



ATTENDANCE & REVENUE

247

ATTENDANCE

\$1,976

REVENUE

70%

PROGRAMS SOLD OUT



VISITOR SATISFACTION

100%

of parents/guardians surveyed stated they were satisfied or very satisfied with the overall experience.

HOW LIKELY ARE YOU TO RECOMMEND THIS PROGRAM TO OTHERS?

Very Likely

72%

Likely

27%

PROGRAM FEEDBACK

WHAT WAS YOUR FAVORITE PART OF FAMILY STEM NIGHTS?

- "Being able to do a fun activity with my kids, that I didn't have to plan, buy the supplies for, etc."
- "Working with my kids on the project"
- "Watching my niece engage in the activities"
- "Participating with the kids"
- "My son said it was so fun—still talking about it the next day. He loves crafting and science."

PUBLIC RELATIONS

10,191,282

IMPRESSIONS FROM 13 PLACEMENTS

TOP MEDIA PLACEMENTS ON:

Daily Herald
Big Picture . Local Focus

FOX VALLEY
MAG
exploring life in the fox

NCTV17

ADVERTISING

198,241

IMPRESSIONS

3,166

CLICKS

97,773

REACH

\$2.34

CPA

ADVERTISING

Facebook Ad Campaigns

198,241 Impressions

97,773 Reach

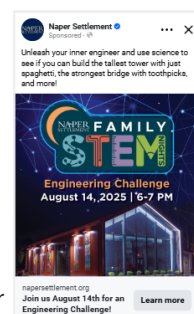
3,166 Clicks

Fort Hill Fitness Center Ad

5 TVS, 95-100 times/day

Summer, Fall & Winter Program Guides

63,564 Delivered to Naper-ville Homes 3 times per year



EMAIL & TEXT MESSAGES

164,737

EMAILS SENT (16)

69,322

EMAILS OPENED

1,372

EMAIL CLICKS

767

TEXT REMINDERS SENT

60

TEXT CLICKS