



# LAKESHORE ART FESTIVAL

## 2018 Corporate Social Responsibility Report

Presented by: DTE Energy Foundation  **DTE Energy**  
Foundation



# The Festival Future

## Letter from the Director



Arts, education and environmental stewardship has always been a driving force in our community. Dating back to the Lumber Baron days when architectural masterpieces were constructed, world-class art museums were created and beautiful theatres designed. Our clean waterways, acres of hiking and biking trails, 26 miles of beaches and superior boating and fishing locations have always been staples within the Muskegon Lakeshore area. These historic building blocks and respect for our natural environment is what takes us into the next level of arts, entertainment and social responsibility.

“Not your typical art and craft fair” is what we like to hear when it comes to the Lakeshore Art Festival. Yes, we have over 150 fine artists that gather within our beautiful Hackley Park. Yes, we have 180 hand-crafting exhibitors that line our newly remodeled downtown boulevards. But, what sets us apart, are the little things; entertainment on every corner, interactive art inclusive for all to participate, a children’s area that encourages young minds to think outside of the box and be creative, an emerging Michigan Authors tent, an Artisan Food Market and much more help to make this a stand out event.

Our ideas and paths to environmental responsibility has allowed us to create new ways to reduce, reuse and recycle before, during and after the festival. We look forward to the days when these practices are no longer the exception to the rule, but the rule. We would like to thank our partners at the DTE Energy Foundation and Schupan Recycling for making these ideas come to life.

Sincerely,

A handwritten signature in black ink that reads "Carla Flanders". The script is fluid and cursive.

Carla Flanders  
Lakeshore Art Festival Director  
Muskegon Lakeshore Chamber of Commerce



# A New Approach to Sustainability

## Lakeshore Art Festival Triple Bottom Line



### ENVIRONMENTAL

Through a comprehensive sustainability program, the festival has diverted 7,510 pounds of material from the landfill, achieving a 5 year diversion rate of 21.5% - the best of any festival in Muskegon.

Over 200 volunteers from local organizations and the community contributed approximately 1,200 hours of service to the festival in 2018.

### SOCIAL



### ECONOMICS

The over 55,000 festival attendees generated an estimated \$970,000 economic value to the greater Muskegon area.



# Environmental

## Lakeshore Art Festival Triple Bottom Line

	2018	2017	2016	2015	2014	TOTALS
<b>Plastic &amp; Aluminum Beverage Containers</b>	475	394	181	254	100	1,404
<b>Cardboard</b>	1,375	847	1,136	147	500	4,005
<b>Organics</b>	337	445	535	100	300	1,717
<b>Paper</b>	43	NC	6	198	NC	247
<b>Glass</b>	40	94	NC	NC	NC	134
<b>Plastic Film</b>	NC	3	NC	NC	NC	3
<b>RECYCLED TOTAL</b>	2,270	1,783	1,858	699	900	7,510
<b>REFUSE</b>	8,400	4,960	4,420	4,560	5,000	27,340
<b>DIVERSION RATE</b>	<b>21.3%</b>	<b>26%</b>	<b>30%</b>	<b>13%</b>	<b>15%</b>	<b>21.5%</b>

### Program Achievements:

- Since 2014, the festival has saved 426 gallons of gasoline through plastic, aluminum, cardboard and paper recycling.
- With the amount of material recycled since 2014, you could power the average home in Muskegon for 8.4 months.
- The food waste diversion program in the concession area has reduced the festivals greenhouse gas emissions by offsetting 1,586 pounds of carbon dioxide.
- For the past two years, the festival has set-up a free refillable water station. The station has reduced over 1,200 plastic bottles from being consumed.

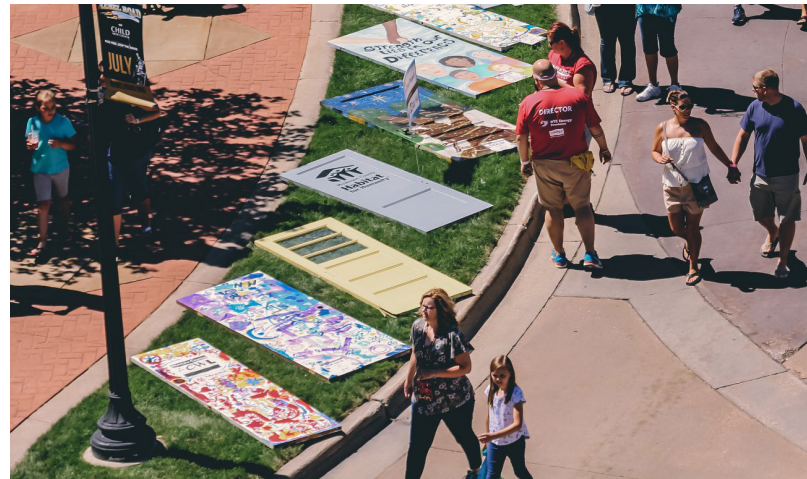


# Social

## Lakeshore Art Festival Triple Bottom Line

### The Door Project

To promote art education in local schools, 15 doors were re-purposed and painted by local students. Doors were displayed for purchase during the festival. Additionally, during the event guests had the opportunity to decorate one of the refurbished doors on location. Resulting in over 40 “old doors” made new again. A win for students, teachers, community and the environment.



### Volunteers

The volunteer program is designed to welcome people of all backgrounds to participate in the festival. Volunteers can choose from support services, the green team, hospitality, information/merchandise, Children’s Lane or the street team. Since the festival inception in 2013, 1,200 people have served their community by volunteering with the festival.



### Children’s Lane

The festival is designed for all ages, with special consideration given to children. Children can learn crucial skills to promote childhood development such as: importance of recycling, music education, and art skills through hands-on painting and interactive activities.





# Economic

## Lakeshore Art Festival Triple Bottom Line



### Tourism

The festival draws over 55,000 people to the greater Muskegon area each year. Since 2013, the festival has brought in \$5.6 million to the local economy, helping to reinforce the Muskegon Lakeshore area as a premier tourist destination in West Michigan.

### Giving Back

Through the partnerships generated by the festival, over \$30,000 has been donated back to eight local non-profit organizations in 2018.

### Kayak Sculpture Public Art Project

To honor Muskegon based Hemisphere Design Works, maker of Sun Dolphin and global leader in paddle sports, nine artists designed kayak sculptures for display throughout downtown. "We are not aware of any other community that has featured kayaks in this way, and we know our residents and summer visitors will be impressed by the creativity of these nine artists," said Carla Flanders, event director.







## Community Partnership

Since 2013, DTE Energy Foundation has funded the sustainability efforts at the Lakeshore Art Festival, aligning their corporate environmental goals with communities around Michigan.

Sunshine Artist Magazine, who recently awarded the festival a #11 ranking in their list of 200 National Best art shows, referenced the festivals sustainable “green” practices in partnership with the DTE Energy Foundation. “Our goal when reinventing the art festival was to focus on quality exhibitors that appealed to local and regional guests while making a positive impact on the community, society, environment and economy,” commented event director Carla Flanders.



**2015**  
**#83**

**2016**  
**#27**

**2017**  
**#11**



Muskegon Area Sustainability Coalition  
2017 Sustainability Champion Award

# LAKESHORE ART FESTIVAL

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