2017 SUMMARY REPORT

IS BETTER WITH

saint louis ART FAIR

presented by CENTENE Charitable Foundation

130,000+
ATTENDEES

8 CITY BLOCKS

Photo by: ProPhotoSTL

EXECUTIVE SUMMARY

20 BOARD MEMBERS

2 FULL TIME STAFF

2 SEASONAL STAFF

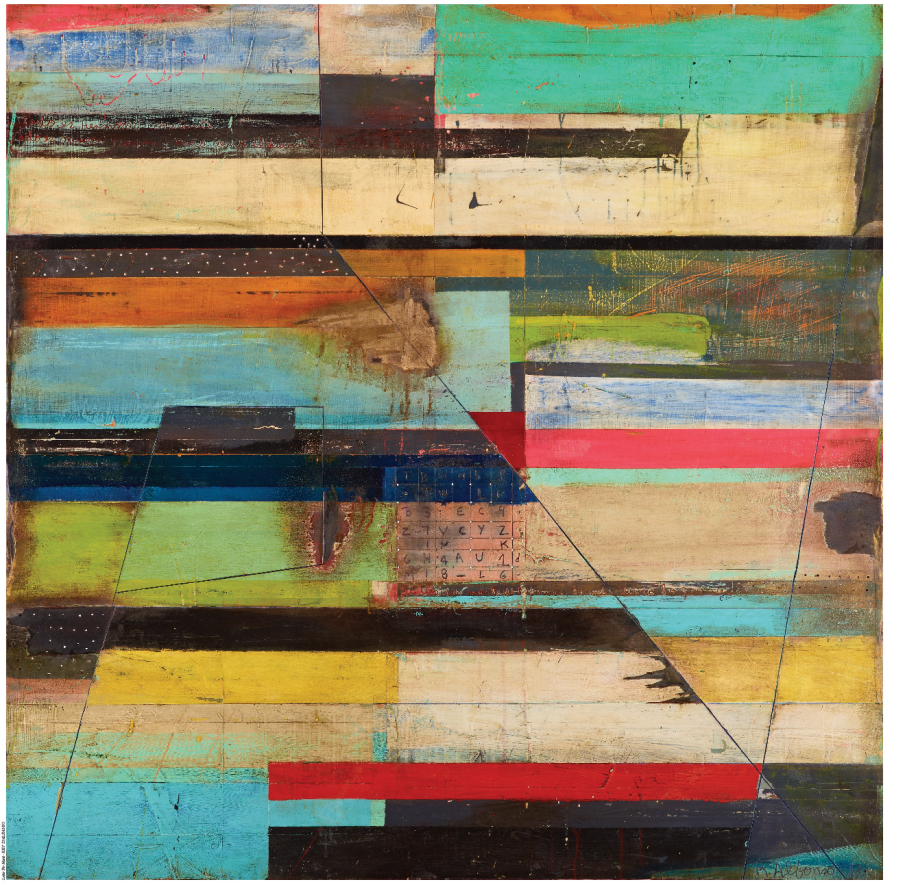
4 INTERNS

229 TENTS

181 EXHIBITING ARTISTS

17 NON-PROFIT PARTNERS

1000 VOLUNTEERS



SAINT LOUIS ART FAIR

SEPTEMBER 8·9·10 2017

2017 COMMEMORATIVE PRINT ARTIST

Rey Alfonso Santana exhibited artistic promise from an early age. Born in Matanzas, Cuba in 1974, he grew up surrounded by intense contrasts of colors, pre-1959 American cars and the surging Communist government. His immersion in Cuba's rhythms and sensuousness was short lived but nonetheless had a lasting impact on his young imagination.

1202
APPLICANTS

181
EXHIBITING ARTISTS

$978,298
IN ART SOLD AT FAIR

18 EMERGING ARTISTS

ARTISTS

Ceramics | Digital Art | Drawing & Pastels
Fiber | Glass | Jewlery | Metal | Mixed Media
Painting | Photo | Print | Sculpture | Wood

Photo by: ProPhotoSTL

Contemporary Art Museum
Flags and Friends

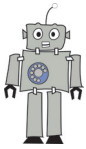
Midwest BankCentre
Paper Bag Hats

Missouri Falun Dafa Association
Geometry Art

The Repertory Theatre of St. Louis
Origami Crowns

Thomas Jefferson School
Ex-Straw-dinary Art

Forsyth School
Crazy Caterpillars



Rosati-Kain High School
Recycled Robots

Rohan Woods School
Fun-in-the-Sun Visors

The Wilson School
Fabulous Frame-Up

MAP St. Louis
Nature Prints

It's Your Birthday, Inc.
Marble Art Madness

St. Louis County Parks Foundation
Dreamcatchers

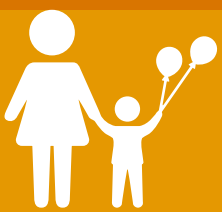
The Magic House, St. Louis
Children's Museum
Found Object Printmaking

CREATIVE CASTLE

Supported by William T. Kemper Foundation

13 FREE ENGAGING ACTIVITIES

Photo by: Val Townsend



8,000+

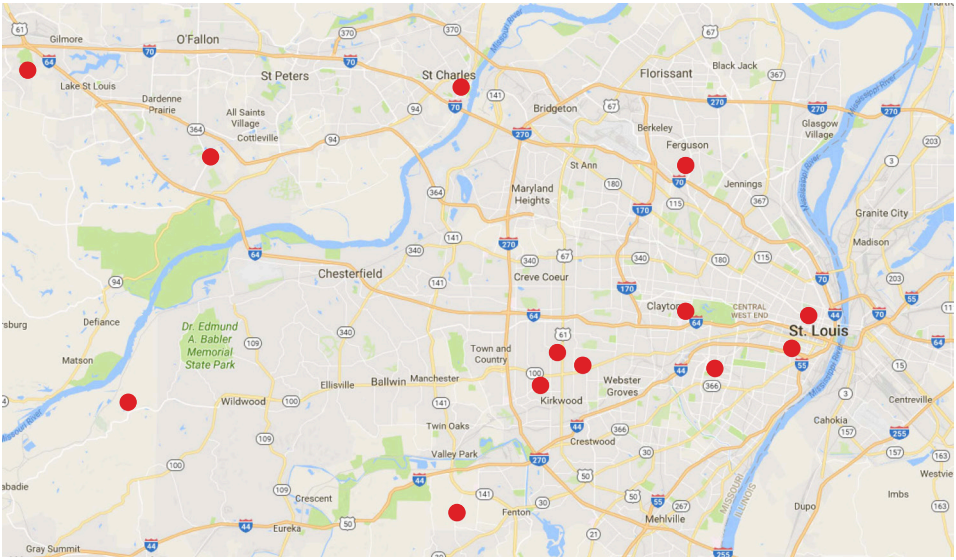
CHILDREN
PARENTS
GRANDPARENTS

PNC arts alive be part of art Presents:

STUDENT ART AFICIONADO

Saint Louis Art Fair

35 NEW PIECES FOR THE ART FAIR'S PUBLIC ART COLLECTION



13 PARTICIPATING SCHOOLS FROM THE ST. LOUIS METRO AREA

$17,498
ARTWORK PURCHASED

55 NEW PIECES FOR THE SCHOOLS

Photo by: ProPhotoSTL

Photos by: William Genazzi

Photo by: Val Townsend

PERFORMERS

Jazz | Blues | Folk | CHS Buskers
Americana | Dance | Theatre
Storytelling | Bluegrass

- Main Stage presented by: enterprise
- Harold and Dorothy Steward Jazz Stage and Listening Lounge
  Presented by: STEWARD FAMILY FOUNDATION
  World Wide Technology, Inc.
- Performing Arts Stage supported by the William T. Kemper Foundation
- Artist Demos presented by: CRAFT ALLIANCE CENTER OF ART + DESIGN

Photo by: Judy Barnard

VOLUNTEERS

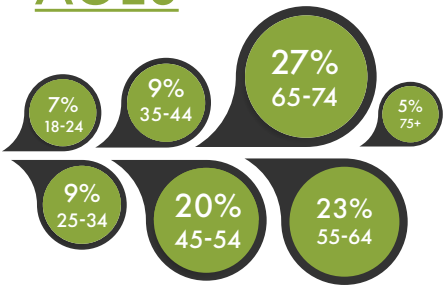
1000
VOLUNTEERS

86%
COLLEGE GRADUATES

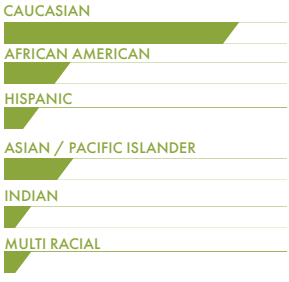
31% MALE

69% FEMALE

AGES



ETHNICITY



INCOME RANGES

- $0 - $24,999 - 6%
- $25,000 - $49,999: 20%
- $50,000 - $99,999: 36%
- $100,000 - $149,999: 24%
- $150,000+: 14%

6 BEVERAGE BOOTHS

4 FOOD TRUCKS

15

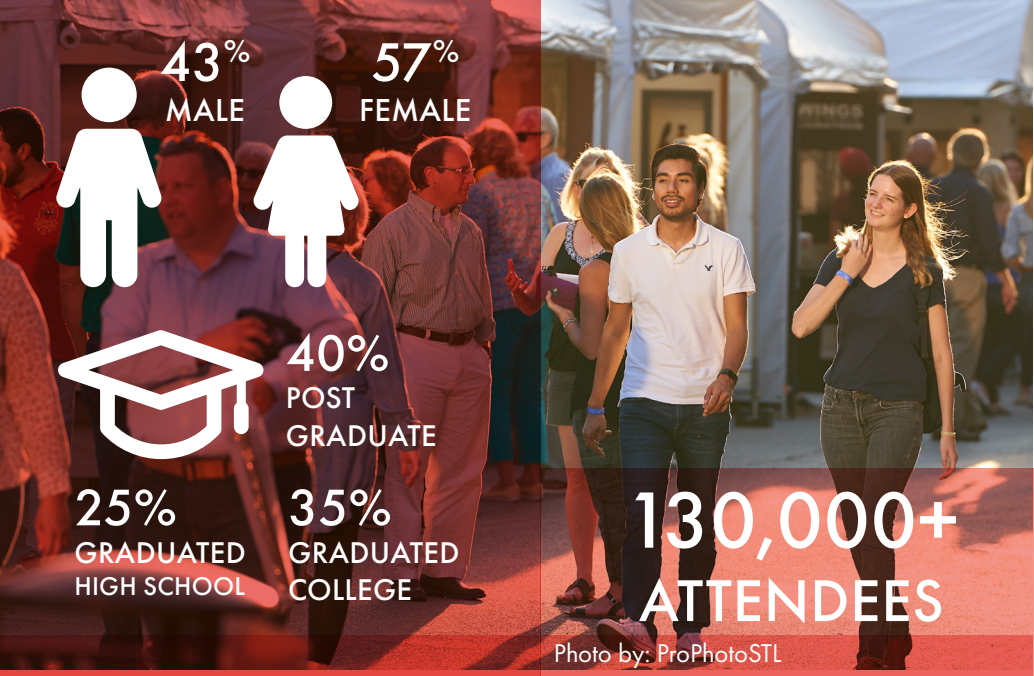
RESTAURANTS

FOOD & BEVERAGE

Photos by: Judy Barnard

470,000

OUNCES OF BEVERAGES SOLD

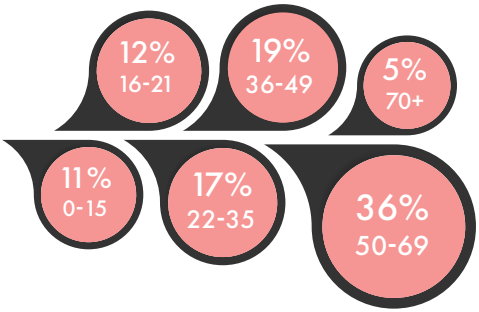


ATTENDEE DEMOGRAPHICS

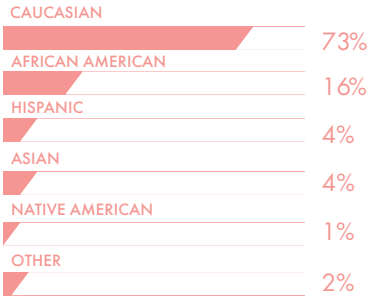
INCOME RANGES

- UNDER $30,000 - 4%
- $30,000 - $59,999: 11%
- $60,000 - $89,999: 14%
- $90,000 - $124,999: 15%
- OVER $250,000: 56%

AGES



ETHNICITY



555
SIGNS

64 BANNERS

1000+
BADGES

15,000
PROGRAM
GUIDES

BRANDING & PROMOTION

Photo by: ProPhotoSTL

2.2 MILLION
FACEBOOK REACHES

45 THOUSAND
TWITTER IMPRESSIONS

9,602,548
TOTAL NIELSEN &
ONLINE VIEWING AUDIENCE

136
MINUTES
OF TV AIR TIME

PR & MARKETING

$750,000+
TOTAL ADVERTISING &
MARKETING CAMPAIGN

8,000+
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iHeartMEDIA

STEWARD FAMILY FOUNDATION

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CLAYTON PLAZA HOTEL
ST. LOUIS

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nineNetwork

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PNC arts alive
be part of art

World Wide Technology, Inc.

With support from:
Enterprise Holdings Foundation

William T. Kemper Foundation

RAC
racstl.org
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Regional Arts Commission

THE SHELDON
CONCERT HALL & ART GALLERIES

SEE YOU SEPTEMBER 7, 8 & 9, 2018

Photos by: ProPhotoSTL