's Center and partner's sites
- Promotional articles in the Arvada Chamber of Commerce newsletter and Arvada Visitor's Center website
- Kool 105 FM promotional spots for the Independence Day celebration
- Targeted digital advertising through Google display network

For more information please call 720-898-7403. www.ArvidaFestivals.com

