



# ArtFest Fort Myers 2014

14th Anniversary Edition

To Our Sponsors – We Couldn't Have Done It Without You

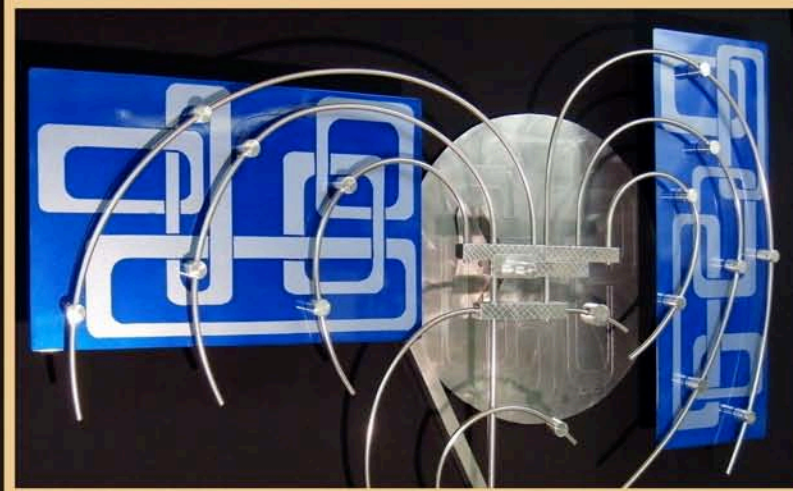


## Sponsor Report

ArtFest Fort Myers thanks our generous sponsors and media partners who make it possible to produce a nationally recognized and FREE art experience for our community.

For their continuous support,  
we especially thank the:  
City of Fort Myers  
Fort Myers Redevelopment Agency  
Tourist & Development Council

[www.ArtFestFortMyers.com](http://www.ArtFestFortMyers.com)



ArtFest Fort Myers, Southwest Florida's premier art festival, is held annually the 1st weekend of February in the Fort Myers River District  
Above: William Kidd 2014 Best of Show Top: Pamela Couch Center: Royal Mire Lower: Timothy Parker

# ArtFest Fort Myers – A Premier Art Festival

## Art Is For Everyone

ArtFest Fort Myers attracts 85,000 attendees and is Southwest Florida's largest weekend festival.

ArtFest Fort Myers actively recruits the best-of-the-best artists from across the country and around the world. The 2014 art festival showcased 215 fine artists selected from 850 artists who applied.

Artwork includes many categories – painting, ceramic, glass, jewelry, mixed media and much more.

ArtFest Fort Myers invites other art organizations to promote their programs on our festival site. The Alliance for the Arts, Florida Repertory Theatre, Art in Healthcare, Southwest Florida Symphony, and Gulf Coast Symphony were the 2014 art festival's guests with large promotional spaces reaching thousands of potential supporters and patrons.

ArtFest Fort Myers calls the River District home. This is a very special place in the heart of downtown Fort Myers and we hope that you will visit often.



Festival attendees love the artwork – over 40% of the artists are new to the festival each year – many are exhibiting in Southwest Florida for the first time.

# ArtFest Fort Myers – A Family Event

## Fort Myers Redevelopment Agency

### City of Fort Myers

The City of Fort Myers and the Fort Myers Redevelopment Agency are committed to supporting the arts and the events that make our community a vibrant place to live, work and play.

ArtFest Fort Myers:

- Hosts art activities for the entire family. From the interactive art activities in the Publix Art Yard to the high school art show sponsored by Edison State College to the Chalk Block street painting sponsored by Truly Nolen to the Publix Youth Stage featuring performances by our community's talented youth there is something for everyone.
- Creates international dining galleries to meet the tastes of all attendees – the food vendors are by invitation only based on high quality standards.
- Introduces diverse art forms to youth and adults in a relaxed and enjoyable setting.
- Funds art education programs in Lee County schools.
- Funds after-school art clubs for at-risk youth.



There is something for everyone. Check out the community's talented youth; relax in a dining gallery; buy a Festival T-shirt; create your own art to take home; go shopping in the kid's only shopping zone.

# VIP Experience Ronald Bucher Wealth Management Group Raymond James

Experience the best of ArtFest Fort Myers in VIP style

Exclusive membership brings the very first glimpse of the wonderful festival artwork at the Opening Night Party where great art, delectable hors d'oeuvres & drinks and the sounds of music create an elegant artful evening.

Over festival weekend convenient reserved parking, VIP Terrace access with complimentary refreshments and a festival poster complete the VIP Experience.

Members of the ArtFest Fort Myers VIP Experience help insure the continued growth and success of ArtFest Fort Myers.





# Publix Art Yard

Building Better Kids For Tomorrow . . . Art, Fitness, Nutrition . . . They Need It All  
Kids of all ages discover interactive art activities, fitness and nutrition.

Publix Kids@Art – hands-on art & craft activities

Publix Young Art Collectors Gallery – kid's only art shopping for \$5 and proceeds fund supply grants

Publix Youth Stage – sights & sounds of our community's talented students

Publix Trail Mix – kids create their own yummy combination in a take-away cup

Publix Shopping Bag Decorating – who doesn't love art and shopping?

Publix Youth Soccer - get involved and get in shape with Publix Soccer games

More great arts activities from Florida Repertory Theatre, Southwest Florida Symphony, Alliance for the Arts, Junior Duck Stamp, The Imaginarium and Gulf Coast Symphony.



The Publix Art Yard is a festival highlight for youth and parents alike.

# Edison State College presents Art Under 20

*Art Under 20* is a visual art exhibit and competition for Lee County high school students, who exhibit their work at ArtFest Fort Myers as they compete for \$7,300 in cash awards.

ArtFest Fort Myers created this venue to support students in their pursuit of art and to encourage community support of art programs in our schools. In 2014 Art Under 20 showcased 425+ pieces from local high school students.

Awards are given to the best student artists in six categories: Digital, Drawing, Painting, Photography, 3-D and Mixed Media. Awards include: Best of Show, 1st, 2nd, & 3rd Place, Peoples Choice, Fewster Family Award, Ikki Matsumoto Award, and Honorable Mention.

Edison State College hosts the Award Reception for all the award-winning students to celebrate the excellence of their artwork.

Edison State College also hosts Jury Day, when the professional artists who will participate in the upcoming year's art festival are chosen. Professional artists and curators are the 5-person jury.



# Truly Nolen Chalk Block

The chalk theme *The Artsy Life of Bugs* created rows of imaginative images that had attendees in awe of the high school students talent!

Five professional Street Chalk Artists inspired students from thirty-three Lee County high schools to think outside the canvas!

The three-student teams from each school participated in a chalk art workshop and then created their own artwork on the street.

Congratulations to Fort Myers High for winning First Place!



# Florida Blue

## Experience the Art of Great Health

Florida Blue came to ArtFest Fort Myers with their traveling karaoke booth.

Attendees of all ages could record their very own music track.





# Lee Memorial Health System

Pedal or Paddle to the art festival!

That was the Lee Memorial Health System message – to get fit and go green.

Lee Memorial Health System provided these fitness gurus a Bike Valet to secure their bicycles and kayaks at the festival and rewarded these active patrons with a refreshing bottle of chilled water upon arrival.

The Arts in Healthcare program of Lee Memorial Health System also displayed their artwork and invited the public to participate in their support programs.

The Seahorse Dreams Committee and a parade of 10 beautifully crafted seahorses were all guests to the Art Festival.

Thanks to BikeWalkLee who staffed the Bike Valet and promoted biking to ArtFest Fort Myers as an option to driving.





## Many Sources of Support

### LCEC

Volunteer Sponsor

Delivering the power that energizes our community.

### Suncoast Beverage Sales

Beverage Sponsor

Providing Bud products, Arizona Iced Tea, Zephyrhills Water.

### Framing Wholesalers

Custom framer for ArtFest Fort Myers.

### Hyatt Place at The Forum

The host hotel for ArtFest Fort Myers artists and guests.

### Matlacha Hookers

This community service organization creates the 120 women strong beverage team for a donation to their art programs at Pine Island Elementary School.

### Fort Myers Rotary Club

Operates the art festival's parking lots.

### 'Tween Waters Inn

Donating three weekend getaway packages to our steering committee, volunteers, and visitors!





# More Exciting Activities . . .

**ArtFestLive** – Our social media tent was the central location to get online at ArtFest Fort Myers. You could post a Facebook comment, Tweet, upload photos & video, take a festival survey and try out the new iPad's all in one "Hot Spot"!

Attendees could also charge their cell phone or "Like" an ArtFest sponsor on Facebook.

All visitors who showed us their room-key card from a local hotel were entered into a drawing for a weekend at Tween Waters!

**TanGram Wall** - Get creative and make shapes, designs, and more with TanGram stickers! Kids had a whole wall where they could stick and re-stick these colorful shapes into new designs all day!





This dynamic and effective campaign was made possible by the generous support of all our Media Partners and the Tourist Development Council Marketing Grant.



## Marketing Campaign

ArtFest Fort Myers' marketing campaign focus is to encourage residents and visitors alike to spend an art-filled day along the downtown Fort Myers riverfront.

The mix includes all media – TV, Radio, Print, Outdoor, Internet, Point of Sale and more. Valued at \$195,000 the 2014 Marketing Campaign created over 8 million impressions in a 3 week period.

WINKTV • The News-Press  
TravelHost Magazine • Florida Weekly  
WINK-FM • WGCU • WOLZ  
Gator Country • BOBFM  
Grandeur Magazine  
Parent & Child Magazine  
Seabreeze Communications  
Digital Billboard  
Theater & Symphony Programs  
Festival Website • Facebook, Twitter,  
FourSquare, YouTube • eVites  
D'Latinos • Univision • Azteca America

And it worked!  
Attendance was record-breaking.



# ArtFEST

FORT MYERS  
Southwest Florida's Premier Art Festival

**February 1 & 2**  
**10am-5pm**  
Downtown Fort Myers River District

**Art for Everyone**  
**200 Nationally Known Artists**  
**Kid's Activities**  
**Food & Entertainment**

**FREE**  
**ADMISSION &**  
**EASY PARKING!**

**OPENING NIGHT**  
**January 31 6-10pm**  
Edwards Drive & Hendry Street  
**70 Artists • Fine Food • Beer & Wine • Music**  
Visit our website for VIP Upgrades!

# Tourist Development Council

Marketing & Visitor Enhancement Grant supports promotions to “enhance the visitor experience”.

Nationally recognized destination festivals, such as ArtFest Fort Myers, enhance Lee County’s branding as a tourism option for new visitors and an attractive option for returning visitors. Partnering with Lee County hoteliers the art festival creates 325+ room nights with related bed tax and restaurant/ beverage sales.

Out-of-market advertising is placed in the Naples, Orlando, Fort Lauderdale, Palm Beach, Key West & Florida Keys, Space Coast, Miami and Pensacola markets.

Extensive Internet presence is created with a dynamic website; eVites for hoteliers, Facebook, Twitter, Linkedin and web banners on many referral sites.

11% of ArtFest Fort Myers 2014 attendees were Visitors and 29% were Seasonal Residents. They made comments such as: “ArtFest is our favorite festival – we love it!”



Southwest Florida  
**TRAVELHOST**  
 THE #1 TRAVEL MAGAZINE .COM  
 WINTER 2014  
 SPECIAL EDITION

**ArtFEST**  
 FORT MYERS

Southwest Florida's Premier Art Festival

**February 1 & 2, 2014**  
 Opening Night January 31  
 It All Happens In The River District!

See Art. Love Art.  
 Buy Art.  
 ArtFestFortMyers.com

Experience the best of Fort Myers' art scene  
*It's worth the drive!*

Join us in scenic downtown Fort Myers for an artsy weekend. Enjoy 200 nationally known artists with inspiring artwork, great food, entertainment, kids art activities, performing arts and much more!

February 1 & 2, 2014 • Downtown Fort Myers Riverfront • Fun begins Fri. Night (Jan.31)

**ArtFEST**  
 FORT MYERS  
 Southwest Florida's Premier Art Festival

**ArtFestFortMyers.com**  
 for travel packages, directions, and more info!

HYATT PLACE

"It's Worth the Drive" ads were published year-round in TRAVELHOST Magazines reaching out-of-town markets such as Orlando, Sarasota, and Fort Lauderdale, Pensacola.

# TRAVELHOST Magazine

A 24-page centerfold section in 21,000 TRAVELHOST Magazines – the #1 in-room magazine in 105 hotels from Punta Gorda to Marco Island. An additional 3,500 copies were printed as a free-standing magazine for distribution to year-round residents. Magazines had a three month shelf-life which advertise the festival and the other great events, restaurants, and shops the River District has to offer.

14 Lee County hotels received custom ArtFest Fort Myers room-key cards to distribute to guests the week of the festival. This room-key card directed guests to read their in-room TRAVELHOST Magazine for festival details.

**What does ART Festival mean?**

**Are you staying in a hotel as you visit Southwest Florida?**

**WHEN YOU GO**  
 The details

**Directions**

**Event Parking**

**The Art of Selecting Artists**

ArtFestFortMyers.com February 1 & 2, 2014

**THIS WEEKEND!**

**ArtFestFortMyers.com**

Southwest Florida's Premier Art Festival

Info in TRAVELHOST MAGAZINE

# The News-Press • WINK-TV

## Media Partners Bring Out the Crowds

Great promotion is the lifeblood of successful festivals. The News-Press and WINK-TV provide powerhouse media support for ArtFest Fort Myers.

Reaching an audience from Sarasota to Marco Island to Palm Beach these media partners ran:

- Thousands of inches of full-color print ads
- Thousands of inches of editorial coverage and photos
- Hundreds of TV spots
- Continual on-site TV news coverage
- Website banner ads
- Website videos and photo galleries

Opposite page:

1/4 page ads ran in The News-Press & Florida Weekly – total of 48 ads  
WINK-TV ran 179 spots. Including 47 Prime Time and News.

# ArtFEST

FORT MYERS  
Southwest Florida's Premier Art Festival

**February 1 & 2, 10am-5pm**  
Downtown Fort Myers River District

**Art for Everyone**  
**200 Nationally Known Artists**  
**Kid's Activities**  
**Food & Entertainment**



**FREE**  
**ADMISSION &**  
**EASY PARKING!**

**OPENING NIGHT**  
**January 31 6-10pm**  
Edwards Drive & Hendry Street  
**70 Artists • Fine Food • Beer & Wine • Music**  
Visit our website for VIP Upgrades!

Sponsored  
In Part By:



For directions, parking and more information  
**ArtFestFortMyers.com**  
#ArtFestFM



Southwest Florida's Premier Art Festival

# ArtFEST

FORT MYERS

**February 1 & 2 10am-5pm**

**Edwards Drive**  
**Downtown Fort Myers Riverfront**

- Enjoy and purchase some of the best artwork exhibited anywhere in Florida!
- 200 nationally known artists
- Many artists not frequently seen in Southwest Florida



**FREE ADMISSION & EASY PARKING!**

**Art for Everyone • Kid's Activities**  
**Food & Entertainment**

**Join us Friday Jan. 31 6-10pm**  
**Opening Night Festivities**



ArtFestFortMyers.com



# PREMIERE ART FESTIVAL

ArtFestFortMyers.com



# Online Coverage

ArtFest Fort Myers' mobile-friendly site received 10,855 visitors in 10 days of "festival time". 40% accessed the website from a mobile device.

Over festival weekend our Facebook page reached 39,718 people with 1,189 people talking about us.

On-site at the art festival was our dynamic ArtFestLive Tent, where attendees could check-in, post, tweet and talk about us through their social media profiles. The tent streamed live Facebook posts, live video and pictures from the event.



# ArtFEST FORT MYERS

Southwest Florida's Premier Art Festival

**February 1 & 2 • Sat. & Sun. 10-5**  
Downtown Fort Myers River District  
**January 31 Opening Night • Fri. 6-10**

Southwest Florida's premier fine art festival is a **must attend event**. Always the first weekend in February, ArtFest Fort Myers' three-day art extravaganza fills the downtown Fort Myers riverfront with exceptional art in a variety of mediums and prices from nationally recognized artists from across the country and around the world.

You'll get to meet the artists, face to face. Knowing their stories behind the art is one of the great joys of buying art directly from the artist.

Children's art activities, great food, south Florida's largest high school art exhibit & competition and spectacular on-street chalk painting complete the ArtFest Fort Myers experience.

At ArtFest Fort Myers, you'll discover **high-quality, Made-by-the-Artist original art** by more than **200 artists**. Whether you're a new or experienced art lover, you'll find something wonderful to add to your personal collection.

**Avid collector** on the hunt for unusual treasures? We've got you covered. This is a **highly selective juried show**. Watching your budget? You'll find beautiful art in a **wide range of prices** — truly something for everyone.

ArtFestFortMyers.com

**FLORIDA WEEKLY**  
IN THE KNOW. IN THE NOW.

**200 Nationally Known Artists • Art for Everyone • Kid's Activities  
Food & Entertainment • FREE ADMISSION & EASY PARKING!**

## Florida Weekly Wrapper

ArtFest Fort Myers published a 4-page exterior wrapper that encased 75,000 Florida Weekly's January 29<sup>th</sup> issue from Punta Gorda to Marco Island.





# Targeted Ads

Many aspects of ArtFest Fort Myers are promoted to specific target markets.

These include:

- Art Under 20, the high school exhibit and competition.  
Sponsored by Edison State College
- Publix Art Yard, fun for kids of all ages
- Pedal or Paddle to ArtFest - be fit and go green. Sponsored by Lee Memorial
- VIP Experience  
Sponsored by Ron Bucher,  
Wealth Management Group  
Raymond James

Billboards and website ads are also part of the extensive marketing package.





**ArtFEST**  
FORT MYERS  
Southwest Florida's Premier Art Festival

**The Fun Begins Opening Night!**

**Friday Night**  
**January 31** 6-10pm  
Edwards Drive & Hendry Street  
Downtown Fort Myers Riverfront

Visit our website for VIP Upgrades!

**FREE**  
ADMISSION &  
EASY PARKING!



[ArtFestForMyers.com](http://ArtFestForMyers.com)  
#ArtFestFM




**Art Under 20**  
A Young Artists' Showcase & Competition

Only @ **ArtFEST**  
FORT MYERS  
Southwest Florida's Premier Art Festival

**February 1 & 2**  
10am-5pm  
Edwards Drive & Centennial Park  
Downtown Fort Myers Riverfront






**Art Under 20 -**

- A visual art exhibit and competition for Lee County high school students
- Drawing, Painting, Digital, Photography, 3-Dimensional and Mixed Media
- \$6,500 Cash Awards

Sponsored by  
**EDISON STATE COLLEGE**  
A Higher Degree of You

**FREE**  
ADMISSION &  
EASY PARKING!

For directions, parking and more information  
[ArtFestFortMyers.com](http://ArtFestFortMyers.com)  
#ArtFestFM




**Kids Publix Art Yard @**

**ArtFEST**  
FORT MYERS  
Southwest Florida's Premier Art Festival

**February 1 & 2**  
10am-5pm  
Edwards Drive & Centennial Park  
Downtown Fort Myers Riverfront







**Fun for the Entire Family!**

- Fine art for kids \$5 (ages 6 to 12 only)
- Make art projects to take home
- Youth stage with live performances
- Design your own snacks
- Dress up with theater costumes
- Play a musical instrument

**FREE** Admission & Activities!  
Easy Parking!

Kids love the Publix Art Yard • Everyone loves the 200 professional artists

For directions, parking and more information  
[ArtFestFortMyers.com](http://ArtFestFortMyers.com)  
#ArtFestFM




**Pedal or Paddle to**

**ArtFEST**  
FORT MYERS

**February 1 & 2** 10am-5pm  
Downtown Fort Myers River District  
200 Nationally Known Artists




Any way you get there, it's worth the trip!

**FREE** BIKE VALET  
Parking and  
Kayak Dock!

Art for Everyone  
Kid's Activities  
Food & Entertainment



Sponsored By:  
**LEE MEMORIAL HEALTH SYSTEM**

Visit us online for more information!

**Southwest Florida's Premier Art Festival**

[ArtFestForMyers.com](http://ArtFestForMyers.com)





**THIS WEEKEND!**

**ArtFestFortMyers.com**

**FREE**

**February 1 & 2**  
**Downtown Fort Myers**



**ArtFEST**  
FORT MYERS

**Opening Night**  
**January 31**

**FREE!**

Edwards Drive  
Downtown Fort Myers Riverfront

**CLICK HERE** for VIP Perks & Reserved Parking



# Volunteers

## Make ArtFest Fort Myers Happen

**Steering Committee:** 50 people oversee all aspects of the art festival and its outreach programs. Most of the Steering Committee members have been involved for 10+ years with combined 313 years of festival experience. See them in their matching blue jackets or polos.

**Artists Ambassadors:** This dedicated group works with the artists from arrival to departure creating a successful and stress free artist experience. See them in their matching orange jackets, t-shirts or polos.

**Weekend Volunteers:** 300+ adults and students greet attendees, coordinate youth art activities, support the artists and sponsors, sell beverages and work behind the scenes to bring the art festival to life. See them in their matching 2014 poster t-shirts.

## Get involved with volunteers who have fun

Many opportunities exist for volunteers either year-round or on festival weekend. It can be a great team-building opportunity within your company or in the broader Fort Myers community.

Contact us for more details or a customized program.



Volunteers say: "... we have so much fun . . . working as a team . . . positive and energy boosting . . ."

# Outreach Programs

## ArtFest Fort Myers supports art students and programs

ArtFest Fort Myers is proud to support visual arts and education in Lee County through special exhibits, art competitions, art supply grants and educational opportunities. In ArtFest Fort Myers' 14 year lifetime, over \$250,000 of support to art students and educational programs has been provided.

- Art Under 20: Exhibit & competition for high school students with \$7,300 in awards with support from Edison State College.
- Chalk Block: Thinking outside the canvas high school teams create masterpieces on the asphalt. Created with the support of Truly Nolen.
- Art Clubs in Elementary Schools: ArtFest Fort Myers, in partnership with Edison State College, has created art clubs as part of the after school program in Lee County elementary schools.
- Boys & Girls Club Art Club at Shady Oaks in Fort Myers: The art club has been created for these lucky kids. A professional artist teaches one afternoon a week and an abundance of art supplies are available at all times. IBERIABANK supports this program.
- Newspaper in Education: Festival Poster sales make ArtFest Fort Myers the single largest Principal Sponsor of The News-Press Media Group's Newspaper in Education program.





# Support Our Community

ArtFest Fort Myers hosts Lee County non-profit arts organizations to promote their programs on the art festival site.

Participating in 2014 with large promotional spaces reaching thousands of potential supporters and patrons:

The Alliance for the Arts  
Florida Repertory Theatre  
Southwest Florida Symphony  
Art by the disABLEd  
Gulf Coast Symphony  
Seahorse Dream Fundraiser  
Junior Duck Stamp Competition  
Imaginarium



We provide the tents, tables & coverings, chairs, rental equipment and signage - all these organizations need to bring are their staff and promotional materials.







## What the Attendees Say

"ArtFest is our favorite art show."

"Thanks for the family event -  
our kids love it too."

"Perfect size – not too big – not too small."

"Artists are always great & unique."

"Can't wait for 2015 - we always buy more  
great artwork."

On a scale of 1 – 5 attendees rated

Quality of Art – 4.9

Variety of Art – 4.7

49% 35 - 64 years old

65% College graduates

63% Female

69% Purchased artwork

## What the Artists Say

"Keep it FREE to the public."

"Again you attract great crowds – you really  
know how to bring out community support."

"Thank you for all the work you put into the  
festival . . . your show is outstanding."

"You have great volunteers and your festival  
t-shirts are the best of any show we do."

"Great website and love the artist gallery!"

"ArtFest is top notch – caring volunteers, art  
buying crowds and a beautiful location."

"Thanks for the great TV coverage – your  
promotion is the best! We saw information  
about your show everywhere"

"The most well run show I have ever  
participated in."

89% of artists will reapply for ArtFest 2015

92% will recommend ArtFest to fellow artists

# Thank You to our Sponsors

We couldn't have done it without you!



## Program Support



## Media Partners



## Friends of ArtFest Fort Myers

Angelina's • Coca Cola • Linen Cottage • Gator Country & BOBFM  
Fort Myers Rotary • Gwendolyn's Cafe • Morgan House  
Sun Harvest • Twisted Vine Bistro • Wisteria Tea Room



## Contact

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[www.ArtFestFortMyers.com](http://www.ArtFestFortMyers.com)  
[Facebook.com/artfestfortmyers.com](https://www.facebook.com/artfestfortmyers.com)

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ArtFest Fort Myers staff.



## ArtFest Fort Myers 2014

Thank You to our Sponsors & Media Partners

Artwork: Tara Funk Grim      2014 Commemorative Poster & T-shirt Artist