



October 12, 2017

Dear Adrienne,

Thank you for bringing the Piece by Piece - Quilt of Belonging here to the Cotton Factory. It had a positive economic impact on our business. The following are a list of some of these impacts:

Impact	Change
9100 people came through our doors who might not otherwise have visited - potential customers	An increase from the 2100 people who would normally visit within this time frame. 433%
Our tenants benefited from selling their art in the gift shop.	An increase from not selling at all from that location. 100%
Our tenants benefited from more people being aware of their studios - potential customers	An increase from the 2100 people who would normally visit within this time frame. 433%
Our tenants benefited from hosting workshops and demonstrations throughout the 6 weeks of the exhibit.	An increase from an average of 4 per week to 14 per week. 350%
Established an infrastructure and process for the execution of ongoing repeated concerts while demonstrating our ability to host successful music events - future event location fees	Improved smoothness of process will save money in the future.
Training opportunity for audiovisual staff	Increased abilities-useful for future events.
The extra daily customers benefited our Pop-up lunch counter.	An increase of 100 - 300% depending on the day.

The added income from the volunteer dinner appreciation benefited our Pop-up lunch counter.	An increase from not normally selling dinner at all from that location. 100%
The interest in the exhibit drove people to our website and Facebook page - potential customers	An increase of 28%

Should you need further information please feel to contact me.

All the best,

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