

LAKESHORE ART FESTIVAL

Sustainability Report For 2017





From the Director

Art, education and the environment has a long standing history within the Muskegon community. The Lakeshore Art Festival continues that tradition by taking art and environmental stewardship to a new level. With over 300 fine artists, crafters, food vendors, children's activities and entertainment, we make it a priority to reduce our carbon footprint. Exhibitors and guests are reminded about the importance of recycling through our educational program and recycling bins placed throughout the event. Additionally, food vendors are requested to use compostable or post-consumer recycled products for their serving ware and nearly all organic food matter is placed into compost bins located behind each vendor. This year, we provided a water refilling station to reduce the amount of plastic water bottles used.

We are proud to be a festival that takes the lead in assuring a sustainable, artful future for many generations to come. We hope you join us every year, the first Friday and Saturday in July to experience the Lakeshore Art Festival!

Sincerely,

Carla Flanders

Carla Flanders
Lakeshore Art Festival Director
Muskegon Lakeshore Chamber of Commerce



WATER BOTTLE REDUCTION PROGRAM

Sponsored by locally based Kohley's Superior Water and Propane, a refillable water station was placed at the corner of Western and 3rd Ave for attendees to re-fill their water bottles.

RECYCLING PROGRAM

The festival continues to promote waste diversion through a comprehensive recycling program for attendees to capture lemonade cups, water bottles, pop cans, and other used beverage containers. Since 2014, 929 pounds of plastic and aluminum have been recycled.



FOOD WASTE COLLECTION

Over the last 4 years, the festival has captured 1,380 pounds of food waste and converted it into compost.

Sustainability Statistics

	2017 All weights in pounds	2016 All weights in pounds	2015 All weights in pounds	2014 All weights in pounds	TOTALS All weights in pounds
Plastic & Aluminum Beverage Containers	394	181	254	100	929
Cardboard	847	1,136	147	500	2,630
Organics	445	535	100	300	1,380
Paper	Not collected	6	198	Not collected	204
Glass	94	Not collected	Not collected	Not collected	94
Plastic Film	3	Not collected	Not collected	Not collected	3
RECYCLED TOTAL	1,783	1,858	699	900	5,240
REFUSE	4,960	4,420	4,560	5,000	18,940
DIVERSION RATE	26%	30%	13%	15%	22%



Plastic Reduction

640, 16oz water bottles were saved by offering a free refillable water station at the festival information booth.



Procurement

Recyclable plastic cups, made from 20% recycled plastic, were used at the beer and wine garden in the Fine Arts section.

Education & Outreach

SUSTAINABILITY OUTREACH	2017	2016	2015
Outreach Measured by the number of giveaways distributed or number of contest slips received.	798	928	961
Multiplier The average number of people with each person who interacted with the booth.	1.75	1.75	1.25
TOTAL REACH	1,397 People	1,624 People	1,201 People



At the education booth, located in the Children’s Lane, attendees learned about recycling by playing the *Bin It to Win It* game. The interactive game allowed participants to guess how many aluminum cans were shredded to fill the case. The shredding of aluminum cans is the first step in the recycling process. After the cans are shredded, the aluminum is melted and turned into sheets that are purchased by manufacturers to create new products.

In the State of Michigan, the vast majority of aluminum cans are re-purposed into new aluminum cans. The new aluminum cans are back on store shelves within 60 days of being recycled.

Environmental Impact

2014-2017 STATISTICS



NATURAL RESOURCES

285 gallons of gasoline saved. Reduction in oil consumption through recycling at Lakeshore Art Festival offsets the greenhouse gas emissions of 6,070 miles driven throughout Muskegon.



ENERGY CONSUMPTION

5,143 kilowatt hours of energy saved. This is enough energy to power one average home in Muskegon for 5.5 months.



LANDFILL SPACE

22 cubic yards of landfill space saved. This is enough volume to fill 4,541 (1) gallon jugs of milk.



Committing Our Energy To the Communities We Serve

Together, through the public-private partnership between the DTE Energy Foundation and the Muskegon Lakeshore Chamber of Commerce, the Lakeshore Art Festival has emerged as a respected leader in the national art festival community, garnering accolades both regionally and nationally for its commitment to the environment, artists and guests.



2015 Sunshine Artist 200 Best

2016 ArtFairCalendar.com Best Art Fairs



2017 Sunshine Artist 200 Best

2017 Muskegon Sustainability Champion Award



**Muskegon Area Sustainability Coalition
2017 Sustainability Champion Award**





MUSKEGON LAKESHORE CHAMBER OF COMMERCE
LAKESHORE ART FESTIVAL
380 W. Western Ave. Ste 202
Muskegon, MI 49440
PH: 231-724-3176 • www.lakeshoreartfestival.org



SCHUPAN EVENTS RECYCLING
4820 Holtz Drive
Wixom, Michigan 48393
PH: 269-382-2200 • www.eventsrecycling.com

Prepared exclusively for the Lakeshore Art Festival and Muskegon Lakeshore Chamber of Commerce • Design and Editing by Schupan Events Recycling • Photos by Jessica Loding. Report sources: Schupan Recycling, Waste Management, U.S. Environmental Protection Agency and Oracle O Power.

© 2017 Lakeshore Art Festival and Schupan Events Recycling.
All Rights Reserved.



FOR PRINTING, PLEASE USE
RESPONSIBLY SOURCED PAPER
APPROVED BY THE FOREST
STEWARDSHIP COUNCIL OR
PAPER MADE FROM 100% RECYCLED
CONTENT.