

DTE Foundation



LAKESHORE
ART FESTIVAL

Sustainability **REPORT**

Proudly supported by the DTE Foundation



From the Director

Each year, after the Lakeshore Art Festival (LAF), we are humbled and overwhelmed with thankfulness. Thankful for the amazing team that helped put this event together, by all of the exhibitors that came together to make this one of the best art festivals in the country, by the guests and community that supported the artists/crafters, by the level of engagement for interactive public art, etc. This year was no exception and, possibly, even more so!

After cancelling LAF last year, changing managing entities, surviving a pandemic, pivoting time and time again with each new state mandate, adapting multiple safety protocols, hosting a new event weekend, working with the new social district, updating layouts daily, etc. We were dealt the worst weather weekend in the history of LAF.

Yet, against many odds and extreme circumstances, the LAF team rallied, the community showed up, the exhibitors persevered through pouring rain and high winds, volunteers went above and beyond, sponsors supported, and the City of Muskegon came through in hosting the 9th annual Lakeshore Art Festival! Bravo! Kudos! And, Hurrah! To another year in the books, to a community event that is strong and resilient, to perseverance, dedication and hard work! We are already looking forward to LAF 2022! See you then!

Carla Slanders

BUILDING BLOCKS FOR A STRONGER MUSKEGON



COMMUNITY

Offers opportunities for involvement, interaction and social advancement for the community and its members.



LOCAL ECONOMY

Attracts individuals from all walks of life to a central Muskegon location allowing local businesses the opportunity to earn increased revenue.



ENVIRONMENT

Considers the impact that decisions of commerce, recreation and day-to-day life have on future generations.

The Lakeshore Art Festival is built on a foundation designed to support the community, the local economy, and the environment, while educating future generations on how to do the same.



For the Community, By The Community

Despite a global pandemic, keeping the community engaged was still a top priority. The Lakeshore Art Festival reconfigured community involvement projects from previous years to keep all attendees safe and still involved.

The Lakeshore Art Festival works to ensure that festival goers of all ages have a well-rounded family experience that lasts a lifetime and sparks everlasting creativity embedded in a variety of environments.



Community Mosaic Project

Mini canvases were available for community members to decorate, and their artwork was showcased collectively on boards at the center of the festival to create a community mosaic. In 2021, a total of 1,008 community members participated in the Community Mosaic Project to create an unforgettable tradition for the Lakeshore Art Festival. The LAF Community Mosaic Project was an amazing collaboration of community spirit in

partnership with:

Muskegon Museum of Art, City Center Art Gallery
Arts Council of White Lake - Nuveen Center, Art Cats
Gallery, City of Muskegon Farmers Market, Read
Muskegon, Muskegon Area Intermediate School
District (MAISD) with support from PADNOS, Blended
Furniture Market, Consumers Energy and WZZM.



Volunteer

In 2021, **90 community members** from around the region volunteered to ensure the success of the Lakeshore Art Festival.



Donations

In 2021, **\$4,350 in donations** were provided to non-profits, artists and organizations within the greater Muskegon community. Since 2013 a total of **\$196,110 has been donated** by the festival.



Economic Impact

The festival generated a local economic impact of **\$448,798** in 2021. Total impact since 2013 is **\$7,682,856**.

*Donations and economic impact do not include 2020, when the festival was cancelled due to the pandemic.

Keeping It Local

Building Blocks for a Stronger Muskegon

Due to the global pandemic, the past 18 months of economic hardship has tremendously impacted the overall economy, and more significantly, small businesses. The Lakeshore Art Festival was the first major economic opportunity for businesses in the area since the pandemic closures. The increase in foot traffic throughout the city brought in additional business to local shops, hotels, restaurants, beaches, campgrounds, parks, and entertainment venues. This year's event also marked the first opportunity since the season long closures for artists to market their wares at Muskegon County's most prestigious summer festival. Local businesses and artists are not the only ones to benefit, in 2021 the Lakeshore Art Festival contributed over \$4,000 dollars to many local non-profits.

The Lakeshore Art Festival was the first major economic opportunity for businesses in the area since the pandemic closures.

"The entire atmosphere, the staff was so friendly and willing to help! The foot traffic was great and customers were ready to support local, small businesses!"

- 2021 Festival Exhibitor



Being Sustainable Is Attainable

Building Blocks for a Stronger Muskegon

With the generous donation made from the DTE Foundation, the Lakeshore Art Festival was able to implement and maintain a sustainability program at their event making it Muskegon's "greenest" event.



These programs include, but are not limited to:

- All vendors using only compostable serve ware for the event which was initiated in 2019.
- Vendors composting food waste.
- A waste reduction plan of action directed towards recyclable materials such as water bottles, aluminum cans, paper, and cardboard.
- The Children's Lane housed a booth where festival goers could be educated about the process that occurs after they recycle their plastic water bottles and aluminum cans to encourage recycling within the Muskegon community.

Over the years, the Lakeshore Art Festival has diverted 10,289 pounds of material from the landfill!



Show Stopping Accomplishments

Building Blocks for a Stronger Muskegon

The Lakeshore Art Festival consists of fine arts, a craft market, an artisan food market, a Children's Lane, and other festival favorites. Despite the restrictions from the pandemic and a rain-filled weekend, the festival generated two times more interest than other events in the Muskegon area and hosted around 20,000 visitors. The festival has been hard at work expanding their top ranked art show which has grabbed the attention of many outsiders; drawing them in to the surrounding Muskegon area. The event has contributed to an increase in tourism to the west side of the state during the Pure Michigan summer peak season, all while receiving recognition for a variety of accomplishments.



Sunshine Artist Magazine

2020 Sunshine Artist 200 Best for 2010 – 2020 – #89

2019 Sunshine Artist 200 Best

2018 Sunshine Artist 200 Best

2017 Sunshine Artist 200 Best

2015 Sunshine Artist 200 Best



Other Recognitions

2019 – Grand Haven Tribune's People's Choice

2018 – Art Fair Calendar America's Best Art Fairs

2017 – Art Fair Calendar Favorite Small Town Art Fairs

2017 – Sustainability Champion Award

2016 – Art Fair Calendar Favorite Small Town Art Fairs

“ This is my favorite festival on the west side of the state. I love the quality of the artists and the varied media. ”

– 2021 Festival Attendee





CONTACT US



933 Terrace St.
Muskegon, MI 49440



231-272-6705



info@lakeshoreartfestival.org

www.lakeshoreartfestival.org