

90% OF EVENTS ARE FREE

ANN ARBOR



SUMMER FESTIVAL

2019

22 DAYS, 7 VENUES 223 CONCERTS & EVENTS

150K+ PEOPLE ATTEND THE FESTIVAL



630,016
website
page views



111,886
homepage
visitors



52%
view on
mobile



55K+ DIGITAL CONNECTIONS

21,082 ENEWS
23,567 FACEBOOK
8,279 TWITTER
2,882 INSTAGRAM



400+ LOCAL, NATIONAL, & INTERNATIONAL ARTISTS

80% the midwest, 16% united states, 4% international

FESTIVAL REGIONAL ECONOMIC IMPACT

\$3,542,042

Data from the Ann Arbor Area Community Foundation Nonprofit Arts Economic Calculator

