“You guys do a great job—one of the best run shows I attend and the volunteers are very helpful—keep it up!”

LEIGH ROBERTS, JEWELRY
CREVE COEUR, MO
Thanks to the generous support of our sponsor and community partners, the 58th annual Columbus Arts Festival powered by American Electric Power was a record-breaking year. The Columbus Arts Festival has a history of providing access and demonstrating integrity and stewardship to ALL of the community. We strive to keep pace with the growth of our city by providing innovative, collaborative and engaging arts experiences at no cost to the community.

The Greater Columbus Arts Council and the Columbus Arts Festival are committed to growing the creative economy in Columbus to benefit tourism, neighborhood revitalization and business development. Through significant community relationships and collaborations with partners like you, we can all continue to be part of that growth.

We hope you enjoyed the Columbus Arts Festival, and look forward to continuing our partnership June 12-14, 2020.

“It is our second year and it has been fantastic and we look forward to continuing the relationship”

JENNIFER HURD, BANK OF AMERICA
Estimated Attendance Nearly 500,000

- Ethnicity:
  - Caucasian: 72%
  - African American: 20%
  - Asian: 4%
  - Hispanic/Latino: 3%
  - Other: 1%

- Income:
  - 65% $60,000+

- Gender:
  - 50%

- Age:
  - <34: 32%
  - 35-44: 19%
  - 45-55: 19%
  - 55+: 30%
Spent between 2-5 hours at the festival

72% identified a festival sponsor

5,000 Average # of sponsor engagements

90% Very likely to recommend to friends or family

77% Listened to music while attending the festival

72% Spent between 2-5 hours at the festival
Over 150 performances across 5 stages

headliners

“Perfect match for our target demographic, aligned within our budget, variety of features at the event, and great to work with! ... Everything was top notch.”

GMR MARKETING
COLUMBUS GAY MEN’S CHORUS

267 juried exhibiting artists

12 artist awards totaling $21,000
“I want to thank you all for a truly great art festival. The venue was beautiful and functional, logistic organization flawless. The people were unbelievable! They were enthusiastic, knowledgeable, and totally supportive of the artists. We had the best sales in decades of shows. People filled our booth space from beginning to end. Even after the show we are receiving email orders for sculpture from people who say they were unable to get in to see us at the show, or their sculpture was already sold. We want to return next year with more sculpture to show your wonderful Columbus people.”

WAYNE TRINKLEIN, SCULPTURE, ST. PETERS, MO
marketing & promotions

68,670,051

total impressions

<table>
<thead>
<tr>
<th>COVERAGE/IMPRESSIONS</th>
<th>DIGITAL &amp; SOCIAL IMPRESSIONS</th>
<th>DIRECT PROMOTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.5 million</td>
<td><strong>5.8 million</strong></td>
<td><strong>10,000</strong></td>
</tr>
<tr>
<td>print</td>
<td>digital ad impressions</td>
<td>guidebooks distributed</td>
</tr>
<tr>
<td>4.3 million</td>
<td><strong>337,030</strong></td>
<td><strong>25,000</strong></td>
</tr>
<tr>
<td>outdoor</td>
<td>web users</td>
<td>infocards courtesy of Grange</td>
</tr>
<tr>
<td>94,307</td>
<td>(increased 10% over 2018)</td>
<td><strong>25,000</strong></td>
</tr>
<tr>
<td>Spotify</td>
<td>columbusartsfestival.org</td>
<td>pocket maps distributed</td>
</tr>
<tr>
<td>59,000</td>
<td>2.4 million</td>
<td><strong>1,685</strong></td>
</tr>
<tr>
<td>cinema</td>
<td>Facebook impressions</td>
<td>e-newsletter subscribers</td>
</tr>
<tr>
<td></td>
<td>264,300</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Twitter impressions</td>
<td></td>
</tr>
</tbody>
</table>

**“One of our favorite events of the year.”**

GRAETERS

**“We want to attend the most popular events in the area and through my research prior to the event, the Columbus Arts Festival is at the top of the list.”**

AT&T
earned media

614 Magazine

151 articles
49.9 million potential audience
$869,776 publicity value

Columbus Monthly

181 stories
5 million potential audience
$343,000 publicity value

The Columbus Dispatch

PRINT/ONLINE

ALIVE

TV/RADIO

151 stories
49.9 million potential audience
$869,776 publicity value

5 million potential audience
$343,000 publicity value
50,000
12 pack stickers throughout central Ohio

$239,763
Total in-kind media

1,140
tv spots (ABC/FOX and WOSU)
$100,000
value of tv spots

429
radio spots
715,000
radio listeners (approx.)
$71,675
value of radio spots
12 artist awards

$21,000 in cash awards

BEST OF SHOW ($4,000)
Diane Binder, 2D Mixed Media, Emerging Artist (Columbus, OH)

JURORS’ CHOICE, 3-DIMENSIONAL ($2,000 EACH)
Larry Allen, ceramics (Leeds, AL)
Jennifer Ivory, 3D mixed media (Corvallis, OR)
Harry Welsch, Kimberley Wellman-Welsch, Adrienne Welsch, ceramics (Lutz, FL)

JURORS’ CHOICE, 2-DIMENSIONAL ($2,000 EACH)
Craig Brabson, photography/digital photography (Nashville, TN)
James Carter, painting (Southbury, CT)
Kendra Runnels, 2D mixed media (Augusta, GA)

MERIT AWARD ($1,000 EACH)
Sang Kim, painting (Baldwinville, MA)
Robin Lauersdorf, drawing (Monona, WI)
Clinton Wood, painting (Cincinnati, OH)

BEST PRESENTATION ($1,000)
Teresa Merriman, 3D mixed media (Westcliffe, CO)

BEST EMERGING ARTIST ($1,000)
Tatiana Melnikova (Columbus, OH)

Artist Awards commissioned by the Arts Festival from Columbus-based artist Larry Tuber.
“The new layout of the booths and location of the children’s area was fabulous—some people visiting our booth on Sat and Sun said they’d heard such good things about this year’s show that they had to check it out. People could easily navigate around, see all the work, find shaded locations and have easy access to food and restrooms.”

RICK BRAVEHEART, PHOTOGRAPHY, COLUMBUS, OH
“American Electric Power is proud to partner with the Greater Columbus Arts Council in supporting unique artistic and cultural experiences like the Columbus Arts Festival that improve lives and power communities.”

DALE HEYDLAUFF, SENIOR VICE PRESIDENT - AEP CORPORATE COMMUNICATIONS
Patron Party presented by

THE OHIO STATE UNIVERSITY

“The patron party event is a class act! We are proud to be a part of it and plan to do it again.”

MELISSA CAMP
COCO CAT BAKERY & CHOCOLATES
Pride at the Fest
presented by

![CoverMyMeds](image)

![Huntington Bank](image)

![Worthington Industries](image)

pride! at the fest
Volunteers & Charging Stations sponsored by

THE POWER TO
give a hand
to Columbus

Each handprint added to our community art mural will generate a $1 donation from Bank of America to the Greater Columbus Arts Council.

PHONE CHARGING STATION

ARTIST SERVICES
“This was my best show ever. Columbus loves art and supports artists. This is a community that really is hungry to experience the arts and wants to engage with artists.”

KATE MORGAN, 2D MIXED MEDIA, COLUMBUS, OH
“Once again, GCAC delivers a big return on our investment. We are pleased with every aspect of the Arts Festival!”
SHANNON MORGAN, PNC
Nearly 25% OF TRASH diverted from landfill

4 tons OF RECYCLING
“Your volunteerism, along with your fellow committee staff, embolden those of us who volunteer for our groups. Thanks for what you do, and for including The Singing Buckeyes.”

JAMES ANDRES
MEMBER OF THE SINGING BUCKEYES, A VOLUNTEER BEVERAGE SERVING GROUP
Virtual Reality Tent
presented by

White Castle

Luckless Seven by Deckpoint Studios
Luckless Seven is the story of Mark Vesco’s journey from a listless existence to competitive glory. Blending a fast-paced card battle system with conversations and stories that respond to your choices, we offer one of the first card games with a story exciting enough to match it. Ready to play?

Luckless Seven: Single player limit

Presented by

VR virtual reality tent

White Castle World Community Art Project

Experience three different VR experiences, including world-building, puzzle-solving, and action-packed games in the White Castle World Community Art Project. Visitors can explore virtual worlds, solve puzzles, and engage in interactive challenges. From the basics to more advanced player options.

Single player limit

30
Community Art Project Partner
“We love supporting the arts community here in central Ohio, and the Arts Festival staff is top notch!”

GENEVIEVE REINER, OAKLAND NURSERIES
Selfie Frame presented by

Hotel Partners

THE WESTIN COLUMBUS

LE VEQUE

AUTOGRAH COLLECTION HOTELS

IRRESISTIBLE SINCE 1870

GRAETER'S
“My goodness! Buying energy at this show exceeded any show we’ve been in for years. Lots of people and all loved my work! I was honored.”

MICHAEL STEPHENS
JEWELRY
EDINBURG, PA

“Amazing sales and the best volunteers of any show.”

BRITT HALLOWELL
2D MIXED MEDIA
MOUNT STERLING, OH

“The volunteers were a pleasure to work with and it was just a great environment overall.”

STEVE PAESSUN
CERAMICS
COLUMBUS, OH

“My goodness! Buying energy at this show exceeded any show we’ve been in for years. Lots of people and all loved my work! I was honored.”

MICHAEL STEPHENS
JEWELRY
EDINBURG, PA

“The volunteers were a pleasure to work with and it was just a great environment overall.”

STEVE PAESSUN
CERAMICS
COLUMBUS, OH

“I was honored.”

MICHAEL STEPHENS
JEWELRY
EDINBURG, PA
“For me it was interacting with so many people, exposure and new clients.”
LUDIE SÉNATUS
EMERGING ARTIST PROGRAM
HILLIARD, OH

“Great artists around me and delightful audience.”
DIANNE FRENCH
2D MIXED MEDIA
ST. AUGUSTINE, FL

“The care demonstrated by the festival staff...especially nice to have the show director stop by a couple of times to see how things were going. That’s rare. Thanks.”
JOHN WAYNE JACKSON
SCULPTURE
BLACK MOUNTAIN, NC

“ABOVE average! Attendance is always great, and the buying energy is high and constant!”
TERESSA MERRIMAN
3D MIXED MEDIA
WESTCLIFFE, CO

“Lots of very friendly people made for a good interaction between myself and the show staff. Keep up the good work.”
DOUG CRANE
3D MIXED MEDIA
SPRINGBORO, OH

“Amazing customers. They were super responsive and encouraging.”
SERENA KOJIMOTO
JEWELRY
LOS ANGELES, CA

“Best show ever!”
ADAM EGENOLF, CERAMICS, NINEVEH, IN
Photos throughout this report were taken by Greg Bartram, Nick Dekker, Lacey Luce, Joe Maiorana, Nichole Moorman, and McKenzi Swinehart.

Graphic design by Formation Studio.
See you next year!
For sponsorship information, contact Emily Toney, Development Director
etoney@gcac.org | 614.221.8806
GCAC.org