

Evaluation Data From The Last Twelve Months

Southland Jamboree does not have a formal process for evaluating the concert series against our project goal, but rather an ongoing feedback loop to the board and volunteers to the quality of the product we provide. Below is typical feedback that has been provided over the last year.

- Total number of attendees, youth and adult demographics, and racial/ethnic representation: *The 2025 season saw a total of approximately 4700 attendees with 10% of the attendees being children. We do not collect formal racial and ethnic data.*

- Effectiveness of different marketing channels in reaching specific audience segments (general and targeted): *Our Facebook page is by far our most successful marketing and communication outreach. The website gets 10% of the Facebook traffic. We also have benefited over the last year by being highlighted on local news and morning shows which drives attendance and improves community awareness of our existence. We continue to print and distribute our schedule of concerts.*

- Overall experience with the performance, venue, and atmosphere.

- Volunteer Insights: Our dedicated volunteers are our eyes and ears. We'll conduct interviews to assess crowd engagement, logistical efficiency, and overall event flow: *Volunteers interacting with the audience receive feedback on the selection of the artist playing, sound quality, and general quality of the facilities. They also provide detailed feedback on our food and drink vendors*

- Artist Echoes: A post-performance interview with our artists captures their experience, from stage setup and sound quality to audience reception: *The artist feedback is consistently positive for both the venue logistics and the performing environment. We continue to have artist request to return for future shows and promote the Jamboree to their peers. We continue to receive great feedback about the quality of the sound for our shows*

- Financial Report: A detailed report of revenue and expenses: *The treasurer provides weekly feedback to the Jamboree president and selected board members tracking donations against budgeted expenses.*

- Geographic Reach: We'll calculate attendance from different counties from our polling, showcasing the event's impact beyond Lexington's borders: *We have in the past seasons polled the audience once a season from the stage about their geographic location. The bulk of attendees are from Fayette county, but we do have a good mix of attendees from surrounding counties. We also have some patrons who travel regionally to see their favorite acts perform.*