



## **Arvada Festivals Commission Fact Sheet - 2016**

The Arvada Festivals Commission was established by the Arvada City Council in 2000 with a membership of twenty 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 2016**

- Produced seven specialized community events which entertained over 45,000 attendees
- Volunteered over 6,000 hours to plan and produce events
- Raised funds for five 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 175 regional media sources for most events averaging 65 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](http://www.ArvidaFestivals.com)*

