



Driftless Area Art Festival

An Event of Community Development Alternatives, Inc., a 501(c)(3) Organization
Po Box 72, Prairie du Chien, WI 53821

January, 2019

The Driftless Area Art Festival marked its 14th year in 2018, and we are happy to report on another successful event.

- Art sales are estimated at \$112,500 this year, and adding up to over \$1,300,000 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 an estimated \$12,000 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 to be \$265,000.

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

- Our Youth Art tent, with its KidsArt Gallery, KidsArt Creativity Zone, and Teen Art Gallery, has been a place for children and teens 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 2017 winning KidsArt pieces returned \$1,175 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 \$14,010 for art education in our schools.

The 2019 Driftless Area Art Festival will be held September 21-22 in Soldiers Grove, Wisconsin. 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, 2019.

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

Sincerely,

Phil and Anita Tegen, Co-Chairs
Lori Bekkum, Festival Coordinator
On behalf of the Driftless Area Art Festival Organizing Committee

www.DriftlessAreaArtFestival.com

Driftless Area Art Festival



Festival

- 2018 event drew over 3,700 attendees
- Attendee zip codes from 204 locations, 12 states
- 84% surveys say art festival is primary purpose of trip
- Total on-site expenditures over \$132,000



Visual Arts

- Exhibitors are limited to artists from the Driftless Area
- 2018 event showcased 76 artists
- Artist sales were over \$112,000
- Surveys show that the artists consistently rate this festival very highly compared to others in which they participate



Youth Art

- KidsArt drew entries from 12 area school districts
- Kids Creativity Zone was very popular
- Auction of 2017 prize-winning pieces raised \$1,175 for school art programs students (total since inception \$12,010)
- A drawing sent another \$500 to art education (total since inception \$2,000)
- Teen Art Gallery expanded in 7th 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 \$12,000



Performing Arts

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



Silent Auction

- In its third year
- Participating artists donated 74 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 \$265,000 to regional businesses (lodging, dining, shopping, services)
- The art festival operates on a break-even basis

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2019 Sponsorship Pledge

| Sponsorship | Annual Investment | Recognition |
|-------------|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Benefactor | \$500 | <ul style="list-style-type: none">Name on art festival website, plus linkListing in art festival program as BenefactorQuarter-page advertisement in programName in selected press releasesInvitation to Saturday evening reception |
| Patron | \$250 | <ul style="list-style-type: none">Name on art festival website, plus linkListing in art festival program as PatronOne eighth-page advertisement in programInvitation to Saturday evening reception |
| Supporter | \$100 | <ul style="list-style-type: none">Name on art festival website, plus linkListing in art festival program as SupporterInvitation to Saturday evening reception |

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, 2019

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.