



## New Mexico

► **September 30 – October 9, 2016, Rio Grande Arts & Crafts Festival, Balloon Fiesta Show, Albuquerque.**

Contact: Ruth Gore, 3709 Westerfeld Drive NE, Albuquerque, NM 87111. Phone: 505-292-7457. Email: info@riograndefestivals.com. Website: www.riograndefestivals.com. Application fee: \$30. Space fee: \$450. Space size: 10x10 to 10x20. 80% indoor, 20% outdoor. Attendance: 60,000 (source: gate receipts). Admission: \$8, children under 12 are free. A festival pass good for all six days costs \$12. A Grande Pass costs \$21 and permits unlimited admission and free parking at their shows at Expo New Mexico.

**Compiled by *Fast Audit Reports.***

This past September, the Rio Grande Arts & Crafts Festival-Balloon Fiesta Show wrapped up its 28th year of delighting patrons and exhibitors alike. Ranked tenth in *Sunshine Artist's* 2016 *200 Best* in the fine art and design show category, the festival, known as Albuquerque's finest under the "big white tent" received mainly positive comments from *FastAudit* respondents for the 2016 show. This year the tent was located at the Sandia Resort and Casino, located diagonally from the balloon field.

The show is extensively marketed as a family-oriented festival which features "something for everyone" including shopping, an outdoor food court, specialty food booths, entertainment, beer and wine, and a Kids' Creation Station.

"Wonderful show with great attendance," wrote a wood artist

who reported total sales of \$8,013 with an average item price (AIP) of \$69. They added comments such as "excellent location, great sales, great advertising, and good organizers."

On a 10-point scale, the show rated a 7.8 for attendance and a 6.5 for sales, however, individual sales scores ranked from a low of one to a high of 10, with most responses in the 7-10 range. The average show sales per artist were noted to be \$3,429.30 with an AIP of \$96.30.

Not all auditors were pleased with their results. A metal artist who reported total sales of just \$75 said, "This show drew mainly low-end shoppers who were not high-end art buyers. They were looking for deals and bargains."

What was a unanimous decision among all *FastAudit* respondents were perfect 10.0 scores given for the following categories: advertising, management, and artist treatment. Coming in at a high 9.5 were artist amenities. "[The show is] very well-run," added an acrylic painter, who

earned a total of \$2,200 with an AIP of \$175.

The show also received a perfect 10.0 score for balance of mediums, followed closely behind with a highly satisfactory 9.0 for both quality of work and prestige of show. The weather was also favorable with a score of 7.8.

If those scores couldn't be high enough, the Rio Grande Arts & Crafts Festival- Balloon Fiesta Show also earned perfect 10s for layout and parking, while load-in/out was a strong 8.8. For patrons there is free covered parking, and handicap parking is available adjacent to the tent. The resort also provided parking shuttles.

Over 75 percent of *SA FastAudit* respondents said they would come back to the Balloon Fiesta Show, and exhibit alongside 200 other artists and craftspeople.

► **November 25-27, 2016, Rio Grande Arts & Crafts Festival, Albuquerque.** Contact: Ruth

**87 YEARS OF**  
**ART IN THE VILLAGE**  
**WASHINGTON SQUARE OUTDOOR ART EXHIBIT**

**YOU** bring the *best of your*  
**FINE ARTS and CRAFTS**

**WE** will deliver the  
**ART-LOVERS and ART BUYERS**

**2017 SPRING SHOW**  
**May 27, 28, 29**  
(Memorial Day weekend)  
**June 3 & 4**  
(the following weekend)

**Wsoae** P.O, Box 1045, New York, NY 10276  
wsoae.org • 212 982 6255 • jrm.wsoae@gmail.com