

MARKETING BY THE NUMBERS IN 2020



The Snow Pond Campus:

- An arts institution serving over 400,000 residents across 7 counties
- Snow Pond serves 21,000+ residents and visitors each year
- The magnificent 40-acre campus is located in Sidney, between Waterville & Augusta, on the shores of Messalonskee Lake
- Over the last several years, another 12,000 sq. ft. of winterized space has been added to accommodate the growing programs and use of the facility

Attendance Numbers:

Pond Hockey Classic (Alfond Youth Center Event)	3,000
Winter Carnival	1,250
Winter Concert Series (6 concerts)	1,500
Summer Concert Series (8 major concerts & 24 free concerts)	15,000
Private Events (corporate/private dinners, weddings, socials)	2,500
Community Events	2000
Jazz Brunch	300
Maine Artisan's Day	1000+



Social Media Channels
5,000 + followers



Emails
Over 12,000 Subscribers
Open Rate: 36%



Print Advertising Distribution:
3,000+ Snow Pond
Presents magazine copies
5,000+ Playbills
3,000+ Rack Cards



Radio
Townsquare Media - 92 Moose
Central Maine's # Hits Music
Station & B98.5 Central Maine's
Country - weekly reach of 35K



TV
Statewide coverage via
NewsCenter Maine, WCSH
Portland and WLBZ Bangor for
a total of 493,690 households



Website Traffic
11,000 visitors
14,000 Sessions
Session Duration 1 min, 42 sec
37,318 Pageviews
28,777 Unique Pageviews
Avg Time on page 1:10a

The Bowl in the Pines - Snow Pond's Outdoor Amphitheater

- Built in the 1930's, still one of the *nation's largest amphitheaters*.
- Recently completed Phase III of an IV Part \$800,000 renovation.
- The Bowl will host **8-12 ticketed events** each summer.
- Concert goers have come from as far North as Canada and as far South as Florida.
- **5%** of all event revenues are allocated to fund scholarships and financial-aid for Snow Pond's community programs.
- The Bowl currently holds **3,000 patrons**. With improvements, this number can grow to **7,500**.
- Within five years, annual event revenue is projected to grow from **\$175,000 to over \$1.5 million**.

Ice Fishing Derby and Winter Carnival

- **1,250+** people participated in Snow Pond's Ice Fishing Derby and Winter Carnival.
- This event grew by **500%** in 2019 and is expected to keep growing significantly.

Snow Pond Community Music School

- The only music school within 60 miles.
- Teaching music to over **300+ students** of all ages and abilities.
- The Snow Pond Community Music School supports group lessons at the following venues:
The Children's Discovery Museum, The South End Teen Center, The Augusta YMCA, James H. Bean School, Local Libraries, Granite Hill, Central Academy of Excellence and more.
- Snow Pond currently provides arts education to **1,500 students** each year.
- Maine Arts Academy, a public charter school established for the arts, is located on the Snow Pond campus.

Learn more at snowpond.org or by emailing Snow Pond's Community Relations Specialist Mike Guarino at mike.guarino@snowpond.org Christine Durgin at christine.durgin@snowpond.org

A BELGRADES LAKES REGIONAL ECONOMIC DEVELOPMENT PLAN

Snow Pond Center for the Arts is much more than a place. From the early beginnings in 1930 as a music camp, the organization has worked to provide a balance of social and recreational activities, broad based education, and excellence in the performance and teaching of the arts. Building on its reputation as a prestigious music camp, significant resources were invested between 2014-18 to winterize existing buildings, add new buildings, and install essential infrastructure needed to expand programming from summer to year-round, providing broad-based education and excellence in teaching of the arts.

Following efforts to raise awareness about Snow Pond, there is now widespread support for our vision for improving the quality of life for area residents and leading efforts for regional change. As a unique educational institution, recreational facility, tourist attraction, and community arts center, we recognize that developing our special assets and promoting regional leadership and collaborations will have a positive impact on the local economy, the quality of education, and the lives of people living here.

Recently, Snow Pond was selected as one out of twenty communities nationwide, to participate in the National Endowment for the Arts Citizens Institute for Rural Design (CIRD). CIRD highlights the importance of 'creative placemaking' in rural regions, which uses education, arts, culture, and community engagement as rural design tools to create economic prosperity and community vitality. Snow Pond and the 19-member cohort will have access to a variety of resources and benefit from national visibility.

Planning will be conducted collaboratively with the residents/communities actively engaged, and will result in a Comprehensive and Cohesive Community Plan for revitalizing/developing the Region. A key element of Snow Pond's growth has been community engagement with regional business groups, community members and municipalities to foster a greater sense of community. A task force was formed to explore ways to have a larger regional impact. This has grown into an awareness of the major impact that a Regional Comprehensive and Cohesive Community Plan would have for coordinating the diverse interests of the towns, schools, businesses, farmers, and the arts. To organize the planning processes, we are working with GrowSmart Maine and the Orton Family Foundation to maximize regional engagement and foster continuing momentum.

The project will use "smart growth" principles and "creative placemaking" tools. Smart growth covers a range of development and conservation strategies that help protect public health and the natural environment and make communities more attractive, economically stronger, and more socially diverse.

Creative Placemaking is an effective rural economic development tool that uses arts, culture & education as defining characteristics of place. It has well documented effectiveness & many historical examples dating back to Chautauqua in upstate NY & Tanglewood in the Berkshires. With expansion of broadband availability and wider support for telecommuting, the creative placemaking trend is growing.

The plan will include branding/communications for the region. Promotion of the arts, tourism, and recreation will bring in visitors, who will witness a vibrant, growing region, which promotes in-migration. Ultimately, the plan will leverage the Region's assets to significantly grow economic prosperity, the workforce, and population.

If you are interested in being involved or commenting on this regional project, please contact John Wiggin, Snow Pond's Executive Director at john.wiggin@snowpond.org

