



# Driftless Area Art Festival

An Event of Community Development Alternatives, Inc., a 501(c)(3) Organization  
43495 Trout Creek Road, Soldiers Grove, WI 54655

November, 2016

The Driftless Area Art Festival marked its twelfth year in 2016, and we are happy to report on another successful event.

- We experienced record art sales...\$140,000 this year alone, adding up to over \$1,000,000 since we started in 2005. We've improved artists' incomes and helped make art endeavors viable businesses in our area.
- Our area is becoming known for its focus on foods, and we are part of it. Our food vendors sold over \$20,000 of local, often organic offerings.
- We've positively affected area businesses—motels, bed & breakfasts, campgrounds, restaurants, shops, service stations, orchards—who also benefit from our attendees. This year, using the established Wisconsin Department of Tourism formula, we calculated the regional economic impact of the art festival at nearly \$400,000.

We've made children an important component of the festival:

- Our KidsArt Gallery, KidsArt Creativity Zone, and Teen Art Gallery has been a place for children to express themselves and learn about art.
- Again this year, every child was able to give an artist (of any type) a "You are My Favorite Artist" award. This engaged the children and delighted the artists who received the awards.
- Auction of the 2015 winning KidsArt pieces returned \$575 to the art departments of area schools, and we awarded another \$500 through a drawing that included our participating schools. To date, we have contributed \$10,810 for art education in our schools.

The 2017 Driftless Area Art Festival will be held September 16-17 in Soldiers Grove, Wisconsin. Again, we are asking for your support, as income from booth fees cannot sustain an event of this caliber. We are simply asking for your pledge now, and will invoice you in June, 2017.

You are indispensable to our continued success. Thank you for what you have done in the past and for helping us this year and into the future.

Sincerely,

Jerry and Liz Quebe, Co-Chairs

On behalf of the Driftless Area Art Festival Organizing Committee

[www.DriftlessAreaArtFestival.com](http://www.DriftlessAreaArtFestival.com)

# Driftless Area Art Festival



## Festival

- 2016 event drew over 5,000 attendees
- Attendee zip codes from 262 locations, 21 states
- 89% surveys say art festival is primary purpose of trip
- Total on-site expenditures over \$160,000



## Visual Arts

- Exhibitors are limited to artists from the Driftless Area
- 2016 event showcased 78 artists
- Artist sales were over \$140,000
- Surveys show that the artists consistently rate this festival very highly compared to others in which they participate



## KidsArt

- KidsArt drew entries from 10 area school districts
- Kids Creativity Zone was very popular
- Auction of 2015 prize-winning pieces raised \$575 for school art programs (total since inception \$9,810)
- A drawing sent another \$500 to art education (total since inception \$1,000)
- Teen Art Gallery expanded in 5th year



## Culinary Arts

- Culinary arts featured regional food from organic to local to heritage selections
- Local beers and coffee were featured
- Food vendors grossed over \$20,000



## Performing Arts

- Performance artists came from the Driftless Area
- Musical groups provided continuous entertainment
- Attendees extended their stays to enjoy the "concerts"



## Silent Auction

- New addition this year
- Participating artists donated 60 pieces of original art
- Auction raised over \$3,000 in support of the festival



## Economics

- Using Wisconsin Dept. of Tourism guidelines, art festival attendees contributed \$388,000 to regional businesses (lodging, dining, shopping, services)
- The art festival operates on a break-even basis

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## 2017 Sponsorship Pledge

Sponsorship	Annual Investment	Recognition
Benefactor	\$500	<ul style="list-style-type: none"><li>• Name on art festival website, plus link</li><li>• Listing in art festival program as Benefactor</li><li>• Quarter-page advertisement in program</li><li>• Name in selected press releases</li><li>• Invitation to Saturday evening reception</li></ul>
Patron	\$250	<ul style="list-style-type: none"><li>• Name on art festival website, plus link</li><li>• Listing in art festival program as Patron</li><li>• One eighth-page advertisement in program</li><li>• Invitation to Saturday evening reception</li></ul>
Supporter	\$100	<ul style="list-style-type: none"><li>• Name on art festival website, plus link</li><li>• Listing in art festival program as Supporter</li><li>• Invitation to Saturday evening reception</li></ul>

Please let us know of your intention as soon as possible.

Yes, we would like to be a sponsor at the \_\_\_\_\_ level.

We will invoice you in June, 2017

Sorry, we are unable to be a sponsor this year

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Authorized By: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**Thank you for your support of the Driftless Area Art Festival**

Community Development Alternatives, Inc. is a 501(c)(3) nonprofit corporation.  
Under the IRS guidelines, your contribution is tax deductible to the full extent of the law.