

saint louis
2023 ART FAIR CELEBRATING 30 YEARS
Summary Report



www.saintlouisartfair.com



@CulturalFestivals



@STLArtFair



info@culturalfestivals.com





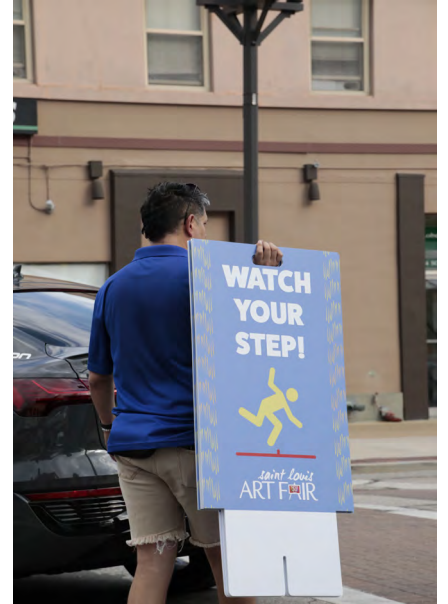
SLAF By the Numbers

ATTENDEES	130,000+
ARTISTS	199
BOOTHS	189
VOLUNTEERS	350+
TEAM LEADERS	24
BOARD MEMBERS	29
INTERNS	3
FULL-TIME STAFF	1

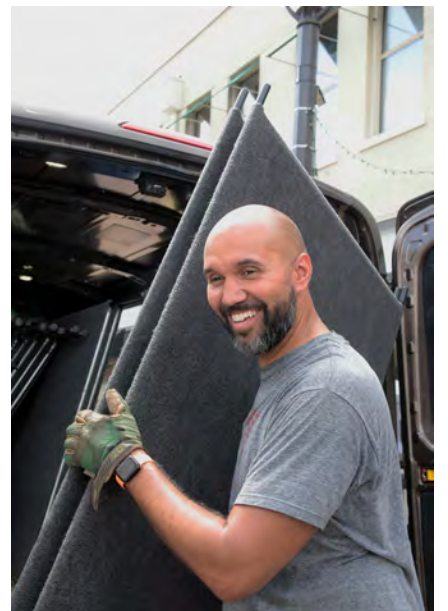


“Behind the Scenes...”

An insider’s look at what it takes to make the Saint Louis Art happen featuring staff, volunteers, exhibiting artists, and their assistants.



“Watch Your Step!”



Event Management Team Members

Cynthia Billingsley - Jurying

Lorna Brown - VIP / Special Events

Robyn Davis - Guest Relations

Andrew Dent - Merchandise

Emily Dent - Merchandise

Amy Dyer - Artist Relations

Bruce Koethe - Concessions

Darby Latham -VIP / Special Events

Alexis Moore - Guest Relations

Patty DeForrest - Volunteers

Julie Gustafson - Volunteers

Fran Sajous - Creative Castle

Kim Rayford - Performances

Scott Sarandis - Artist Relations

Dennis Smith - Jurying

Susan Kronemer - Jurying

Stacey Tull - Health & Safety

Ebonee Shaw - VIP / Special Events

Yvonne Oliver - Special Events

Sherry Shuman - Artist Relations

Kristen Buckles - Artist Relations

Kaitlin Wilfing - Artist Relations

Jane Kosinski - Guest Relations

Kyle Andrews - Landscaping



Programs

Emerging Artists as Entrepreneurs

The Emerging Artists as Entrepreneurs program aims to equip and prepare independent emerging artists for careers in the Arts Festival industry by providing collegiate and rising artists an opportunity to learn about business in the Arts, through education on copyright laws, financial consulting, and portfolio development in conjunction with experiencing the annual Saint Louis Art Fair. This program strives to fuel creativity and help jump-start the careers of our nation's next independent artists.

8

Second Year
Emerging
Artists
Exhibiting
in the
Emerging
Artists Booth

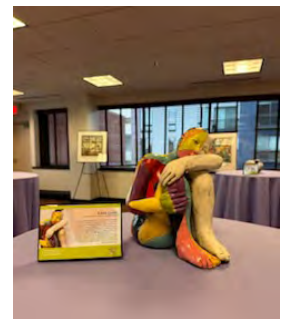


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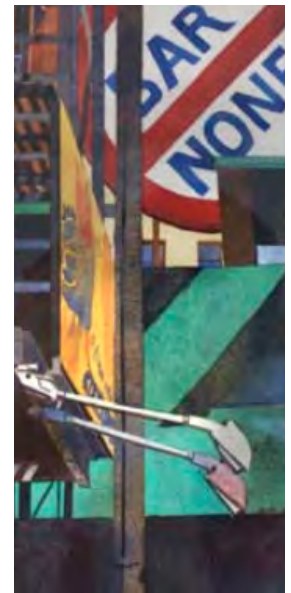
First Year
Emerging
Artists
Mentored by
35 Exhibiting
Artists, led by
Coordinator,
Stephen King



Traveling Public Art Collection

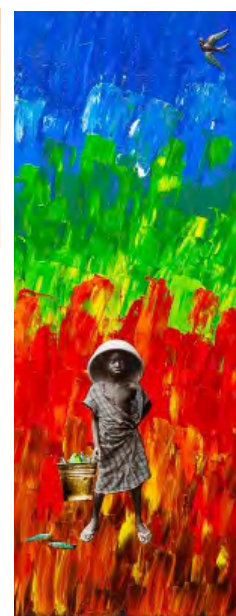
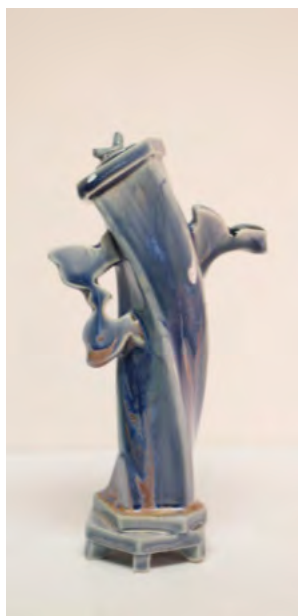


Our Public Art Collection is a permanent collection of art which has been purchased at the Art Fair. This unique art collection is offered to organizations at no cost and perpetually tours a variety of public locations such as schools, libraries and community centers.



135

Works of Art



Exhibiting Artists

\$12,545

Average Sales per Artist



30

Artists from
Missouri

36

States + D.C.,
Argentina, Canada
represented

27

Award Winners



97%

Rated the Art
Fair Excellent or
Very Good

23%

of Artists were
New Exhibitors at
the Art Fair

In a Post-Fair Survey, Exhibiting Artist Commented,
“...this fair is head and shoulders
above the rest.”

14%

of Applicants Invited to Exhibit at SLAF



957

Applications
Reviewed by Jurors

189
Booths



199
Juried Artists

Concessions

Restaurant Row

Asador Del Sur
The Capital Grille
Clementine's Creamery
Deli Divine
Kimchi Guys / Drunken Fish
La Colombianita
Pappy's Smokehouse
Press
Sedara Sweets
Seven at Seven Gables Inn
Simba Ugandan Restaurant
Tivanov Catering



Creative Castle

Colleen's Cookies
Scoops N' More



Food Trucks

One Dish Wonders
Treaux's Cajun BBQ
The MOObile
DoughBoy's
Wok-O Taco





9,500+

Commemorative
Koozies sponsored
by Commerce Bank



\$24,328

Proceeds Shared with
our Not-for-Profit
Partners

Not-for-Profit Beverage Partners

100 Black Men of Metropolitan St. Louis

Artists First

Epsilon Lambda Charitable Foundation

Lift For Life Gym

Omega Psi Phi, St. Louis Chapter

6

Beverage
Booths



2

Team
Leaders



Beverages Sponsored by:



A percentage of sales were donated to each Not-for-Profit organization who staffed the four beverage sale tent locations during the weekend.

Performances

27

Performances

Performing Arts Stage
supported by the
William T. Kemper Foundation

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



We are always excited to celebrate the best local talent St. Louis has to offer on our Main Stage, presented by Enterprise Holdings, Inc.! From Indie Rock to Jazz, R & B to Funk, the Main Stage was sure to have you dancing the day and night away!

Our Performing Arts stage supported by the William T. Kemper Foundation near the Creative Castle highlighted LOCAL culturally diverse talent, from ambient sounds to Mexican, Indian, Irish, and Contemporary Dance.

In a Post-Fair Survey, Exhibiting Artist Commented,
“This was my best show this year. I would LOVE to return.
I will definitely be applying again.”



2
Stages



5 Dance teams



Creative Castle

9 Not-for-Profits

Contemporary Art Museum

Craft Alliance

Magic House

New City School

Rohan Woods School

Saint Louis Art Fair

St. Michael School of Clayton

St. Louis Artists' Guild

The Wilson School



The Creative Castle created magical, hands-on experiences where everything is possible. Families were amazed at this oasis of youthful delight in the middle of downtown Clayton. The Creative Castle is a land ruled by “little people” where strollers have the right-of-way and children are encouraged to explore their creativity and learn about the arts.



8000+

Kiddos created
arts & crafts to
take home!



SLAF Volunteer Commented,

“I have been a volunteer for 15 years!! I love to support local arts, community and good times shared.”



Attendees

55%

Attendees with an income over \$120,000

48%

Female attendees

52%

Male attendees

89%

Attendees have college or post-graduate degrees

Age:

Under 21	13%
21-35	21%
36-49	13%
50-69	41%
Over 70	13%



84%

of attendees said "they would return next year"



75%
Caucasian

9%
African American

8%
Asian

3%
Hispanic

5%
Other

Exhibiting Artist Commented,
“We will always apply to SLAF -- it's one of our
top shows.”

COMMEMORATIVE PRINT

“Storm”
by Tanya Kirouac



2023 MERCHANDISE



Advertising, PR & Social Media



124,000

Website Views

42,000

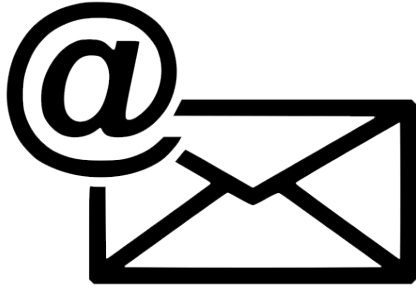
New Users



Facebook User Commented,

“Great artwork, friendly crowd and perfect weather! Beautiful 30 Year Celebration of the STL Art Fair! Congrats and thank you!”

7,500 Program Guides Distributed



8,000+
Reached During
Email Campaigns

1,160
Link Clicks

21,216

Facebook Page Visits



5,735
IG Reactions

9,778

Instagram
Profile Visits

83,223

Facebook Reaches

72%
Heard About the
Fair through Media



119,000+

Impressions
through
Instagram

8,600+

Accounts
Reached

272,097

Accounts
Reached
through
Influencer Posts

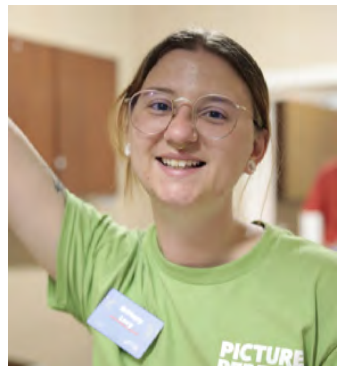
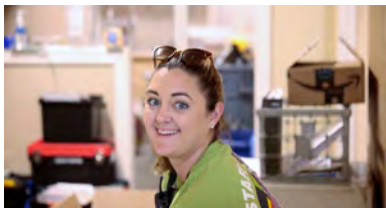
Special Features

In honor of the 30th Saint Louis Art Fair, attendees enjoyed live chalk art and floral installations, added their mark to a community art project, participated in accessible walking tours, and so much more!



Art Fair Staff Members

"The Saint Louis Art Fair could not take place without the amazing team members that come together year after year and lend their expertise in event production management to make one of the top festivals in the country a reality." - Sarah J. Umlauf, Executive Director



Thank You!

Volunteers

We asked our volunteers why they so generously gave their time to help the Saint Louis Art Fair and we just loved what they had to say:

- *I love art and music and just wanted to help in any way I could with my free time.*
- *I was in the planning committee back in 1993 and this event is near and dear to me.*
- *We love going to the art fair and also love to give back and support so it was the perfect fit.*
- *To support the artists who came to St Louis from all over the country for this amazing Art and Culture Experience.*

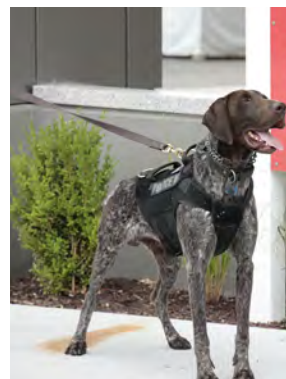
Thank you to all the amazing volunteers who make this annual event possible!!



Thank You!

City of Clayton

The City of Clayton plays a pivotal part in making sure the Downtown Clayton streets are ready for art fair weekend. From production meetings to marking the streets, they get it done! And special thanks to Police & Fire for making the site safe for us all. Thank you so much for your support year after year!



**We will see you again
Sept. 6-8, 2024**



**SAVE THE DATE FOR THE 2024
SAINT LOUIS ART FAIR SEPT. 6th, 7th, & 8th!**

Thank You!

2023 Sponsors

OFFICIAL AUTOMOTIVE SPONSOR



OFFICIAL BEER SPONSOR



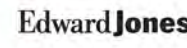
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2023 SAINT LOUIS ART FAIR BEVERAGE SPONSORS



ART FAIR SPONSORS



WITH SUPPORT FROM

William T. Kemper Foundation



Graybar Foundation

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