

Public Arts Commission
CITY OF PALM SPRINGS, CALIFORNIA

APPROVED



MINUTES
Regular Meeting

Thursday, May 10, 2018
Palm Springs City Hall • 3200 E. Tahquitz Canyon Way
Large Conference Room

CALL TO ORDER: The meeting was called to order at 4:09 PM by Chair Sheffer

ROLL CALL:

	Present <u>This Meeting</u>	Present <u>to Date</u>	FY 2017/2018 <u>Excused Absences</u>	FY 2017/2018 <u>Unexcused Absences</u>
Melanie Brenner	x	10		
Mara Gladstone		6	4	
Tracy Merrigan	x	10		
Alfonso Murray	x	10		
Russell Pritchard	x	10		
Ann Sheffer, Chair	x	10		
Thomas Yanni, Vice Chair	x	9	1	

ALSO PRESENT: Jay Virata, Director, Community & Economic Development
Jennifer Henning, Arts and Special Projects Coordinator

ACCEPTANCE OF AGENDA:

MOTION: by Vice Chair Yanni, second by Commissioner Merrigan, to approve Public Arts Commission Regular Meeting Agenda for May 10, 2018; carried 6/0

PUBLIC COMMENTS:

Zach Fleming, Manager of School Programs, Palm Springs Art Museum
Sofia Enriquez, Muralist

Chair Sheffer, recused herself from the discussion; Chair Sheffer is a Board Member at the Palm Springs Art Museum – Chair Sheffer remained in the meeting room.

Mr. Fleming spoke regarding the Palm Springs Art Museum's summer Art Camp program for students ages 5-12. Students get a very in-depth, hands-on experience, with professional artists. This year there is a new program offered to students which is a mural class; the mechanics behind how a mural is created, the purpose of what murals are for and how they enrich our public. Ms. Enriquez has been invited to not only to create the design, but also to work with the students and get their input; student input will also be included in the overall design.

Sofia Enriquez – (placement of the mural is a wall across the street from the museum at the downtown revitalization area); the wall is low and short enough for students to be able to work on it without a ladder.

The mural is entitled “Con Tus Tias”, which is in reference to Ms. Enriquez’ aunts; wants to show a little bit about her culture; the “paisleys” in the mural are in reference also to Ms. Enriquez’ culture (something that you see in cultures around the world) i.e., fashion, textiles and upholstery items. The “portraits” represented in the mural are not a specific person, but likes to use them in her illustrations; the paisleys would be created by the students in class and used in the mural.

Mr. Fleming – the main goal of our camp is to give the students an authentic art creation experience.

APPROVAL OF MINUTES RECOMMENDATION:

MOTION: by Commissioner Brenner, second by Commissioner Pritchard, to approve the Regular Meeting Minutes of April 12, 2018; carried 5/0

A. PRESENTATIONS

1. None

B. NEW BUSINESS

2. None

C. UNFINISHED BUSINESS

3. Review and Approve 2018-19 Public Arts Budget
RECOMMENDATION: Direct Staff as appropriate

Chair Sheffer – we will approve the \$50,000 for the Palm Springs Art Museum separately.

Chair Sheffer recused herself from voting on the Palm Springs Art Museum/Special Events budget line item; Chair Sheffer remained in the meeting room.

Commissioner Murray recused himself from voting on the Palm Springs Art Museum/Special Events budget line item; Commissioner Murray remained in the meeting room.

MOTION: by Vice Chair Yanni, second by Commissioner Pritchard, that the Public Arts Commission continue to fund the \$50,000 dollar funding line item to the Palm Springs Art Museum for fiscal year 2018-19; motion carried, 4 yea/2 abstain/1 absent

MOTION: by Chair Sheffer, second by Commissioner Brenner, to approve submitting this budget as our request to the City Council for the fiscal year 2018-19 (fund 150); motion carried, 6/0

MOTION: by Chair Sheffer, second by Commissioner Brenner, to formally request of City Council that they find a way to pay our personnel costs outside of our budget.

DISCUSSION:

Chair Sheffer – we would like for City Council to consider this as we have now developed a much more ambitious agenda.

Commissioner Merrigan – feels it is responsible because if every developer that paid in wanted their public art fees back then we would have no money and how would we pay the staff person?

Commissioner Pritchard – the arts budget should be spent on programming, art installations, public art and the personnel budget should come from a city revenue source or the main city budget.

Vice Chair Yanni – If they are willing to discuss it we should make that request.

Motion carried, 6/0

4. **Downtown Revitalization Project Temporary Public Art Sign Installation by Michael Birnberg**
Discuss approving up to \$5,000 to provide engineering services with RC Design for a temporary sculpture at Grit Development Site Block F.

RECOMMENDATION: Receive verbal report from Subcommittee: Commissioners Gladstone, Pritchard and Yanni and direct Staff as appropriate

Commissioner Pritchard – The city requires an engineering report for this installation. Michael Birnberg has received a quote for \$4,800. There is a possibility of discussing a change of location for the installation; engineering fee may then be lower and/or disappear; propose that we make an additional funding request of up to \$5,000 to cover any engineering for the Michael Birnberg art sign.

Director Virata – this is a required expenditure to move the project forward; it would be wise to review the coming approvals to see if there might be other unexpected requirements. There will be building department reviews; Planning Department may be completed (administrative); not sure at this time if it will be referred to fire or any other life safety departments for review; may want to check back with the Building Department and see if they can anticipate anything additional.

Commissioner Brenner – in support of this; but with the caveat of in the future when someone represents that they're going to install something, needs to have done the background work. Likes the installation location; does not want to move the installation site.

Commissioner Murray – Hopefully, in the future, this is something that can be waived; think we should move forward.

Commissioner Merrigan – we should seriously think of moving it [to here], (location pointed to on a site plan).

MOTION: by Commissioner Pritchard, second by Chair Sheffer, to authorize an expenditure of up to \$5,000 to provide engineering services with RC Design, as needed; motion carried, 6/0.

D. LEGISLATIVE

5. **MAKE A RECOMMENDATION TO THE CITY COUNCIL REGARDING A REQUEST FOR APPROVAL OF AN ART MURAL APPLICATION BY PALM SPRINGS CULTURAL CENTER FOR AN ART MURAL ON THE COMMERCIAL BUILDING AT 2300 EAST BARISTO ROAD (CASE 18-002 MUR) IN ACCORDANCE WITH THE GUIDELINES SET FORTH BY SECTION 5.81 OF THE MUNICIPAL CODE AND SECTIONS 93.20.00 & 93.20.03 OF THE PALM SPRINGS ZONING CODE**

RECOMMENDATION: Review Art Mural Application #18-002 MUR and adopt a resolution of the Public Arts Commission making a recommendation to City Council for consideration.

MOTION: by Chair Sheffer, second by Commissioner Pritchard, make a recommendation to the City Council regarding a request for approval of an art mural application by Palm Springs Cultural Center for an art mural on the commercial building at 2300 East Baristo Road (Case 18-002 Mur) in accordance with the

The subcommittee is recommending that we keep this effort going through the 30th Anniversary celebration. A formal motion will be made at next month's meeting.

Commissioner Murray – would like to know where we were a year ago at this time as it relates to social media. Ms. Garza advised that the Instagram account was created three months ago so we don't have further statistics.

Vice Chair Yanni – asked about advertising costs/boosting posts; Ms. Henning advised that is something she does whenever events, etc. are posted to the Official Facebook page, very inexpensive - \$10 or less.

Chair Sheffer – would like for Ms. Garza to meet with the 30th Anniversary subcommittee to review the subcommittee's ideas.

9. City Council Downtown Park Ad Hoc Committee: Chair Sheffer
RECOMMENDATION: Report by Chair Sheffer

Chair Sheffer and Commissioner Pritchard are representing the arts commission on the City Council Downtown Park Ad Hoc Committee. There will be a meeting with the park designers, Rios Clemente Hale, next Monday, May 14. We will know more about the plans by next month's meeting.

COMMISSIONER COMMENTS/REPORTS/REQUESTS:

Chair Sheffer – Three commissioner's terms will be expiring June 30, Commissioners Gladstone, Murray and Yanni; the city is currently accepting applications; you're all eligible to be reappointed, but you do have to submit the application if you would like to remain on the commission.

Chair Sheffer – would like to get a sense of whether we will have a quorum in July; I will not be here, nor will Vice Chair Yanni. Need to find out if Commissioner Gladstone is available.

Commissioner Brenner – we might need to meet in July if there is any kind mural business; if there is something we need to do to move things forward; also, October is not very far away and we're talking about doing an event in October; we might need to, may not need to meet for full 2-hour meeting.

Commissioner Murray – would like the Homeless Art Project report put on the Agenda for our next meeting.

Vice Chair Yanni – excited about the 30th anniversary; thank you for all the work you've been doing; excited about the downtown projects; we don't want to overextend ourselves, keep that in mind as we think about next year in terms of programs, events and exhibitions. Also, we spend a lot of time focusing on downtown, I'm getting feedback from people that feel that other parts of the city are a little neglected, remind ourselves that we should focus on other areas of the city as well.

Chair Sheffer – California Desert Arts Council is still hoping to do an app that could identify artworks; we just need to send our list of art and photographs to them. Also, what was said about not getting overwhelmed; partnering with other groups is the way to be able to do this, for example, having the museum take a lot of the responsibility for programs that we are co-sponsoring by our funding of the museum

REPORTS OF DIRECTOR/STAFF: Reminder: the Advisory Body Workshop, presented by City Attorney, Edward Kotkin and City Clerk, Anthony Mejia, will be held on Monday, May 14, 11:30-1:30, at the Palm Springs Convention Center (Smoke Tree Rooms). The workshop will cover Conflicts of Interest, the City's new Public Integrity Ordinance, the Brown Act and Meeting Management. All commissioners are encouraged to attend.

guidelines set forth by Section 5.81 of the Municipal Code and Sections 93.20.00 & 93.20.03 of the Palm Springs Zoning Code; motion carried, 6/0.

Miriam Bloom, Palm Springs Cultural Center – gave a brief overview of the current progress of the mural installation. The installation has begun; beginning work at 5:00 AM to get ahead of the heat; it looks incredible; each photograph is remarkable and there’s a story behind each photograph.

Currently planning a celebration and an official unveiling on May 19, 12:00 PM, Theater 3; the entire community is invited to attend.

Ms. Bloom – Everyone that we had to deal with in Planning has been extremely helpful and kind; were offered a lot of advice. One bit of feedback was that the written material was complicated in terms of what was required for the application; there was a bit of a hiccup with the timeline. Everyone certainly had the right intentions.

Chair Sheffer has requested that this item be on City Council Agenda for May 16 (consent agenda).

SUBCOMMITTEE REPORTS

6. Downtown Revitalization Project Temporary Public Art Installations: Commissioner Pritchard Discuss and review proposal for a temporary art installation at Grit Development Site Block F. **RECOMMENDATION:** Receive verbal report from Subcommittee: Commissioners Gladstone, Pritchard and Yanni and direct Staff as appropriate.

Commissioner Pritchard reported

- may not have access to the site until August or September
- waiting for the date to be locked down; looking to use the site for 12-18 months
- up to approximately 3-4 installations; temporary or either site-specific
- working with artists who have existing artwork could keep it at a better price point
- working with existing elements of the site, i.e., concrete footings and partial walls
- working on more temporary, lower budget, lower impact projects; keep it activated/organic

Subcommittee discussed two ways of doing this; commission orchestrating all of the elements to the project or possibly engaging Warren Brand of Branded Arts. Branded Arts could be hired as a consultant; laying out the budget; he would provide management and supervision with our approvals and direction.

Subcommittee will meet prior to the June meeting; put together with a very specific proposal and budget.

Chair Sheffer – suggest that this be put on next month’s agenda; subcommittee can get a proposal to Jennifer a week ahead of the meeting to send out with the agenda; or at least the basic terms; the contract will need to be written with the city; can try to vote on it then.

7. Public Arts Commission 30th Celebration Events: Commissioner Merrigan Discuss upcoming scheduled events and activities. **RECOMMENDATION:** Receive verbal report from Subcommittee: Commissioners Brenner, Merrigan and Murray and direct Staff as appropriate.

- Preliminary Framework for 30th Anniversary Collaboration reviewed
- Commissioner Merrigan has been in contact with city staff regarding street closure(s)
- October 11th street closure – Thursday, PAC event would need to be closed down prior to 4:00 for VillageFest

- Could launch event on Thursday, with something at the museum and have the festival on the following Saturday or Sunday – second Sunday museum is free
- November – Participate with the Tribe at 2nd Annual Kewét at Palm Springs High School
- November – Collaborative event with Porfirio Gutierrez (movie) – incorporate weaving demo
- May 16 – closing year of activities; lecture at Palm Springs Art Museum on Public Art
- Creating events based on the public art collection
- Look into donations and sponsorships
- Council will be looking into a “love fund” for contributions for any City Department/City function – it could go towards commission work
- Connect with Louisa Castrodale, Palm Springs Unified School District; generate support/engagement

8. **Publicity and Outreach: Commissioner Brenner**

Report on social media consultant and status of current contract with GL The Very Best Services LLC (Madalina Garza)

RECOMMENDATION: Madalina Garza will provide update regarding the details, terms and status of her contract.

Report for Period April 10-May 10

- 45.8% Instagram growth in followers
- 22% growth on Facebook

There was a larger growth percentage during March and April which reflects the interests and demographics of Facebook and Instagram; the analytics show that the posts that get the most likes are on Facebook; people are interested in the events, recaps and photos of what happened at the events and videos; if there are fewer events there is less content.

On Instagram there are very colorful images and people interacting with art, having faces on the photos and announcing free events gets more interactions with the users.

The goal for this month is to go beyond all the organic reach that we’ve had so far and focus on producing the highest quality content based on the interests that we have already seen; increase the engagement. To triple the amount of video content that we have, which we’ll do with the commissioner interviews; also with artist interviews like the Michael Birnberg project, the Jump for Joy mural and Sofia Enriquez on the collaboration with the arts commission and museum.

Also looks for user-generated content; looks on Instagram and Facebook for people using our hash-tag or other hash-tags similar to Palm Springs or downtown Palm Springs and we share their posts and their images, but that shows people that are interacting with the art.

Will begin boosting and promoting posts; will raise our reach; also, using new hash-tags. Ms. Garza provided a list of different hash-tags and the reactions they provoked; if we bury the hash-tags then we reach other segments of the population; also included in Ms. Garza’s report were the most successful posts.

Commissioner Brenner – Ms. Garza was tasked with giving the commission baseline analytics so we know where we want to go; we set goals; very happy with them. Going forward, how can we boost this; be able to grow our numbers. Would like Ms. Garza to provide guidance to commissioners of how to be effective social media ambassadors.

Vice Chair Yanni – It would be helpful if Ms. Garza gave us a list of which hash-tags, etc., to use that would be effective; easy to send it in an email then we would have it when we are posting.

ADJOURNMENT: The Public Arts Commission adjourned at 5:58 PM to a Regular Meeting, Thursday, June 14, 2018, at 4:00 PM, Palm Springs City Hall, 3200 E. Tahquitz Canyon Way, Palm Springs, California, Large Conference Room. Adjournment unanimously approved by a Motion of the City of Palm Springs Public Arts Commission this 10th Day of May, 2018; unanimously carried.

Respectfully submitted,

A handwritten signature in black ink that reads "Paula J. Sweat". The signature is written in a cursive, flowing style.

Paula J. Sweat
Economic Development Program Assistant



Preliminary Framework for 30th Anniversary Collaboration

30th Anniv Public Arts Commission

October 11 Launch Museum Lobby or Sheffer/Sheffler Arts Education Space and Dedication in early evening "Art is Here"

The 30th Anniversary of Public Art in Palm Springs will honor our past and celebrate the future of Public Art in our community.

"Art is Here" Street Party either Thurs, Oct 11 2-6pm or Sun, Oct 14 12-4pm

- Art Activations collaboration with Sarah Schneiderman's CVArtScene
- Windmill City 4 tshirts for public to make of public art - 2 "Oldies but Goodies" 2 "Hit the Street Art" (need screen art from a designer), Windmill City will waive setup, need to repurchase t-shirts as a giveaway, we can preprint sponsors.
- Contest for new art placement - Giant felt map of PS locations where public art can be placed and art that is possible to reposition/take out of storage - cutouts of art that public can place on map sticky (to vote) where they want art in city - then work over year to place a piece art by the end of the 30th celebration year to bookend the year - Sarah Schneiderman is going to work up a proposal on this. This will be a map/interactive display we can use throughout the year at our events.
- PS Art Museum - met with them on overview of year - need followup meeting in June
- Setting up meeting for PSUSD and Louisa C to strategize for projects and participation
- Looks like a temporary street mural might not work time wise if the new park starts construction in Jan 2019 - here is a revised idea - Community and artist chalk draw a proposed street mural design to "install/paint" a final when the new park is farther along. Teaser for new park and community participation.
- Food as art - creating your art food like snow cones, cupcake bar, cookies, street taco as art
- Live Music - as improvisation
- Sponsors - can we reach out for sponsorship

Issues with Thursday festival would be during work day, street closures for Street Fair coinciding (for the city it would be easier to have the festival finish before 4 to reopen street before street fair and that is an early)

Issues with Sunday - it's not Thursday but museum is free since it's Second Sunday and it is the weekend, no issues with street fair closures

Still working on:

- CA Desert Arts Council/booked Oct - will talk to them about rest of season
- Palm Springs USD Foundation + Louisa Castrodale - setting up

- Desert Arts Center - need to reach out
- Cabot's Pueblo - talked to them in broad terms - Marie, Jasmine
- Children's Discovery Museum
- Coachella Valley Arts Center
- Indio Performing Arts Center
- Desert X
- What other partners?

Rest of Season, framework

Partnerships/Events each month for Art Event(s)

- November *Native American Heritage Month*
 - Participate with the tribe at their 2nd Annual Kewet at Palm Springs High School
 - Create a collaborative event with Porfirio Gutierrez (who should be here for the month doing programs for the museum) and the PSAM on the art of weaving and use of natural dyes
- December
 - December 6 - gallery activation at the museum
 - December 13 - Walk of the Inns, create a public outreach event for that evening, maybe based around Isabelle - walking tour of downtown public art (or based out of Women's Club)
- January *International Creativity Month*
 - Community creativity event maybe at museum 1/31 lobby area or a Sheffer/Scheffler
 - MLK Day Art contest and celebration Jan 21
- February
 - Kids Superheroes Art and Artist Statement Show
 - PS Juried Art Show - theme Superheroes including Kids MLK Winners + Kids Superheroes Winners
 - Become a Superhero community art event and Art Show Opening on the lawn at DAC
- March *Women's Hist Mth/Youth Art Mth/Cesar Chavez Day March 31*
 - March 7ish - maybe opportunity with Wendy Red Star
 - March 21 - Popup at museum lobby area or a Sheffer/Scheffler
- April
 - Earth Day - Parks and Rec, Wellness Park and Desert Horticultural
 - Agnes Pelton plein air in the park
- May - closing
 - May 16 - lecture at PSAM on Public Art
 - Move art piece
 - Announce public art purchase?
- What else? We can also organize around temporary art

Preliminary budget request \$45,000 - this takes the \$10,000 of printing/publication \$5,000 of educational outreach and \$36,000 of specialized equipment numbers from this year's most recent budget without adding new monies.



PS Public Arts Commission -
Facebook Report 
from Feb 01 to Apr 11, 2018



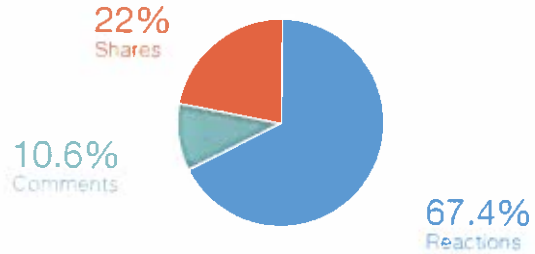
Overview

- ⊙ During this period Page reached on average 129 users daily.
- ⊙ 23.87% of Page's reach is paid reach.

Reach



Types of engagement



Engagement

Engaged users	122	↑ 120
% of engaged users	104.27%	
Interactivity Index	1,477	↑ 1,450

Best content

Palm Springs Public Art

A look at the finishing stages of RMC1 Ryan Campbell's completed mural at Desert Regional Medical Center here in beautiful Palm Springs California! #rmc1 #mural #art #coveredinart #coveredcalifornia #brandedarts

Tue, Mar 20, 2018 12:00 am UTC

Palm Springs Public Art

Unveiling of a new public art installation today! Congratulations to Michael Braun, Grit Development and Hohmann for commissioning a landmark sculpture by @julianvossandreae for their Downtown Palm Springs

Fri, Mar 30, 2018 12:00 am UTC

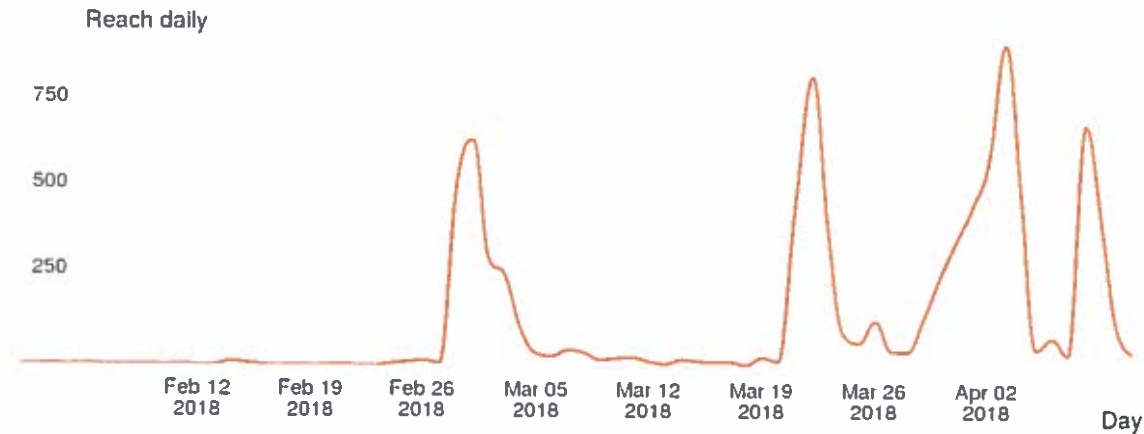
Palm Springs Public Art

Join us this Thursday, for the Opening Reception of the "Desert Maid(ens)" Student Exhibition, a portrait series to honor some of the many local women who are making a difference throughout the Valley. When: Thursday, March

Tue, Feb 27, 2018 12:00 am UTC



Reach and impressions



Average daily reach

130

↑ 121

Number of impressions

14,393

↑ 13,559

Average number of contacts per day

1.81

↑ 0.96

Total reach indicates how many users were reached by the content of the Page, while the number of impressions reflects how many times it was shown. The average number of contacts makes it easier to estimate how often it is possible to reach one user. Typically in marketing it is assumed that in order to consolidate the message you have to contact a client several times.

In analyzed period the communication on average reached daily 130 users (121 more, that is 1,523.57%). An average consumer was reached daily by company's communication 1.81 times on average (0.96 more, that is -100%).

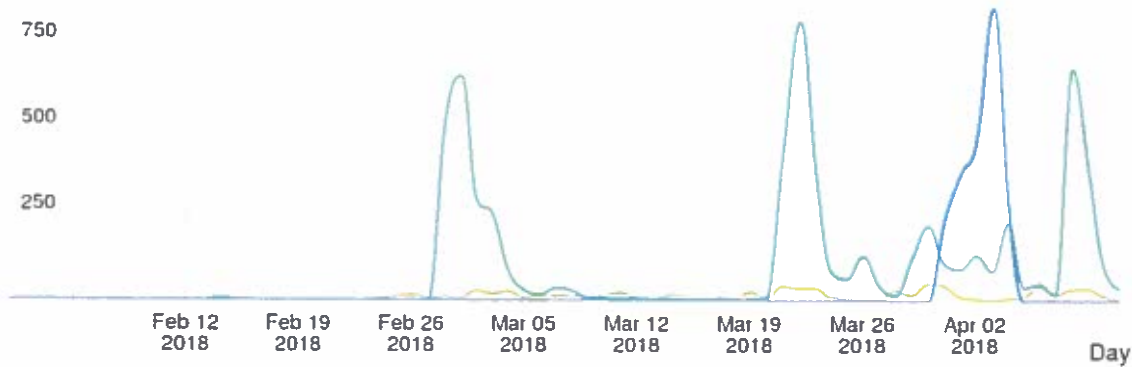
- The highest reach for a day: 934 (Apr 03, 2018)
- The lowest reach for a day: 0 (Feb 01, 2018)
- The highest daily number of impressions: 1,500 (Mar 22, 2018)
- The lowest daily number of impressions: 0 (Feb 01, 2018)



The chart presents the total reach of communication on particular days. The total reach is the entire number of users, to whom given content (including advertisements) was shown in the analyzed period. The number of impressions shows how many times content related to a profile was presented to users, also taking into account multiple displays to one user in a selected period. The average number of contacts is the number of impressions divided by the entire reach of the page.

Types of reach

Reach daily



Average daily organic reach

11

↑ 9

Average daily viral reach

89

↑ 83

Average daily paid reach

31

↑ 31

Each particular type of reach shows how the communication is presented to users.

Organic reach depends primarily on the number of fans of a profile has and the attractiveness of it's communication. In the analyzed period on average it reached 11 users daily (increase by 9, i.e. 466.43%).

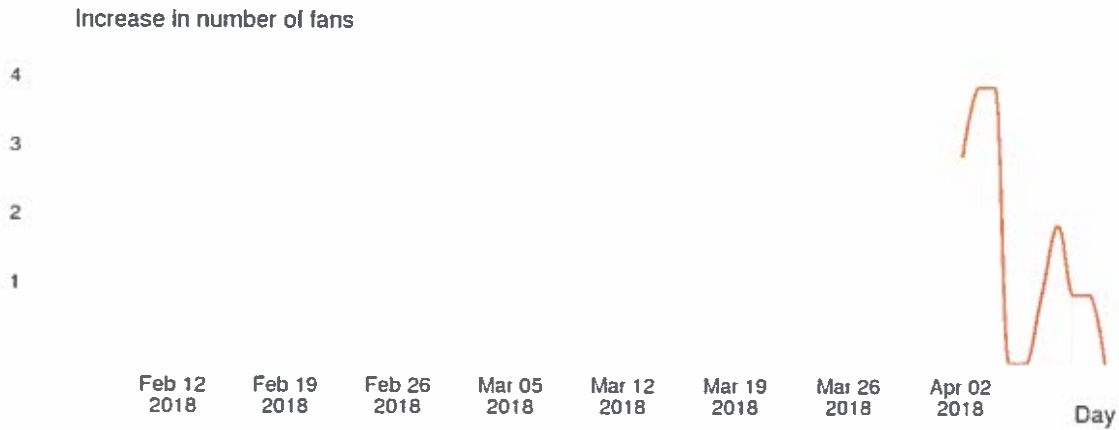
Viral reach reflects the "virality" of the Page's communication. In the analyzed period on average it reached 89 users daily (increase by 83, i.e. 1,675.14%).

A brand has the biggest influence on paid reach, which depends primarily on the advertising budget and it's proper allocation. In the analyzed period on average it reached 31 users daily (increase by 31).



The chart presents different types of reach depending on the day. Organic reach is the number of users who saw the contents on their News Feed, Ticker, or directly on a Page. Viral reach is the number of users who saw the content after their friends had performed an activity, such as liking, commenting or sharing posts of other profiles. Paid reach is the number of users who saw advertisements related to a Facebook Page.

Increase in the number of fans



Number of fans

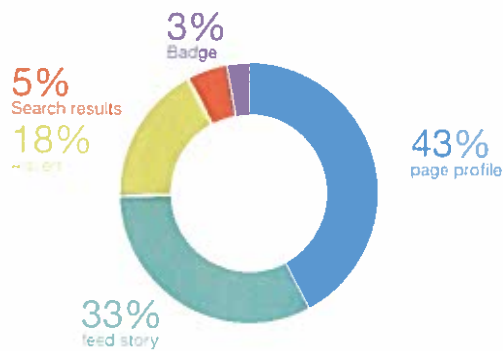
117

➔ 0

The number of fans is the simplest indicator of visibility for a given profile. It also affects the organic reach of the communication.

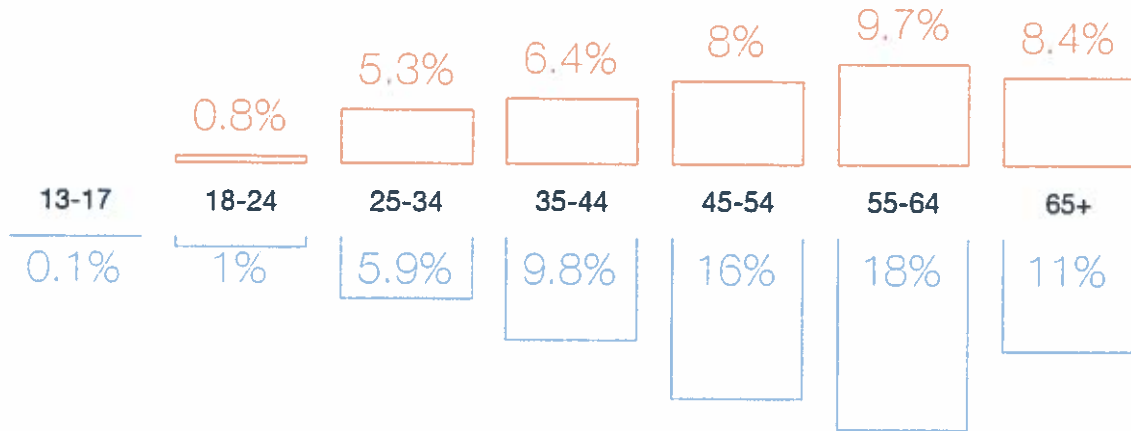
- The biggest increase during a day: 1 (Apr 10, 2018)

Sources of fans:



The chart shows the change in the number of fans on particular days. Normally the changes in this number are small, with the exception of periods of intensive promotional campaigns or other special events. The pie chart shows the sources of new likes on your Page.

Reach demographics



Women
38.21%
50 users

Men
60.92%
79 users

The analysis of reach demographics can help in deciding whether communication reaches a targeted audience and in which segments it is growing or decreasing.

- The biggest increases in reach: men 55-64 (24 more) and men 45-54 (20 more).

Reach in particular demographic groups:

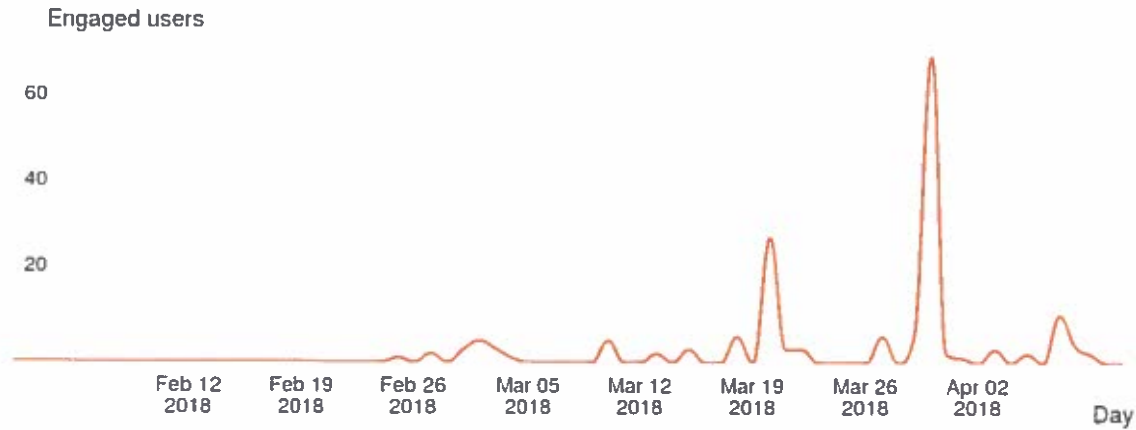
	13-17	18-24	25-34	35-44	45-54	55-64	65+
Men	0	1	8	13	20	24	14
Women	0	1	7	8	10	13	11
Total	0	2	14	21	30	36	25



The chart presents the percentage of users from different demographic groups (according to age and sex) in relation to all users that were reached by the profile's communication in a given period.



Engaged users



Engaged users

122

↑ 120

Percentage of engaged users

104.27%

The number of engaged users reflects the intensiveness of reactions to a brand's communication. In the analyzed period there were 122 users engaged, that is 104.27% of all fans of the profile. It is 120 (6,000%) more than in the last analogous period.

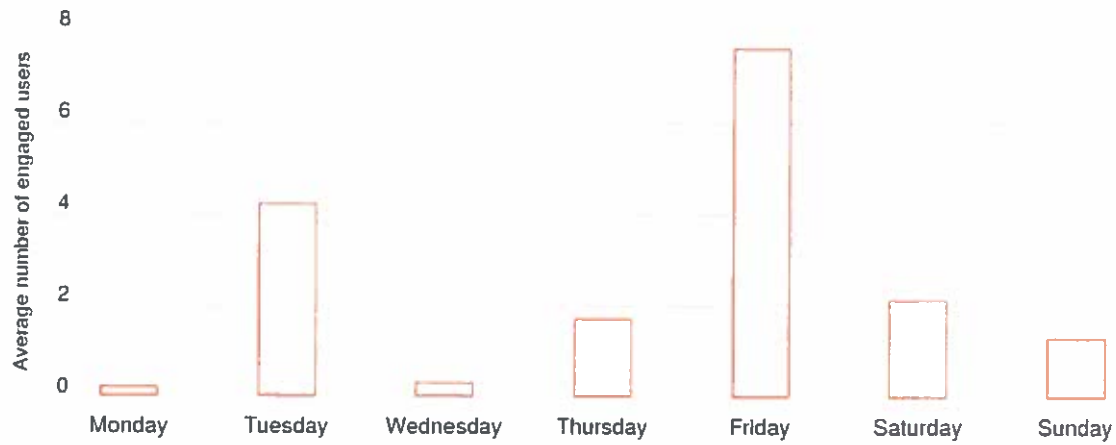
- The highest number of engaged users: 71 (Mar 30, 2018)
- The lowest number of engaged users: 0 (Feb 13, 2018)



The chart displays how many users were engaged on particular days. Engaged users are those who have interacted with a profile by performing activities visible by the other users, such as: liking, commenting, or publishing their own posts on the profile's wall.



Engagement on particular days



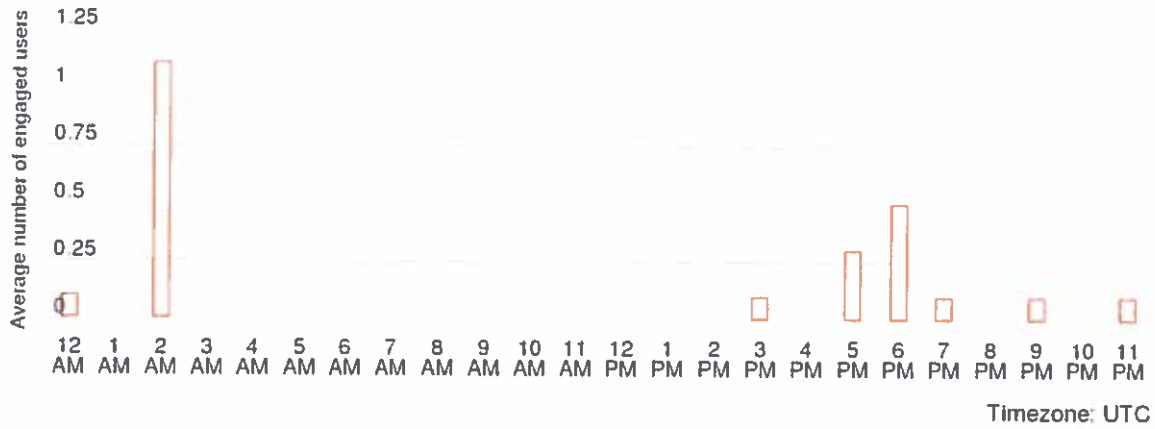
- The day with the highest engagement: Friday (average 25.33 users)
- The day with the lowest engagement: Wednesday (average 0.6 users)



The chart displays the average number of engaged users, and - as a result - the intensity of reactions to the brand's communication on particular days of the week. Engaged users are those who have interacted with a profile by performing visible by the other users, such as: liking, commenting, or publishing their own posts on the profile's wall.



Engagement at particular hours

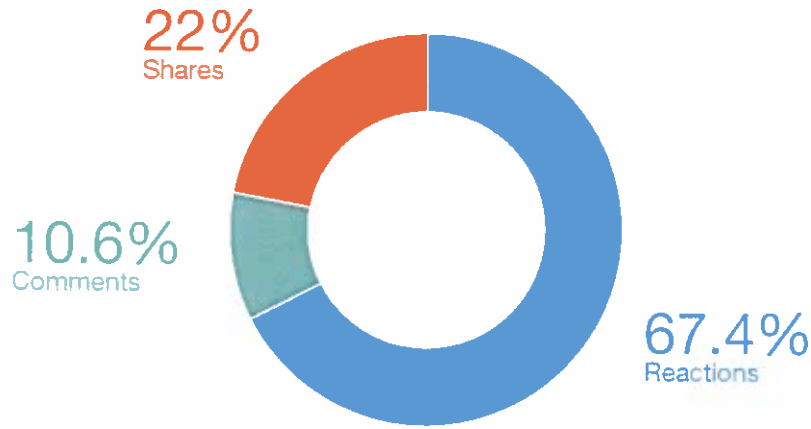


- Hours with the biggest engagement: 2, 18, 17 UTC (average: 1.1; 0.5; 0.3 users).
- Hours with the lowest engagement: 13, 12, 10 UTC (average: 0; 0; 0 users).



The chart displays the average number of engaged users, and - as a result - the intensity of reactions to the brand's communication at particular hours of the day. Engaged users are those who have interacted with a profile by performing activities visible by the other users, such as: liking, commenting, or publishing their own posts on the profile's wall.

Types of engagement



Reactions

159

↑ 156

Comments

25

↑ 25

Posts

0

→ 0

Shares

52

↑ 52

Facebook users can engage a brand's profile in many different ways. Their activities will be visible also for their friends, which allows for the possibility to increase the "viral" reach of a Page. It's worth checking how they engaged on a given profile.

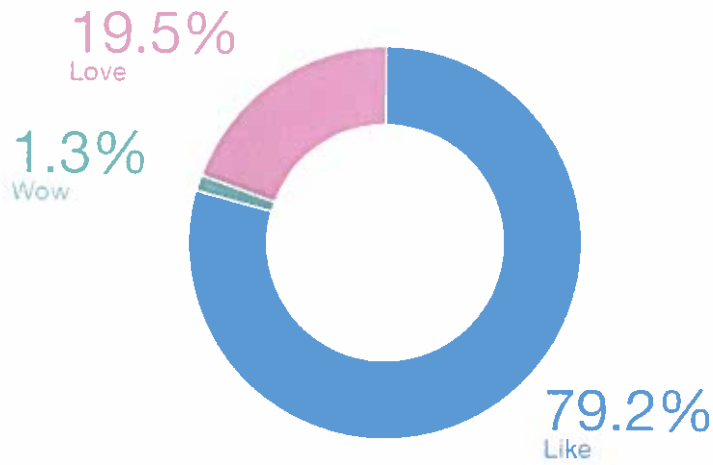
- Decrease in: % of likes (by 32.63% from 100%).



The chart displays the percentage of different ways of engaging on a Facebook Page, such as liking, commenting, adding posts by users, and sharing brand's posts.



Types of reactions



Like
126
↑ 123

Wow
2
↑ 2

Sad
0
→ 0

Haha
0
→ 0

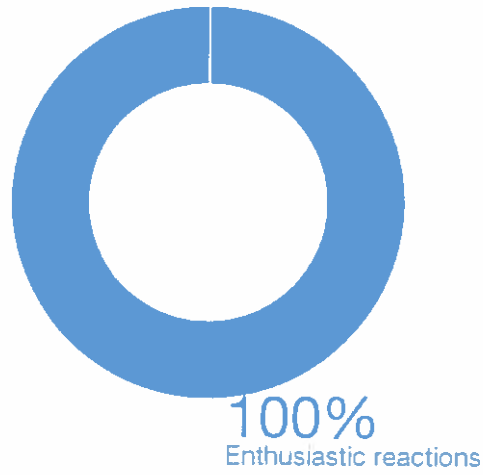
Angry
0
→ 0

Love
31
↑ 31

Reactions help Facebook users to express their feelings on a given topic. They can press - like, love, haha, wow, sad and angry. Reactions are a great source of additional knowledge for brands.



Sentiment rate



Enthusiastic reactions

159

↑ 156

Distressed reactions

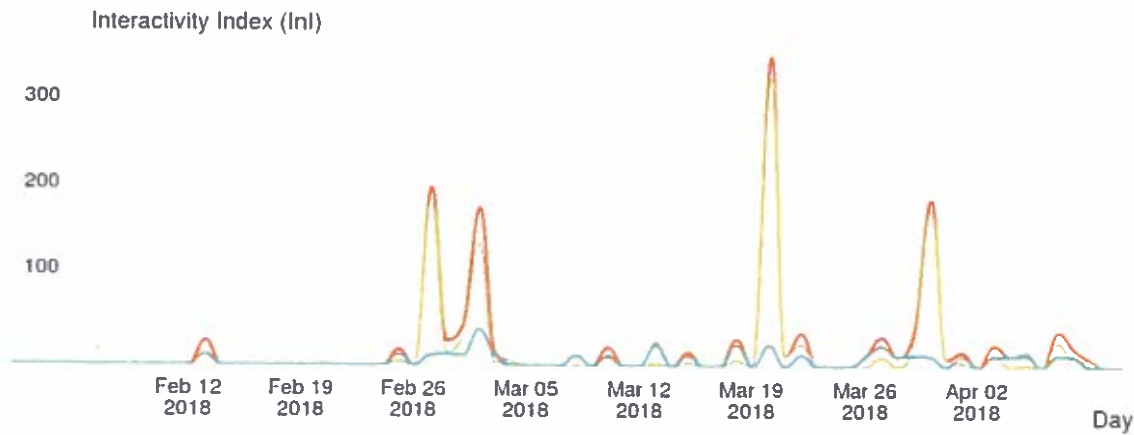
0

→ 0

Reactions help Facebook users to express their feelings on a given topic. They can press - like, love, haha, wow, sad and angry. Reactions are a great source of additional knowledge for brands.



Interactivity Index (InI)



InI	Users' InI	Brand's InI	Average daily InI
1,477	1,091	386	44.76
↑ 1,450	↑ 1,088	↑ 362	↑ 31.26

Interactivity Index is the collective index of engagement. Like the number of engaged users, it describes the intensiveness of reactions to brand's communication, but it also encompasses different types of communication and the fact that one user can perform different kinds of activities.

During the analyzed period the Interactivity Index value amounted to 1,477, which is 1,450 more than in the last analogous period.

Interactivity Index of fans amounted to 1,091 1,088 more, while Interactivity Index of the admin is 386 362 more.

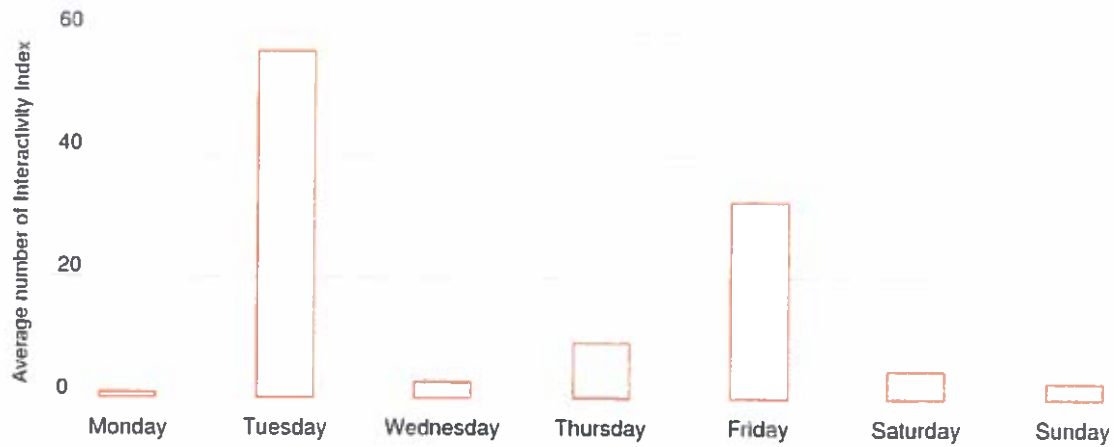
- The highest value of Interactivity Index: 359 (Mar 20, 2018)
- The lowest value of Ineractivity Index: 0 (Apr 02, 2018)



Interactivity Index is the collective, weighted index created by Sotrender that sums up all the activities occurring within a Facebook page. It takes into account different kinds of activities - likes, comments, posts, or shares - that have, in that order, higher weights, according to their visibility to others and the rarity of their occurrence. Interactivity Index can also be presented for separating the activities of fans and the activities of admins.



Interactivity Index on particular days

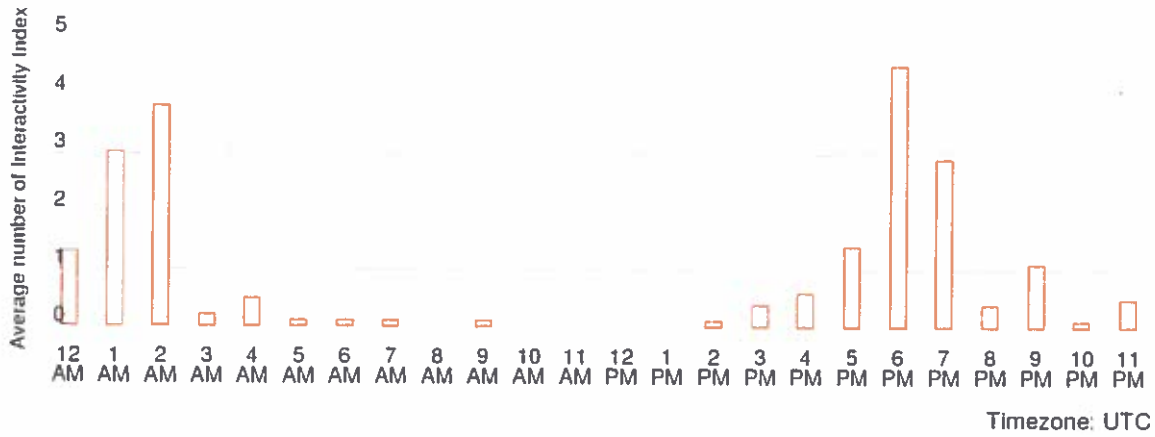


- The day with the highest Interactivity Index: Friday (average 125.33)
- The day with the lowest Interactivity Index: Monday (average 6.67)



The chart displays the average number of Interactivity Index, and - as a result - the intensity of reactions to the brand's communication on particular days of the week. Interactivity Index is the collective, weighted index created by Sotrender that sums up all the activities occurring within a Facebook page. It takes into account different kinds of activities - likes, comments, posts, or shares - that have, in that order, higher weights, according to their visibility to others and the rarity of their occurrence.

Interactivity Index at particular hours

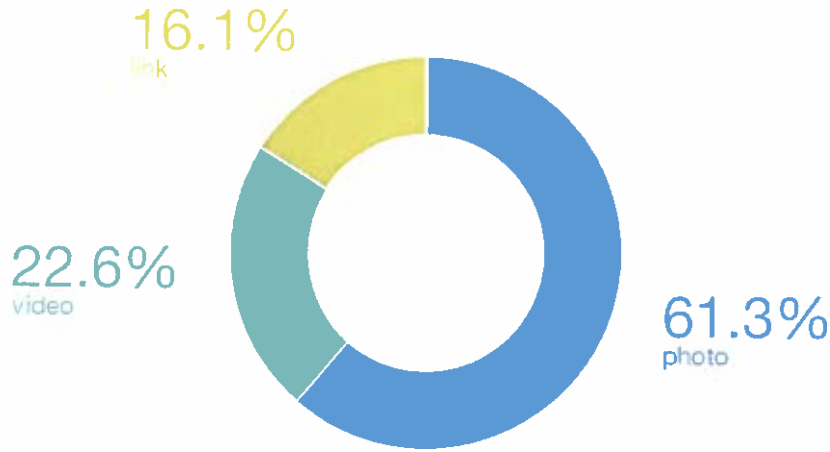


- Hours with the biggest Interactivity Index: 18, 2, 1 UTC (average: 4.5; 3.8; 3).
- Hours with the lowest Interactivity Index: 10, 12, 13 UTC (average: 0; 0; 0).



The chart displays the average number of Interactivity Index, and - as a result - the intensity of reactions to the brand's communication at particular hours of the day. Interactivity Index is the collective, weighted index created by Sotrender that sums up all the activities occurring within a Facebook page. It takes into account different kinds of activities - likes, comments, posts, or shares - that have, in that order, higher weights, according to their visibility to others and the rarity of their occurrence.

Types of posts



Statuses (text only)

0

→ 0

Links

5

↑ 4

Photos

19

↑ 18

Videos

7

↑ 7

Facebook enables it's users to make use of different forms of communication. It is a good thing to take advantage of, keeping in mind the characteristics of each brand.

- The percentage of posts with photos and links increased by 1,800% and 400%.
- No posts of statuses (text only) and events.



The chart includes distribution of various types of posts. Photos are any graphic forms, even if in there's a link included in the post. Text Only posts only contain text or link, but without any preview. Video are videos posted directly on Facebook, and also ones embedded from YouTube or Vimeo. Links are other posts with links that have a preview.



The best posts

Here are the "Top 8" posts that engaged Facebook users the most (and reached the highest Interactivity Index value).



Palm Springs Public Art

Tue Mar 20 2018 12:15 pm UTC

A look at the finishing stages of RMC1 Ryan Campbell's completed mural at Desert Regional Medical Center here in beautiful Palm Springs California! _____ #rnc1 #mural #art #coveredinart #coveredcalifornia #brandedarts #healthylifestyle #desertregionalmedicalcenter #palmssprings #california #artist #publicart #design #style



Photos from Palm Springs Public Art's post

Reactions

28

Comments

3

Shares

13

Interactivity Index

248

[View this post on Facebook](#)



Palm Springs Public Art

Fri Mar 30 2018 12:00 pm UTC

Unveiling of a new public art installation today! Congratulations to Michael Braun, Gnt Development and Hohmann for commissioning a landmark sculpture by @julianvossandreea for their Downtown Palm Springs development, with the support of City of Palm Springs Public Arts Commission _____ #palmssprings #palmsspringsart



Reactions

69

Comments

9

Shares

6

Interactivity Index

201

[View this post on Facebook](#)



Palm Springs Public Art

Tue Feb 27 2018 12:00 pm UTC

Join us this Thursday, for the Opening Reception of the "Desert Maid(ens)" Student Exhibition, a portrait series to honor some of the many local women who are making a difference throughout the Valley. When: Thursday, March 1, 2018, 4:00 - 6:00 p.m. Where: Gallery 500, 500 S Palm Canyon Drive, Palm Springs, CA 92264 (at the intersection



Reactions

2

Comments

0

Shares

12

Interactivity Index

194

[View this post on Facebook](#)



Palm Springs Public Art

Tue Mar 27 2018 12:00 pm UTC

Join us this Saturday, March 24 for an Art Talk with street artist and filmmaker Tysen Knight. Art is in his DNA. His tools are spray paint and airbrush. During the talk, he will discuss "Alternative Artforms" and will preview a documentary highlighting his growth in the culture of street art with a perfect balance between risk and reward. His film that has



Reactions

3

Comments

3

Shares

6

Interactivity Index

111

[View this post on Facebook](#)



Palm Springs Public Art

A brief tour of the Opening Reception for the "Desert Maid(ens)" Student Exhibition At Gallery500 . Inspiring work!



Reactions

3

Comments

2

Shares

3

Interactivity Index

59

[View this post on Facebook](#)

Palm Springs Public Art

Some more scenes from the Desert Maidens exhibit at Gallery 500 -- thank you to John Monahan for hosting it...the exhibit will be up all month, so come by and see these portraits by students at PSHS of prominent women in the desert...



Photos from Palm Springs Public Art's post

Reactions

3

Comments

1

Shares

3

Interactivity Index

55

[View this post on Facebook](#)

Palm Springs Public Art

Working with Gallery500 on last minute details for today's Opening Reception of the "Desert Maid(ens)" Student Exhibition, a portrait series honoring some of the many local women who are making a difference throughout the Valley. Come and support our local high school students! When: Thursday, March 1, 2018, 4:00 - 6:00 p.m.



Reactions

3

Comments

1

Shares

2

Interactivity Index

39

[View this post on Facebook](#)

Palm Springs Public Art

PalmSPRING sculpture and bike rack by Ed Kopel Find it at 875 North Palm Canyon Drive! Ed Kopel Architects #palmsspringsweekend #palmssprings #palmsspringspublicart #pspublicarts #pspublicart #publicart #publicsculpture #art #palmsspringsart #palmsspringslife #artlover



Photos from Palm Springs Public Art's post

Reactions

12

Comments

2

Shares

1

Interactivity Index

36

[View this post on Facebook](#)



Comparison

	analyzed period Feb 01 - Apr 11, 2018	previous period Nov 23, 2017 - Jan 31, 2018
--	---	---

Reach

Average daily reach	130	9
Number of impressions	14,393	834
Average number of contacts per day	1.81	0.85
Number of fans (at end of period)	117	n/a

Engagement

Engaged users	122	2
% of engaged users	104.27%	n/a