

2011 Festál Fabric of America Project **Bastille Day Festival Final Report**



France Education Northwest • December 2011

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Goals of Participation in FFAP 2011 –April 2011

- Offer an open forum in order to increase participation of the arts in BDF.
- Increase community (local, national and international) awareness of BDF.
 - In particular through social media.
 - In particular community members between the ages of 16 and 25.
- Increase the participation of the community (local, national and international) in BDF.
 - Submission of a piece in response to our question.
 - Viewing and/or voting on a piece at the festival.
 - Spreading the word to their networks about BDF—in particular through social media.
- Increase the duration of engagement of the community in the BDF—before, during and after—through website and social media.
- Learn through collaboration with other festivals and coordinators best practices for implementation and follow-through of festival projects to engage a more dynamic and broader section of our community.
- Diversify and increase grant funding of BDF.

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Bastille Day Festival Final Report

When you think of France, what do you think of? Many people may think of fine wines and fabulous cuisine. Some make think of beautiful landmarks such as *la Tour Eiffel* or *l'Arc de Triomphe*. Others perhaps *la haute couture* of Coco Chanel and Yves Saint Laurent. Do you think about words? The French language is rich with words which we have borrowed to enhance our own.
Connoisseur, c'est un beau mot, n'est-ce pas?

Connoisseur: 1714, from Fr., from O.Fr. conoisseur "a judge, one well-versed," from conoistre, from L. cognoscere "to know."*

In our society, and in societies all over the world, we have become connoisseurs. We are judges, we are well-versed and we know about things.
What we would like to know is:
What are you a connoisseur of?

* Online Etymology Dictionary, © 2010 Douglas Harper

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Technologies Implemented

- External Communications:
 - **Facebook:** www.facebook.com/BastilleDayFestivalSeattle ; www.facebook.com/FestalFabricOfAmericaProject
 - **Twitter:** twitter.com/#!/French_Chamber
 - **Websites:** seattle-bastille.org ; fenpnw.org ; bastilleday.festalproject.com
- Internal Communications:
 - Between participating festivals in the project:
 - **Wiggio**
 - **Doodle Survey**
 - Within our festival:
 - **Email**
 - **Google Docs**
 - **Drop Box**



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Other Modes of Outreach

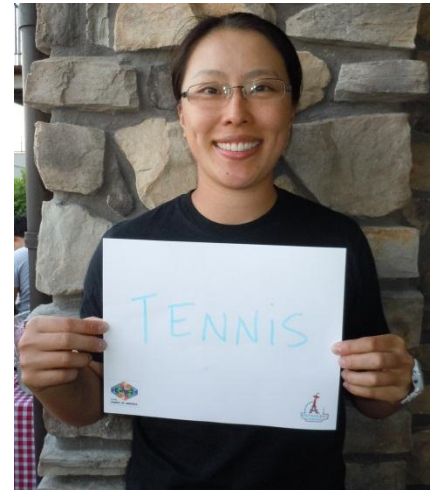
- Prior to the festival:
 - Moo Cards
 - Printed Flyers
 - Ad in the Seattle Weekly
 - Community Calendars & Blogs
 - Our Organization's Individual + Corporate Membership
 - Classroom Presentations
 - Word of Mouth
- During the festival:
 - FFAP Booth
 - Festival Program
 - Regular Announcements from MC

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Bastille Day Festival Final Report

Challenges + Successes

- *Challenges:*
 - Difficulty in recruiting a committed and capable youth leader.
 - Disappointing lack of interest in submitting images from the French community.
 - Less submissions from young people, but great submissions from middle aged participants.
 - Difficult to assess whether the project had affect on the festival attendance due to other changes which took place in 2011.



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Bastille Day Festival Final Report



Challenges + Successes *continued*

- *Successes:*
 - Significantly increased engagement via social marketing – including Likes, views, comments, etc.
 - Increased engagement with the target demographic – 16 to 25 (festival target) and under 30 (project target).
 - More volunteer participation due to increased online presence.
 - In future festivals community members would like to see a similar kind of art projection – people enjoyed seeing submissions from people they know.

2011 Festál Fabric of America Project Bastille Day Festival Final Report

FACEBOOK

Active Users?



Bastille Day Festival: A French Celebration in Seattle

135 monthly active users ▲10 since last week

228 people like this ▲3 since last week

0 wall posts or comments this week ▼3 since last week

30 visits this week ▼5 since last week

April 4, 2011



Bastille Day Festival: A French Celebration in Seattle

610 monthly active users ▲196 since last week

281 people like this ▲9 since last week

45 wall posts or comments this week ▲40 since last week

248 visits this week ▲133 since last week

July 5, 2011



Bastille Day Festival: A French Celebration in Seattle

893 monthly active users ▲283 since last week

314 people like this ▲33 since last week

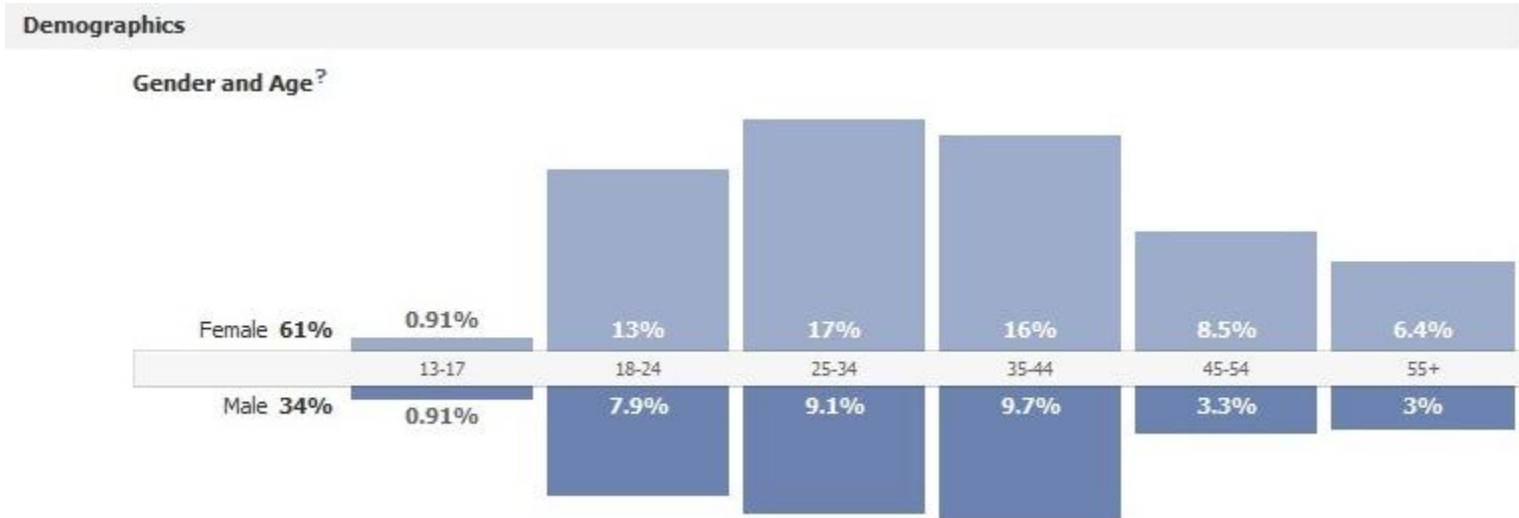
35 wall posts or comments this week ▼10 since last week

391 visits this week ▲143 since last week

July 12, 2011

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FACEBOOK



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WORDPRESS

Months and Years

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2008										10	2	2	14
2009	0	13	2	0	0	0	0	0	0	0	0	0	15
2010	0	0	0	0	1	0	2	0	0	0	0	0	3
2011	0	0	0	1	2	721	13,058	320	226	215	281	65	14,889

Average per Day

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Overall
2008										1	0	0	0
2009	0	0	0	0	0	0	0	0	0	0	0	0	0
2010	0	0	0	0	0	0	0	0	0	0	0	0	0
2011	0	0	0	0	0	24	421	10	8	7	9	11	44

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Final Thoughts

- It was fantastic to meet and work with the other committed people working on the project.
- For the amount of work that went into completing the project, we feel we may have fallen short of some of our festival goals: number of submissions, attendance at the festival, gaining benefit from grant funding, etc.
- The project was a spark to initiate our increased online presence and community engagement via social marketing that we hope to continue for years to come.

