



2022

corporate and  
community partner  
report



Greater Columbus Arts Council





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**Thanks to the generous support of  
our sponsor and community partners,**

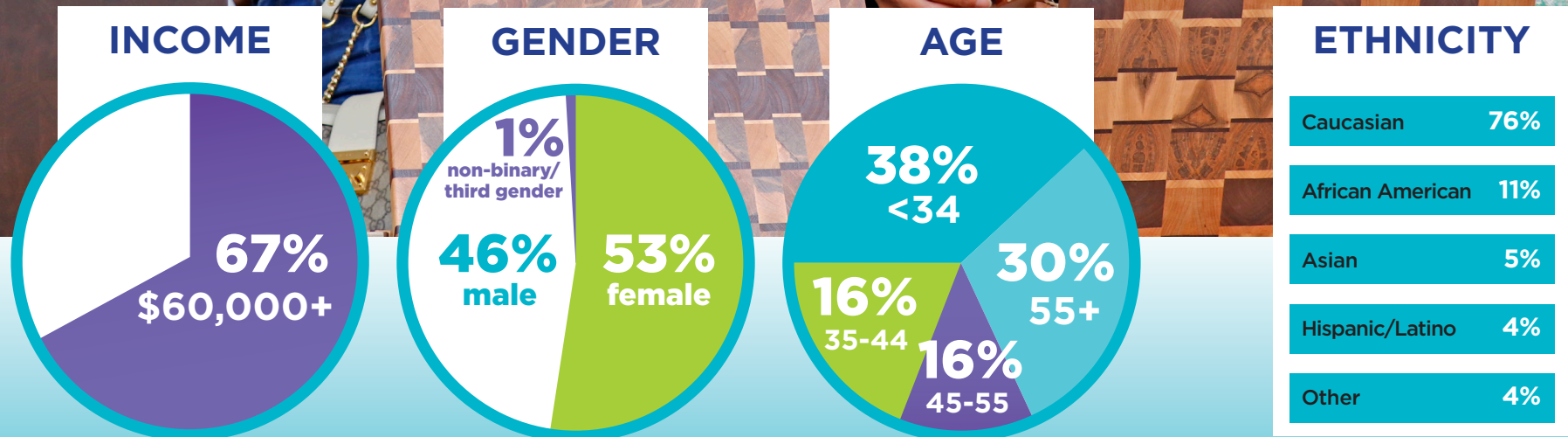
we were happy to return after two years away. By all accounts, the 60th annual Columbus Arts Festival powered by the American Electric Power Foundation was a record-breaking year. The Columbus Arts Festival has a history of providing access and demonstrating integrity and stewardship to ALL of the community. 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 on the Downtown Riverfront June 9-11, 2023.





# demographics



Estimated Attendance Nearly 500,000





**58%**

Identified  
a festival  
sponsor

**61%**

Own their  
own home

**92%**

VERY LIKELY  
to recommend to  
friends or family

**99%**

Felt safe or  
very safe

**78%**

Listened to  
music while  
attending the  
festival



**65%**

Spent  
between 2-5  
hours at the  
festival





# event highlights

“The crowd  
was incredible  
and was a perfect  
match for my work.”

-JEWELER

Over 100 performances  
across 3 stages

## headliners headliners hea



SHADOWBOX LIVE



WE WERE PROMISED  
JETPACKS





liners headliners headliners



MISTAR ANDERSON



“Best  
show of my  
career. Over  
300 shows.”

-CERAMICIST



# paid media



The Columbus Arts Festival is in a league of their own when it comes to celebrating and promoting the arts. As a veteran of art shows for 20+ years and a practitioner for nearly 35 years, I am always amazed at the world class show ever year. It is refreshing to work with an art festival that [innovates] every year and clearly listens to and cares for all those involved in the creative partnership. Any city in the US would do themselves a huge favor to model and emulate how the GCAC produces and promotes the arts in a city. The standard has been set in Columbus. Bravo to the staff and volunteers!!!

-CRAIG BRABSON, PHOTOGRAPHER



# marketing & promotions

## 79,937,689

total impressions  
(paid and earned)

### PAID IMPRESSIONS

**2,015,000**  
print

**3.4 million**  
outdoor



ColumbusArtsFestival



@CbusArtsFest



@ColumbusArtsFest



ColumbusArtsFestival.org

### DIGITAL & SOCIAL IMPRESSIONS

**5.4 million**  
digital ad impressions

(does not yet include CU.com, CB, KidsLinked)

**455,159**  
website page views

**118,026**  
users

**2.62 million**  
total social media impressions

### SOCIAL MEDIA FOLLOWERS

**29,567**  
Facebook followers

**9,909**  
Twitter followers

**5,094**  
Instagram followers

### INFLUENCER CAMPAIGN

**124,600**  
additional people reached  
on Cbus influencer channels

**13,000+**  
engagements

**\$165,000**  
estimated media value

### DIRECT PROMOTIONS

**20,000**  
info cards distributed

**20,000**  
pocket maps distributed

**2,923**  
e-newsletter subscribers with  
10 targeted eblasts in 2022



# earned media

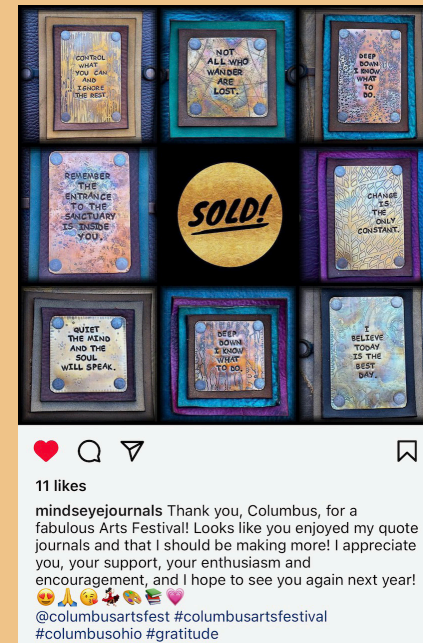
"Had a truly incredible time playing @columbusartsfest on Saturday! What an absolute treat to perform with my full band and amidst such diverse creative expression."

@LILYBLOOMMUSIC



"Thank you to the GCAC, Big Local Arts gang, @columbusartsfest, and all the folks who came out to support all the artists at the 2022 Columbus Arts Festival. I had a blast teaching kids and adults about what I love. This show feels like home."

@BLACKFORESTLEATHER



## The Columbus Dispatch

### Columbus Arts Festival has grown into major event over its 60-year run

Linda Delich  
Special to The Columbus Dispatch



The Columbus Arts Festival, set for June 10-12 along the Downtown riverfront, was held on the Ohio Statehouse lawn for its first 20 years.

It started with the same mission — to showcase creativity — but it had a different vibe.

When it debuted in 1962, it was on a much smaller, homegrown scale. Artists displaying their works were from places such as Ohio State and Capital

### What you need to know about Columbus Arts Fest

Nancy Wilson  
Special to The Columbus Dispatch



See FESTIVAL, Page 7D

PHOTO: COLUMBUSARTSFEST.ORG

FOOD TRUCKS: GETTY IMAGES

THE COLUMBIAN ARTS FESTIVAL: COLUMBIANARTSFEST.ORG

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## Columbus Monthly

## Columbus Live (forward)

### COLUMBUS ARTS FESTIVAL June 10-12

Get your summer off to an artistic start: Among the most notable annual events put on ice amid the pandemic, this festival spotlighting music, theater, dance and, above all, the visual arts is set to return this summer to the Downtown riverfront area. Free, [columbusartsfestival.org](http://columbusartsfestival.org)





# earned media

## PRINT/ONLINE

**101**  
articles

**\$1.5 million**  
in publicity value

**62.5 million**  
potential audience

## TV/RADIO

**221**  
stories

**\$132,000**  
publicity value

**4.7 million**  
potential audience

# media partnerships

**RADIO:**  
CD92.9, WSNY,  
WCBE, WOSU

**795**  
Spots

**1.7 million**  
listeners

**\$75,000**  
in-kind value

**TV:**  
ABC6/FOX28/CW,  
WOSU

**1,309**  
Spots

**\$105,000**  
Total media  
in-kind value

## EARNED MEDIA TOTALS

**322**  
print, online and  
broadcast stories

**\$1.6 million**  
publicity value

**67.3 million**  
potential audience

**“Was a great Festival!  
We were there all three days,  
picked up art each day, ate and  
drank each day, met very talented  
and happy artists each day, and enjoyed  
entertainment each day.”**

@NOWANDZEN614

## CityScene



The Columbus Arts Festival returns for the first time since 2019.

Local woodworker Devin Palmer demonstrates turning wood during a Big Local Arts Village workshop.

## AFRESH ART

Columbus Arts Festival is back to showcase artists

By Lindsay Capitta  
Photo courtesy of Haley Lane, Art Katarata and Katarata Festival

The Columbus Arts Festival returns this summer following a two-year absence due to the COVID-19 pandemic. Through the festival, which takes place from 10-12, attendees are invited to explore the Arts District, the event will remain in its long-standing location along the Scioto Mile and on the Rich Street and Main Street bridges.

It's a return to the festival circuit they've been part of for decades. "We're the only beginning, we decided we wanted to market directly to the people ourselves, because we inspired the feedback from the customers coming in our books," Wicks says. "We always found that very rewarding and inspiring."

The couple participated in the most recent Columbus Arts Festival in 2019. This year, the festival's third year selected 225 artists from 600 applications spanning 42 states to participate. Teresa Morrison, who handcrafts, Indian-bound journals, is also among the emerging artists. Morrison lives in Columbus, but previously lived in the Shaw North.

Morrison says she enjoys the warm and inclusive atmosphere of the festival, in part because of food trucks, children's activities and other community-minded offerings. "Part of the reason why it's one of my favorite festivals of all time is because of the community," she says. "What I really love is that the people who come to the festival really do their time to work around and look at the art as well. In fact, that's probably the most unique to me."

That focus on art is unique to the Columbus Arts Festival. Morrison says, "More than just an arts showcase, the event is engineered to support artists and the arts community. The festival hosts a Big Local Arts Village, which provides opportunities for local artists to work out of their own spaces. It also offers an emerging artists program. These artists, who are new to the scene, will return to the festival this year, and participating in that program in 2019 provided her first experience at a festival and selling art in any setting."

The Emerging Artists Program, I feel like, for their entire childhood, Boulder says, "It's such an amazingly organized show. It just made it so easy for me to learn. And of course, the Emerging Artists Program, they just walk you through every step, and they're with you the day it starts."

Boulder's time in the program earned her Best Emerging Artist and Best in Show. She was the first Emerging Artist to win the latter award. As a beginner, Boulder says she never considered she would win an award.

"I really, I feel kind of sad," Boulder says. "I felt kind of giddy. All these amazing artists who've been doing this for years, and this rookie comes in, I felt very humbled. It's all so good. It's so fun to see who wins it this year."

Chen also says that, while only some receive awards, the festival is full of talented artists. Wicks and Wicks' creative

art received one of three juror's choice awards for three-dimensional art in 2019, though they say they were far from the only worthy participants. "We try to take it with a grain of salt because there were so many really great artists there," Wicks says. "The more awards, something we did spoke to them and spoke to the judges, and we're grateful to that." Morrison, whose 10 mixed-media works received the award for best presentation in 2019, says the Columbus festival creates a balance of all things necessary for a successful arts event by bringing together excellent organizations, art supporters and community members, and artists. "Whatever they're doing, they're doing it right in serving their community," Morrison says. "Everybody's doing their part, and it's just wonderful to see. It's a beautiful mix of artists and it's really the heart of the show on its debut post-pandemic."

The return to a familiar location will make the festival's return all the more welcoming for repeat attendees. While the Arts District has much to offer, the waterfront area has come to feel like a necessary part of the festival. "We just weren't able to reach a safe street closure agreement," says Jani Goldstein, CEO/CA's vice president of marketing, communications and events. "Our catering and our safety folks' going to be the most important thing, so the streets have to be completely closed, and there were just too many concerns about the reopening that would have to be done. So we said, you know what, we'll wait."

At the waterfront location, organizers and artists got a familiar wave while attendees got some of the best views of the city.

**FESTIVAL HOURS**  
Friday, June 10: 11 a.m. - 10:30 p.m.  
Saturday, June 11: 10 a.m. - 10 p.m.  
Sunday, June 12: 10 a.m. - 5 p.m.

Friday and Saturday, entry begins close to 9 a.m., though artists have the option to stay open later.



Wellman & Beach Poetry

"I think this is maybe our forever home now," Goldstein says. Find more information at [www.columbusartsfestival.org](http://www.columbusartsfestival.org).

Lindsay Capitta is a contributing writer at Columbus Media Group. Find her work at [lindsay@lindsaycapitta.com](mailto:lindsay@lindsaycapitta.com).

Attendees join in the art at the Super Art Lounge during the Arts District Activities Village.



Hand-crafted leather-bound journals by Teresa Morrison



Photo by 2021 ColumbusArtsFestival



# media partnerships





**WOSU**  
public media



PSA



**Mix107.9**





**12**  
**artist**  
**awards**

**\$21,000**  
**in cash**  
**awards**

**212**  
**juried**  
**exhibition**  
**artists**

ARTIST AWARDS  
SPONSORED BY



**BEST OF SHOW (\$4,000)**

**Richard Wilson**, drawing (Greenville, NC)

**JURORS' CHOICE, 3-DIMENSIONAL (\$2,000 EACH)**

**Danielle Blade & Stephen Gartner**, glass (Ashley Falls, MA)

**Benjamin Lamb**, 3D mixed media (Columbus, OH)

**Nick Molignano**, wood (Oneonta, NY)

**JURORS' CHOICE, 2-DIMENSIONAL (\$2,000 EACH)**

**Penny Dobson**, 2D mixed media (Northport, AL)

**Tina Leto**, photography (Chicago, IL)

**Paige Whitcomb**, photography (Springfield, MO)

**MERIT AWARD (\$1,000 EACH)**

**Jeanne Akita**, fiber (North Richland Hills, TX)

**Niko Culevski**, fiber (Mukilteo, WA)

**Jason Johnston**, sculpture (Columbus, OH)

**BEST PRESENTATION (\$1,000)**

**Thomas Bothe**, ceramics (Washington, PA)

**BEST EMERGING ARTIST (\$1,000)**

**Zach Vincent**, leather (Columbus, OH)

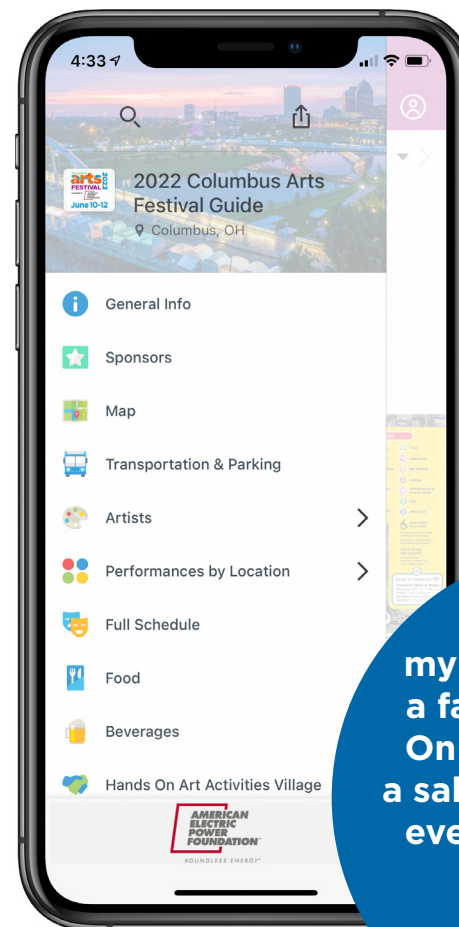
Artist Awards commissioned by the Arts Festival  
from Columbus-based artist Larry Tuber.





# festival app

**4,235**  
downloads  
**30,835**  
app sessions



“This was my first time having a fair in Columbus... On Saturday I made a sale more often than every five minutes.”

- PAINTER

“It was our first year, but the engaged clients and overall friendliness (were the highlight of my show). Feels like we had established friendships without ever being here before. We felt at home sharing our work.”

- PHOTOGRAPHER





## PRESENTING SPONSOR

**AMERICAN  
ELECTRIC  
POWER  
FOUNDATION** <sup>SM</sup>

“The arts not only give our communities beautiful paintings and engaging performances, but they also build connection and understanding,” said Janelle Coleman, vice president, Community Engagement, Diversity & Inclusion, and president of the American Electric Power Foundation. “For more than 60 years, the Columbus Arts Festival’s free performances, exhibitions and hands-on activities have made the arts more accessible for Central Ohioans of all ages. The AEP Foundation is proud to be a presenting sponsor of the Festival to help showcase talented artists and encourage connection and creativity in our communities.”

JANELLE COLEMAN,  
AEP FOUNDATION





ABC6 Bicentennial Stage  
sponsored by





Shadowbox Live  
and  
We Were Promised Jetpacks  
sponsored by



**WORTHINGTON**  
INDUSTRIES









Mistar Anderson  
sponsored by





Patron Party  
sponsored by



THE OHIO STATE  
UNIVERSITY



"Talking to  
so many savvy  
art buyers. It is so nice  
to be in a demographic  
that appreciates and  
supports art."

- 2D MIXED  
MEDIA ARTIST





Big Local Arts Village & Demos  
and  
Big Local Music Stage  
sponsored by

covermyeds®



“Columbus Arts  
Fest brings so many  
people out and there are  
more activities for families  
than most shows.”

- PAINTER







Volunteer Corps  
sponsored by  
**BANK OF AMERICA**

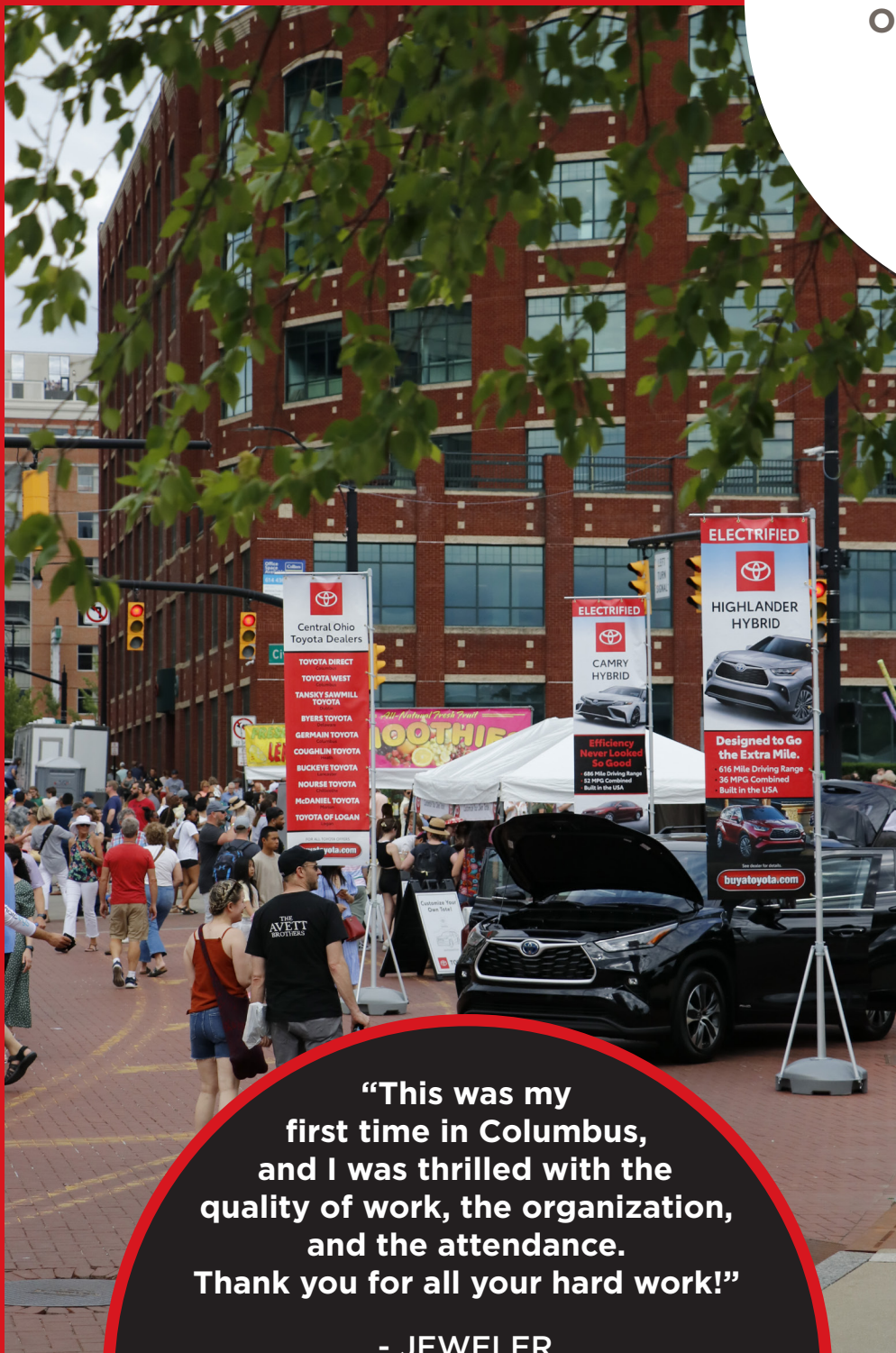




## Official Vehicle Sponsor



Central Ohio  
Toyota Dealers



**"This was my  
first time in Columbus,  
and I was thrilled with the  
quality of work, the organization,  
and the attendance.  
Thank you for all your hard work!"**

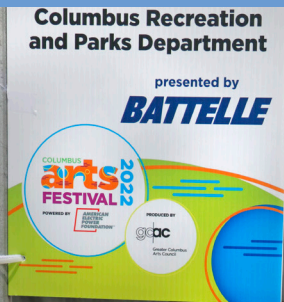
**- JEWELER**





Hands-On Art Activities Village  
presented by

**BATTELLE**





Grasspatch Theatre  
and Children's Gallery  
presented by





Sustainability Sponsor



“IGS Energy is proud to partner with GCAC as they continue to take the Columbus Arts Festival in an innovative and progressive direction, prioritizing sustainability. They have really leaned into finding ways to be good stewards of the materials used and disposed of at the festival, which aligns closely with IGS Energy’s commitment to sustainability.”

ELIZABETH LUGVIEL, IGS ENERGY





Big Local Beer Garden  
presented by





## Beverage Sponsors



**Whole World  
Lemonade**

**PURE  
LEAF**



“I could see  
the Festival was a  
well-oiled machine that has  
taken many years to cultivate  
and plan and I was impressed  
that decision makers had  
been so thoughtful.”

-2D MIXED MEDIA ARTIST





# film at the fest

sponsored by  
JPMORGAN CHASE & CO.

presented by

 FILM COLUMBUS

  
gateway film center



**“Best show  
we have ever  
had. More than  
\$31,000+.”**

- CERAMICIST



Shade Oasis  
sponsored by

King business interiors

“Such a success  
this year and the  
energy at the Festival was  
amazing!!! Keep up the good  
work GCAC! And the crowd  
was amazing with the  
huge turnout this year!”

DARLA KING  
OWNER/PRESIDENT,  
KING BUSINESS  
INTERIORS





# COVID Vaccine and Family Care Station sponsored by



THE CITY OF  
**COLUMBUS**  
ANDREW J. GINTHER, MAYOR

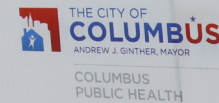
COLUMBUS  
PUBLIC HEALTH



**5,000  
COVID  
tests**

**111  
COVID  
vaccines**

FREE  
**COVID-19  
VACCINE CLINIC**  
NO APPOINTMENT NEEDED



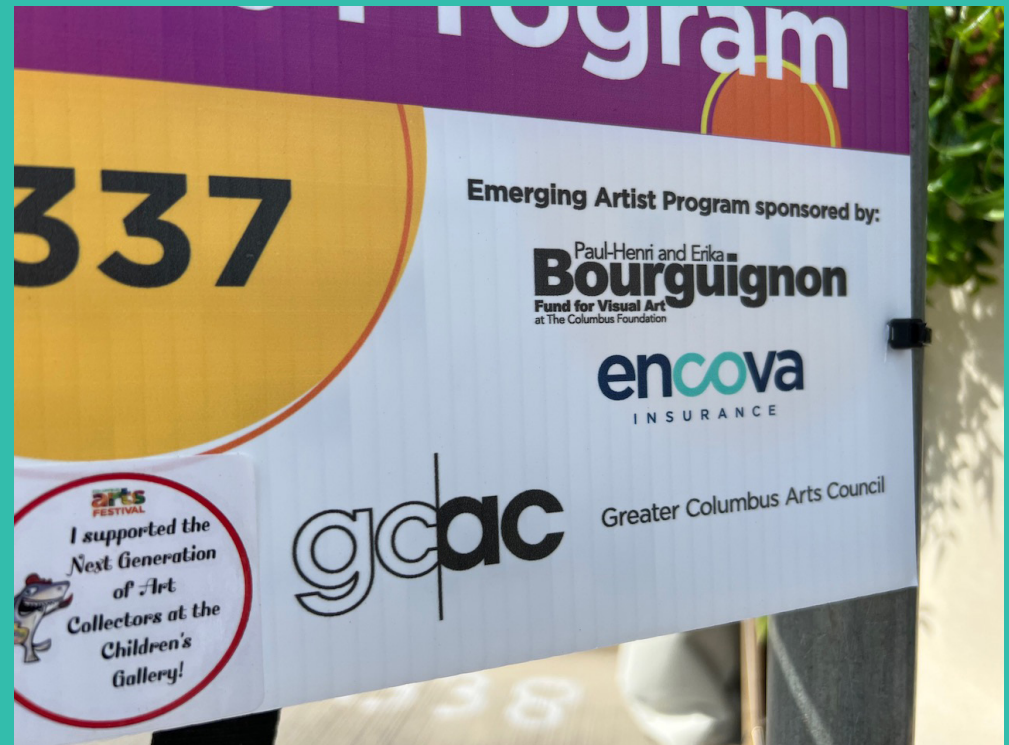
The Vaccine and Family Care mobile unit distributed 5,000 COVID tests and administered 111 COVID vaccines and boosters. The community engagement also included NARCAN distribution, CPR training and education about substance use disorder and smoke detector installation by Fire Department.



Emerging Artists  
sponsored by

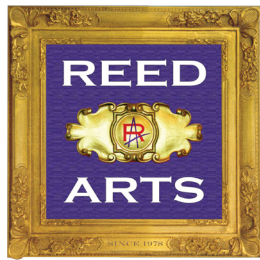
Paul-Henri and Erika  
**Bourguignon**  
Fund for Visual Art  
at The Columbus Foundation

**encova**  
INSURANCE





Selfie Frame  
presented by



Hotel Partners

**THE WESTIN**  
COLUMBUS

HOTEL  
**LEVEQUE**

AUTOGRAPH COLLECTION®  
HOTELS

**H Holiday Inn**  
AN IHG® HOTEL



IRRESISTIBLE  
SINCE  
**Graeter's**  
1870





Riverfest  
presented by



MID-OHIO REGIONAL  
**MORPC**  
PLANNING COMMISSION



**RAPID 5**



“...The news spots and features absolutely got people there. A lot of customers said they saw them and that’s why they came out.”

- FIBER ARTIST

“...We couldn’t believe how amazing our time in Columbus was from the show to the surrounding areas. We stayed right by the show and [were] able to walk to and from the show with ease. Plus, found amazing vegetarian and brewery options. Hope we’re back! People in attendance loved us! We also bought art from other artists we’ve never seen before.”

- PHOTOGRAPHER





**“Continuous enthusiastic crowds filled our double booth during most of the show.”**

- SCULPTOR

**“Two little girls who bought art in 2019 and came back to get a personalized signature on the back. I enjoyed watching the committee deliver the BEST OF SHOW to one of my neighbors who I thought deserved it.”**

- KELSEY MERKLE  
2D MIXED MEDIA ARTIST

**“So great to be back (and thrilled to be downtown on the river!!!) Our fantastic block captain ensured everything went [smoothly]. Columbus has the most enjoyable set up and breakdown, and nonstop sales in between. Thanks for allowing us to close an hour early on Sunday to beat the weather.**

- WOODWORKER

**“I think the show is executed with thoughtful skill and creative problem solving. The growth and [evolution] of the [CAF] over the years [shows] how much the show means to all involved in producing it. The [CAF] is indeed a case study in how any art commission in any city [around] the US can look-to as a model of [excellence].”**

- PHOTOGRAPHER

**“Outstanding staff and volunteers! When the table and chairs I rented didn’t appear, the staff found substitutes immediately. And my area captain checked in with me consistently. Everyone was very kind and very helpful, which makes a tremendous difference and sets a great tone for the whole weekend. Kindness is contagious and you really shared positivity and a helpful attitude, and I am grateful!”**

- JEWELER

**“I am so unbelievably grateful to be part of this community here in Columbus, Ohio where the arts are celebrated and supported with such enthusiasm. ... I cannot believe how many pieces found new homes... And a HUGE thank you to the @columbusartsfest for putting on such a spectacular event. Your work, dedication and preparation made this event so easy and memorable.”**

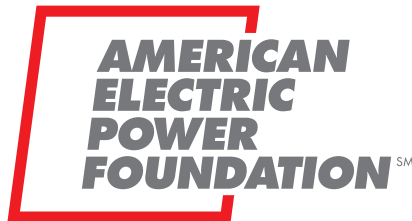
@AMYTHEMAKIST



COLUMBUS  
**arts**  
FESTIVAL 2022

POWERED BY

AMERICAN  
ELECTRIC  
POWER  
FOUNDATION<sup>SM</sup>



The Columbus  
**Dispatch**  
dispatch.com

**WOSU**  
public media

Bath&Body Works<sup>®</sup> covermymeds<sup>®</sup>

**BANK OF AMERICA**

**BATTELLE**

**WORTHINGTON**  
INDUSTRIES

  
**THE OHIO STATE**  
**UNIVERSITY**

  
Central Ohio  
Toyota Dealers



JPMORGAN CHASE & Co.

 **Huntington**

 **PNC**





## CONTRIBUTING PARTNERS

ABLE Roofing	Reed Arts
Champion Windows	State Farm
Cutco	T-Mobile
King Business Interiors	Universal Windows Direct

## COMMUNITY PARTNERS

Aladdin's Restaurant	Columbus Recreation & Parks	Mollard Consulting
Barcelona	COSI	MORPC
BrewDog	Cultural Arts Center	Oakland Nursery
Cameron Mitchell Catering	Due Amici	OSA Technology Partners
Columbus Downtown Development Corporation	Experience Columbus	Stauf's
Condado Tacos	Lasting Impressions	Tonic Studios
	Metro Parks	Zen Genius









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## ARTS COUNCIL STAFF

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**Kayla Green**, director of finance & administration

**Sue Jones**, executive assistant & board liaison

**Raixa Velazquez**, finance & administrative  
coordinator

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**John Daugherty**, director

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**Jenica Richards**, festival and special events  
coordinator

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**Alison Barret**, grants & services director

**McKenzi Swinehart**, grants & services manager  
and photographer

**Dayvon Nichols**, grants & services associate

## MARKETING COMMUNICATIONS & EVENTS

**Jami Goldstein**, vice president of marketing,  
communications & events

**Lacey Luce**, marketing, communications &  
events strategist

**Nick Dekker**, marketing, communications &  
events administrator and photographer

**Madison Everett**, marketing & events intern

\* Festival committee member

See you next year!

COLUMBUS  
**arts** 2023  
FESTIVAL

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JUNE  
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at the riverfront







# COLUMBUS **arts** FESTIVAL



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**For sponsorship information, contact  
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