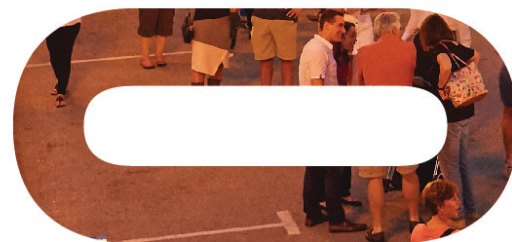


# Summary Report



*saint louis*  
**ART FAIR**





[HTTPS://GOO.GL/5KNHNM](https://goo.gl/5KNHNM)



# Executive Summary

**8** CITY  
BLOCKS

**4** STAFF  
**6** INTERNS  
**21** BOARD  
MEMBERS

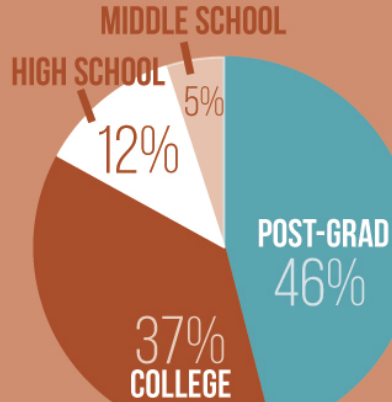
**1,000**  
VOLUNTEERS  
**15**  
COMMITTEE  
CHAIRS

**130,000**  
ATTENDEES

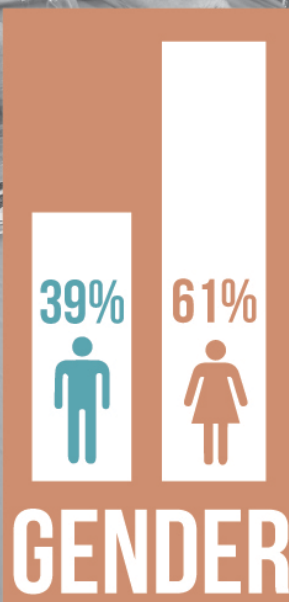
**18**  
ARTISTS

**19**  
EMERGING  
ARTISTS

## EDUCATION

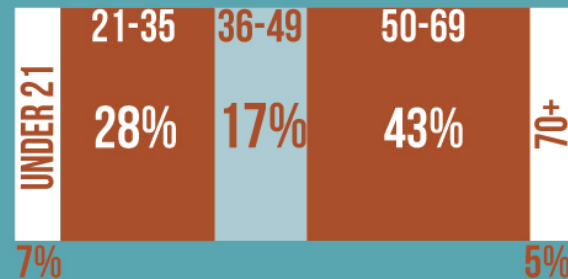


## ETHNICITY



## GENDER

## AGE



Demographics



\$\$\$

13,905

AVERAGE SALES

181

ARTISTS

150 Accepted 31 Returning

1,176

APPLICANTS

33 States 03 Countries

REPRESENTED

Artists

12

MEDIA CATEGORIES

Ceramics  
Drawing & Pastels  
Fiber  
Glass  
Jewelry  
Metalwork  
Mixed Media  
Painting  
Photography  
Printmaking  
Sculpture  
Wood

18,000 WORKS  
OF ART

25 AWARD  
WINNERS

192 YEAR  
PROGRAM

11 First Year 8 Second Year

Emerging  
Artists

2,248  
AVERAGE SALES

\$\$\$

# Creative Castle

**FREE**  
ART ACTIVITIES

**5,000**  
GOOGLY  
EYES



NEW LOCATION  
**ON FORSYTH**  
BETWEEN CENTRAL  
AND BEMISTON

MONKEY NOISE MAKERS  
PEACE PENDANTS  
FORSYTH FLOWERS  
BUZZWORD TOWERS  
CARDS-4-KIDS  
MONOPRINTS  
TIE DYE ART  
TOTES FOR TOTS  
PAPER BAG KITES  
WATERCOLOR RESIST  
BUTTERFLY ART  
BUILD A GNOME HOME  
PAPER BAG HATS

POP UP PLATFORMS  
**ACTIVITIES**

**12**  
NON-PROFIT  
PARTNERS

**4 NEW**  
PARTNERS

CRAFT  
STICKS

**5,200**



# Food & Beverage



**452,104**  
OUNCES OF  
BEVERAGE SOLD

SOLD OUT  
OF **SUSHI**  
SUNDAY AFTERNOON

BEVERAGE  
BOOTHS **6**

**13**  
RESTAURANTS

**60,000+**  
SERVINGS OF FOOD SOLD



# PR & Advertising

TOTAL NIELSEN  
VIEWING AUDIENCE **1,729,581**

**57,045**  
WEBSITE HITS

**07:37:12**  
TV AIR TIME

**12,300**  
VIEWING MINUTES OF  
HEC-TV  
MEET THE  
ARTISTS VIDEOS

**\$1.2 MILLION**  
ADVERTISING &  
MARKETING  
CAMPAIGN

**37** PRINT  
STORIES

PAGE PROGRAM  
GUIDE **48**

**14,589** POINTSMAP  
HITS

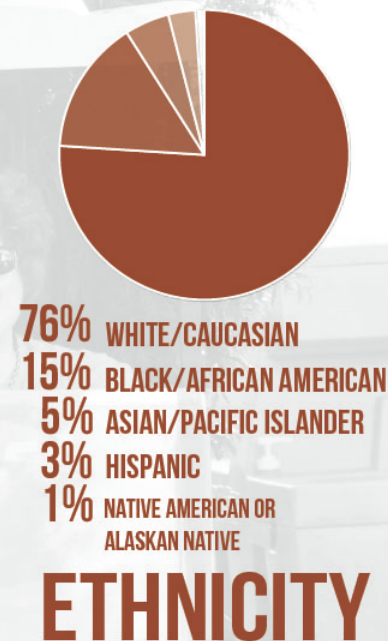
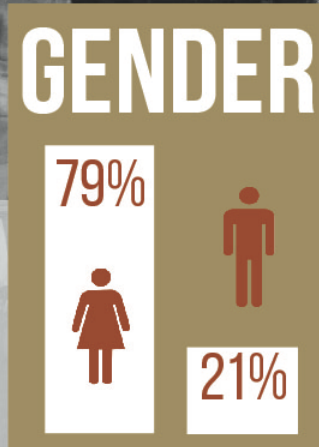
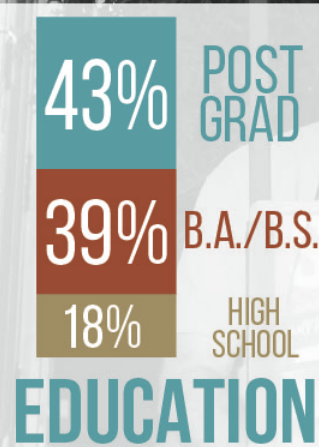
**50,986**  
TWITTER IMPRESSIONS

**213,880+**  
FACEBOOK  
IMPRESSIONS

**\$643,000**  
TOTAL PUBLICITY  
VALUE

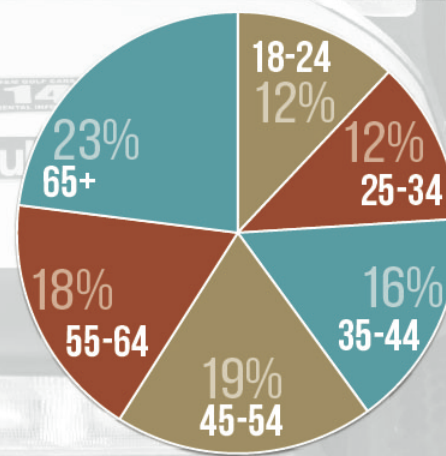


# Volunteers



 **10,000 HOURS**

**46% NEW VOLUNTEERS**



**54** **FREE**  
PERFORMANCES

**3,900+** **MINUTES** **OF**  
**ENTERTAINMENT**

**274**  
PERFORMERS



**THEATRE**  
**INTERACTIVE**  
**BLUES**  
**DANCE**  
**JAZZ**  
**ROCK**  
**AMERICANA**  
**FOLK**  
**STORYTELLING**

*performers*

**Harold and Dorothy Steward**  
**Jazz Stage & Listening Lounge**  
presented by World Wide Technology, Inc  
and Steward Family Foundation

**Performing Arts Stage**  
supported by  
William T. Kemper Foundation  
Commerce Bank, Trustee

**Main Stage**  
presented by Enterprise Holdings, Inc

**Natural Theatre Company**  
sponsored by eSpecial Needs





# Economic Impact

**1** JOB IN ST. LOUIS  
COULD BE SUSTAINED  
FOR EVERY  
**388**  
VISITING ATTENDEES  
TO SLAF

OVER **\$2 MILLION**  
IN ART SALES

OVER **\$14 MILLION**  
IN REVENUE IN ST. LOUIS  
OUTSIDE OF THE ART FAIR

**\$114.26**  
AVERAGE ATTENDEE SPENDING

**40%**  
OF ATTENDEES  
TRAVELED FROM  
OUTSIDE GREATER  
ST. LOUIS

IT'S JUST A GREAT COMMUNITY GATHERING HERE  
[SAINT LOUIS ART FAIR]. IT'S EXACTLY WHAT ECONOMIC  
DEVELOPMENT MEANS AND WE JUST NEED  
PEOPLE TO COME AND SUPPORT EVENTS LIKE THIS."

— SHEILA SWEENEY, CEO OF THE ST. LOUIS ECONOMIC  
DEVELOPMENT PARTNERSHIP

SEPTEMBER  
8, 9, & 10  
2017

