

INTERNATIONAL KINETIC ART EXHIBIT AND SYMPOSIUM EVENT REPORT

The following lists the results that measure the success of the event:

1. **Reached the goal of an est. 5,000 attendees to the weekend event plus an additional est. 2,000 visitors to Boynton Beach from Oct. 2014 - Feb. 2015. Total est. 7,000.**
 - a. 5,000 during weekend event Fri., Feb. 6, 6:30 - 8:30pm, Sat., Feb. 9am - 6pm and Sun., Feb. 10am - 6pm
 - b. Museum of Lifestyle and Fashion History tours
 - c. Kinetic-Connection workshops
 - d. Cultural tourism to see the iconic outdoor kinetic artwork on the Avenue of the Arts.

2. **The draw to see the kinetic art, combined with the educational presentations and displays, provide continued dialogue and learning experiences.**

School displays:

 - a. Boynton Beach High School - *Academy Programs*
 - b. Galaxy E3 Elementary School - *Solar Butterfly Workshop*
 - c. G-Star - *Teen Cover comes Alive with Social Issues*
 - d. Dreyfoos School of the Arts - *Kinetic artwork display*
 - e. Digital Media Art College - *Animated, graphics and app programs*
 - f. Central Charter School - *Solar Tree Project*

Business displays:

 - a. Boca Bearings (headquartered in Boynton Beach) - *Bearings, Innovation Contest & 10,000 year clock*
 - b. HackLabNoBo - *3-D printing and Daft Booth*

Presentations:

 - a. 9 presentations by International and national artists about history, whimsical, new International kinetic artforms, interactive environments, new technological advancements, innovation, S.T.E.A.M.

Workshops:

 - a. Holland artist, Alexandre Dang, taught about solar energy in Solar Butterfly Workshops at Galaxy E3 Elementary School and the Schoolhouse Children's Museum.
 - b. Resulted in a display of 200 Dancing Solar Butterflies at Schoolhouse Children's Museum.

3. **A eclectic range of demographics that attended the event**

Feedback from event participants attendees concluded that the event:

 - a. Appealed to all ages and demographics
 - b. Attracted people regionally, nationally and internationally
 - c. Was "THE" event to visit in South Florida.

4. **Collectors and art enthusiasts purchased artwork. 23 pieces totaling \$14,566.20.**
 - a. Art Palm Beach
 - b. Kinetic event weekend
 - c. Outdoor kinetic artwork potential purchases

5. **Considering all of the regional events taking place during weekend, Kinetic Art event received "top of the hour" and "front page" positive media coverage reaching an est. 2.5 million viewers and readers**
 - a. Sun-Sentinel - 3
 - b. Palm Beach Post - 4
 - c. WPTV Channel 5 - 3
 - d. WPEC Channel 12 - 1
 - e. CNN International -1
 - f. Coastal Star - 2
 - g. Palm Beach Artspaper -2
 - h. Boca Magazine -2
 - i. Art & Cultural Magazine -1
 - j. Multiple listings and images on social medias

"Boynton Beach is now one of South Florida's innovative hot spots for the visual arts"- Boca Magazine

6. **Extensive marketing campaign from regional to international, including the social medias reaching an est. 800,000 viewers of an eclectic range of demographics**
 - a. 40,000 Save-the-dates cards distributed Nationally and regionally + 18,000 inserted in Coastal Star magazine
 - b. Sculpture Magazine ad - Nov. 2014 reached 30,000 Internationally (collectors, museums, galleries and artists)
 - c. Art Hive Magazine ad and article - Fall: Oct. - Dec. 2014 and Winter: Jan. 2014 - Mar. 2015 - 6 month reached an est. 50,000, 22 - 54 year olds regionally
 - d. eNewsletters - 11 from June 2014 - Feb. 2015 reached 6,500
 - e. Press releases - 12 press release + event listings sent from June 2014 - Feb. 2015
 - f. 5,000 Kinetic programs distributed regionally, at Art Palm Beach and during weekend event
 - g. Art Palm Beach - Booth, presentation and show book to market Kinetic Event Jan. 21- 25 reached an est. 50,000 attendees Internationally and regionally
 - h. Boynton Forum ad - Jan. 28 reached 34,089 regionally
 - i. I-95 Digital Billboard - Nov. 17-23 and Jan. 11 - Feb. 8 delivered 684,324 impressions
 - j. Banners and street signs - Jan. - Feb. reached an est.125,500 views
7. **Event weekend attendance positively impacted local business, corporations and organizations**
 - a. Created local jobs to install artwork, prepare event marking materials, set up and break down event
 - b. Local businesses, corporations and organizations featured at Friday, Feb. 6th Opening Night Reception
 - c. Sponsor banners throughout event
 - d. Ocean Avenue, Boynton Beach Blvd and some Congress Ave. restaurants over capacity
 - e. Secret Garden Cafe hosted KAO event for 40 artists and guests
 - f. Marriott, Hampton Inn, Lorraine and Inn at Boynton Beach were booked to capacity
 - g. Out of town visitors arrived early and stayed later
8. **Due to this one-of-a kind, exhibit and symposium event, Boynton Beach has become known as the International leader of kinetic art.**

“The most awarding results that measure the events success is when people walk around with smiles on their faces, commenting on the amazement of the experiences, educational rewards and that the event was their choice destination out of all of the other things to attend that weekend in South Florida.” Debby Coles-Dobay, Public Art manager