



Atlanta Regional Commission

STATE OF THE REGION

A region of possibilities

2021

ARC's First Hybrid Event

- 1,300 registered attendees
- 1,050 confirmed in-person attendees
- 441 unique users on Socio platform (most people online at one time was 395)

Sponsorship

- 31 sponsors; \$156,000
- AARP, AT&T and Council for Quality Growth - most popular booths
- 41 % of attendees heard about the event from sponsor
- 32% of virtual attendees visited the virtual sponsor booths;
- 24% of in-person attendees visited either in-person or virtual booths

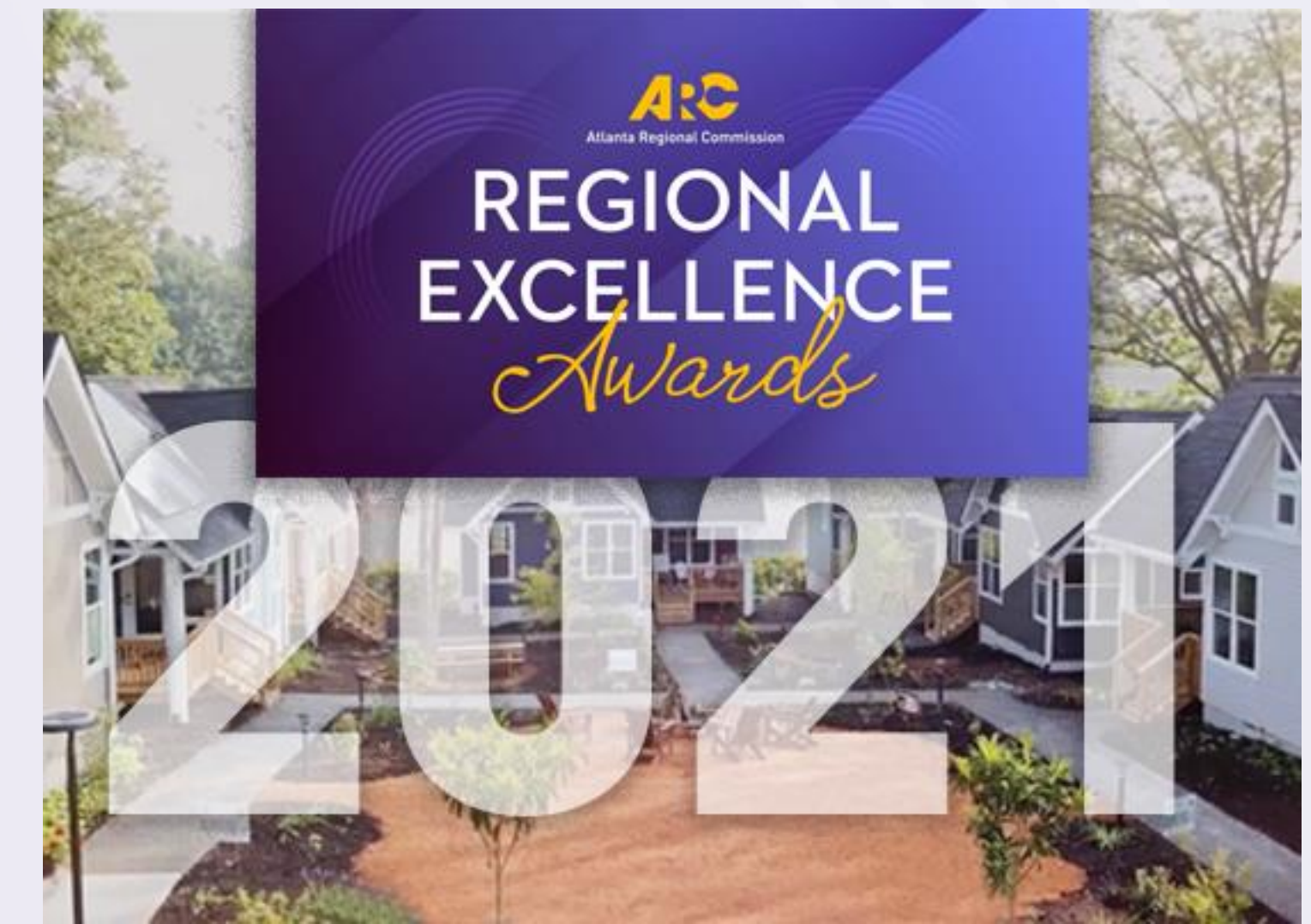


Financial Picture

- \$190,000: Original budget
- \$172,547.44: Total Event Costs with in-person and virtual costs
- \$156,000: Sponsorship Funds Raised
- \$68,000: Ticket Sales
- +\$51,000: Balance towards labor costs

Attendee Insights

- 93% of attendees felt that SOR met or exceeded the expectations
- The event is “very well organized and professional” and “inspirational”
- The SOR Address was most favorite
- More networking time requested
- Recognizing the arts is important to this audience
- The rebranded Regional Excellence Awards was very well appreciated.



State of the Region 2021

Questions?

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