

# CREATIVE CONCORD CA

A CELEBRATION OF ARTS & CULTURE

Presented by:



GREATER  
**CONCORD**  
CHAMBER OF COMMERCE

## Visionary

The Veranda

## Special Events

Martinez Renewable Fuels  
PG&E

## Community Champion

Dr Brothers Dental Office  
Mechanics Bank

## Additional Sponsors

2 Friends Events  
Brenden Theatres  
Bill's ACE  
Caballeros Barber Lounge  
Concord Ambassadors  
Funkmode  
Gen7 Wines  
Jetty Extracts  
Leshner Foundation  
MCE  
PG&E  
Salvio Pacheco Square  
Vinnie's Bar & Grill  
We Need Merch

## In-Kind Sponsors

Ashby Lumber  
Blue Devils Corp.  
Christensen Brothers Construction  
Concord Historical Society  
Dolan Lumber  
First Presbyterian Concord  
Golden State Lumber  
Hilton Concord  
Shutter Bombs  
Sunbelt Rentals  
Umpqua Bank

## Food Sponsors

Beard Papa's  
CREAM  
Eureka!  
La Pinata  
La Fritanguera  
Luna Ristorante  
Longport Fish Co.  
Milk Tea Lab  
Out The Dough  
Parkside Bar & Grill  
Sunrise Bistro & Catering

## Media Sponsors

Diablo Magazine  
The Pioneer





## Events



- **June 11:** Mural Installations, Artist's Mural Jam in the Park, Volunteer Mural Painting Session, Surprise Dance Performance
- **June 12:** Mural Installations, Volunteer Mural Painting Session, Artist's Mural Jam in the Park, Photography Showcase
- **June 15:** Muralist Dinner
- **June 16:** Creative Concord Artist Soiree
- **June 18:** Mural Installations, AAUW Concord Crawl & Corvette Show
- **June 25:** HEAD WEST Marketplace
- **June 26:** Blue Devils B-Corp Performance, Dedication Ceremony, Guided Mural Walking Tours

## Goals



- **9** Contemporary murals were successfully painted around the City of Concord by professional muralists throughout the month of June.
- **12** Emerging artists from Contra Costa County and surrounding counties created their own murals and donated them to Concord charities and other Contra Costa County organizations.
- Brought multiple modes of entertainment and the people of Concord together through a new art initiative.

## Event Highlights

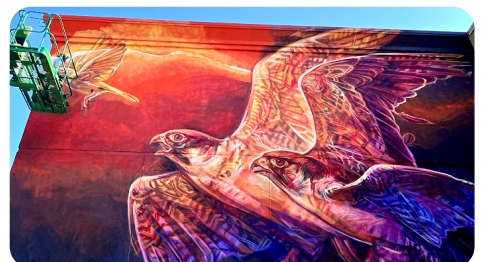
Artist's Mural Jam Painting in the Park



Volunteer Mural Painting Session



Mural Installations by the Artists







## Event Promotion

- Eventbrite
- Facebook
- SF Funcheap
- Concord Patch
- LinkedIn
- Instagram
- Contra Costa Live
- Visit Concord Website

## Digital Advertising: Black Truck Media

*Digital advertising ran from April 15 - June 26, 2022*

### Search Ads

- Clicks: **977**
- Impressions: **16,149**
- Click Through Rate: **6.05%**
- Top Performing Keywords: **"Things To Do" & "Art Festival"**

### Display Ads

- Clicks: **6,728**
- Impressions: **759,686**
- Click Through Rate: **.9%**
- Top Performing Locations: **San Francisco County, Sonoma County, a 20-mile radius of Concord** (CTR - **0.98%** or higher)

### On-Site

- Average Time: **3:03** on Page
- Pageviews: Over **7,500**
- Outbound Clicks: **78** Clicks to CreativeConcordCA.com

### Traffic From Paid-Search Campaigns [Google Ads]

- Pageviews: **14,645** (Things To Do - Visual Arts - Creative Concord Page)
- Users: **6.77K** (**13.3%** Increase)
- Sessions: **8.32K** (**9.9%** Increase)





## Madden Media

Digital advertising ran from June 3 - June 30, 2022

### Google Prospecting Display

- Clicks: **890**
- Impressions: **773,367**
- Click Through Rate: **0.12%**

### Facebook Click to Site Display

- Clicks: **2,731**
- Impressions: **288,014**
- Click Through Rate: **1.84%**



## Social Media



- Total Posts: **96**
- Total Impressions: **68,741**
- Total Engagements: **4,364**
- Total Link Clicks: **299**

## Top Posts

- **Facebook**  
Total Engagements: **485**
- **Instagram**  
Total Engagements: **258**

## Promotional Items

- Creative Concord Sunglasses
- Ballpens
- Artist's Shirts
- Totebags

## Signage

- Veranda Shopping Center Billboard - **3 million+** Drive-by Views







## PR & Media Tracker

### Pioneer (Feature)

- Subscribers: **38,500**

### Diablo Gazette (Monthly Column)

- Print: **15K**
- Online Circulation: **14,500**
- Avg. Monthly Visits: **19,000**

### Claycord (Digital Ad & FB Ad Promo)

- Impression: **340,000**
- FB: **63,479** Followers
- Twitter: **8,392** Followers

### East Bay Times (Print & Web Ads)

- Daily Circulation: **168,362**
- Daily Readership: **286,900** Print & **613,100** Online
- Targeted Digital Impressions: **55,555**

### Concord Chamber (Website- Feature)

- FB: **2,280** Followers
- Twitter: **1,047** Followers
- Instagram: **2,110** Followers

### City of Concord Newsletter (Feature)

- FB: **12K** Followers
- Twitter: **4,182** Followers
- Instagram: **6,367** Followers

### Patch (Event Feature)

- Twitter: **2,756** Followers
- Instagram: **11.6K** Followers

### Diablo Magazine (June Feature)

- Monthly Circulation: **43,500**
- Instagram: **14.1K** Followers
- Twitter: **12.2K** Followers

### SF Fun Cheap (Feature)

- Monthly Unique Visitors: **250,000**
- Email Subscribers: **140,000**





## STR Report

June 11, 2022	% Change Over Last Year	June 12, 2022	% Change Over Last Year
<b>Occupancy</b> (2022: <b>77.7%</b> )	<b>22.3%</b>	<b>Occupancy</b> (2022: <b>52.6%</b> )	<b>7.6%</b>
<b>ADR</b> (2022: <b>\$130.55</b> )	<b>17.8%</b>	<b>ADR</b> (2022: <b>\$111.12</b> )	<b>8.1%</b>
<b>Rev Par</b> (2022: <b>\$101.37</b> )	<b>44.1%</b>	<b>Rev Par</b> (2022: <b>\$58.42</b> )	<b>16.3%</b>
<b>Room Night Revenue</b> (2022: <b>\$133,812</b> )	<b>44.1%</b>	<b>Room Night Revenue</b> (2022: <b>\$77,115</b> )	<b>16.3%</b>

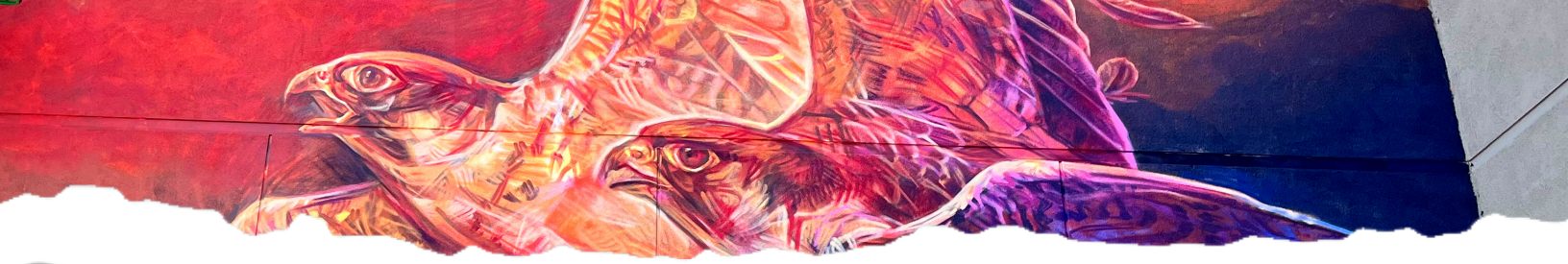
June 25, 2022	% Change Over Last Year	June 26, 2022	% Change Over Last Year
<b>Occupancy</b> (2022: <b>74.2%</b> )	<b>3.5%</b>	<b>Occupancy</b> (2022: <b>59.9%</b> )	<b>2.2%</b>
<b>ADR</b> (2022: <b>\$124.62</b> )	<b>9.2%</b>	<b>ADR</b> (2022: <b>\$112.65</b> )	<b>11.1%</b>
<b>Rev Par</b> (2022: <b>\$92.42</b> )	<b>13.0%</b>	<b>Rev Par</b> (2022: <b>\$67.51</b> )	<b>13.6%</b>
<b>Room Night Revenue</b> (2022: <b>\$122,001</b> )	<b>13.0%</b>	<b>Room Night Revenue</b> (2022: <b>\$89,109</b> )	<b>13.6%</b>

### Direct Artist Revenue

• **\$ 4,387.24**

### Artist Rooms Booked

• **26**



## Visit Concord Emails

- Visit Concord Email Blasts: **4**
- Visit Concord Monthly 2022 Newsletters: **6**  
**(January to June)**
- Concord Chamber News Promos: **11**
- Creative Concord Feature on Perro Trail Emails: **2**
- **Concord Chamber News** - Sent weekly, **15** total with **1.36%** Avg. click-throughs
- **Visit Concord Weekly E-blasts:**

Date	Open Rate %	Link Clicks	Creative Concord Feature
<b>6/2</b>	<b>43%</b>	<b>6%</b>	<b>1218</b>
<b>6/10</b>	<b>40%</b>	<b>2%</b>	<b>120</b>
<b>6/17</b>	<b>39%</b>	<b>3%</b>	<b>40</b>
<b>6/24</b>	<b>40%</b>	<b>3%</b>	<b>169</b>
<b>Total</b>	<b>162%</b>	<b>14%</b>	<b>1547</b>
<b>Average</b>	<b>41%</b>	<b>4%</b>	<b>386.75</b>

\*Industry Standard Rate: **31.90%**

## Event Highlights

HEAD WEST Marketplace



Blue Devils B-Corp Performance







## Visit Concord Website & Promotion

### ***Creative Concord Landing Page:***

- Views: **25,088**
- Avg. Time: **00:00:42**

### ***Mural Installations Page:***

- Views: **117**
- Avg. Time: **00:01:50**

### ***Volunteer Mural Painting Session Page:***

- Views: **88**
- Avg. Time: **00:01:28**

### ***Artist Mural Painting "Jam" in the Park Page:***

- Views: **52**
- Avg. Time: **00:01:31**

### ***HEAD WEST Marketplace Page:***

- Views: **178**
- Avg. Time: **00:01:23**

### ***Photography Showcase Page:***

- Views: **23**
- Avg. Time: **00:01:11**

### ***Closing Celebration Page:***

- Views: **68**
- Avg. Time: **00:02:48**

### ***Creative Concord Map:***

- Views: **83**
- Avg. Time: **00:01:49**

## Creative Concord (Local Edition) Website & Promotion

### ***Creative Concord Home Page:***

- Views: **4,594**
- Avg. Time: **00:01:34**

### ***Schedule Page:***

- Views: **2,896**
- Avg. Time: **00:01:43**

### ***2022 Muralists Page:***

- Views: **1,056**
- Avg. Time: **00:01:46**

### ***About Page:***

- Views: **507**
- Avg. Time: **00:02:09**

### ***Community Page:***

- Views: **396**
- Avg. Time: **00:05:58**

## Overall Creative Concord Website Analytics

- Visits: **6.9K**
- Bounce Rate: **67.07%**
- Unique Visitors: **5.3K**
- Page Views: **11K**