

# COLUMBUS ARTS FESTIVAL

JUNE  
9-11  
DOWNTOWN  
RIVERFRONT

GC  
AC

POWERED BY

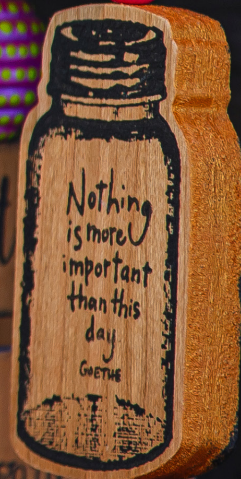
AMERICAN  
ELECTRIC  
POWER  
FOUNDATION

PRODUCED BY

GREATER COLUMBUS  
ARTS COUNCIL



# 2023 CORPORATE AND COMMUNITY PARTNER REPORT



go places &



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## Thank you for the generous support from our sponsors and community partners!

There was so much to celebrate at the 61st annual Columbus Arts Festival Powered by American Electric Power Foundation. The Columbus community came out in droves to purchase artwork, see live performances and enjoy all that the Columbus Arts Festival has to offer. This year saw some great new additions to the Festival for audiences to enjoy. Our Friday night fashion show was a huge hit with crowds coming out to see Columbus based designers shine on the riverfront and cementing its place as a fan favorite that will be back next year! Scribble, a pop up arts event sponsored by Deloitte, brought live painting demonstrations to the Festival. Audiences watched new works of art go from a blank 4' x 4' piece of plywood to a work of art over the weekend.

Returning again this year was the Kids Hands-On Activities Village sponsored by Battelle. This area doubled in size over last year and provided free, engaging activities and performances for kids and families. The highlight of the Village is always the Children's Gallery that allows children under 12 the ability to choose their own art pieces! This year the Teen Gallery was introduced to allow ages 12-17 to grow their collections as well.

All of these wonderful elements were complimented by more than 225 national artists, 60 Columbus based artists in the Big Local Arts Village, three stages of music, dance,







theatre and spoken word along with plenty of food and drinks. Another new point of pride for the Festival was that all drink vendors were Ohio based, truly showcasing to a massive audience what local brands can offer.

The Columbus Arts Festival is more than just talented individuals and great programming coming together. It is a free event, open to the entire community, and one that creates an equitable and accessible way for all people to experience the arts. The Greater Columbus Arts Council's vision is "a thriving Columbus where the arts matter to all of us." There is no better place to see how arts matter to our community than these three days on the riverfront.

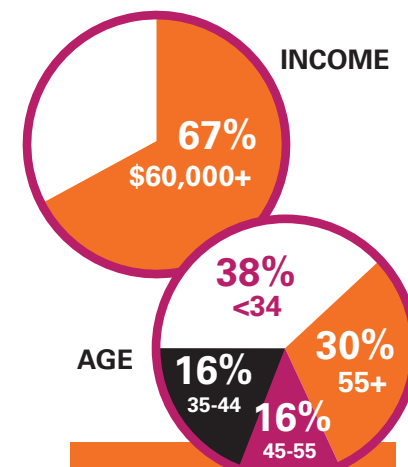
GCAC and the volunteers who work tirelessly year-round to bring this gift of arts to the city could not do this work without your support. It is because organizations like yours recognize and value arts in our community for everyone that we are able to make this vision a reality.

Thank you for making Columbus a place where art thrives for all people. We can't wait to be with you all again, carrying this mission forward on June 7-9, 2024.

Alexis Perrone  
Festival Director



## DEMOGRAPHICS



## ETHNICITY

White	76%
Black/ African American	11%
Asian American/ Pacific Islander/ Asian	5%
Hispanic/Latino	4%
Other	4%



For complete demographics go to:  
[columbusartsfestival.org/  
support/become-a-sponsor](https://columbusartsfestival.org/support/become-a-sponsor)





# EVENT HIGHLIGHTS

Over **100** performances across **3** stages



**FASHION  
AS ART**



**MOJOFLO**







**GHOST SHIRT**



**DEHD**





# PAID MEDIA

“

Columbus Arts Fest is going down as one of our favorites this year. Thank you for putting together such a professional art-centric event. The quality of the event was evident at the outset and reflected in the focus and excitement of the attendees. I had so many insightful and inspiring connections with viewers. I really can't say enough good things!! We loved exploring Columbus and picking up the diverse and eclectic vibe of the city!! We definitely will be applying again next year with fingers crossed!! THANK YOU!!!”

**Naomi Hart**

ARTIST, 2D MIXED MEDIA



# Marketing and Promotions

**30 million**  
total impressions  
(paid and earned)

## PAID IMPRESSIONS

**5.2 million**  
print

**8.6 million**  
outdoor

**8.2 million**  
digital

## DIRECT PROMOTIONS

**15,000**  
info cards distributed

**20,000**  
pocket maps distributed

## DIGITAL & SOCIAL IMPRESSIONS

**2.62 million**  
total social media impressions

**WEBSITE**  
**441,753**  
website page views  
**120,401**  
users

## INFLUENCER CAMPAIGN

**145,300**  
additional people reached on  
Cbus influencer social channels  
**9,700+**  
engagements  
**\$111,300**  
estimated media value

## FEST FAN E-NEWSLETTER

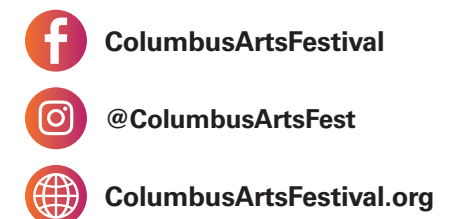
**3,832**  
subscribers with  
12 newsletters sent  
**45,984**  
total impressions

## SOCIAL MEDIA FOLLOWERS

**33,567**  
Facebook followers  
**487,652 total reach**  
(from 1/1–6/20)

**7,983**  
Instagram followers  
**47,163 total reach**  
(from 1/1–6/20)

**107,000+**  
views on Reels

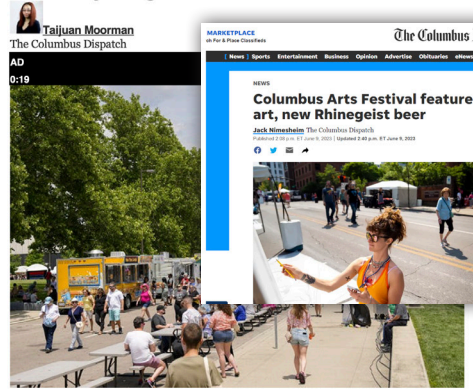




# EARNED MEDIA

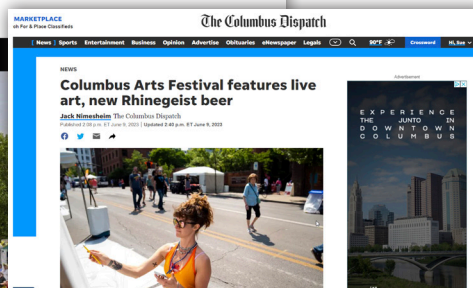
## The Columbus Dispatch

### ARTS Columbus Arts Festival returns this June: What you need to know before you go



One of Columbus' signature summer events, the Columbus Arts Festival, returns next month.

The six decade-old festival is set to bring more than 200 visual artists to the Scioto Mile riverfront as well as three stages of music, dance, poetry, fashion,



## 614 Magazine



## Media Partnerships

### PRINT/ONLINE

**156**  
articles

**\$7.7 million**  
in publicity value

**1.2 million**  
potential audience

### TV/RADIO

**240**  
stories

**\$201,399**  
in publicity value

**4.6 million**  
potential audience

### TV:

ABC6/FOX28/CW,  
WOSU

**1,218**  
Spots

### RADIO:

CD92.9, WCBE,  
WOSU, WSNY

**1,156**  
Spots

**5 million+**

listeners and viewers

**\$176,500**  
total TV & radio in-kind value



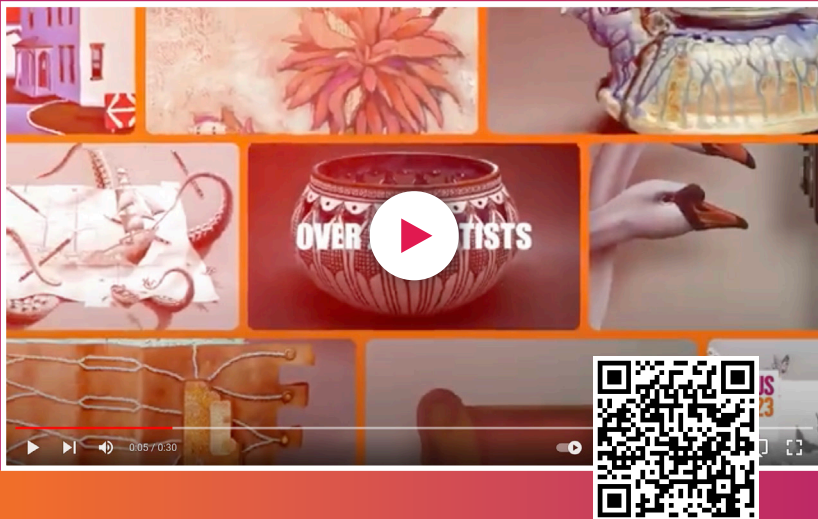
I like to be involved with the Columbus Arts Festival because of what it offers the Columbus community. It gives artists of all different types, genres, and media the chance to have their work seen and cherished. It also gives everyone attending the festival the chance to find meaningful art and to watch exciting performances that they may not have found without it. The Arts Festival is all about sharing your own talents and appreciating the talents of others, and that is pretty amazing.”

**Andrew Protopapas**

VOLUNTEER, DANCE AND THEATER



# Media Partnerships



“

This festival has a good vibe for sure. Walking in the morning I could feel the excitement starting, and throughout the day customers were mostly happy and loving the event. Also the social media updates and videos every day were great!!”

**ARTIST, FIBER**



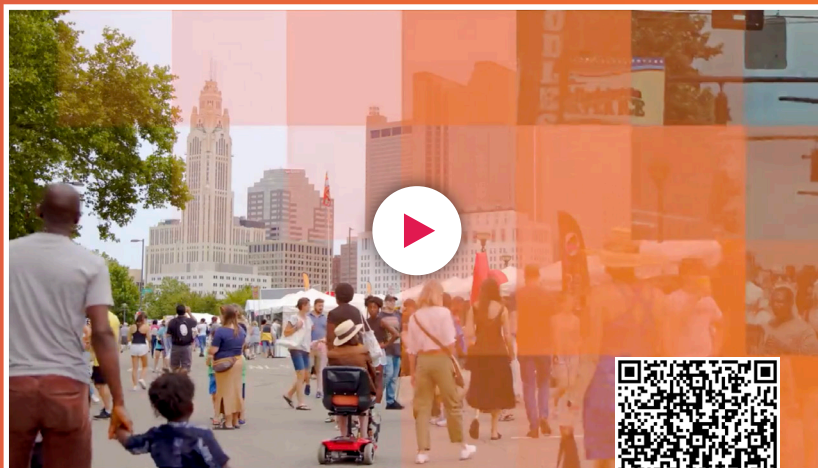
“

I had ABC6 interview me on Saturday. I think I had at least 100 people say they saw me. I had such good sales I ran out of stock. Thanks for inviting me.”

**Dick Cooley**  
ARTIST, SCULPTURE



**WOSU**  
public media





**12  
ARTIST  
AWARDS**

**\$21,000  
IN CASH  
AWARDS**

**212  
JURIED  
EXHIBITION  
ARTISTS**

ARTIST AWARDS  
SPONSORED BY



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

Miranda Heward, 2-Dimensional (Bridgman, MI)

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

Jonah Ballard, painting (Goodyear, AZ)

Lee Galusha, 2D mixed media (Chicago, IL)

Richard Wilson, drawing (Greenville, NC)

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

Luis Gonzalez, wood (Miami, FL)

Rezgar Mamandi, 3D mixed media (Ashburn, VA)

Joshua Schottenstein, ceramics (Columbus, OH)

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

Jaiymie Kiggins, Emerging Artist/sculpture (Lancaster, OH)

H. C. Porter, 2D mixed media (Vicksburg, MS)

Evan Williams, Emerging Artist/painting (Columbus, OH)

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

Zach Vincent, leather (Columbus, OH)

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

Emily Sekerak, printmaking (Newark, OH)

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





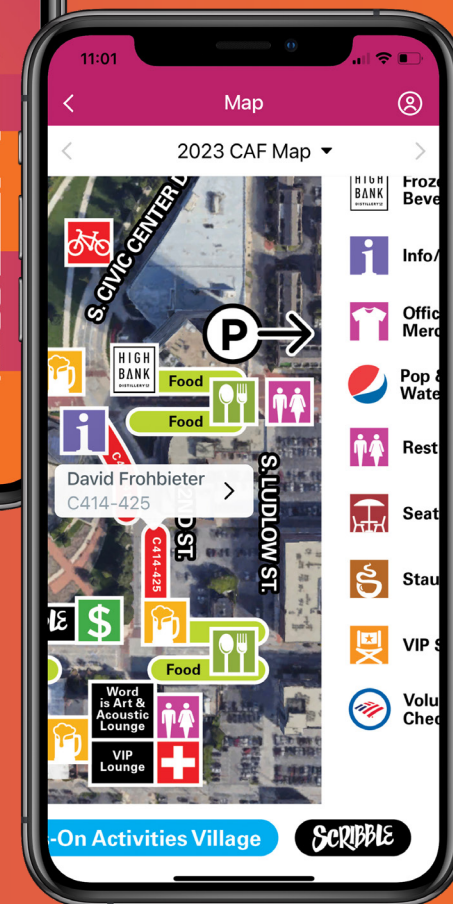
# FESTIVAL APP



My largest sale was to an attendee who saw me on your website and went to my website and picked the piece she wanted before even coming to the show."

ARTIST, PAINTER

**3,023**  
**downloads**  
(12,000+ downloads  
since introduction of  
app in 2018)  
**29,443**  
**app sessions**





PRESENTING  
SPONSOR

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









VOLUNTEER CORPS  
SPONSORED BY

**BANK OF AMERICA** 



“

I started volunteering for the Columbus Arts Festival almost a decade ago as a way to support my incredible community. I had no idea then that I would eventually run an Arts Center with its OWN ARTS FESTIVAL so the experience has been invaluable. I look forward to this event every year, I have made deep and lasting friendships with those on my committee. The CAF is one of the highlights of my year, I love seeing so many people from differing backgrounds coming together to support the arts community.”

**Kim Goodman**  
VOLUNTEER





“

I volunteer because I love the interaction, with artists, with fellow volunteers and with patrons. I get to be directly useful and be someplace I love. It's a win win.”

**Ryan Orbaker**  
VOLUNTEER





KIDS HANDS-ON ACTIVITIES VILLAGE  
PRESENTED BY

**BATTELLE**



“

The festival layout this year was fantastic! So much easier to move around and see things. Loved the local artists and kids activity sections.”

**Mary Immer**  
ATTENDEE







PATRON PARTY  
PRESENTED BY

# JPMORGAN CHASE & Co.







“

It was my first year purchasing one but it will not be my last! Thank you for a great experience”

**Patron Package Purchaser**







## THE OHIO STATE UNIVERSITY



“

Thank you for a truly wonderful show. I'm always in awe of how you all manage to make such a huge show so easy and doable for the artist. It's just so well organized and everyone who is helping out with it is so helpful and conscious of us in a good way. You definitely make the artists feel like they matter and are taken care of.”

**Melissa Oesch**  
EMERGING ARTIST

**DOWNTOWN  
RIVERFRONT**

**COLUMBUS  
ARTS 2023  
FESTIVAL**

**JUNE  
9-11**



POWERED BY  






PRODUCED BY  
**GREATER COLUMBUS  
ARTS COUNCIL**  
  
225+ Artists  
Music, Dance,  
Theater and  
Spoken Word  
  
Great Food  
and Craft Beer  
Family Fun  
Get your VIP  
package now!

HEADLINERS AT GENOA PARK MAIN STAGE



**MOJOFLO**  
Friday Night  
**DEHD**  
Saturday Night

[ColumbusArtsFestival.org](https://ColumbusArtsFestival.org)  
 [ColumbusArtsFest](#)













OFFICIAL VEHICLE SPONSOR



Central Ohio  
Toyota Dealers

“

Thank you for giving me the opportunity to participate in such a wonderful art festival. The staff and volunteers are very kind and helpful to all the artists. Although the bad weather on Sunday ended the festival early. But most artists, including myself, sold a lot of work.”

**Godwin Kou**  
ARTIST, PAINTING







“

It is truly the best show out there as far as the ease of load-in, load out, hospitality, etc. Not to mention so well attended that it is impossible not to make money.”

**Alan Boatright**  
ARTIST, 2D MIXED MEDIA





ARTIST AWARDS  
SPONSORED BY



“

It was a wonderful weekend, despite the early close.  
And for my first festival, couldn't have imagined it to be  
much better. :)”

**Joshua Schottenstein**  
ARTIST, AWARD WINNER, CERAMICS





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



GENOA PARK MAIN STAGE  
SPONSORED BY



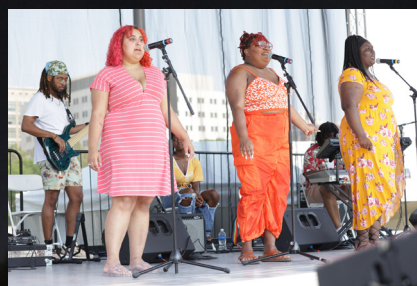
“

The Arts Festival was an incredible opportunity for us to share our music with our fans in a beautiful setting. As well as play for so many new people interested in hearing new independent music.”

**Ghost Shirt**  
PERFORMERS









## FESTIVAL SPONSOR



“

One of my favorite newer paintings sold on Saturday, it was a larger piece too. The turnout was fantastic, and I was impressed by the amount of people showing up in the later hours. I also sincerely appreciate the fair's response to the weather, and threat of possible severe weather.”

**ARTIST, PAINTER**



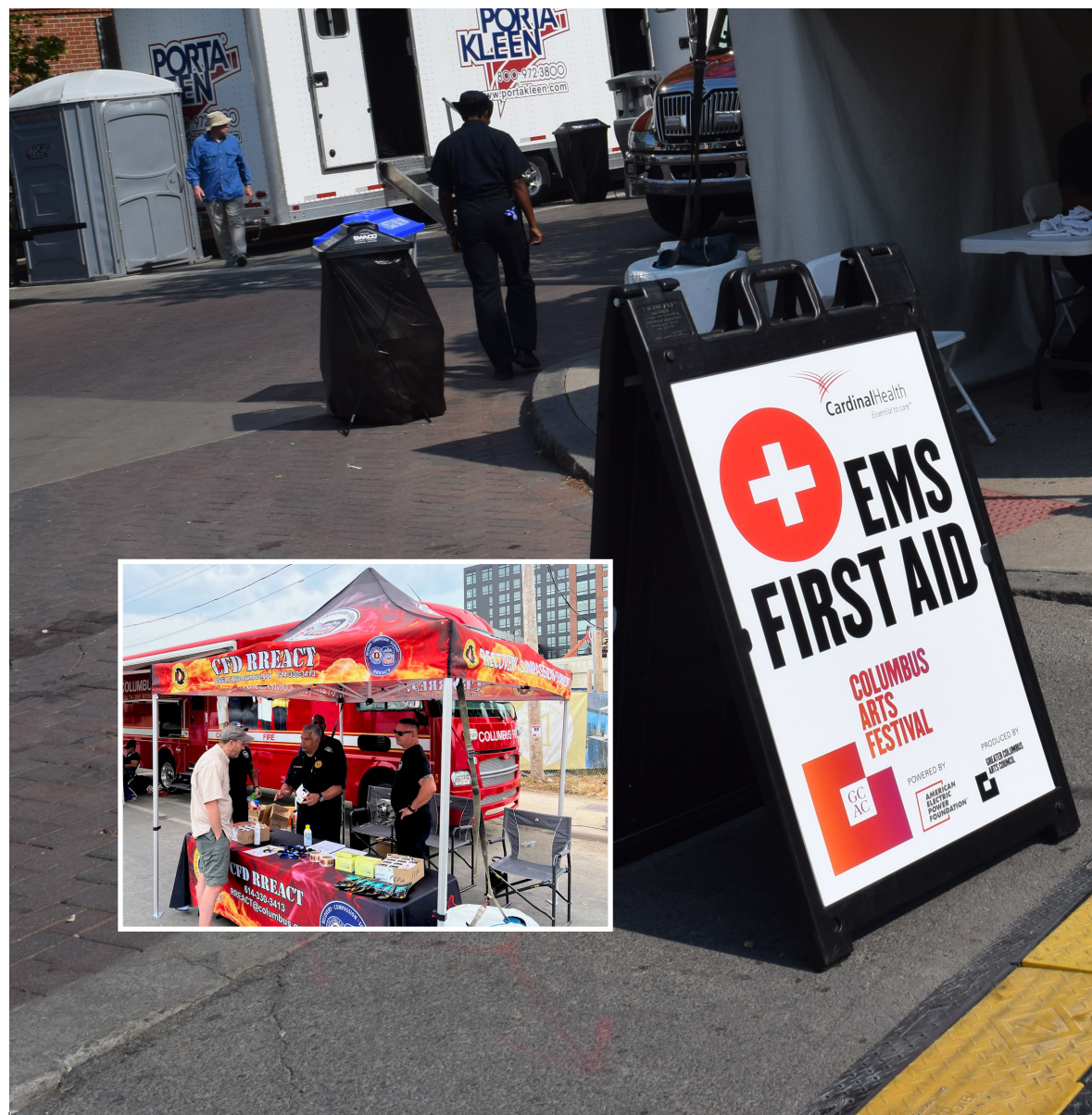
EMS/FIRST AID  
SPONSORED BY



“

Everyone in Columbus was really amazing and really supportive, we loved everything about this experience.”

ARTIST, PAINTER





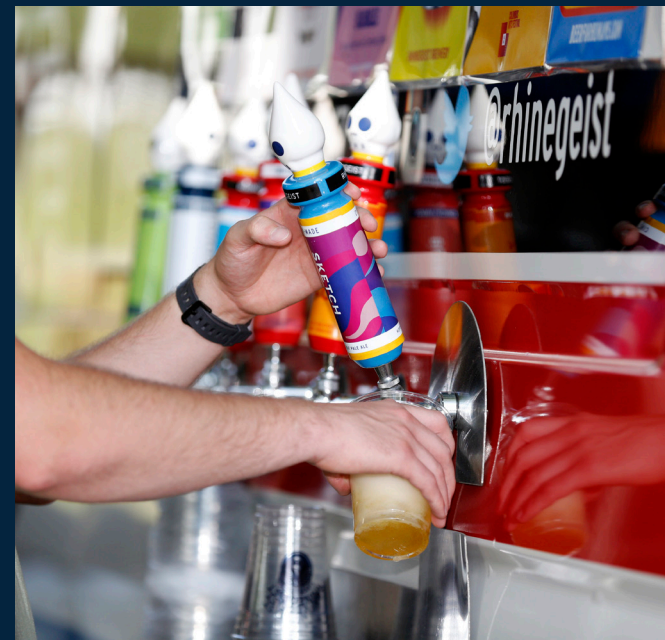
BIG LOCAL BEER GARDEN  
PRESENTED BY



“

As sponsors of the Columbus Arts Festival, we embrace a meaningful partnership that extends beyond financial contributions. By joining forces with this esteemed festival, we actively participate in enriching the vibrant Columbus community. Our collective investment makes a profound and rewarding impact, fostering a sense of fulfillment and purpose.”

**Marissa Beck**  
RHINEGEIST





“

Being a local sponsor for the Columbus Arts Festival is a special honor. The art community is integral for our city to thrive, and our team had an unforgettable experience being able to connect with this community. Being able to directly engage with such a substantial, supportive audience was an incredible branding building opportunity. The brand exposure and positive feedback we received through sponsoring was unparalleled. The Arts Fest team allowed us to make the most of this partnership, helping us every step of the way.”

**Jenna Fisher**  
HIGH BANK

## FROZEN COCKTAILS SPONSORED BY





GLOBAL WATER DANCES  
SPONSORED BY

encova  
INSURANCE



“

We so appreciate you looking out for us and preventing disasters. Please extend my thank you to the entire Columbus Art Fair team for all the hard work that you guys put into to make the show a wonderful event!! Looking forward to applying for next year and hopefully get juried in. !! I was actually very appreciative of the proactive action of the team and the decision to close the show early. Safety first!!”

**Cecilia Labora**  
ARTIST, JEWELRY





SUSTAINABILITY SPONSOR



**15,340 LBS. OF WASTE  
10,760 LBS. OF RECYCLING  
REMOVED BY 786 PERSONNEL HOURS  
OVER 5 DAYS**



“

A lot of people come to the festival,  
and appreciate art seriously and buy.”

**ARTIST**



EMERGING ARTISTS  
SPONSORED BY

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

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

Emily Sekerak, printmaking (Newark, OH)

Miriam Baranov, Columbus, OH  
Crystal Blake, Orient, OH  
Brittany Cosgrove, Columbus, OH  
Douglas Daniels, Marysville, OH  
Nicole Derifield-West, Columbus, OH  
Dan Gerdeman, Pickerington, OH  
Glenn Gustafson, Columbus, OH  
Jaiymie Kiggins, Lancaster, OH  
Sara Krivicich, Columbus, OH  
Juhi Lodha, Lewis Center, OH  
Amanda McGee, Galena, OH  
Brionna Mendoza, Columbus, OH  
Brad Noble, Columbus, OH  
Anna Sokol, Columbus, OH  
Emily Strange, Columbus, OH  
Ellen Thomas, Columbus, OH  
Evan Williams, Columbus, OH



“

Thank you so much for such a wonderful opportunity! It was truly a magical experience that I will cherish always”

**Nicole Derifield-West**  
EMERGING ARTIST



“

The emerging artist program was very helpful and it was a great first festival experience.”

**EMERGING ARTIST**



SCRIBBLE  
PRESENTED BY

**Deloitte.**





BIG LOCAL ARTS VILLAGE & DEMOS  
AND BIG LOCAL MUSIC STAGE  
SPONSORED BY



“

People were excited to see local artists getting a chance to exhibit and sell at such a large festival.”

ARTIST





“

As a first time artist it was nice to participate in such a well run show. Will definitely apply for next year.”

**ARTIST, 2D MIXED MEDIA**





SHADE OASIS  
SPONSORED BY

business interiors  
**King**



**SEATING**  
PROVIDED BY

business interiors  
**King**



**ADDITIONAL  
SEATING**  
PROVIDED BY

business interiors  
**King**



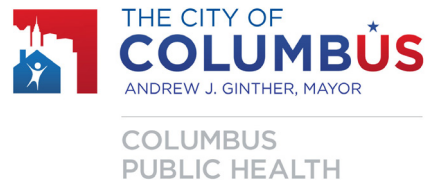
GENOA  
PARK  
MAIN  
STAGE

BEER  
GARDEN





FAMILY CARE STATION  
SPONSORED BY



# COVID & FLU VACCINES



Offered in partnership with  
Columbus Public Health and  
Columbus Division of Fire

# FAMILY CARE STATION



COLUMBUS  
PUBLIC HEALTH



PRODUCED BY  
GREATER COLUMBUS  
ARTS COUNCIL



“

Honestly, this was one of the best  
organized shows I have done.  
I will 100% be reapplying for 2024.”

ARTIST, DIGITAL ART



BEVERAGE SPONSORS



GRAHAM + FISK'S  
WINE-IN-A-CAN



Whole World  
Lemonade





PATRON PARTY  
HOSTED AT

# THE JUNTO





## HOTEL PARTNERS



THE  
**JUNTO**

**THE WESTIN**  
COLUMBUS

“

I was the second reader during the Skaters Gonna Skate read on Saturday 6/10/23. It was so much fun!! My family, friends and I had a great time. What a beautiful day to be part of art...”

**Camika Watters**  
PERFORMER



“

Thanks for all your hard work this weekend! We had a fantastic show!! Hope to see you next year.”

**Lisa Keys**  
ARTIST, 2D MIXED MEDIA

“

What an amazing event that was!! ...You should be so proud!! Thank you, a hundred times, for giving our students this opportunity. The response has been incredible.”

**Meg Brown**  
THURBER HOUSE







“

As a lover of the arts in Columbus, I think I understand the profound impact of GCAC on our city. May it continue to prosper.”

**Lynn Coons**  
VOLUNTEER, KIWANIS CLUB COLUMBUS





# COLUMBUS ARTS 2023 FESTIVAL

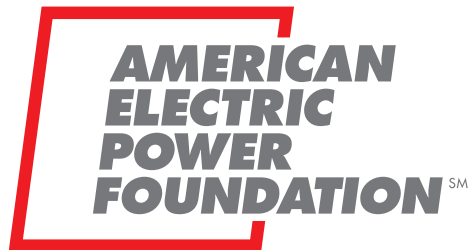
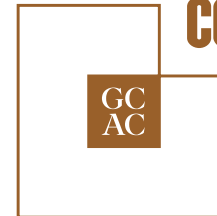


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GREATER  
COLUMBUS  
ARTS  
COUNCIL



JPMORGAN CHASE & CO.







## CONTRIBUTING PARTNERS

ABLE Roofing  
Cutco  
King Business Interiors  
Leafilter Gutter Protection

## COMMUNITY PARTNERS

Aladdin's Eatery  
Arena District  
Boozy Bakes  
Cameron Mitchell Restaurants  
Columbus Bike Valet  
Columbus Downtown Development Corporation

Compton Construction  
Condado Tacos  
Columbus Recreation & Parks  
COSI  
COTA  
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Experience Columbus

Heartland Bank  
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Mollard Consulting  
MORPC  
OSA Technology Partners  
Priscilla R. Tyson Cultural Arts Center

PureBAKLAVA  
Slammers  
Stauf's  
Tonic Studios  
Willowbeez  
SoulVeg  
Zen Genius



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**JUNE  
9-11  
2023  
DOWNTOWN  
RIVERFRONT**

**DOWNLOAD THE  
FESTIVAL APP**  
An interactive map, artist info, stage schedules and more.

PRODUCED BY



**ColumbusArtsFestival.org**  
Columbus Arts Festival  
ColumbusArtsFest

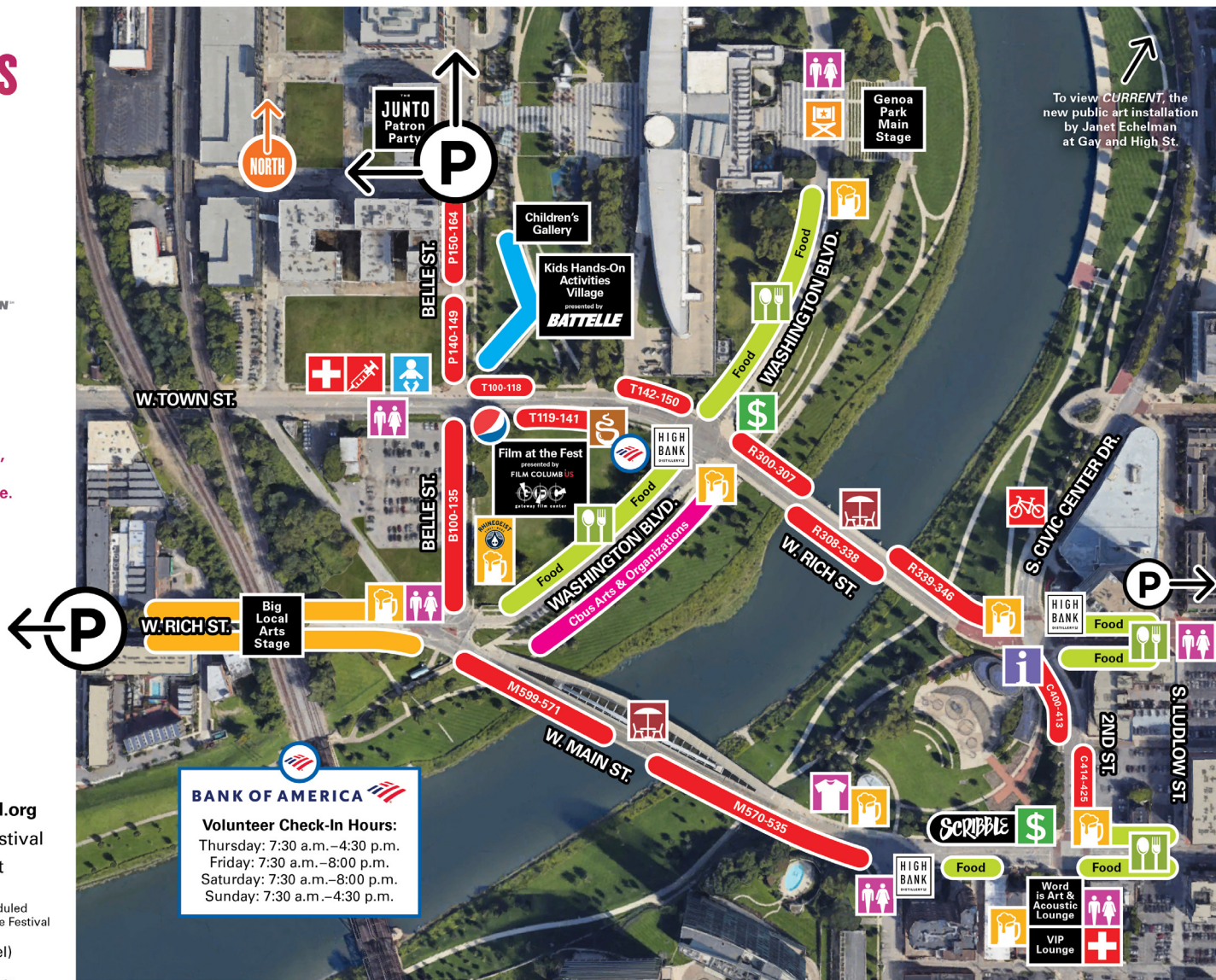
**COTA** COTA will operate regularly-scheduled bus service during each day of the Festival

Lost & Found: Located at COSI (lower level)

Lost Parents: COVID and Flu Vaccines:  
Located at First Aid Tents Offered in partnership with Columbus Public Health and Columbus Division of Fire

Wheelchair Accessible:

Parking: Posted at each parking lot or garage  
Restrooms: Available at all restroom locations



**Artists Food Big Local Arts Village & Demos Cbus Arts & Organizations Kids Hands-On Activities Village Scribble**





# 2023 GCAC BOARD OF TRUSTEES

Christie Angel, chair  
Michael Bongiorno,  
immediate past chair

David Teed, treasurer  
Eileen Paley, secretary

Lourdes Barroso de Padilla*	Karla Rothan
Raj Bellani	Matthew Satterwhite*
Cheryl Brooks-Sullivan	Jon Sherman*
Mike Bukach	Marshall Shorts
Mark Cain	Jayne Staley*
Shannon Crane*	Julie Taggart*
Robin Davis	Tariq Tarey
Alex Frommeyer	Yohannan Terrell
Lea Goldsmith*	Stefan Thomas*
Andrew Lippa	Amy Tillinghast
Celeste Malvar-Stewart	Sarah Townes*
Jim Negron	Cindy Webster
Emmanuel Remy*	

\* Festival committee member

# 2023 GCAC STAFF

## EXECUTIVE OFFICE

Tom Katzenmeyer  
president and CEO

Kayla Green  
chief financial officer

Sue Jones  
director of administration & board liaison

Raixa Velazquez  
finance & administrative coordinator

## COLUMBUS FILM COMMISSION

John Daugherty  
director

## COLUMBUS ARTS FESTIVAL

Alexis Perrone  
festival director

Kenneth Eaddy  
festival and special events coordinator

Jenica Richards  
festival and special events coordinator

## GRANTS & COMMUNITY OUTREACH

Alison Barret  
vice president of grants & community outreach

McKenzi Swinehart  
grants & community outreach director

Kimberly Cole  
grants & community outreach manager

Dayvon Nichols  
grants & community outreach associate

## MARKETING, COMMUNICATIONS & EVENTS

Jami Goldstein  
vice president of marketing, communications & events

Lacey Luce  
marketing, communications & events strategist

Nick Dekker  
marketing, communications & events administrator

 GCACCbus

 @GCAC\_Cbus

 ArtMakesColumbus

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 ColumbusArtsFestival

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**GCAC.org**

**ColumbusMakesArt.org**

**ColumbusArtsFestival.org**

Greater Columbus Arts Council  
182 E. Long St.  
Columbus, OH 43215  
614-224-2606







# COLUMBUS ARTS FESTIVAL

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FOUNDATION<sup>SM</sup>

For sponsorship information, contact  
Alexis Perrone, Festival Director  
aperrone@gcac.org | 614.221.8625

**GCAC.org**