



2022 BELLE ISLE NEW YEAR'S EVE RUN

POST-EVENT METRICS REPORT

Event Brief

Date: December 31, 2022
Event Start Time: 3:30 PM
Venue: Belle Isle, Detroit, MI

Race Director: Stephen Moran
Course Director: Joe Baldwin

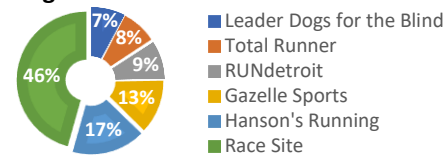
Non-Profit Organization: Leader Dogs for the Blind
Non-Profit Location: Rochester Hills, MI
Web Address: <https://www.leaderdog.org/>

Registrant Statistics

Race Registration

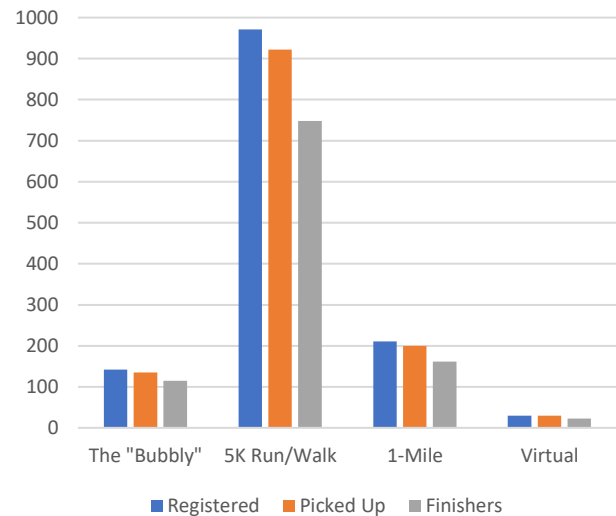
	Registered	Picked Up	Finishers
The "Bubbly" 5-One Combo	142	135	115
5K Run/Walk	971	922	748
1-Mile Run/Walk	211	200	162
Virtual 5K Run/Walk	30	30	23
Total	1,354	1,287	1,042

Swag Distribution



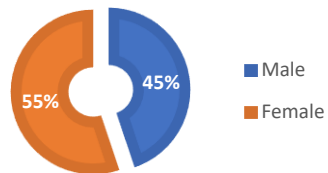
Participant Retention

New 542(40%)
Repeat 812 (60%)

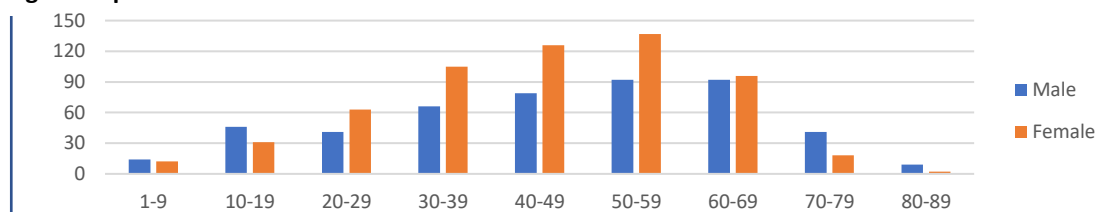


Demographics

Gender



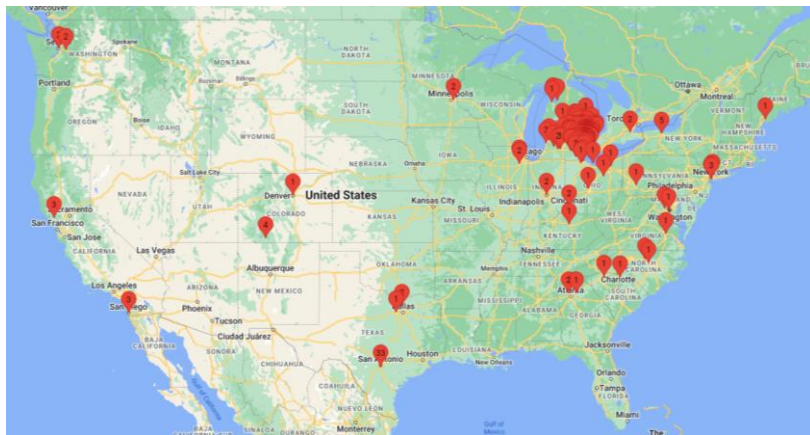
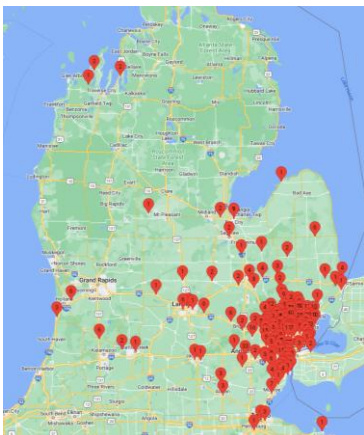
Age Groups



Geographics

Top 10 Cities

1. Detroit 125
2. Livonia 44
3. Royal Oak 44
4. St. Clair Shores 43
5. Troy 40
6. Farmington Hills 40
7. Dearborn 37
8. Canton 33
9. Ann Arbor 33
10. Grosse Pointe Park 32





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Photo Metrics

Images Uploaded

5,750



Total number of images posted in the event's gallery page.

Images Tagged

5,066



Total number of images in the gallery tagged to the event's participants.

Images Viewed

88,819



Total number of image views in the event gallery.

Total Actions

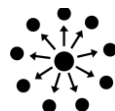
91,853



Total number of audience actions (social media, email, downloads, shares, image views).

People Reached

268,830



The estimated number of people the images reached via social shares, gallery views, downloads, emails.

Total Media Value

\$2,732.04



The estimated value of photos taken and uploaded at the event.

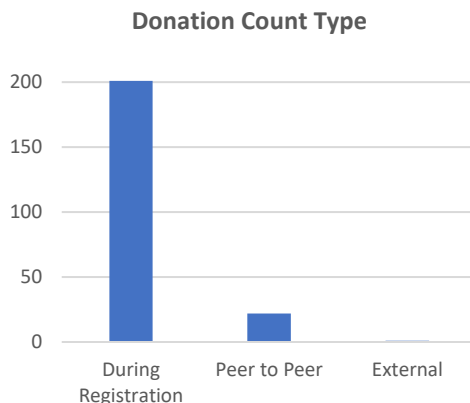


Fundraising

Total Amount Raised
\$6,282.44

No. of Donations
233

Peer to Peer
\$1,089.00



Day of Week - Donations

Day	Donation	Percent
Sunday	30	13.45%
Monday	34	15.25%
Tuesday	40	17.94%
Wednesday	41	18.39%
Thursday	28	12.56%
Friday	17	7.62%
Saturday	33	14.2%

Volunteers

Total Volunteer Time
103 Hours

Total # of Volunteers
44

