



June 22, 2019 IMPACT REPORT

Festival Overview

- Location: Franklin Park, Playstead Field; 1 Day, Free & Open to the public
- 2,500 Performance Applications received (2018 application pool: 250 without partnership)
 - 2019 Partnership with [ReverbNation](https://www.reverbnation.com/).
 - 629,700+ fans reached
 - 175 Facebook Likes Gained
 - 164 Artist shares
- Major sponsors
 - Berkshire Bank
 - Berklee College of Music
 - The Boston Foundation
 - City of Boston Mayor's Office of Arts + Culture
 - Boston Cultural Council
 - Haymarket People's Fund
 - 97.7 FM RNB
 - WBUR
 - The Bay State Banner
 - DigBoston Newspaper
 - Urban Heat 98.1 FM
- 6,500+ Attendees (compared to 2,200 in 2018)
- 2 Stages
 - Grammy-awarding artist - Eric Roberson
- 4 free dance lessons (a new experience that became very popular)
- 8 Food trucks
- 30 Artists
 - 19 performers
 - 4 dancers
 - 6 visual artists
- 45+ Vendors
 - 60% women owned businesses/entrepreneurs
- 80 Volunteers

Primary Audience

- African/Black-American / Caribbean / Latinx Women (avg. 20-38 years of age)
- Families (2 or more children, non-traditional make-up)
- HHI: \$38,000 - \$82,000
- Neighborhoods: Dorchester, Roxbury, Mattapan, Cambridge, Mission Hill and Brockton
 - *furthest traveled - Texas

Economic Impact

- \$18,000 of in-kind donations/support
- \$24,000 in honorariums paid to local and national artists
- \$180,000+ in net sales generated by food trucks and local vendors

Digital and Traditional Marketing/Advertising Impact

Print Ads

- 15,000 fliers distributed
 - Dimensions: 5" x 7", color double-sided
 - Neighborhoods: Jamaica Plain, Dorchester, Roxbury, Cambridge, Brockton, Mattapan, Mission Hill, Somerville, Randolph, Stoughton, and Springfield
- 700 posters distributed
 - Dimensions: 11" x 17", color double-sided
 - Neighborhoods: Jamaica Plain, Dorchester, Roxbury, Cambridge, Brockton, Mattapan, Mission Hill, Somerville, Randolph, Stoughton, and Springfield
- 200 - Interior Bus Cards (main routes around Franklin Park) - May 20 - June 22, 2019
 - 4-week adult consumer impressions per unit: 4,900+
 - 4-week adult consumer impression in total: 736,000+
 - Weekly impressions: 184,000+
- 1 - Soofa Ad (ran June 3 - June 22, 2019)
 - 1 Broadway, Cambridge, MA 02142 (Soofa)
 - 3 Cambridge Center, Cambridge, MA 02142 (Soofa)
 - 6 Faneuil Hall Square, Boston, MA 02109 (Soofa)
 - 140 Brighton Ave, Boston, MA 02134 (Soofa)
 - Fenway Triangle Trilogy, 180 Brookline Ave, Boston, MA 02215 (Soofa)
 - 435 Van Ness St, Boston, MA 02215 (Soofa)
 - 117 Cummings Rd, Weymouth, MA 02190 (Soofa)
 - 209 Houghton Rd, Weymouth, MA 02190 (Soofa)
 - 60 Seaport Blvd, Boston, MA 02210 (Soofa)
 - 29 Northern Ave, Boston, MA 02210 (Soofa)
 - 1300 Boylston St, Boston, MA 02215 (Soofa)
 - 61 Brookline Ave, Boston, MA 02215 (Soofa)
 - Seaport Blvd, Boston, MA 02210 (Soofa)
 - 1218 Commonwealth Avenue, Boston, MA 02134 (Soofa)
 - 169 Hwy 20, Boston, MA 02134 (Soofa)
 - 551a Talbot Ave, Boston, MA 02124 (Soofa)
 - 1900 Dorchester Ave, Boston, MA 02124 (Soofa)
 - Cambridge St, Boston, MA 02135 (Soofa)
 - 50 Milk St, Boston, MA 02110 (Soofa)
 - 50 Milk St, Boston, MA 02110 (Soofa)
- 1 - JC Decaux Ad (ran June 3 - June 22, 2019)
 - 776 BOYLSTON STREET, BOSTON,MA_02116 (JC Decaux)
 - 165 DARTMOUTH STREET, BOSTON,MA_02116 (JC Decaux)
 - 53 SUMMER STREET, BOSTON,MA_02210 (JC Decaux)
 - 365 WASHINGTON STREET, BOSTON,MA_02109 (JC Decaux)
 - 453 WASHINGTON STREET, BOSTON,MA_02108 (JC Decaux)

Digital Ads

- 1 - Print Billboard (Talbot and Blue Hill Avenue)



- Ran four (4) weeks: May 20- June 22, 2019
- Size: 10'6"x22'8"
 - Impressions: 140,000 weekly
 - 4-week adult consumer impression in total: 560,000+

1 - Digital Ad (Rt. 93S New England Regional Council of Carpenters)

- Ran two (2) weeks (June 10 - 22, 2019)
- Impressions: 5 million impressions per week

Recap Video

1-Festival Recap video: <https://www.facebook.com/bamsfest/videos/365579060815083/>

- Facebook Views: 1,700+

Popular Social Media Handles

- #RepYourCity
- #BAMSFestival19
- #BAMSFestJoy

Facebook - Social Media

Starting 5/11/2019 through 6/21/2019

- Organic outreach: 95,900
- Paid: 29,500
 - 75% women (25-54 years of age)

Instagram - Social Media

Sponsored Ad - starting 5/11/2019 through 6/21/2019

- 28,700+ people reached
- 72,200+ impressions
 - 61% women (including those who self-identified)
 - 13-34 years of age
 - Primarily from Massachusetts and Rhode Island

Press Mentions - 14

The Boston Globe (2)

BAMS Festival founder is promoting artists of color and filling a void in her own backyard

- <https://www.bostonglobe.com/arts/music/2019/06/19/bams-festival-founder-promoting-artists-color-and-filling-void-her-own-backyard/sRKIlBybcjhw3ygoYNwhJ/story.html>

At BAMS Festival, the stage is set for an array of local voices

- <https://www.bostonglobe.com/arts/music/2019/06/19/bams-festival-stage-set-for-array-local-voices/CCpyBeQxB6jTmlkQ0De1L/story.html>

NECN (1)

BAMS Festival to Be Held at Boston's Franklin Park

- https://www.necn.com/on-air/as-seen-on/BAMS-Festival-to-Be-Held-at-Boston_s-Franklin-Park_NECN-511542752.html

Exhale Magazine (1)

Boston Art & Music Soul Festival Kicks off Year Two

- <https://www.exhalelifestyle.com/boston-art-music-soul-festival-kicks-off-year-two/>

Bluescape (1)

Boston Graphic Artist Strikes Loud Beat for BAMS Fest 2019, Part I

- <https://www.youtube.com/watch?v=x3iqRBzznWw>

The Bay State Banner (3)

BAMS Fest (2019, Photo Recap Gallery)

- <https://www.baystatebanner.com/gallery/bams-fest/>

Boston Scenes 7-4-19: 2nd Annual BAMS Festival wows in 2019

- <https://www.baystatebanner.com/gallery/boston-scenes-7-4-19-2nd-annual-bams-festival-wows-in-2019/>

Berklee College of Music partners with the Boston Art & Music Soul (BAMS) Festival

- <https://www.baystatebanner.com/2019/05/24/berklee-college-of-music-partners-with-the-boston-art-music-soul-bams-festival/>

WBUR Artery (2)

BAMS Festival Lineup Brings 19 Different Artists To Boston's Franklin Park

- <https://www.wbur.org/artery/2019/04/05/bams-festival-lineup-2019>

NwaSoul Brings Its Inventive Jazz, Rock And Hip-Hop Blend To BAMS Fest

- <https://www.wbur.org/artery/2019/06/17/nwasoul-bams-fest>

DigBoston (1)



BAMS IS BACK: ANOTHER YEAR, ANOTHER MILESTONE FOR THE BOSTON ART & MUSIC SOUL FEST

- <https://digboston.com/bams-is-back-another-year-another-milestone-for-the-boston-art-music-soul-fest/>

Boston Magazine (1)

Seven Can't-Miss Events in Boston, June 2019

- <https://www.bostonmagazine.com/arts-entertainment/2019/05/22/events-boston-june-2019/>

WGBH (1)

Let The Sunshine In: BPR's Summer Music Roundtable

- <https://www.wgbh.org/news/arts/2019/06/19/let-the-sunshine-in-bprs-summer-music-roundtable>

Ethnic Online (1)

Boston Art & Music Soul Festival (BAMS)— New England's Premier Arts & Music Festival!

- <https://www.ethniconline.net/post/boston-art-music-soul-festival-bams-new-england-s-premier-arts-music-festival>