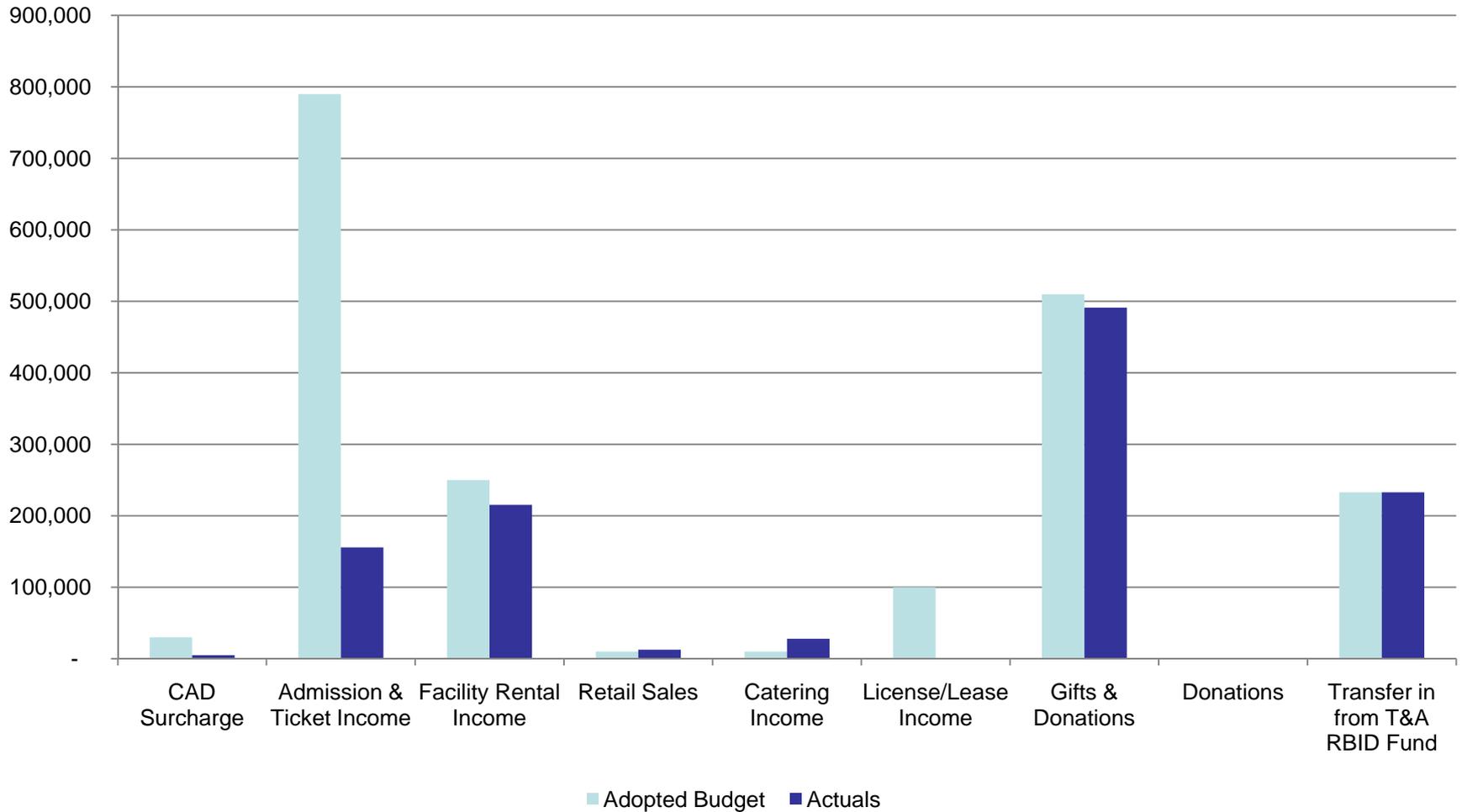


Artisphere Metrics

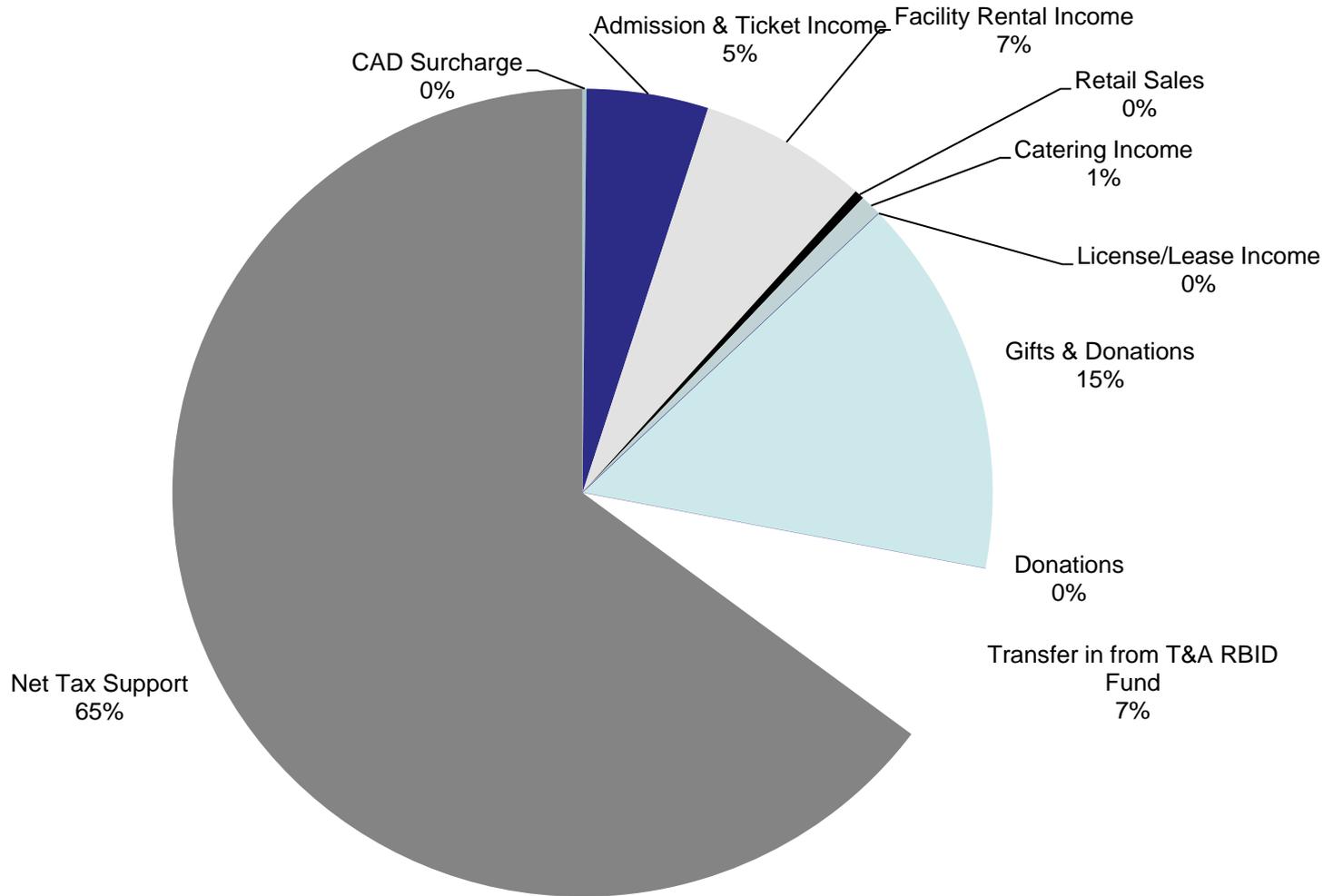
November, 2011

Attachment 2 to the Revised Artisphere Business Plan Presented to the Arlington County Board on November 29, 2011

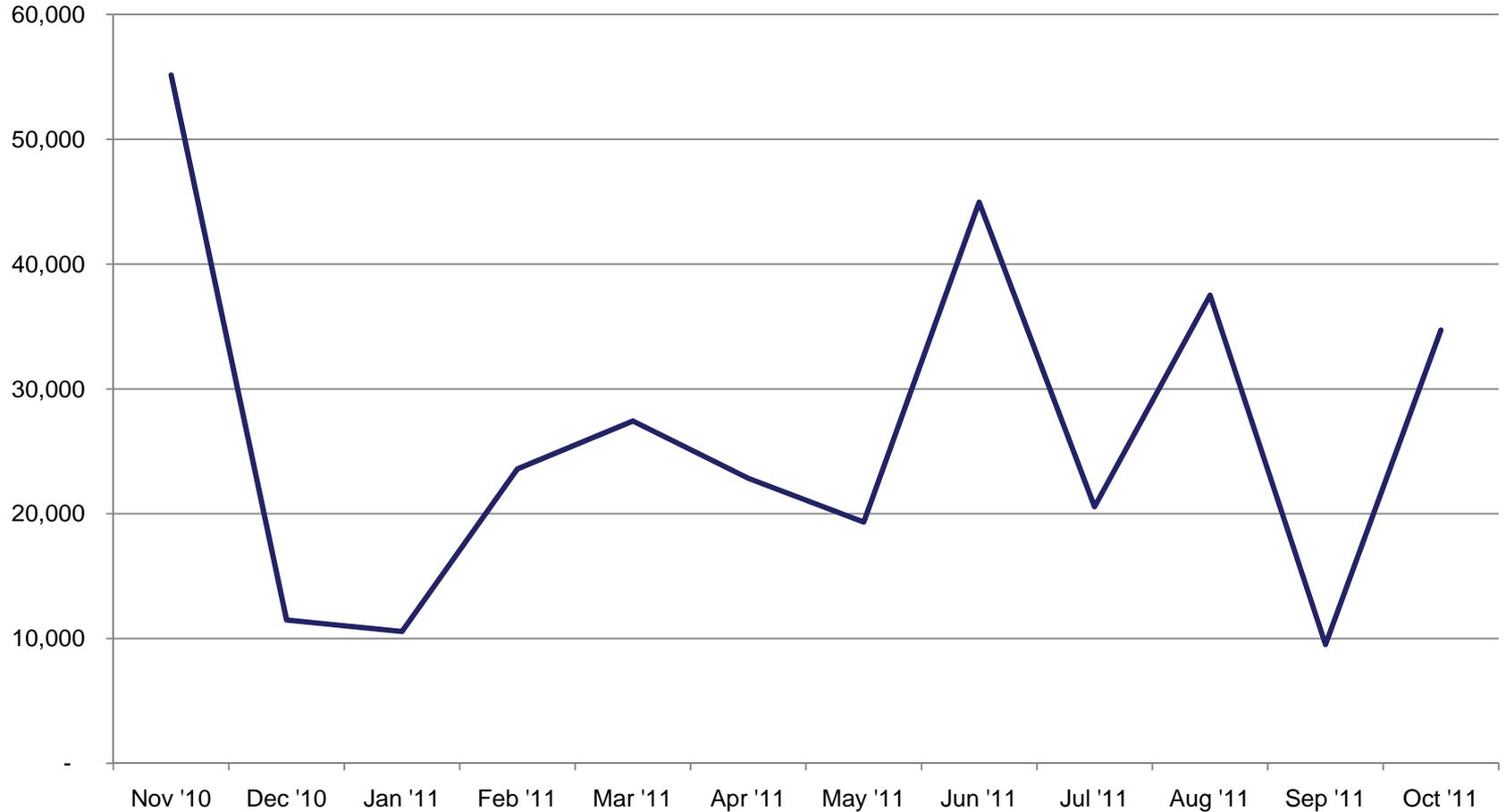
FY11 Revenue Budget vs. Actual



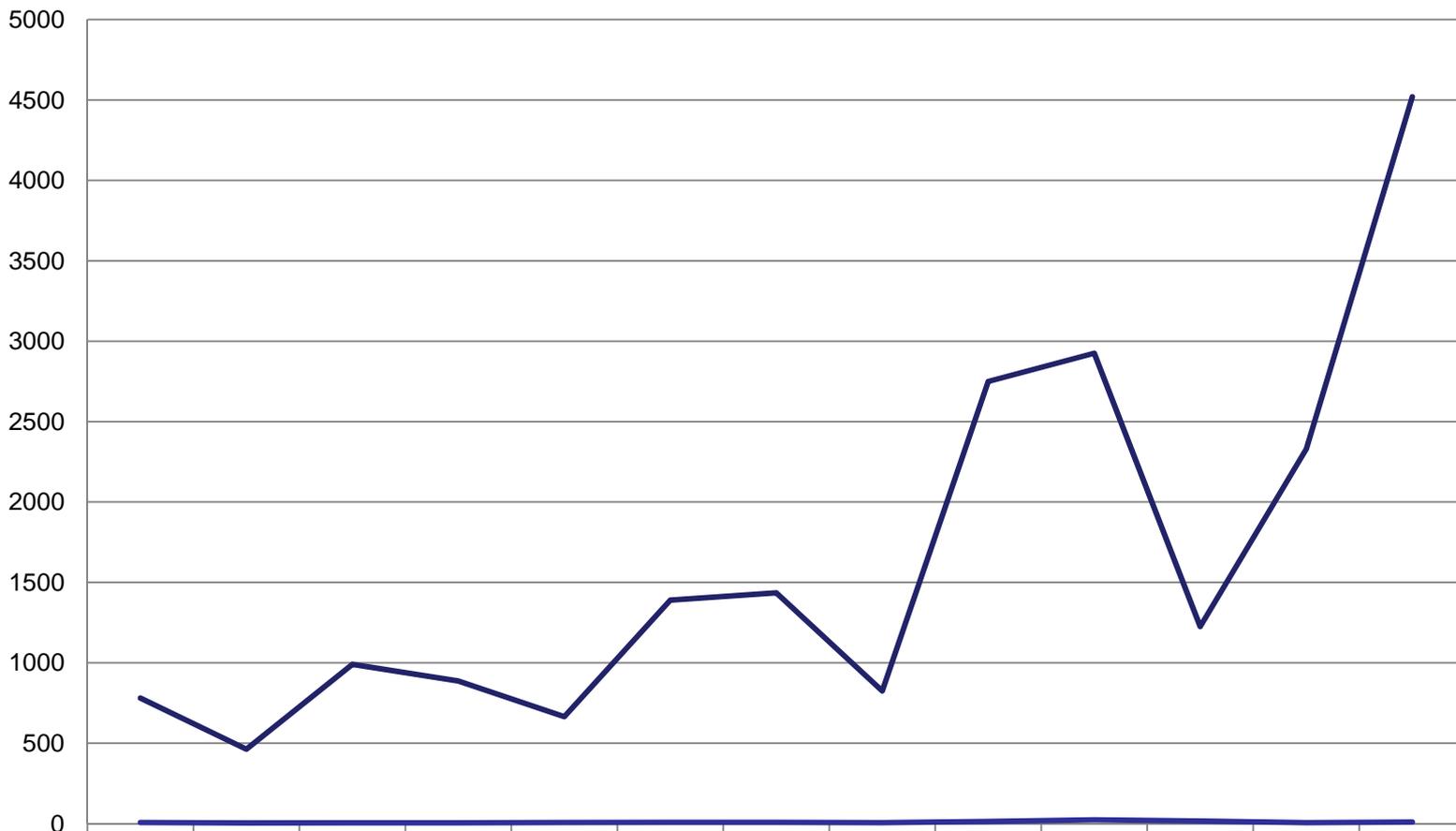
FY11 Sources of Revenue



Facility Rental Income by Month

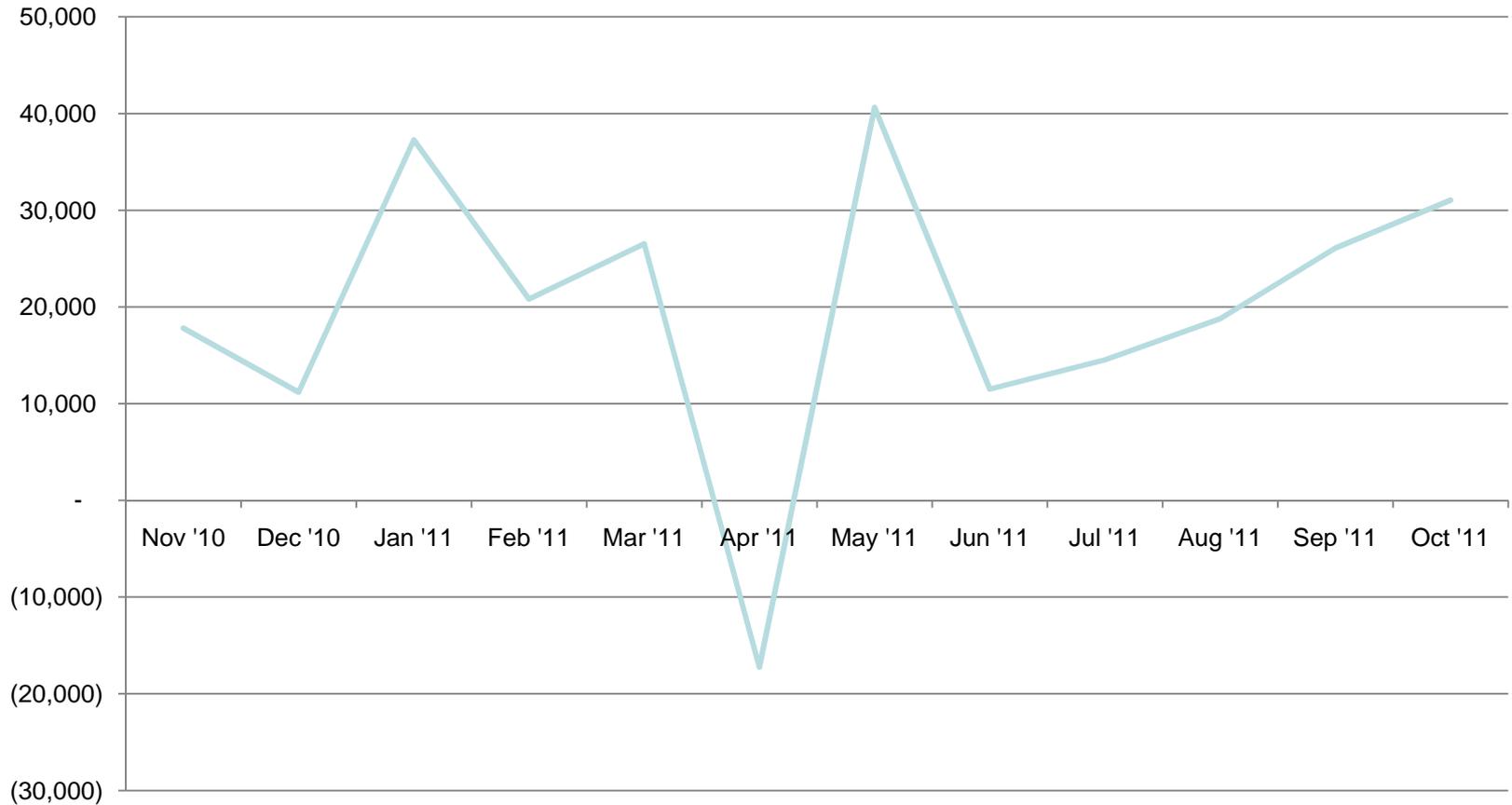


Number of People attending Rental Events and Number of Rental Events

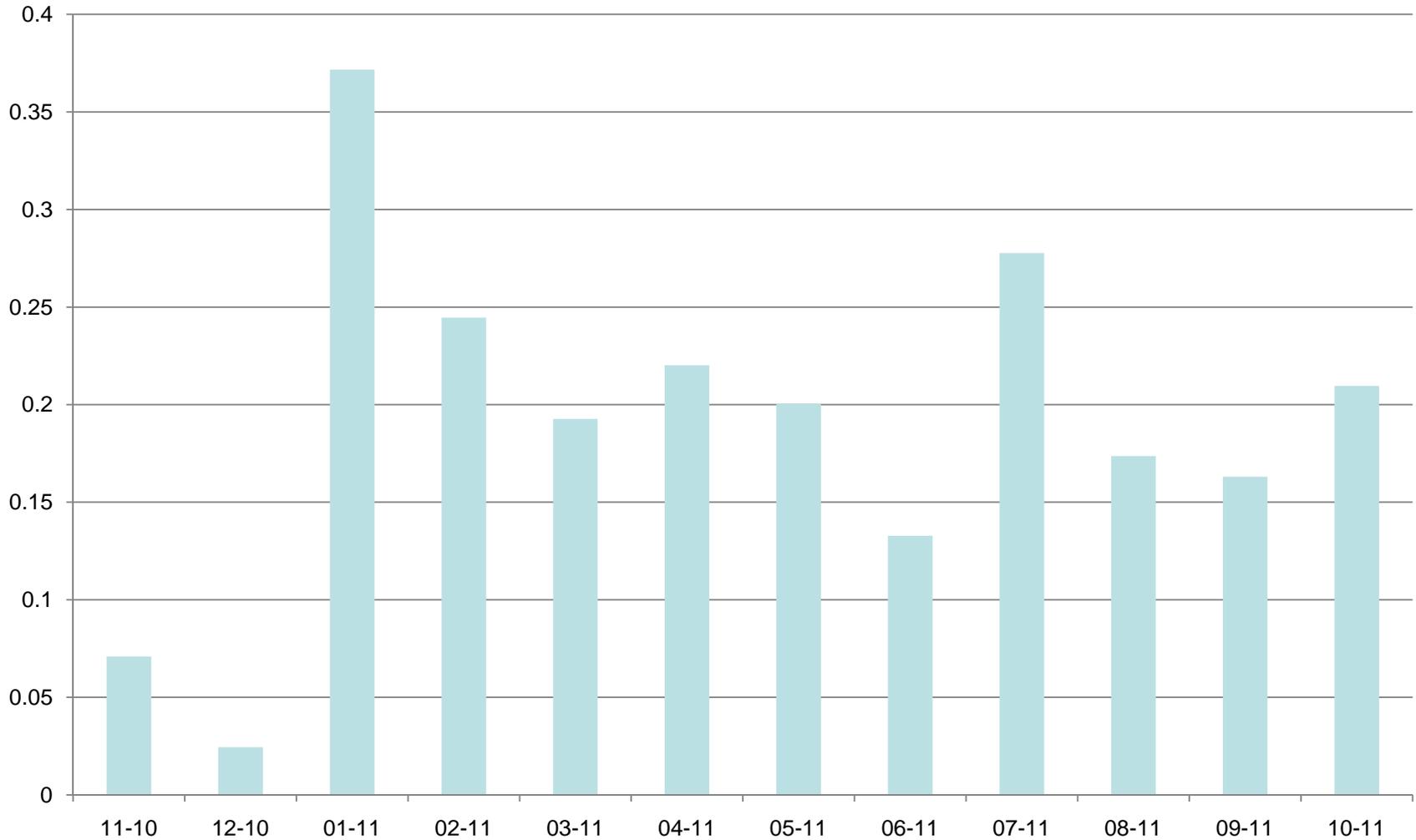


	Oct '10	Nov '10	Dec '10	Jan '11	Feb '11	Mar '11	Apr '11	May '11	Jun '11	Jul '11	Aug '11	Sep '11	Oct '11
— # of People	780	462	990	887	665	1390	1435	825	2750	2925	1225	2330	4520
— # of Events	7	4	5	5	7	8	8	6	13	23	16	6	9

Ticket Income by Month



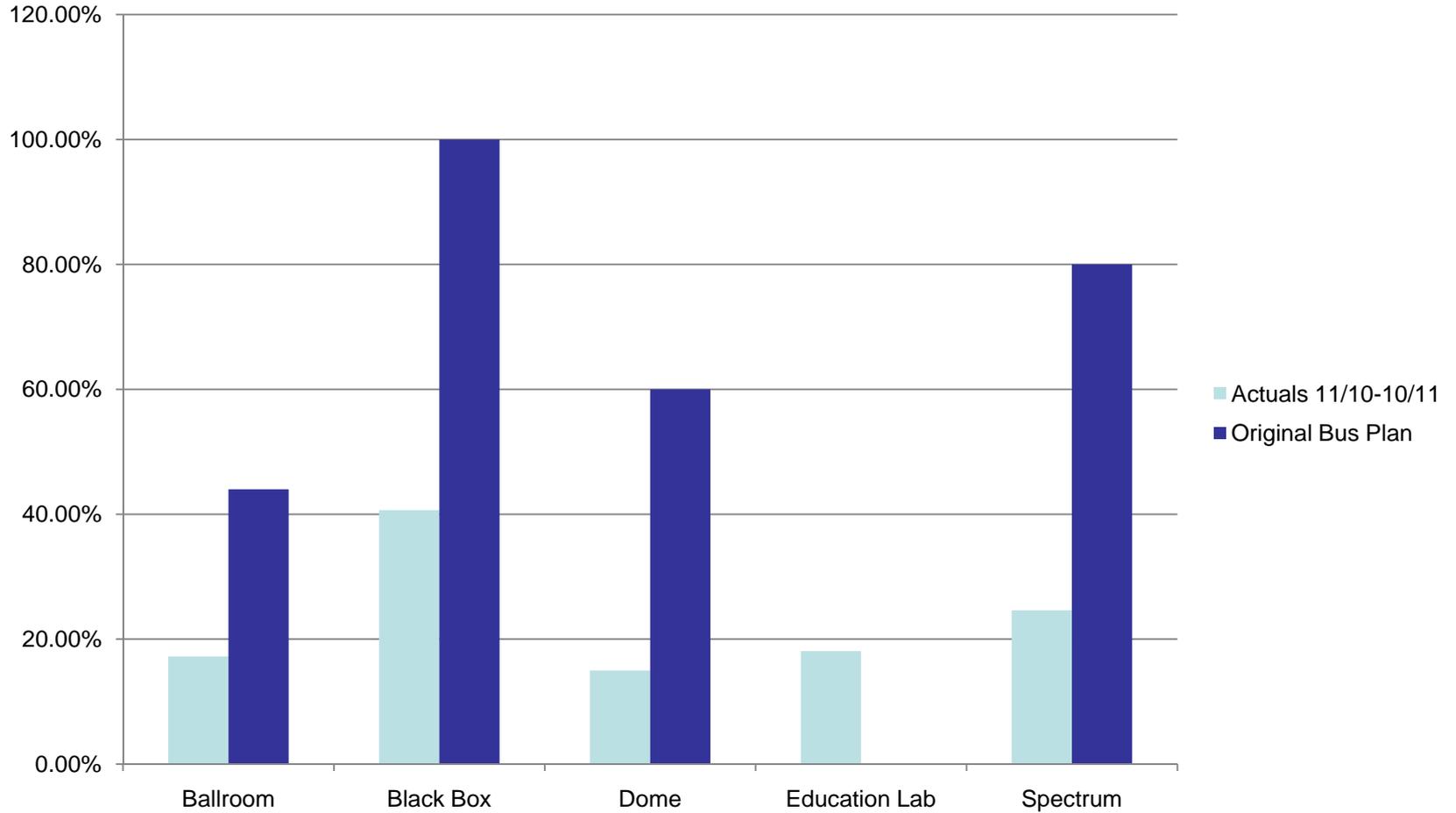
Average Attendance as a Pct of Capacity by Month at Ticketed Events



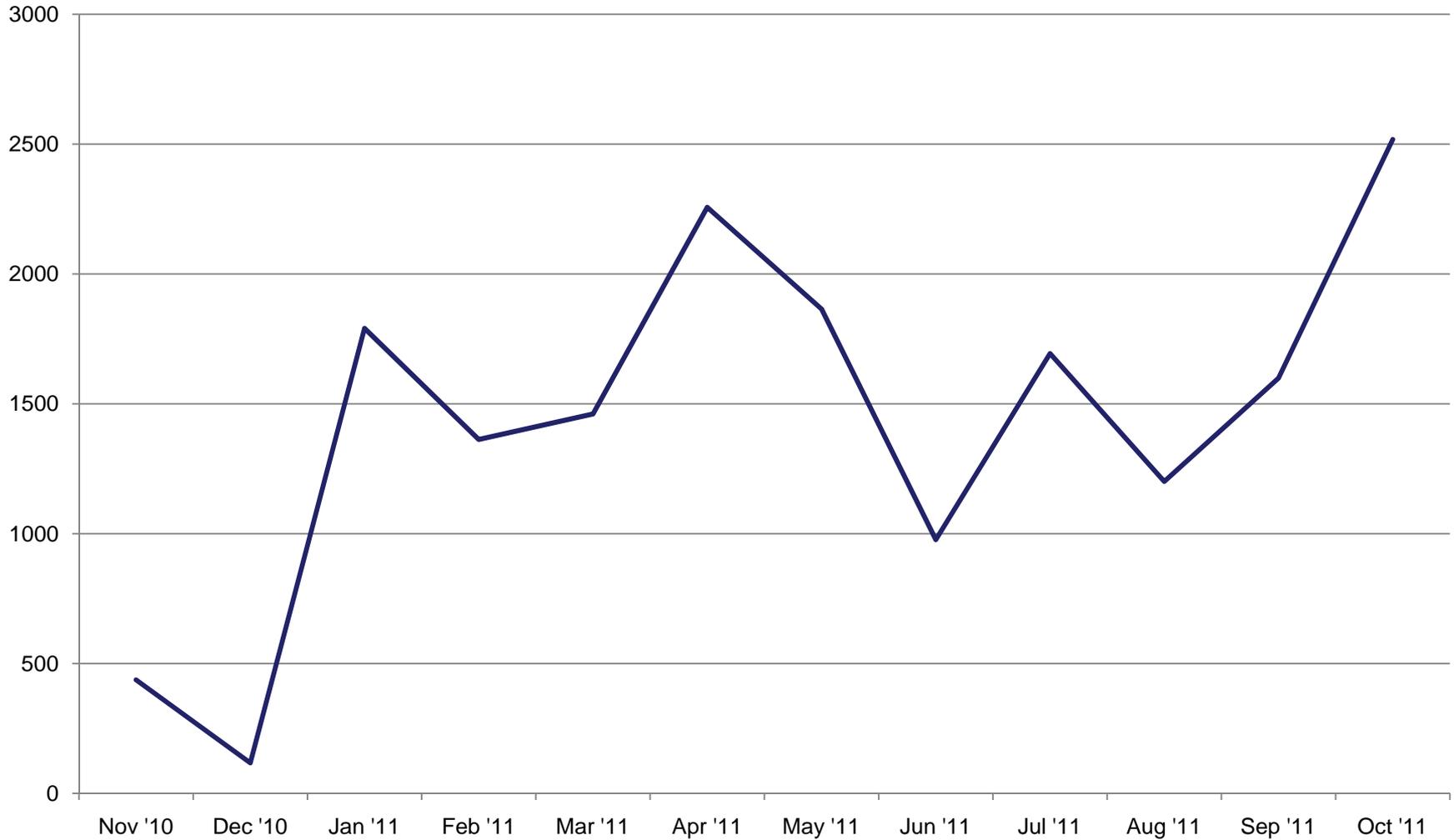
Excludes Tickets Sold as a Package



Attendance as a Percent of Capacity by Venue (Nov '10 – Oct '11)

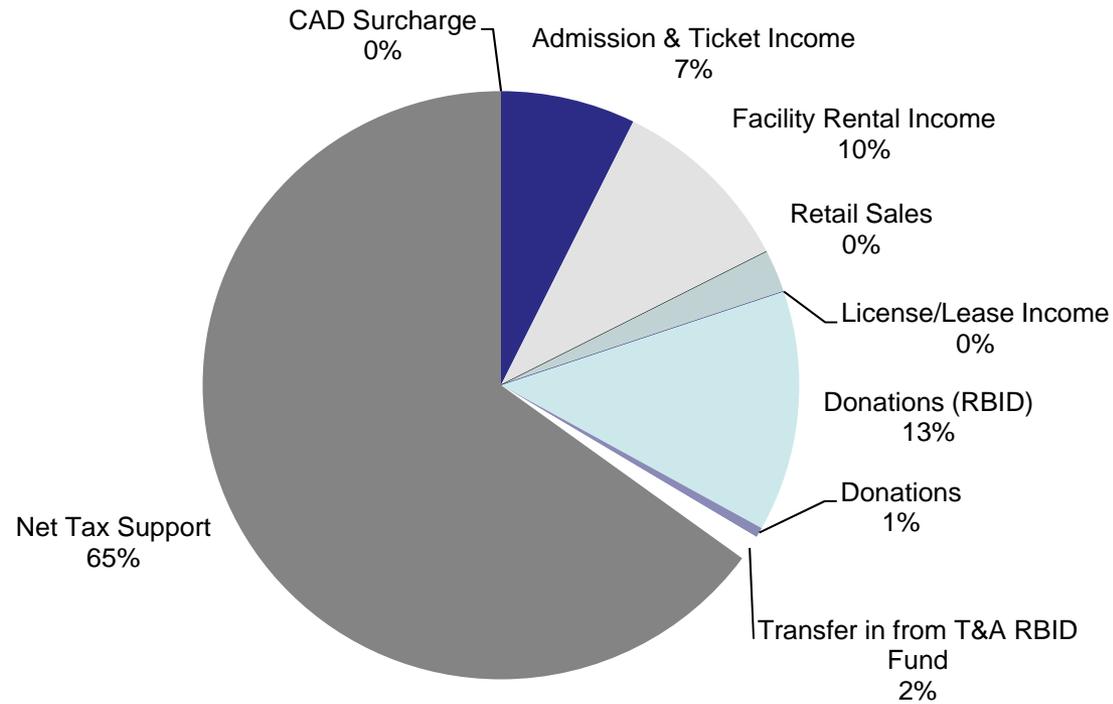


Number of Tickets Sold

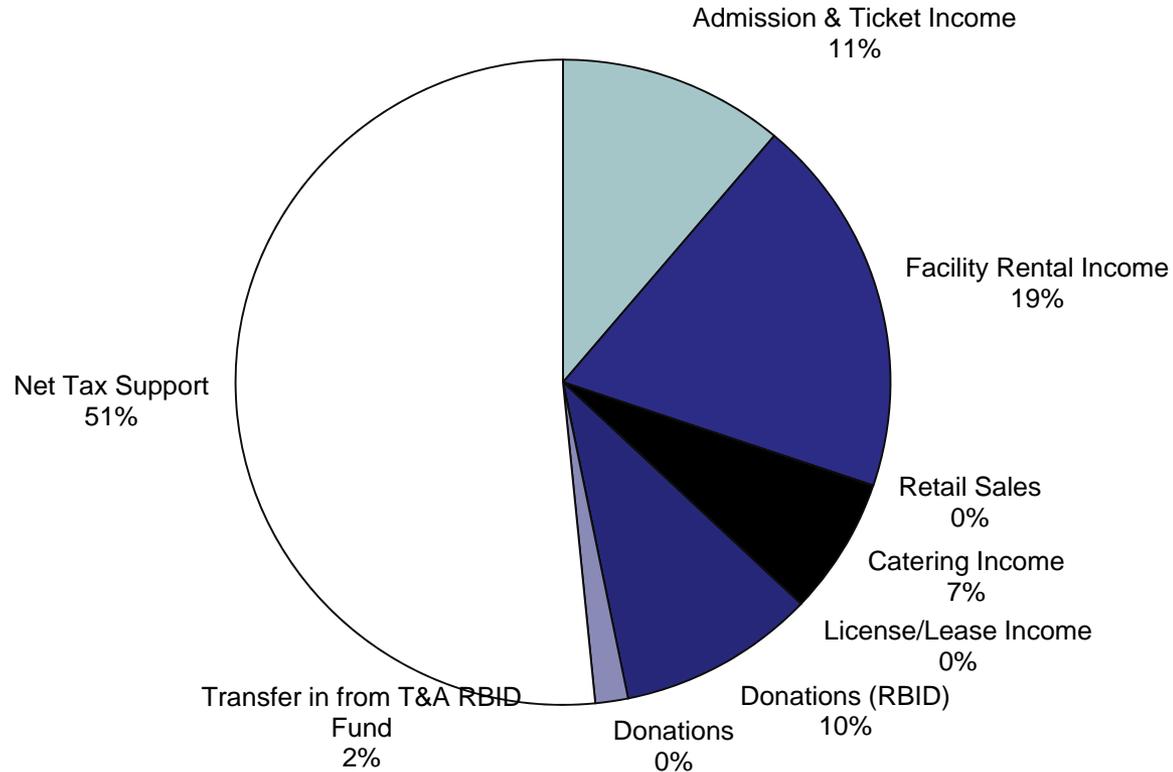


Excludes tickets sold as package

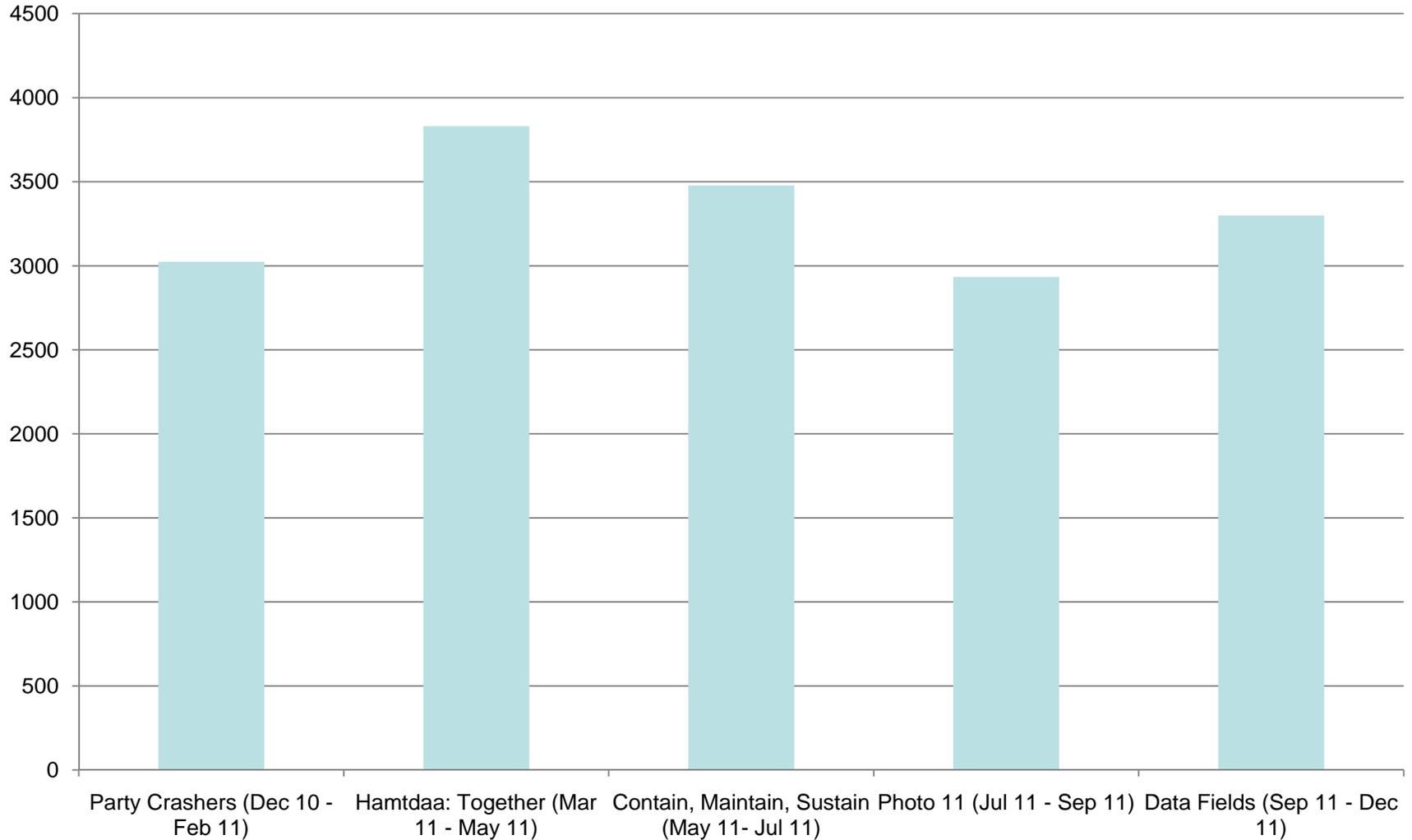
Sources of Revenue FY12 (New Business Implemented)



Sources of Revenue FY13

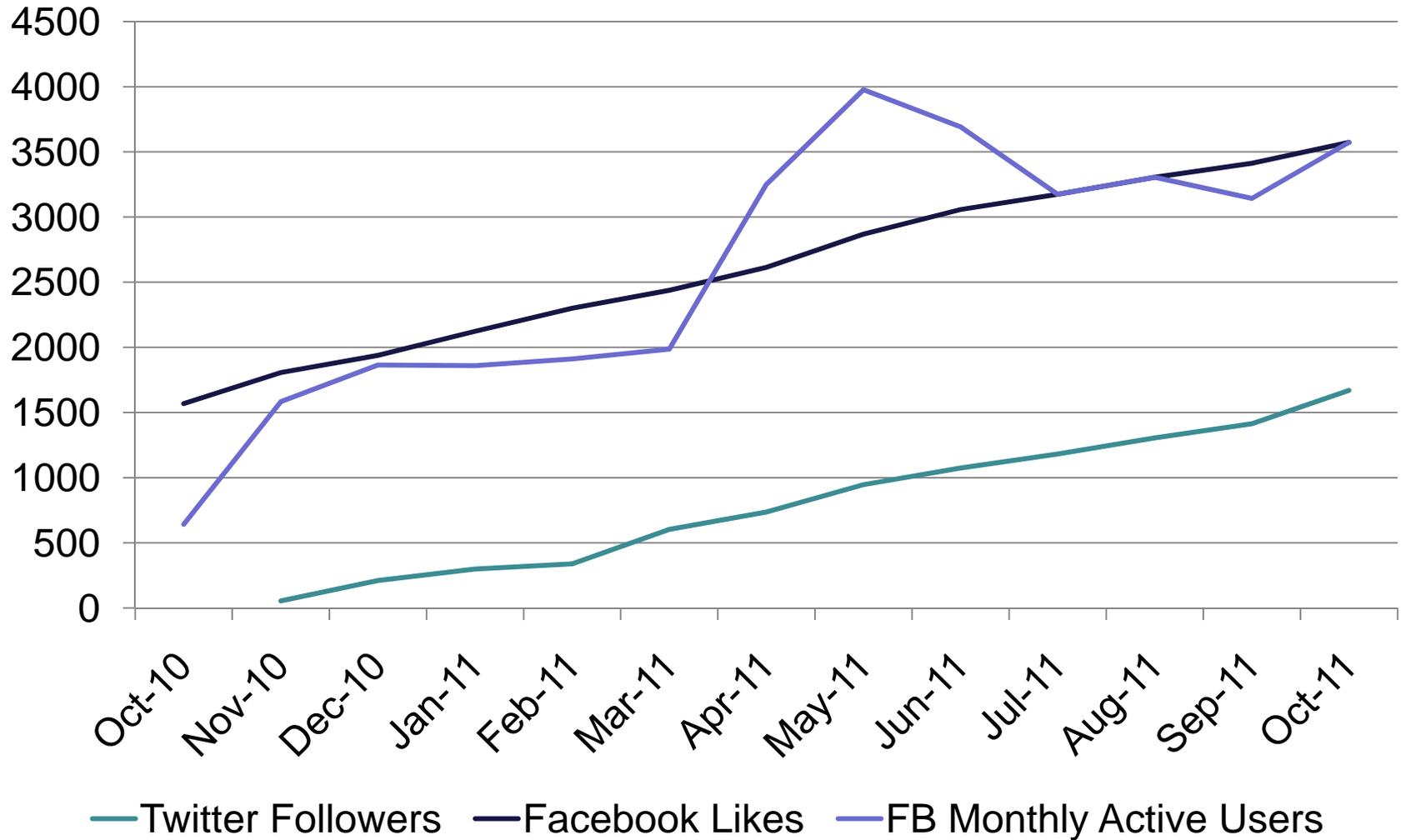


Number of Visitors to Terrace Gallery Exhibitions

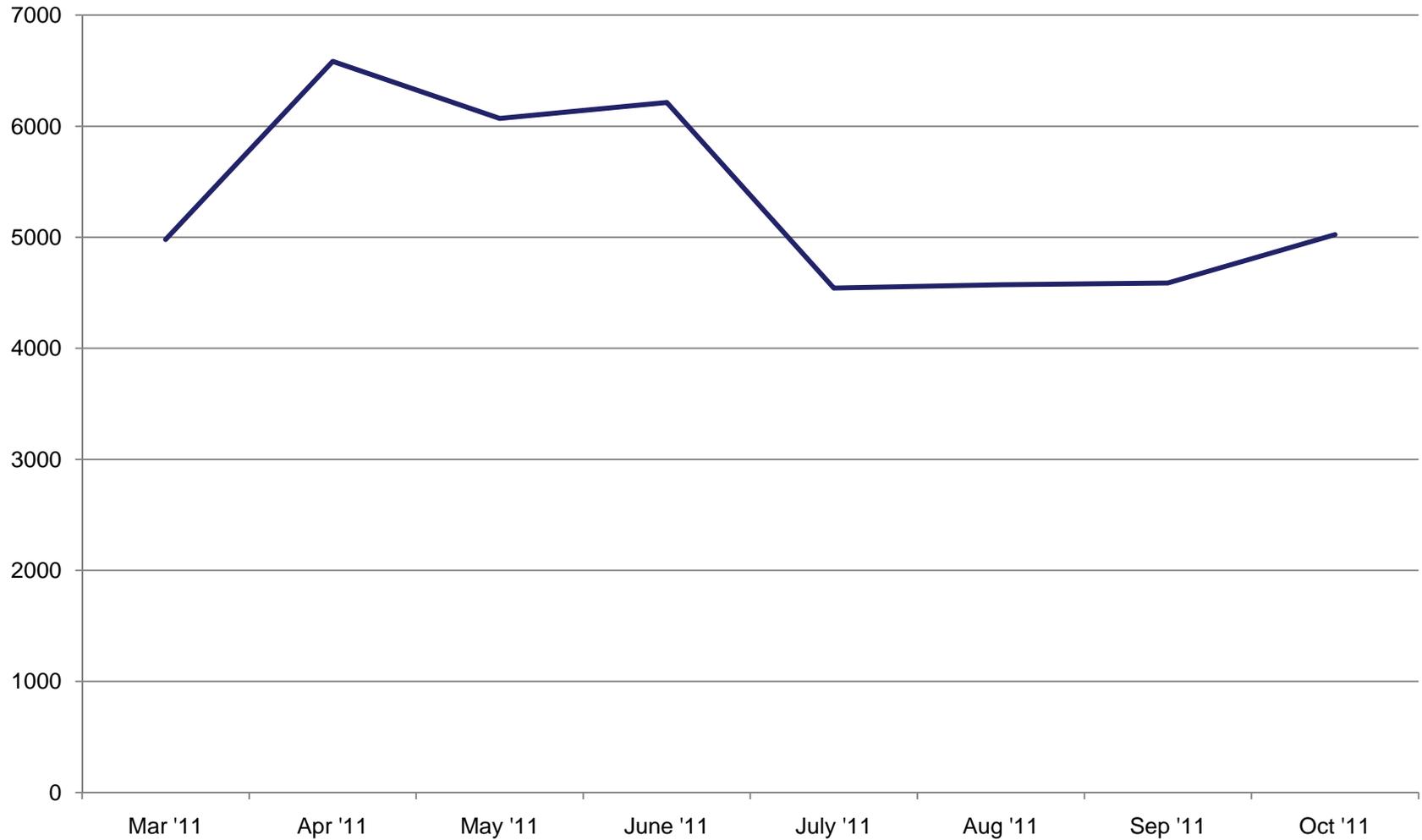


Skateboarding Side Effects – Data Unavailable

Social Media

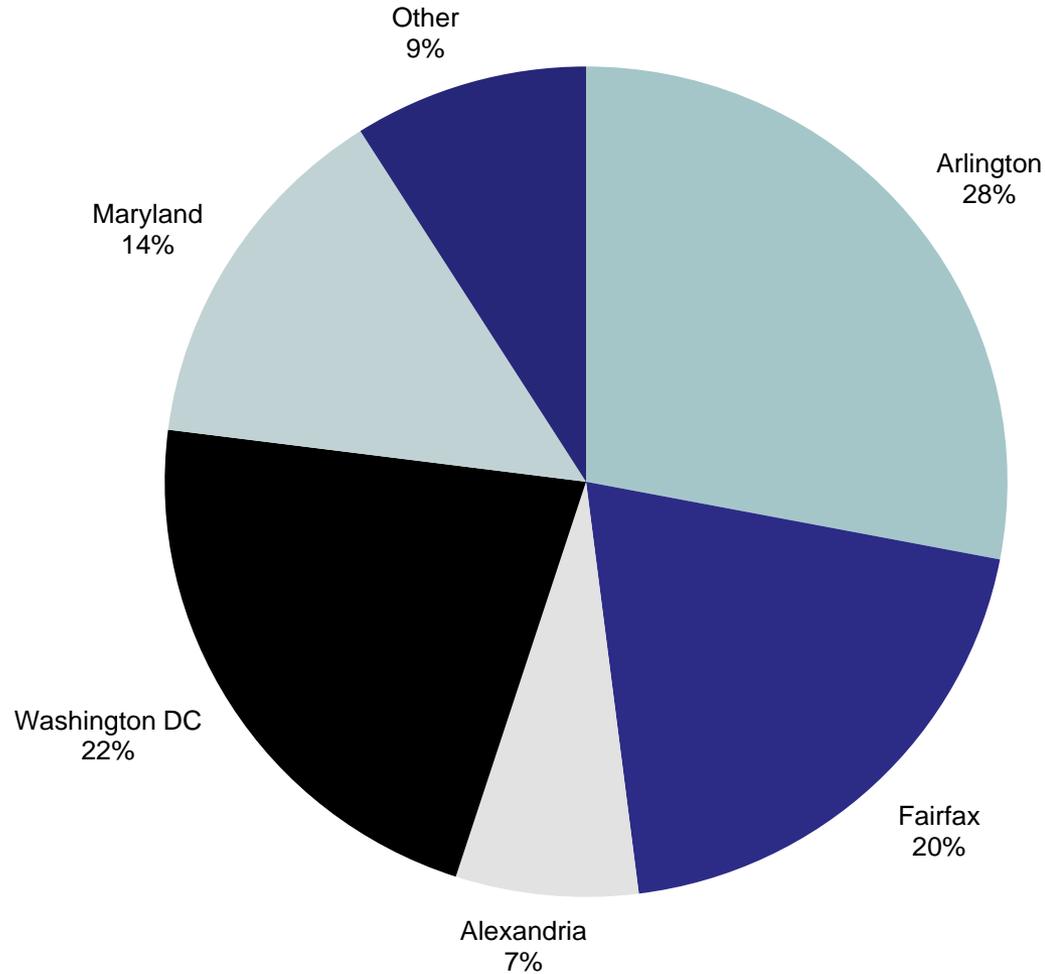


Number of Visitors

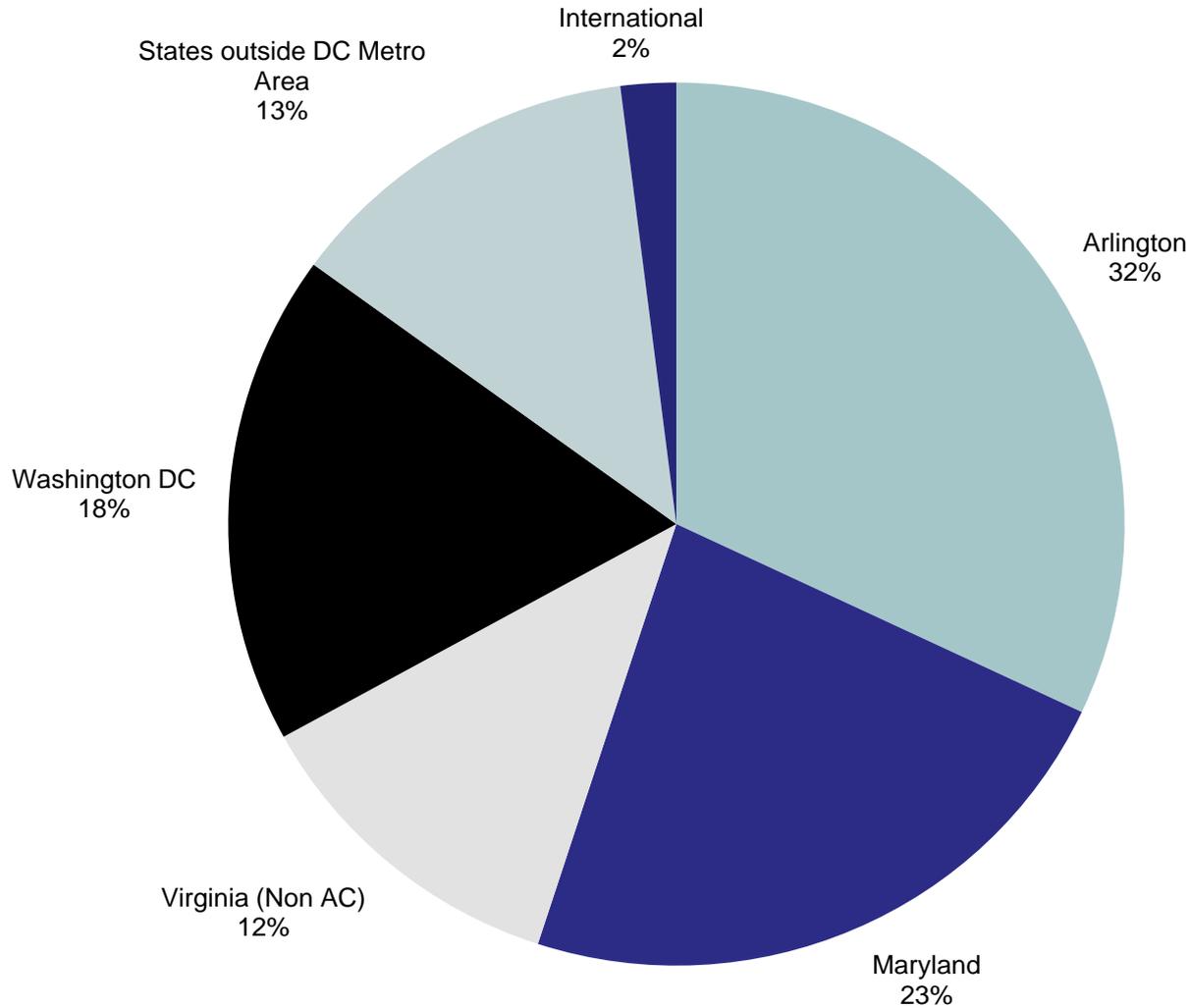


Data unavailable prior to March
2011

Demographics of Visitors in First Year



Demographics of Artists



The 32% Arlington is split almost evenly between County Supported Arts Groups and Arlington Artists that are not part of the Supported Arts Program