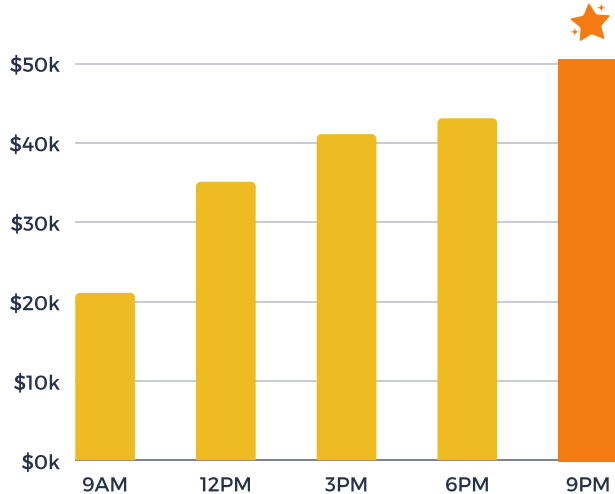


# DOWNTOWN-A-THON

EVENT ANALYSIS | JULY 30, 2020



## FUNDS RAISED



## REVIEW

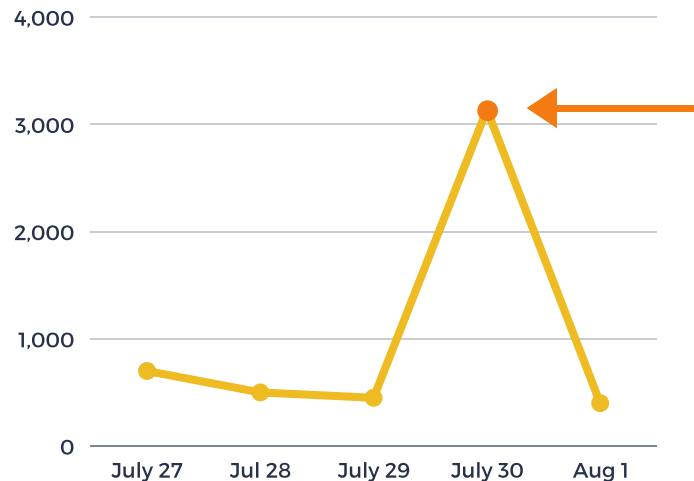
We did it! We hit our goal of raising \$50,000 for the Downtown Recovery Initiative. Actually, we **exceeded** our goal, and managed to raise \$51,350.03! We could not have done this without the generous matching donations made by our incredible sponsors. Thanks to your help, our event was a **huge success!**

## ANALYTICS REPORT

We managed to reach an **impressive** amount of traffic and exposure on our website and social media channels throughout the month of July, hitting their **peak** on the day of our event.

## EXPOSURE

While highlighting over 50 downtown businesses and 5 local musicians during our event, we had **over 6,000** people tune in to our live-stream throughout the day!



## WEBSITE TRAFFIC

# 84K

Total **reach** collectively from our Downtown-A-Thon *Instagram* marketing during the month of July.

# 52.7K

Total **reach** collectively from our Downtown-A-Thon *Facebook* marketing during the month of July.

# 207

Total individuals that **gave** to our Downtown Recovery Initiative during the Downtown-A-Thon.

## SOCIAL ANALYTICS

Social media was our main source of community exposure for this event. Highlighted below are the **impressive** numbers we achieved from promotion.

### INSTAGRAM

**84,000** accounts **reached** during July

**10,920** accounts were *not* already following our Instagram

### FACEBOOK

**13,500** accounts **reached** during event live-stream

**52,780** accounts **reached** during July promotion

### YOUTUBE

**500** **views** during event live-stream

**66%** **increase** to our subscriber count

## WEBSITE ANALYTICS

**5,067** **views** to our Downtown-A-Thon website page since launching

**3,139** of those total views came in *during* the event

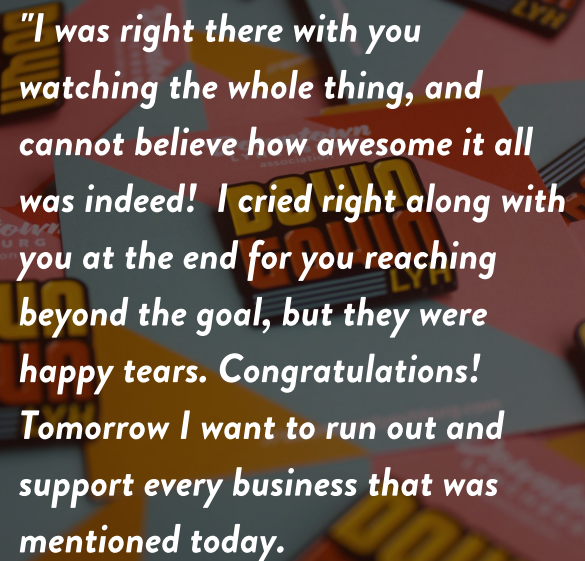
## MEDIA COVERAGE

- News & Advance
- WDBJ7
- WSET
- WSLS
- WFXR FOX
- WFXR
- JJS 93.5/102.7




*"...I watched throughout the day yesterday and was very impressed. You have to be so happy with the outcome. What a great way to highlight downtown. Thank you so much for all the effort you and your staff put in."*

*-Downtown Lynchburg Donor*



*"I was right there with you watching the whole thing, and cannot believe how awesome it all was indeed! I cried right along with you at the end for you reaching beyond the goal, but they were happy tears. Congratulations! Tomorrow I want to run out and support every business that was mentioned today."*

*-Downtown Lynchburg Resident*



*"Absolutely love our downtown businesses and am so grateful for the Downtown Lynchburg Association that cares about our town enough to put something like this on!"*

*-Instagram Follower*