

that show is put on by a different organization).

We have a strong mailing list for this show, having done it for 30 years. This year, we got a great response to our mailing, resulting in approximately 35 percent of our sales. Some artists were not as lucky, as rain on Saturday slowed down attendance considerably. Day roughly estimates that Saturday's attendance was 3,000 to 4,000 and Sunday's attendance was close to 5,000.

Our sales were up by more than \$1,000 over last year, while one of our neighbors reported his/her fiber art sales as down by \$1,000. A painter and sixth-time participant reported, "Sales for me have increased almost every year, [and] this year was excellent." Another fiber artist reported that his/her sales were down but still satisfactory. Everyone was very pleased with the quality of the festival and gave Day highest praises.

I spoke with Day after the show. She verified that sales ranged from

\$227 to \$9,750; however, overall sales were down by 8 percent. That decrease can be partially attributed to there being three fewer booths. Day added: "Overall, the show went really well in spite of the weather being rainy on Saturday and cool and cloudy on Sunday. We received many compliments from customers, who said that the quality of the event continues to improve each year."

Also, an artist reception was held on Saturday evening, as always. Ribbons and cash awards were presented. The Best of Show award was \$150, and the 10 category award winners each received \$50.

I would highly recommend this event to both fine artists and craft artists. It's a very pleasant show to do, sales are usually well worth it and the location is beautiful.

► **July 25-26, Cheesman Park Art Fest, Denver.** Contact: Liz Gore, Dash Events LLC, 200 Poplar Street, Denver, CO 80220. Phone: 505-550-2471. Email: liz@

daseventsdenver.com. Website: www.dasheventsdenver.com. Application fee: \$30. Space fee: \$450-\$950. Space size: 10x10 to 10x20. 100% outdoors. Exhibitors: 115. Attendance: 5,000 (source: promoter estimate). Hours: 10-7 Saturday, 10-5 Sunday. Admission: Free.

By Jim Carnevale

New Mexico and National Reporter

Email: jim@jcarnevale.com

Medium: Photography

Given Liz Gore's long involvement with Rio Grande Festivals, it comes as no surprise that she is well on her way to being one of the "Best in the West" with her own Dash Events, and her 2015 Cheesman Park Art Fest proves it again.

The Cheesman Park neighborhood is an eclectic and very hip enclave, as well as one of the city's densest and most affluent areas. It is also the primary source of the clientele for the Cheesman Park Art Fest. With its higher-than-average median income, the neighborhood is the home of art buyers of all ages, resulting in the perfect demographic for a great show.

Many of the veteran exhibitors at this event considered this, its third year, the best one yet. Buyers were abundant, and there was a constant flow of people enjoying the festivities. All of the artists that I interviewed stated unequivocally that this was a very successful outing for them. Jewelers, painters, clay artists and fabric artists alike all said a variation of the same sentiment: "I had a great show." As a photographer, I can say the same thing, too, and we all hope to be back again next year.



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Contact: Sabrina B. Burwell 828-295-7851

The attendees also had many positive comments related to the show. One that seemed to resonate is that Cheesman was favored by many over another noted Denver festival. Additionally, more than one individual stated that Cheesman featured artists with more appealing and affordable art.

The show's logistics were well planned and smoothly executed. Artist parking was off-site with shuttle service provided, and load-in/-out was effortless. Along with a well-juiced selection of artists, the event featured some of Denver's best food trucks, providing exceptional gourmet street food for the outing.

After three successful years, this event can be considered a well-established venue. Liz Gore has again proven her remarkable abilities in the art show arena, and her hard work and diligence in promoting the Cheesman festival have paid off again.

75. Attendance: 10,000 (source: gate). Hours: 10-5. Admission: \$8, free for ages 5 and under.

Compiled from *FastAudit* reports

Editor's note: Our September 2015 issue included State Reporter Lisa Bair's assessment of this event. The following review offers another perspective based on FastAudit submissions.

We received a small handful of *FastAudit* reports from the 30th annual Outdoor Crafts Festival of the Bruce Museum. Comments and scores for most categories were positive, but unspecified problems with the weather seemed to have had a negative impact on the proceedings.

Our assumption is based on the fact that scores for weather (5.0 on a 10-point scale) were as middling as they come, and attendance (4.3) fared even worse despite better-than-average advertising (6.3). Unfortunately, no auditors commented directly on these aspects.

We do know, however, that all but one of them was dissatisfied with the ensuing sales (3.3), and the holdout said his/her take was merely average. A clay artisan reported "very poor sales" with \$1,555 total from an unknown average item price (AIP), and a turned-wood exhibitor (\$165 total/\$60 AIP) thought the museum setting perhaps lent itself better to the fine arts. "[It's] not really a great venue for my work; maybe more art than craft," he/she said.

Conversely, a wood artisan (\$800 total/\$50 AIP) was more optimistic, saying the show was "very artist-friendly with affluent patrons" and that he/she saw "potential for improved sales in the future." The only other exhibitor who provided us with sales data was a fiber artisan (\$1,000 total/\$135 AIP).

Scores for the remaining aspects were much higher. Furthermore, management (9.5), artist treatment (10.0) and artist amenities (10.0) comprised the highest-rated category group, and the clay artisan said exhibitors were, "very well

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► **May 16-17, Outdoor Crafts Festival of the Bruce Museum, Greenwich.** Contact: Sue Brown Gordon, Bruce Museum Inc., 1 Museum Drive, Greenwich, CT 06830. Phone: 518-852-6478. Email: sue@brucemuseum.org. Website: www.brucemuseum.org. Application fee: \$25. Space fee: \$360-\$720. Space size: 10x10 to 10x20. 100% outdoors. Exhibitors:

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