

2019 Corporate Social Responsibility Report

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Often buzz words catch on and begin to stick in certain circles, words like “Corporate Social Responsibility” or “Triple Bottom Line”. Sometimes it’s hard to understand what that really means and why it should even matter. In the case of the Lakeshore Art Festival, I’m happy to say that we take our social responsibly and triple bottom line very seriously and to us it DOES mean something. Throughout this report you will see how, as a festival, we take our environmental, social and economic impact to heart in all that we do. We continue to lead the way in recycling, composting and reducing waste. We work with our local organizations and businesses to build a better festival while giving back to the community. We bring over 55,000 guests to our area making a significant impact on our economy. It’s through these actions that we continue to make the Lakeshore Art Festival a nationally recognized event full of diverse offerings that is welcoming to all!

All of this could not be possible without the support from our partners, DTE Energy Foundation and Schupan Recycling.

Sincerely,

Carla Flanders
Lakeshore Art Festival Director
Muskegon Lakeshore Chamber of Commerce

Our Approach to Sustainability

Since 2014, the Lakeshore Art Festival has worked to achieve a balanced triple bottom line while producing one of the top ranked and fastest growing art shows in the Great Lakes region.



Environmental. Develop a robust waste reduction program including recycling and composting efforts for both front and back of house.



Social. To provide a platform and inclusion of local residents, artisans and stakeholders to participate in the festival to increase community relations and development.



Economic. Enhance economic stability within the region by supporting local businesses, driving tourism and creating opportunities to support future growth.



#ThisIsMuskegon and #LAF2019

Since the launch of the Watch Muskegon campaign, in conjunction with Visit Muskegon, the Lakeshore Art Festival has played an integral role in developing West Michigan's tourism around the fourth of July holiday while providing valuable economic impact to the greater Muskegon area.



AWARDS & RECOGNITION

- 2019 - Sunshine Artist 200 Best
- 2019 – Grand Haven Tribune's People's Choice
- 2018 – Sunshine Artist 200 Best
- 2018 – Art Fair Calendar America's Best Art Fairs
- 2017 – Art Fair Calendar Favorite Small Town Art Fairs
- 2017 – Sunshine Artist 200 Best
- 2017 – Sustainability Champion Award**
- 2016 – Art Fair Calendar Favorite Small Town Art Fairs
- 2015 – Sunshine Artist 200 Best

"The Lakeshore Art Festival is one of the top events in Muskegon County, bringing tens of thousands of visitors to the county over the course of the two-day event. The economic impact to local restaurants alone is substantial, and restaurant owners cite the Lakeshore Art Festival as one of their favorite and most profitable events in downtown Muskegon."

- Bob Lukens, Director - Visit Muskegon



Love seeing metal yard sculptures. But mostly seeing the amazingly talented people in our area really makes me proud to be from Michigan.

- Sam H., 2019 Festival Attendee



Environmental Considerations

Through a grant from the DTE Foundation, a waste reduction program has been in place at the festival since 2014. Focusing on highly recyclable items such as water bottles, aluminum cans, lemonade cups, cardboard and paper, the festival has diverted 9,436 pounds of material from the landfill to date.

In 2019, the Festival piloted a Recycling and Compost tent to introduce front of house composting at the Festival.

A new procurement policy developed for 2019 mandated all food vendors to use only compostable serveware.

Specially trained volunteers worked within the primary eating area on 3rd Street to assist attendees in properly composting their material. In addition to the front of house composting, the festival implemented two refillable water stations throughout the festival, encouraging attendees to purchase reusable water bottles or to bring their own from home.

Refillable water stations saved over 2,500 single serve water bottles from being used at the festival.





Social Inclusion

Community Canvases

In partnership with the Nuveen Art Center, festival attendees had the opportunity to work with staff to paint canvases during the festival. Artwork created by the students was showcased and available for the community to purchase.

Kayak Painting

Muskegon is home to the world's largest kayak manufacturer. Two kayaks were painted live by artists during the festival in an "Art in Motion" display. Kayaks were auctioned off, with a portion of the proceeds going to Read Muskegon.

SPOTLIGHTS:

- Globally recognized artist, Kelsey Montague, created a one-of-a-kind mural in Downtown Muskegon! This engaging permanent art encourages people to pose in front of the mural and post their photos to social media with the hashtags #WhatLiftsYou and #ThisIsMuskegon.
- Showcase of local art from K-12 students throughout Greater Muskegon County. Artwork was available for purchase.
- Chalk the Walk - providing the opportunity for attendees to create chalk art on the festival site.
- Henna and professional face painters allowed guests to become the art.



In 2019, the Festival provided 300 volunteer opportunities for the local community.



Economic Impact

The revitalization of downtown Muskegon has seen significant development for businesses and corporations in West Michigan. The Lakeshore Art Festival is one of West Michigan's premier art fairs and Muskegon County's most prominent summer festival. In 2019, 55,000 people visited Muskegon over the two days festival, bringing in over 249 hotel room nights and \$1.59 million dollars of direct impact to downtown businesses and local artisans.

Since 2014, the Lakeshore Art Festival has brought in over \$7.2 million dollars to the Greater Muskegon area.

The festival works to not only support local business, but local non-profits as well. In 2019, \$22,550 was donated back to the charities and artists in the Greater Muskegon area. Organizations include:

- Greater Muskegon JCI
- Muskegon Boys & Girls Club
- Read Muskegon
- Muskegon Big Reds Football Team
- Salvation Army
- Nuveen Center For the Arts
- Muskegon Area Intermediate School District



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DTE Foundation



#WatchMuskegon #LAF2019



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