



NEWS RELEASE

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FOR IMMEDIATE RELEASE

September 5, 2019

Lakeshore Art Festival ranks nationally and gives back to the community

Muskegon, MI – This year, the Lakeshore Art Festival was again recognized as one of the nation’s best art festival by Sunshine Artist Magazine’s 200 Best. The ranking is divided into the 100 Best Fine Art & Design Shows and the 100 Best Classic & Contemporary Shows, the Lakeshore Art Festival place 21st out of 100 Classic & Contemporary Shows.

Sunshine Artist Magazine, known for its high-quality content in the fine art and craft industry, ranks the nation’s most-profitable fine art and craft festivals based on the sales performance of its exhibitors. Each year exhibitors can vote for their top 10 shows during the year, based on the amount of sales. The top shows were selected based on the number of ballots they were listed on, as well as the total score they earned based on the reported sales.

“This year was a hot one!” said Lakeshore Art Festival Director, Carla Flanders. “Even with the high temperatures, the community came out to support all the exhibitors. If it wasn’t for our amazing community, we wouldn’t be able to put on such a great festival and be recognized on a national level.”

In 2019, the Lakeshore Art Festival provided over \$22,000 to local non-profit organizations and artists involved in the festival. Local organizations that benefited include; Boys & Girls Club, Muskegon Big Red Football Team, Read Muskegon, Nuveen Art Center, Muskegon JCI and the Salvation Army. Since 2013, the festival has provided nearly \$180,000 in cash back to the local community. This year’s festival had an impact of almost \$1.6 million to the Muskegon Lakeshore economy with an overall impact of \$7.2 million over the last seven years.

The Lakeshore Art Festival continues its social responsibility by focusing on the triple bottom line. A report will be available with full details in the coming months.

Major sponsors for the Lakeshore Art Festival include: DTE Energy Foundation, Nichols, Betten Baker, Arconic, Northern Machine Tool, Meijer, Eagle Alloy and LeafFilter. A full list of sponsors and details for 2020 exhibitor applications can be found online at: www.lakeshoreartfestival.org.

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The Lakeshore Art Festival is a Muskegon Lakeshore Chamber of Commerce event. More about the chamber...

The Muskegon Lakeshore Chamber of Commerce is the premier business membership organization on the Lakeshore. The Chamber represents approximately 1250 businesses and organizations, of every size and type, all over West Michigan. The Chamber has been working for 126 years to sustain an environment for business success, through community leadership, promotion, inclusive business advocacy and valued member services. The Muskegon Lakeshore Chamber of Commerce is an award-winning Chamber, being named Chamber of the Year for the State of Michigan in 2006, 2010, 2012, and 2015 by the Michigan Association of Chamber Professionals.