



2022 Lakeshore Art Festival **Sustainability Report**

Generously supported by : **DTE** Foundation

From the Director



I say this every year, and every year I mean it, but there's something extra special about this year. Through the pandemic, into the first year back and then on to this year, the Lakeshore Art Festival team has persevered. They dedicate countless hours of their time, energy and passion to this event. Working in synergy, they make sure that the event is marketed properly to artists and guests, that exhibitors are happy and well taken care of, that visitors are greeted with a smile, that volunteers are supported, that sponsorships are fulfilled, that logistics run smoothly, that street performers are entertaining, that children's activities are engaging, that we are following our principles of sustainability, that we leave a small token of public art for future generations to enjoy, the list goes on and on.

This year also reinforced that not only does the Lakeshore Art Festival have an impact on nearly 300 individual small businesses that participate in the event, but also to the businesses throughout the downtown area and our community. Muskegon businesses continue to feel the value of the festival. One downtown business commented that, "this year's festival brought in record sales for their business."

Kudos to the team, hurrah for the weather, and bravo to the exhibitors and guests that attend!

Carla Flanders

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Festival Director | CMF Marketing + Events



Tradition of Excellence

The hard work and dedication by the festival staff does not go unnoticed. The Lakeshore Art Festival has been recognized for their accomplishments by many different platforms. The most recent addition being the Pure Michigan Governor's Award which is an award that recognizes, "Michigan tourism entities that have pioneered the incorporation of innovative and exemplary best practices in natural, cultural, and/or heritage stewardship into their daily operations."

Sunshine Artist 200 Best (2015, 2017-2022)

2021 - Pure Michigan Governor's Award

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



Community Impact & Engagement

People come from far and wide to experience what the Lakeshore Art Festival has to offer. In 2022, there were an estimated 35,000 spectators that attended the weekend festivities.



Art can be portrayed in many different forms as showcased at the Lakeshore Art Festival. This year's show included 100 fine art exhibitors, 160 craft and artisan food exhibitors, 22 food vendors, and various street performers. There was an addition of 20 local Michigan authors at the Lakeshore Art Festival this year sharing their perspective on art in what they called Author's Alley.



"I love the variety! Always something new to see, along with the vendors we get to see each year!"

Barbie S.
2022 Festival Attendee



1,635,843 in total economic impact in 2022 and over **9 million** since 2013.



100 volunteers from the local community donated over **420 hours of time** during the festival.



All food vendors used compostable or recyclable serveware



Chalk-the-Walk

Chalk-the-Walk has been a tradition for many years. This allows children and event goers of all ages to share their creative abilities and express themselves within the festival. This is another activity that brings the community together and provides entertainment through the live art creation and expression.

1,500 bags of chalk were donated to the community to encourage participation in Chalk-the-Walk and creation year round in any location.

A crowd favorite was getting to interact with and view the various street art designs that were hidden within the festival created by special guest, David Zinn, an international street artist.

Children's Lane

The Children's Lane featured 14 booths with interactive games, activities, and educational opportunities for the children attending the festival. Providing opportunities for all ages is one way that the festival keeps the community involved and strengthens itself from within. The Children's Lane focuses on providing equal opportunities for the community members and memorable experiences for families to share. Education, creativity, and good habits are shared in various ways throughout this portion of the festival. Engaging activities include gardening, healthy eating education, paint-a-canvas, making of slime and much more! There is an activity for everyone encouraging interest and engagement in different areas of careers, passions and community.





Zero Waste Zone

In addition to the sustainability program that was already in place, this year the Lakeshore Art Festival implemented a zero waste zone in the concessions area. The goal was to collect as much compostable material as possible to ensure it was diverted from the landfill. This zone was staffed by dedicated volunteers who sorted material between compost and recycling bins.

Commitment to Sustainability in Greater Muskegon

In 2022, Lakeshore Art Festival continued their efforts to recycle plastic and aluminum beverage containers along with the cardboard generated from vendors at the event. Since 2019, food vendors have been encouraged to purchase compostable serve ware to decrease the event's overall footprint by composting food waste and serve ware products. Additionally, waste has been reduced by creating a digital brochure versus paper brochures.

Combining all of the sustainability efforts throughout the festival the Lakeshore Art Festival diverted **1,367** pounds of material from the landfill in 2022. Since the festival began its sustainability program in 2014, there have been a total of **11,656** pounds of material diverted from the landfill.



Zero Waste Zone





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