



**SUMMER**

**MOVIE**

**NIGHTS**



**2023 IMPACT REPORT**



# 2023 RECAP

Summer Movie Nights is an unforgettable outdoor movie night experience in the heart of downtown Vancouver. Our event is free to the public and runs every Thursday night for 7 nights starting in July. Held at ʔwł'ənəq Xwtl'e7énk Square (formerly the Vancouver Art Gallery North Plaza), each night features roaming performers, art stations, and exciting games. This weekly event delivers entertainment, creativity, and welcoming space for our community to gather.

**TOTAL  
ATTENDANCE 22,162**

## ATTENDANCE + LINE UP

<b>3122</b>	<b>JULY 6</b> <b>TWILIGHT</b> CHORUS STUDIO
<b>2862</b>	<b>JULY 13</b> <b>BEND IT LIKE BECKHAM</b> WHITECAPS GIRLS TEAM + SPIKE
<b>3255</b>	<b>JULY 20</b> <b>LEGALLY BLONDE</b> CHORUS STUDIO
<b>2824</b>	<b>JULY 27</b> <b>THE LEGO MOVIE</b> RUPLOOPS
<b>3166</b>	<b>AUGUST 3</b> <b>ROCKY HORROR PICTURE SHOW</b> VAN VOGUE JAM + DANDY
<b>3517</b>	<b>AUGUST 10</b> <b>TOPGUN MAVERICK</b> DRUM CIRCLE
<b>3416</b>	<b>AUGUST 17</b> <b>EVERYTHING EVERYWHERE ALL AT ONCE</b> MASTER YUAN + SHAOLIN MONKS

# SOCIAL MEDIA + SURVEY STATS

## SOCIAL MEDIA REACH

- @summermovienightsvan gained **1574** followers for a total of **4054** (net follower growth increased **48.2%**)
- **190,633** Instagram impressions
- **80k** views on @summermovienightsvan Reels and TikToks
- **300** UGC pieces accounted for approximately **180k** impressions

## PUBLIC SURVEY

- **66%** of attendees surveyed said they came just for the event
- **55%** heard about the event through social media
- **88%** of attendees surveyed said that this event motivated them to come downtown more often
- **66%** of attendees came to the event by public transit





# ARTISTS + PARTNERS

16

LOCAL ARTISTS  
+ GROUPS

8

LOCAL FOOD +  
TREAT VENDORS

2

SOCIAL  
OUTREACH  
GROUPS

2

LOCAL SPORTS  
TEAMS

4

PRODUCTION  
PARTNERS



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DOWN  
TOWN  
VAN