

and knocked over several of our displays.

On a 10-point scale, *Sunshine Artist* auditors gave the Outdoor Art Show a score of 3.6 for weather, 6.8 for attendance, and a 6.2 for sales.

High sales were earned by a fabric artist who grossed \$12,600 and had an AIP of \$50, followed by the decorative artist (\$7,000 total/\$28 AIP), a drawing/mixed media artist (\$6,500 total/\$40 AIP), and a toymaker (\$4,900 total/\$25 AIP).

Low sales were noted by an oil-on-canvas artist (\$750 total/\$200 AIP), a photographer (\$800 total/\$68 AIP), a metal artist (\$1,500 total/\$32 AIP), and a fine jeweler (\$1,500 total/\$100 AIP).

Average total show sales for each reporting exhibitor was \$4,113.60 with an average AIP of \$160.70.

A photographer commented: "[There were] anemic sales ... competes heavily with the Art Center Show, and the town just can't support that many artists year after year. [I] don't think it is my audience."

Advertising for the show scored a 7.5, management a 7.1, artist treatment a 7.2, artist amenities a 7.0, and judging and awards a 6.3.

A drawing and mixed media artist said the show was "close enough for me to do even with the record of bad weather. [My] only complaint is that the area hotels gouge everyone that weekend by doubling their rates. It just seems to be the South Alabama way of business."

Auditors gave the show a score of 7.5 for quality of work, balance of medium a 7.8, and prestige of show a 7.9. A wood artist (\$2,600 total/\$500 AIP) was not happy with the quality, and said there were a lot of "Chinese imports" and "flea market crap."

Layout (8.3), load-in/out (8.2), and parking (7.6) received some of the highest scores for this event.

With so many opinions all over the place on this show, it is noted that 73 percent of auditors will give the show another chance some time in the

future, proving it does have potential for sales and exhibitor satisfaction. An artist making functional art (\$3,100 total/\$125 AIP) wrapped it up and said, "[This is] one of the best shows in the country."



Colorado

► **July 30-31, 2016 Cheesman Park Art Fest, Denver.** Contact: Liz Gore, Dash Events. LLC, 200 Poplar St., Denver, CO 80220. Phone: 505-550-2471. Email: liz@dasheventsdenver.com. Website: www.dasheventsdenver.com. Application fee: \$30. Space size: 10x10 to 10x20. 100% outdoor. Exhibitors: 130. Hours: 9 a.m. to 7 p.m. on Saturday and 9 a.m. to 5 p.m. on Sunday. Admission: Free.

By David Schneider

Arizona and New Mexico Reporter

Email: david@fringe.com

Medium: *Photography*

The 2016 version of the Cheesman Park Art Fest was very good all around and this young show is really coming into its own.

The show is at Cheesman Park, which is a broad, open space in Denver where people and families like to come out and enjoy the day. You can find people strolling, playing volleyball, and enjoying themselves; in short, it is a community park with a correspondingly strong sense of community. It is also an excellent place to hold an art show.

Now in its fourth year, the show has been embraced by the neighborhood and its residents. In the first few years, the neighborhood was skeptical about the show,

but came out to see what it was all about. Now, they are looking forward to the show and seeing their favorite artists as well as meeting new ones. Patrons have realized that this is a quality show and are now embracing it, even to the point of being sure to purchase from artists so they will keep coming back to the show. This is not to say that this is only attended by those in direct proximity to the show, for patrons from across Denver come to it.

This year there were 130 artists, an increase over previous years. Normally, this would not be a good thing for the artists, but the attendance seems to be increasing, giving an overall increased possibility of sales.

The show is a good size at this point and fits the space well. The show is cleverly laid out, mostly down a road that winds through the park. Instead of a single long line of booths, they are staggered in groups along the street – first along one side and then the other. No booth is directly across from one another, which is a really nice touch, and the patrons appreciate the break in the pattern. There is a small cluster of booths along a section where the road makes a “Y,” which also helps to break up the show. There are large trees in this area of the park, which offer shade and add wonderful atmosphere to the show. The show also has live music and food trucks, giving patrons a chance to relax and refresh themselves.

Since the booths are mostly in a linear row and the street is not overly wide, load-in can be interesting. The show offers two early load-in times along with the regular time, which spaces everyone out. They monitor the early load-ins and ask that you move your vehicle so others can park where you did. The staggering of the booths really helps some of the congestion, but not all. The spaces can be tight, especially for larger vehicles, and even more so for larger trailers, so patience is truly a