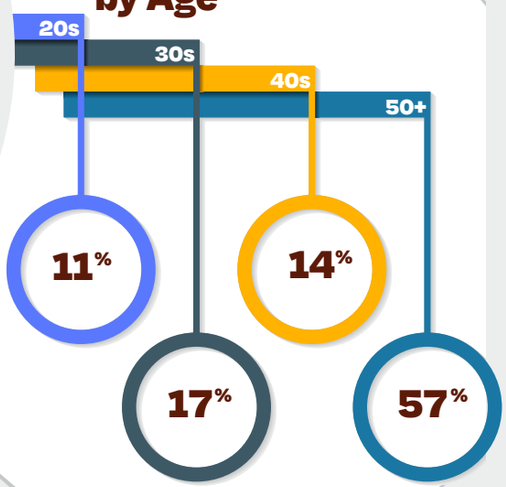
BY THE NUMBERS

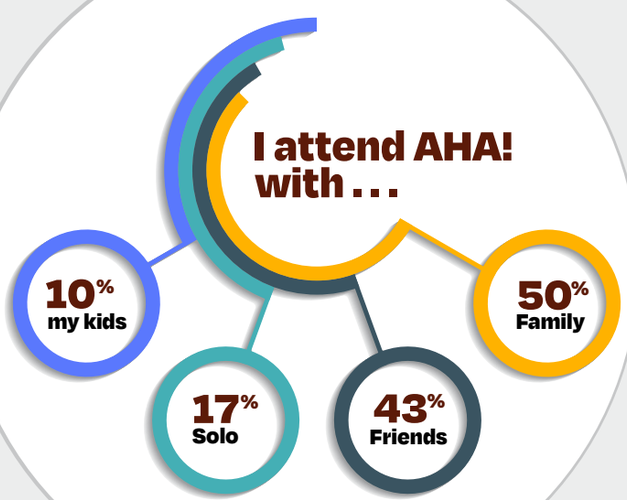
Since 1999, AHA! has never wavered from its core mission of invigorating downtown New Bedford by harnessing the power of arts and culture to fuel the city's creative economy. Here's a peek inside a **TYPICAL AHA! NIGHT.**

85% of attendees rated AHA! Night a four or five on a scale of one to five.

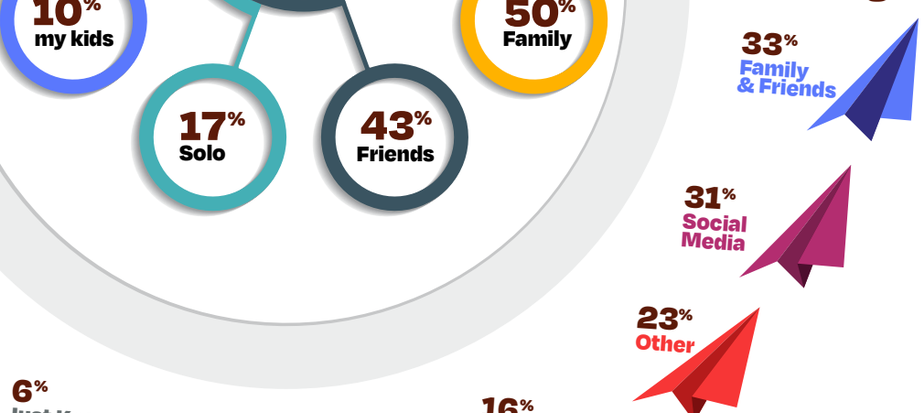
AHA! Attendees by Age



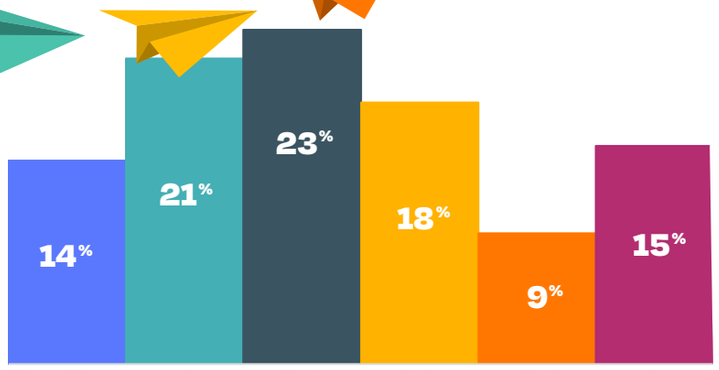
I attend AHA! with . . .



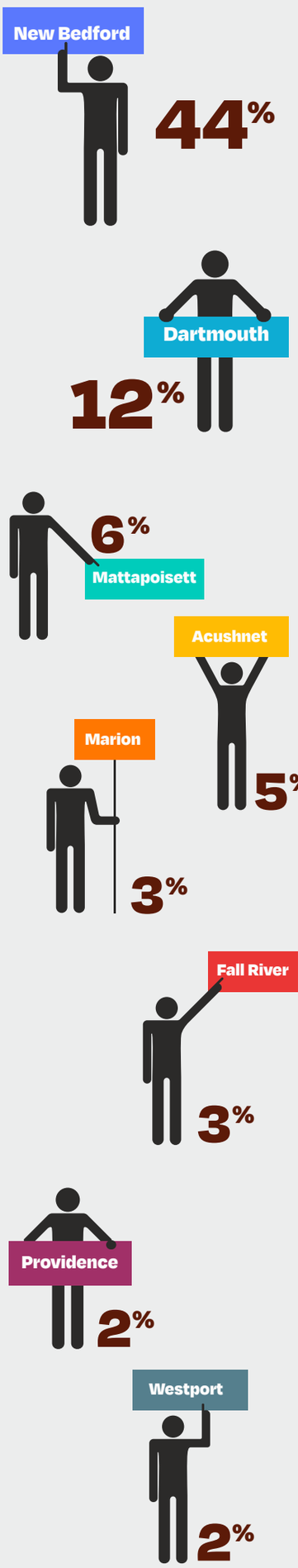
How did you hear about AHA! Night?



How often do you attend AHA! Nights?



AHA! Attendees by Home Town

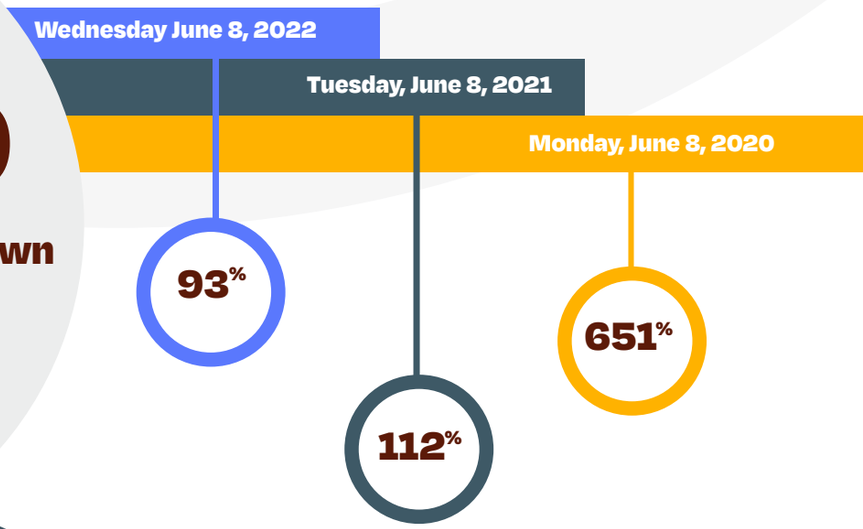


Through monthly **AHA! Night attendance** assessments, we know that increased funding for AHA! translates directly to larger audiences for program partners, new customers for local businesses and brings a lively festive spirit to the streets of downtown.

Foot traffic jumps **SIGNIFICANTLY** on AHA! Nights. These are snapshots of two AHA! Nights - and the **percentage foot traffic increased** when compared to that same date in previous years.

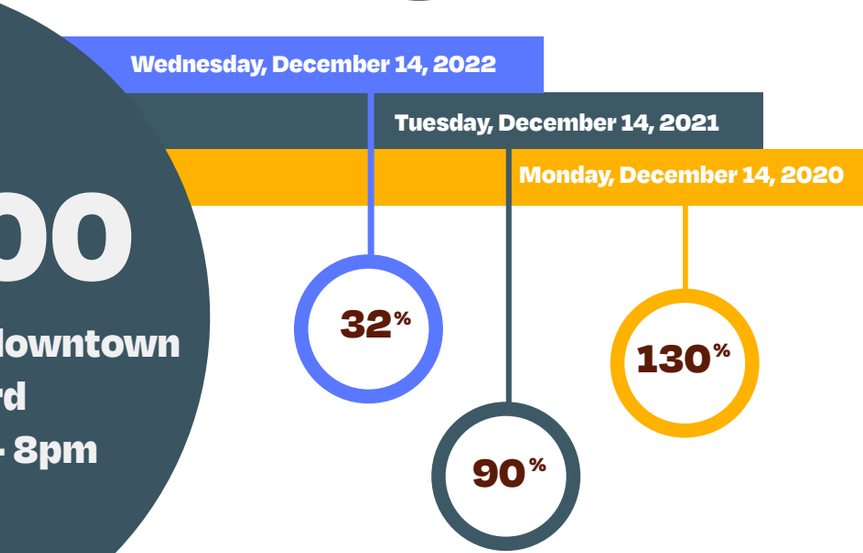
AHA! NIGHT
Thursday, June 8, 2023

4,400
visitors to downtown New Bedford between 4 - 8pm



AHA! NIGHT
Thursday, Dec. 14, 2023

3,300
visitors to downtown New Bedford between 4 - 8pm



AHA! Digital Outreach



260+
AHA! Nights

4,000+
free activities

1,000,000+
people enjoying downtown

25 YEARS OF AHA!
...and counting...

BE PART OF THE NEXT 25.