2023 CORPORATE AND COMMUNITY PARTNER REPORT

COLUMBUS ARTS FESTIVAL

JUNE 9-11
DOWNTOWN RIVERFRONT

POWERED BY
AMERICAN ELECTRIC POWER FOUNDATION™

PRODUCED BY
GREATER COLUMBUS ARTS COUNCIL

Amazing
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
EVENT HIGHLIGHTS

Over 100 performances across 3 stages

FASHION AS ART

MOJOFLLO
GHOST SHIRT

DEHD
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)

<table>
<thead>
<tr>
<th>PAID IMPRESSIONS</th>
<th>DIRECT PROMOTIONS</th>
<th>DIGITAL &amp; SOCIAL IMPRESSIONS</th>
<th>INFLUENCER CAMPAIGN</th>
<th>SOCIAL MEDIA FOLLOWERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.2 million print</td>
<td>15,000 info cards distributed</td>
<td>2.62 million total social media impressions</td>
<td>145,300 additional people reached on Cbus influencer social channels</td>
<td>33,567 Facebook followers</td>
</tr>
<tr>
<td>8.6 million outdoor</td>
<td>20,000 pocket maps distributed</td>
<td>WEBSITE</td>
<td>9,700+ engagements</td>
<td>487,652 total reach (from 1/1–6/20)</td>
</tr>
<tr>
<td>8.2 million digital</td>
<td></td>
<td>441,753 website page views</td>
<td>$111,300 estimated media value</td>
<td>7,983 Instagram followers</td>
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**WEBSITE**
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- 120,401 users

**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

**FEST FAN E-NEWSLETTER**
- 3,832 subscribers with 12 newsletters sent
- 45,984 total impressions

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ColumbusArtsFestival
@ColumbusArtsFest
ColumbusArtsFestival.org

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**DIRECT PROMOTIONS**
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- 20,000 pocket maps distributed

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ColumbusArtsFestival
@ColumbusArtsFest
ColumbusArtsFestival.org
EARNED MEDIA

The Columbus Dispatch

CityScene

Columbus Creatives

614 Magazine
Media Partnerships

<table>
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<tr>
<th>PRINT/ONLINE</th>
<th>TV/RADIO</th>
<th>RADIO:</th>
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<tbody>
<tr>
<td>156 articles</td>
<td>240 stories</td>
<td>CD92.9, WCBE, WOSU, WSNY</td>
</tr>
<tr>
<td>$7.7 million in publicity value</td>
<td>$201,399 in publicity value</td>
<td>1,156 Spots</td>
</tr>
<tr>
<td>1.2 million potential audience</td>
<td>4.6 million potential audience</td>
<td>5 million+ listeners and viewers</td>
</tr>
<tr>
<td>$176,500 total TV &amp; radio in-kind value</td>
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"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
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
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Dick Cooley
ARTIST, SCULPTURE
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
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
“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
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
"It was my first year purchasing one but it will not be my last! Thank you for a great experience”

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

ARTIST, PAINTER
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
“

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

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

Nicole Derifield-West
EMERGING ARTIST
The emerging artist program was very helpful and it was a great first festival experience.
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
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 + FISKS
WINE-IN-A-CAN

Vintage Wine Distributor, Inc.

Whole World Lemonade

STAUF'S COFFEE

pepsi
PATRON PARTY
HOSTED AT
THE JUNTO
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

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
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
PHOTOS THROUGHOUT THIS REPORT WERE TAKEN BY ABINTRA PHOTOGRAPHY, SHIANN BANKS, NICK DEKKER, SHELLEE FISHER, DAVID HEASLEY, LACEY LUCE, JOE MAIORANA, MCKENZI SWINEHART, AND ISABEL WENING. GRAPHIC DESIGN BY FORMATION STUDIO.
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* Festival committee member

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Raixa Velazquez
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director

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SEE YOU NEXT YEAR!
JUNE 7–9
2024
DOWNTOWN RIVERFRONT

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