



NEWS RELEASE

News Release
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Changes Planned for Lakeshore Art Festival 2021

Muskegon, Michigan - Amidst the many changes that 2020 has brought, events have taken a significant toll. The Lakeshore Art Festival was an event of the Muskegon Lakeshore Chamber of Commerce and was cancelled in 2020 due to the pandemic. Moving forward, the festival will be housed under the City of Muskegon, Downtown Development Authority (DDA).

The annual Lakeshore Art Festival has brought between 55,000-65,000 guests, 350 fine art and craft exhibitors, 20 food vendors, children's activities, street performers and art installations to Downtown Muskegon. The festival ranks as one of the Top 200 Best in the Country by Sunshine Artist Magazine, has been recognized as People's Choice Award: #1 Art Festival in West Michigan and as one of the Best Art Fairs in America by ArtFairCalendar.com. Since 2014, the Lakeshore Art Festival has brought in over \$7.2 million dollars to the Greater Muskegon area and supported a number of local non-profits.

Ann Meisch, City of Muskegon Clerk, commented, "Having the DDA house the Lakeshore Art Festival seemed like a natural fit and good addition to our city events department. The festival has been a great success and has provided a significant positive impact to our downtown businesses and residents."

Another change in store for 2021 includes the event dates. Historically, the Lakeshore Art Festival has taken place the first weekend in July. In 2021, the festival will be moved to the last weekend in June, taking place June 26 and 27. This date coincides with the popular, Mercy Health Seaway Run and both events will be working collaboratively to make each event a great success.

Bryan Lambert, Race Director, stated, "We are excited to work with the Lakeshore Art Festival! The race ends mid-morning and we are always looking for ways to keep more of our participants in our community. The festival will be a great opportunity for our guests to stick around, shop, and enjoy our downtown!"

Carla Flanders, owner of CMF Marketing, LLC, has been the Lakeshore Art Festival Director since it began. She will continue to manage the festival along with the Advisory Committee that has helped to make the festival what it is today.

“We are beyond thrilled to have the tradition of the Lakeshore Art Festival continue. With all that has happened in our world, this festival is a shining star for our community and something many residents and guests look forward to each year!”

Information will be forthcoming regarding artist applications, deadlines, pandemic safety protocols and much more. For more festival information visit: www.lakeshoreartfestival.com.

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