## Denver Days 2015 Report

### DENVER DAYS EVENTS

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>INCREASE IN #</th>
<th>PERCENTAGE INCREASE (2014 TO 2015)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Block Parties</td>
<td>40</td>
<td>50</td>
<td>132</td>
<td>82</td>
<td>164%</td>
</tr>
<tr>
<td>Service Projects</td>
<td>21</td>
<td>26</td>
<td>17</td>
<td>-9</td>
<td>-34.6%</td>
</tr>
<tr>
<td>Social Events</td>
<td>58</td>
<td>96</td>
<td>75</td>
<td>-21</td>
<td>-21.8%</td>
</tr>
<tr>
<td>Total number of events</td>
<td>133</td>
<td>184</td>
<td>224</td>
<td>40</td>
<td>21.7%</td>
</tr>
</tbody>
</table>

### DENVER DAYS JOB FAIRS

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Office of Economic Development</td>
<td>28</td>
<td>59</td>
<td>151</td>
<td>201</td>
<td>24</td>
<td>21</td>
</tr>
<tr>
<td>Denver International Airport</td>
<td>n/a</td>
<td>21</td>
<td>n/a</td>
<td>227</td>
<td>n/a</td>
<td>20</td>
</tr>
<tr>
<td>Total</td>
<td>28</td>
<td>80</td>
<td>151</td>
<td>428</td>
<td>24</td>
<td>41</td>
</tr>
</tbody>
</table>
Survey Results
224 registered events
79 responses
35% response rate

Is this your first, second or third year participating in Denver Days?

For 56% of survey respondents, this was their first year participating in Denver Days, with 25% and 19% participating in their 2nd and 3rd years respectively.

How did you hear about Denver Days?

40% of respondents heard about Denver Days through email/newsletter;
35% heard via family/friend/neighbor.

Which category below includes your age?

- 17 or younger: 0%
- 18-20: 1%
- 21-29: 13%
- 30-39: 6%
- 40-49: 14%
- 50-59: 36%
- 60 or older: 30%

36% of respondents are between the ages of 30-39; 30% are between the ages 40-49.

Which City Council District do you live in?

- 1: 23%
- 2: 15%
- 3: 5%
- 4: 5%
- 5: 5%
- 6: 7%
- 7: 9%
- 8: 6%
- 9: 6%
- 10: 9%
- 11: 6%
- Don’t Know: 1%

1%
15% of respondents were from City Council District 1; 10% were from Council District 1

Before Denver Days, 8 respondents rated the sense of community in their neighborhood before Denver Days as very strong which increased to 29 participants after participating in Denver Days. There was also a decrease in the number of participants feeling the sense of community in their neighborhoods was “neither strong nor weak”, “weak”, and “very weak” after participating in Denver Days.

There were no changes in those that rated the level of safety in their neighborhoods before and after participating in Denver Days for the “very safe”, “slightly safe”, and “not safe at all” categories.
respondents that changed their neighborhood level of safety rating from “moderately safe” before participating in Denver Days to “safe” after participating in Denver Days.

How many of your neighbors did you know BEFORE/AFTER participating in Denver Days?

![Bar chart showing the number of neighbors known before and after participating in Denver Days.]

There was an increase by 27 participants in the amount of respondents who knew 16 or more neighbors after participating in Denver Days.

What type of event did you host?

![Bar chart showing the types of events hosted.]

Survey respondents hosted 58 block parties, 22 social events, and 1 service project.
Based on survey respondents feedback for 79 events:

Open Ended Survey Question Response Results

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

Areas/Suggestions for Improvement:
- Streamline permitting process with the City and County of Denver
- Improve communication amongst city employees and Denver Days hosts
- Ensure Denver Days hosts receive proper barricades in a timely manner
- Increase the publicity and marketing of Denver Days

Additional Suggestions:
- Provide preferred vendors or arrange discounts through vendors (i.e. bounce house vendors or other rentals)
- Make sure that you have "ice breakers" available for talking points
- Provide small grants for food for 1st year events
- Have information about putting together a neighborhood watch program

What People Liked the Most:
- Building a sense of community
- Assistance with barricade/insurance costs

16,543 people participated
An average of 55 attendees per event
“Please tell us in your own words the impact you believe Denver Days has had on you, your neighbors, and the community as a whole.”

“It makes me appreciate our block and neighbors and feel so grateful that we live here. Our block is ethnically diverse and the people’s ages range from 5 to mid 80’s, but this day, we share in the common interest of our beautiful neighborhood. It has made us a strong community - I feel very comfortable going up to anyone’s door and talking with them or asking for a favor. I hope you keep this event forever.”

“We have lived in our home for the last eight years and although our street is very close and we know and are close with nearly everyone on our block - this gave the opportunity for the older generations and those who had other barriers to join in all of the festivities. We now know every single person on our street - rare for an urban housing situation - and wonderful. I know we are all looking out for each other.”

“Love that the city enabled us to get together without the financial burden being placed on one family to make an event like this happen. It seems like families are connecting and talking more in their front yards. It was a success and there has already been a lot of conversation about how to make it bigger and better next year.”

“We now know each other & will look out for one another. The feedback was awesome they want to do it annually. The neighbors are willing to offset all of my expenses, assist with planning, and “formally” include folks from the 2600/2800 blocks on Milwaukee St. Instead of leaving them out on their own.”

“Denver Days has given our neighborhood a reason to get together in the summer. Summertime is often full of family and vacation time, but Denver Days gives us the chance to get to know and include our neighbors as part of a family event...a block party!”

“It makes me proud to be living in Denver, where the Mayor wants everyone to know and love their neighbors, community, parks, and city. The fact that the city is willing to waive the fees for an entire week just so everyone can get outside and enjoy the beauty of Denver and the community says a lot about our city!! THANKS DENVER!!!!”
DENVER DAYS FACEBOOK STATISTICS

FACEBOOK LIKES

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>Percentage Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Likes</td>
<td>3,829</td>
<td>4,091</td>
<td>7%</td>
</tr>
</tbody>
</table>

The people who like your Page

<table>
<thead>
<tr>
<th></th>
<th>Women</th>
<th>Men</th>
</tr>
</thead>
<tbody>
<tr>
<td>13-17</td>
<td>0.54%</td>
<td>0.368%</td>
</tr>
<tr>
<td>18-24</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>25-34</td>
<td>29%</td>
<td>11%</td>
</tr>
<tr>
<td>35-44</td>
<td>20%</td>
<td>8%</td>
</tr>
<tr>
<td>45-54</td>
<td>8%</td>
<td>4%</td>
</tr>
<tr>
<td>55+</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>55+</td>
<td>3%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Country | Your Fans | City | Your Fans | Language | Your Fans |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>United States of America</td>
<td>4,009</td>
<td>Denver, CO</td>
<td>2,066</td>
<td>English (US)</td>
<td>3,873</td>
</tr>
<tr>
<td>Mexico</td>
<td>13</td>
<td>Aurora, CO</td>
<td>260</td>
<td>Spanish</td>
<td>81</td>
</tr>
<tr>
<td>India</td>
<td>6</td>
<td>Houston, TX</td>
<td>66</td>
<td>English (UK)</td>
<td>71</td>
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<tr>
<td>Brazil</td>
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<td>Thornton, CO</td>
<td>59</td>
<td>Spanish (Spain)</td>
<td>16</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>4</td>
<td>Dallas, TX</td>
<td>49</td>
<td>Portuguese (Brazil)</td>
<td>7</td>
</tr>
<tr>
<td>Italy</td>
<td>3</td>
<td>Colorado Springs, CO</td>
<td>46</td>
<td>French (France)</td>
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</tr>
<tr>
<td>Indonesia</td>
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<td>Lakewood, CO</td>
<td>41</td>
<td>Arabic</td>
<td>5</td>
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<tr>
<td>South Korea</td>
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<td>Westminster, CO</td>
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<td>English (Pirate)</td>
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<td>Japan</td>
<td>2</td>
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<td>Indonesian</td>
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<tr>
<td>France</td>
<td>2</td>
<td>Englewood, CO</td>
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<td>Italian</td>
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</table>
Net Likes
Net likes shows the number of new likes minus the number of unlikes.

Where Your Page Likes Happened
The number of times your Page was liked, broken down by where it happened.
**Total Reach**
The number of people who were served any activity from your Page including your posts, posts to your Page by other people, Page like ads, mentions and check-ins.

**Page and Tab Visits**
The number of times each of your Page tabs was viewed.

**External Referrers**
The number of times people came to your Page from a website off of Facebook.