DENVER DAYS NUMBERS

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>INCREASE IN #</th>
<th>PERCENTAGE INCREASE</th>
<th>PROJECTED GROWTH 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Block Parties</td>
<td>40</td>
<td>50</td>
<td>10</td>
<td>25%</td>
<td>63</td>
</tr>
<tr>
<td>Service Projects</td>
<td>21</td>
<td>26</td>
<td>5</td>
<td>23.8%</td>
<td>32</td>
</tr>
<tr>
<td>Social Events</td>
<td>58</td>
<td>96</td>
<td>38</td>
<td>65.5%</td>
<td>159</td>
</tr>
<tr>
<td>National Night Out Events</td>
<td>14</td>
<td>12</td>
<td>-2</td>
<td>-14.3%</td>
<td>11</td>
</tr>
<tr>
<td>Total number of service hours</td>
<td>96.5hr</td>
<td>128hr</td>
<td>31.5</td>
<td>32.6%</td>
<td>170hr</td>
</tr>
<tr>
<td>Total number of events</td>
<td>133</td>
<td>184</td>
<td>51</td>
<td>38.3%</td>
<td>255</td>
</tr>
</tbody>
</table>

In addition to these numbers, the Office of Economic Development (OED) and Mi Casa Resource Center co-hosted a Denver Days job fair where 28 employers and 151 job seekers (including 49 veterans) participated. OED performance measure surveys indicate 24 people were hired as a result of this event.

Survey Results

184 registered events
59 responses
32.1% response rate

Did you participate in Denver Days last year?

61% of survey respondents hosted a Denver Days event last year while 39% were new to hosting a Denver Days event.
The majority of survey respondents (79%) heard about Denver Days either through email/newsletter or family/friends/neighbors.

36% of Denver Days survey respondents were between the ages of 30-39. The second highest percentage belonged to the 60 or older age range at 24%.
20.3% of Denver Days respondents’ events took place in Council District 1. Council districts 7 and 4 came in at 11.9% and 10.2%, respectively.

There was an increase in the respondents’ ratings of a very strong and a strong sense of community before and after participating in Denver Days. Additionally, there was a decrease in the number of respondents who felt the sense of community was neither strong nor weak, weak and very weak after participating in Denver Days.
There was an increase in the number of respondents feeling very safe and safe before and after participating in Denver Days. There were also decreases in the number of respondents feeling moderately safe, slightly safe and not safe at all.

There was an increase by 13 in the number of respondents who know 16 or more neighbors after participating in Denver Days.
Based on survey respondents' estimates:

- 31 respondents hosted block parties; 10 hosted service projects; and 25 hosted social events.
- 19,252 people participated in 59 events, with an average of 35 attendees per event.

Open Ended Survey Question Response Results

Several themes emerged as a result of the open ended survey questions.

Areas/Suggestions for Improvement:

**Communication**
- Streamline communication process amongst various agencies in the city
- Provide better communication in regards to what the city offers for free
- Supply clearer instructions for obtaining a permit on the website
Publicity
- Prepare and distribute print materials earlier
- Create more publicity

Technology
- Update map more frequently

Barricades
- Provide larger barricades
- Receive better and more timely communication from barricade company

Other Suggestions
- City should provide insurance and food vendor permits for free
- Create an annual focus/theme
- Provide connections to business sponsorships

What People Liked the Most:
Free barricades
Helpful staff
Sense of community created
Collaboration – chance to work together with city, businesses, nonprofits, etc

What some respondents said about Denver Days:

"Our block has become closer and gotten to know each much better because of the block party."

"Keep the program going. Strengthening neighborhoods is so important."

"Great excuse to get together with neighbors!"

"It is family-friendly, builds neighborhood identity and offers an opportunity for neighbors to visit with old friends and meet new ones."
Denver Days 2014 Facebook Numbers

Between July 27th and August 10th the Denver Days Facebook page received 708 tab visits; 634 timeline visits.

Between July 27th and August 10th the Denver Days page received 100 new Likes.
Between August 2nd and August 10th the Denver Days Facebook page received 218 total likes on our posts and 91 total shares.

From July 22nd – August 19th, the average post reach (organic) was 646 people, however, the Denver Days Facebook page reached as many as 1,455 people in a given day. This was the most people reached in one day and it occurred in the middle of Denver Days, on August 5th.