



# 2022 SUMMARY REPORT



*Build A Longer Table*  
Elissa Brown



**LOVE**   
— is in the —  
**ART** 

ART, MUSIC, FOOD, DRINK, CAMARADERIE



# A WORD FROM THE EXECUTIVE DIRECTOR

Thank you to all who were able to join us for the 2022 Saint Louis Art Fair presented by Centene Charitable Foundation, September 9-11. We certainly felt the “love” from the community on the streets of Downtown Clayton, Missouri. Once again, the festival was a huge success featuring world-class Art, delicious food, fantastic drinks, and live entertainment dazzling audiences from three performance stages.

Our numbers are showing that this was a record-breaking year for a unique art-buying experience. We could not have achieved this milestone without the generous support of our staff, volunteers, sponsors, granting organizations, private donors, the City of Clayton, and our dedicated Board of Directors.

Thank you all for your continued support of the arts in our community and we look forward to welcoming you back to celebrate the 30th anniversary of the Saint Louis Art Fair on September 8-10, 2023.

Sarah Umlauf, CFEE  
Executive Director



## BY THE NUMBERS...

ATTENDEES 130,000+

ARTISTS 190

EXHIBITOR BOOTHS 178

VOLUNTEERS 350+

TEAM LEADERS 23

BOARD MEMBERS 28

INTERNS 4

FULL TIME STAFF 2

# 2022 EVENT MANAGEMENT TEAM

Ronnie Barrett  
Guest Relations

Cynthia Billingsley  
Jurying

Lorna Brown  
VIP / Special Events

Kristen Buckles  
Artist Relations

Patty DeForrest  
Volunter Coordination

Amy Dyer  
Artist Relations

Sara Frankenthaler  
Creative Castle

Julie Gustafson  
Volunteer Coordination



Lauren Hilton  
Merchandise

Bruce Koethe  
Concessions

Susan Kronemer  
Jurying

Brittany Lavy  
Quartermaster

Daniel Lewandowski  
Operations Coordinator

Alexis Moore  
Guest Relations

Kimberly Rayford  
Performances



Sarah Ruttencutter  
Volunteer Coordinator

Scott Sarandis  
Artist Relations

Sherry Shuman  
Artist Relations

Dennis Smith  
Jurying

Catherine Stufflebaum  
Landscaping

Stacey Tull  
Jurying

Riley Van Bibber  
Concessions

Jihan Wright  
Performances



# EMERGING ARTISTS AS ENTREPRENEURS

The Emerging Artist 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, though education on copyright laws, fiancial consulting, and portolfio development in conjunction with experiencing the annual Saint Louis Art Fair. This program aims to fuel creativity and help jump-start the careers of our nations next independent artists.



6

Second Year  
Emerging Artists  
Exhibiting in the  
Emerging Artists'  
Booth

10

First Year Emerging  
Artists mentored by  
31 Exhibiting  
SLAF Artists

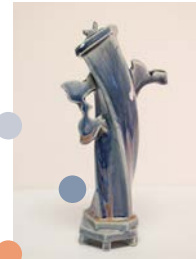






# HAWTHORN LEADERSHIP SCHOOL FOR GIRLS

2022 EXHIBITION DATES:  
AUGUST 22<sup>ND</sup> -  
OCTOBER 27<sup>TH</sup>



# 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, assisted living facilities and community centers.*

# CARROLLTON BANK

2022 EXHIBITION DATES:  
FEBRUARY 1<sup>ST</sup> -  
FEBRUARY 28<sup>TH</sup>



# JOURNEY ELEMENTARY

2022 EXHIBITION DATES:  
FEBRUARY 1<sup>ST</sup> -  
FEBRUARY 28<sup>TH</sup>



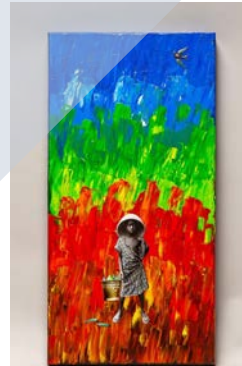
# 135

Works of Art



# LE MERIDIEN HOTEL

2022 EXHIBITION DATES:  
APRIL 12<sup>TH</sup> -  
JUNE 8<sup>TH</sup>







# 2022 EXHIBITING ARTISTS

## 98%

Rated the Art Fair Excellent or Very Good

## \$14,615

Average Sales per Artist

## 36

States plus Canada represented

## 25

Artists From Missouri

## 184

Exhibiting Artists

## 27

Award Winners

## 178

Booths

## 28%

of Artists were New Exhibitors



Ceramics ● Digital Art ● Drawing & Pastels ● Fiber ● Glass ● Jewelry ● Metal ● Mixed Media ● Painting ● Photography ● Print ● Sculpture ● Wood

\*Results are based on artist surveys





# 2022 RESTAURANT PARTNERS

# 14 RESTAURANTS

**PLEASURES OF THE PALATE  
PRESENTED BY:**

SENIOR RESIDENCES

**CLARENDALE**  
CLAYTON

Steve's Hot Dogs

Asador Del Sur

Sedara Sweets & Ice Cream

Kimchi Guys

Seven At Seven Gables Inn

La Colombianita

Clementine's Creamery

The Capital Grille

Pappy's Smokehouse

Tivanov Catering

Hacienda Mexican Restaurant

Juniper



**CREATIVE CASTLE**

Scoops & Moore

Colleen's Cookies





# 2022 NOT-FOR-PROFIT PARTNERS

# \$18,500+

of Proceeds Earned by  
Not-For-Profit Partners

# 18

Beverage  
Brands



100 Black Men of Metropolitan St. Louis



Artists First



Epsilon Lambda Charitable Foundation



Lift for Life Gym



Maryville University



National Sales Network - St. Louis Chapter

# 450,715

Fluid Ounces Poured from  
Beverage Booths



# 2022 PERFORMING ARTS

**2,160+**  
Minutes of Showtime!

## MAIN STAGE

Presented by



**3**  
Stages



## PERFORMING ARTS STAGE

Supported by  
the William T. Kemper Foundation

**50**  
Free  
Performances



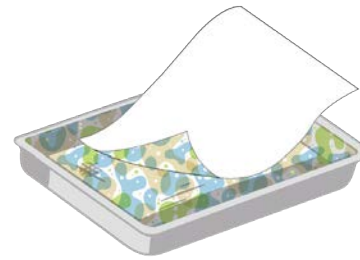
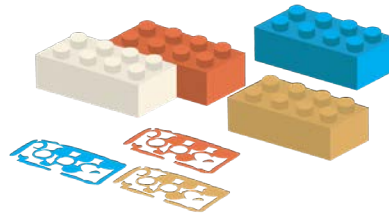
## INDEPENDENT ARTIST STAGE

**2**  
FREE Yoga  
Sessions  
with St. Louis  
Corporate  
Yoga





**2022**  
**CREATIVE CASTLE**  
 Supported by the William T. Kemper Foundation



**8**

Not-for-Profits



**8,000+**  
 Kiddos



Contemporary Art Museum  
 Paper Marbling

Integrity Productions  
 Key to Happiness Keychains

The Magic House  
 Sky Blue Paper Plate Mobile

OneStl  
 Mini Home Terrarium

Rohan Woods School  
 Paper Plate Crowns

Saint Louis Art Fair  
 Paper Bag Hats

St Louis Artists' Guild  
 Lego Printmaking

The Wilson School  
 Spectacular Spinners





# 2022 ATTENDEE DEMOGRAPHICS

**45%**  
Attendees with an  
income over \$120,000

**90%**  
Attendees have  
college or  
post-graduate  
degrees

**92%**  
of attendees said,  
"They would return  
next year."

**78%**  
Causasian

**10%**  
African American

**5%**  
Asian

**3%**  
Hispanic

**4%**  
Other

**59%**  
Female Attendees

**41%**  
Male Attendees

## AGE:

Under 21	10%
21-35	7%
36-49	25%
50-69	45%
Over 70	13%



Historical attendance of approximately 130,000.





# 2022 MERCHANDISE



## 2022 COMMEMORATIVE PRINT

*Build a Longer Table, Elissa Brown*



SAINT LOUIS ART FAIR  
SEPTEMBER 9 • 10 • 11 2022







# 2022 ADVERTISING, PR & MARKETING



**99,883**  
Website Views

**4,616**  
Accounts Reached

**86,169,883**  
Online & Neilson views

**464.8%**  
Increase in  
Likes



**690**  
New Followers

**\$797,071**  
Publicity Value

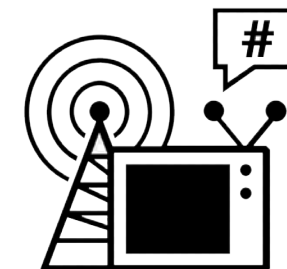
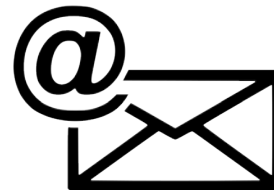


**66,153**  
Facebook Reaches

**1,117,529**  
Reached During Summer  
Email Campaign

**6**  
Media Partners

**2,279**  
Number of times  
a link was liked, shared,  
or commented





**496**  
Banners & Signs



**PERFORMING ARTS STAGE**  
Supported by the William T. Kemper Foundation

Friday	Sunday
DJ Mike Bell, Everywhere An Entertainer! 5:15 - 6:00 PM	Saint Louis Corporate Yoga 9:00 - 10:00 PM
Saint Louis Story Stitchers 6:15 - 6:45 PM Sponsored by [Logo]	St. Louis Okinawa Elsa Group 11:45 - 12:15 PM
STL Rock School 7:00 - 7:45 PM Sponsored by [Logo]	Gentlemen of Vision 12:30 - 12:45 PM
	Saint Louis Story Stitchers 1:00 - 1:30 PM Sponsored by [Logo]
	Gentlemen of Vision 1:45 - 2:00 PM
	Saint Boogie Brass Band 2:15 - 3:15 PM
	Katarra Parsons Band 3:30 - 4:15 PM
Saint Louis Corporate Yoga 10:00 - 11:00 PM	
Just Rich, Urbestosik, Inc. 12:00 - 12:30 PM	
Hobie Wolff & Jelani Penny-Johnson, Urbestosik, Inc. 12:30 - 12:35 PM	
The Gold Giraffe, Urbestosik, Inc. 12:35 - 1:00 PM	
Amara Arts 1:30 - 1:50 PM	
Pazzazz Performers: St. Louis Academy of Dance 2:00 - 2:25 PM	
Saint Louis Story Stitchers 2:30 - 3:00 PM Sponsored by [Logo]	
U Can Dance 3:30 - 4:15 PM	
Saint Louis Story Stitchers 4:45 - 5:15 PM Sponsored by [Logo]	
STL Rock School 5:45 - 6:30 PM Sponsored by [Logo]	

*Saint Louis*  
**ART FAIR**  
presented by **CENTENE**

**7,500**  
Program Guides  
Printed

**1,681**  
Badges



**2022**  
**ADVERTISING,  
PR & MARKETING**





# 2022

# THE ART OF CARING

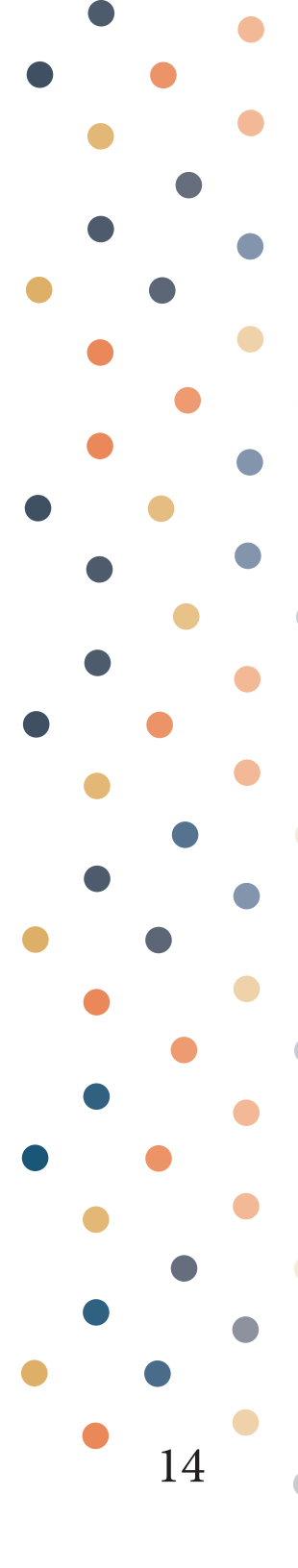
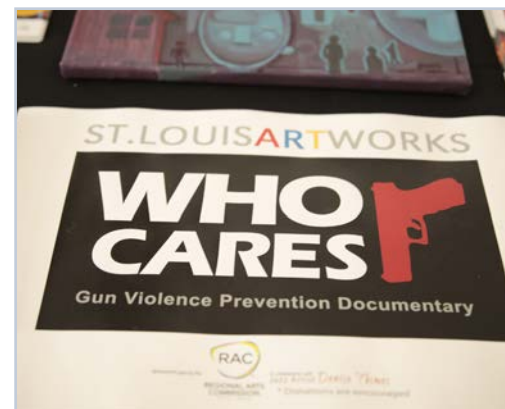
Not-For-Profit Showcase

Samuel

Presented by:



10  
Art of Caring  
Not-For-Profits







# 2022 SLAF TOURS

## 4 MindsEye & HEC Visual Descriptive Tours



We took the groundbreaking “Meet the Artists” programming produced by HEC-tv and brought it to life through engaging walking tours at this year’s Saint Louis Art Fair.

Developed in partnership with the MindsEye Audio Description Program, these tours narrated content for attendees with visual disabilities helping to advance our efforts to make the Art Fair accessible to all.







# 2022 ARTIST DEMONSTRATIONS

## 3

LIVE  
Florist  
Installations



Presented by  
**BUDS**



## 2

Chalk Art  
Demonstrations



## 9

Chef  
Demonstrations

SENIOR RESIDENCES

CLARENDALE  
CLAYTON



**LOVE** is in the **ART**







**2022**  
**BEHIND-THE-SCENES**





2022  
TESTIMONIALS



“This was overall a **GREAT** experience.  
Thank you for everything!”

“...the reach out to emerging artists is an **outstanding** program  
that will hopefully encourage new artists to enter this field.”

“I think the **St Louis community supports this event with so much enthusiasm** and we are all  
glad to be back and rolling after the Covid interruption!”

“Truly **one of the best** festivals to  
exhibit in the country.”



“The organization, communication, and  
problem solving was **stellar.**”

“Once again the director and staff provided a **top quality** Art Fair  
...the **quality of the art at the show** was one of the **best ever....**”



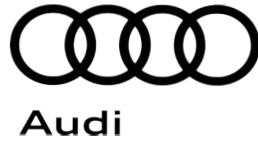
# THANK YOU!

All photographs in this report are courtesy of:  
Pro-Photo STL, Judy Barnard and  
T. Morgan Photography & Designs

## PRESENTING SPONSOR



## OFFICIAL AUTOMOTIVE SPONSOR



## OFFICIAL BEER SPONSOR



## ART FAIR SPONSORS



## WITH SUPPORT FROM



## MEDIA PARTNERS

