



Driftless Area Art Festival

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

Spring 2020

The Driftless Area Art Festival marked its 15th year in 2019, and we are happy to report on another successful event.

- Art sales are estimated at \$107,000 this year, added up to over \$1,400,000 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 \$10,900 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 \$325,500.

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 2018 winning KidsArt pieces returned a record \$3,450 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 \$15,460 for art education in our schools.

The 2020 Driftless Area Art Festival will be held September 19-20 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, 2020.

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,

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

- 2019 event drew over 4,000 attendees
- Attendee zip codes from 186 locations, 12 states
- 86% surveys say art festival is primary purpose of trip
- Total on-site expenditures of \$117,900



Visual Arts

- Exhibitors are limited to artists from the Driftless Area
- 2019 event showcased 71 artists
- Artist sales were over \$107,000
- Surveys show that the artists consistently rate this festival very highly compared to others in which they participate



Youth Art

- KidsArt drew entries from 10 area school districts
- Kids Creativity Zone was very popular again this year
- Auction of 2018 prize-winning pieces raised \$3,450 for school art programs students (total since inception \$15,460)
- A drawing sent another \$500 to art education (total since inception \$2,500)
- Teen Art Gallery expanded in its 8th year



Culinary Arts

- Culinary arts featured regional food from organic to local to heritage selections
- Local beers and coffee were featured
- Food vendors grossed an estimated \$10,900



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 fourth year
- Participating artists donated 60 pieces of original art
- Auction raised just under \$2,500 in support of the festival



Economics

- Using Wisconsin Dept. of Tourism guidelines, art festival attendees contributed \$325,500 to regional businesses (lodging, dining, shopping, services)
- The art festival operates on a break-even basis

Driftless Area Art Festival

Partnership	Annual Investment	Investment Use	Recognition
Presenting Partner	\$5,000	<ul style="list-style-type: none"> • Entry Tent Rental • Site Services • Festival Signage • Programs • Promotion 	<ul style="list-style-type: none"> • Name/logo on art festival website, plus link • Full-page ad on inside front cover of program • Name on banner in each entry tent • Name in all press releases • Invitation to reception
Performing Arts Partner	\$3,000	<ul style="list-style-type: none"> • Tent Rental • Stage/Chair Rental • Main Stage Signage • Performing Artist Fees 	<ul style="list-style-type: none"> • Name/logo on art festival website, plus link • Half-page ad on inside back of program • Name on main stage banner • Name in all press releases • Invitation to reception
Reception Partner	\$3,000	<ul style="list-style-type: none"> • Catering • Wine and Beverage Costs • Performance Artist Fees • Reception Signage 	<ul style="list-style-type: none"> • Name/logo on art festival website, plus link • Half-page ad on inside back of program • Name on reception banner • Name in all press releases • Invitation to reception
Culinary Arts Partner	\$1,500	<ul style="list-style-type: none"> • Tent Rental • Table/Chair Rental • Food Court Signage <ul style="list-style-type: none"> ○ Vendor Name ○ Vendor Menu 	<ul style="list-style-type: none"> • Name/logo on art festival website, plus link • Half-page ad in program • Name on food area banner • Name in all press releases • Invitation to reception
Youth Art Partner	\$1,500	<ul style="list-style-type: none"> • Tent Rental • Table/Chair Rental • KidsArt Signage • Displays • Art Materials 	<ul style="list-style-type: none"> • Name/logo on art festival website, plus link • Half-page ad in program • Name on Youth Art banner • Name in all press releases • Invitation to reception
Publicity Partner	\$1,000	<ul style="list-style-type: none"> • Additional advertising 	<ul style="list-style-type: none"> • Name/logo on art festival website, plus link • Half-page ad in program • Name on publicity banner • Name in selected press releases • Invitation to reception
General Partner	\$1,000	<ul style="list-style-type: none"> • Staging and Promotion 	<ul style="list-style-type: none"> • Name/logo on art festival website, plus link • Half-page ad in program • Name on publicity banner • Name in selected press releases • Invitation to reception

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2020 Partnership Pledge

In support of the Driftless Area Art Festival, we wish to commit to the partnership listed below:

Partnership Category: _____

Annual Financial Commitment: _____

Please let us know of your intention as soon as possible.
We will invoice you in June, 2020

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.