



INDEPENDENCE
SQUARE

ASSOCIATION

Neighborhood Tourism Update
July 2023 – December 2023





Chiefs Kingdom

CHIEFS KINGDOM

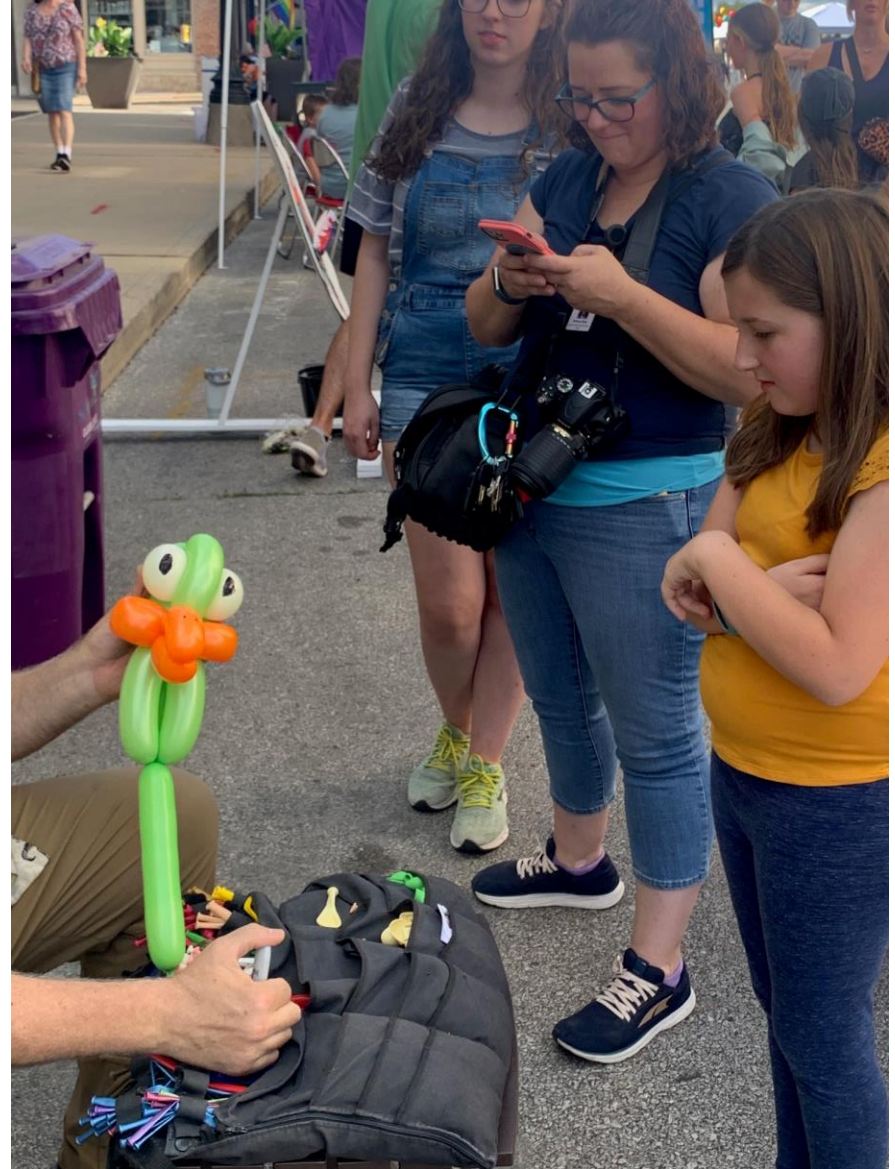
CHIEFS

87

8

34

97









Fall 2023





Doggie Date Night

Veterans Day





Expenditures July - December

PopFest – July 1	
Advertising (Radio ads, digital, print)	\$2,000
Marketing (posters, local flyers)	\$300
Living History Program	\$12,180
Sounds on the Square	
Bands	\$7,448
Advertising	\$2,000
Square Lighting	
Stage and AV	\$5,000
Santa, light sticks, signs	\$1,500
Living Windows	
Advertising	\$3,500
Marketing	\$300
Santa	\$400
Signage, maps, candy canes	\$600
Non-event-specific expenses	
PR	\$5000
District Maps	\$2000
Total expenses	\$41,634

Results

- Social media: 274,000 reach, 33,397 visits, link clicks up 20%, content interaction up 17%
- Website visits: 3,400/mo, up 20%
- PR views: 4,568,777
- PR value: \$98,688
- CID difference in last 6 months: \$5,000 equating to \$500,000 increase in district sales

National & State Accreditation

