



# ArtFest Fort Myers 2018

18th Anniversary Edition

To Our Sponsors – We Couldn't Do It Without You

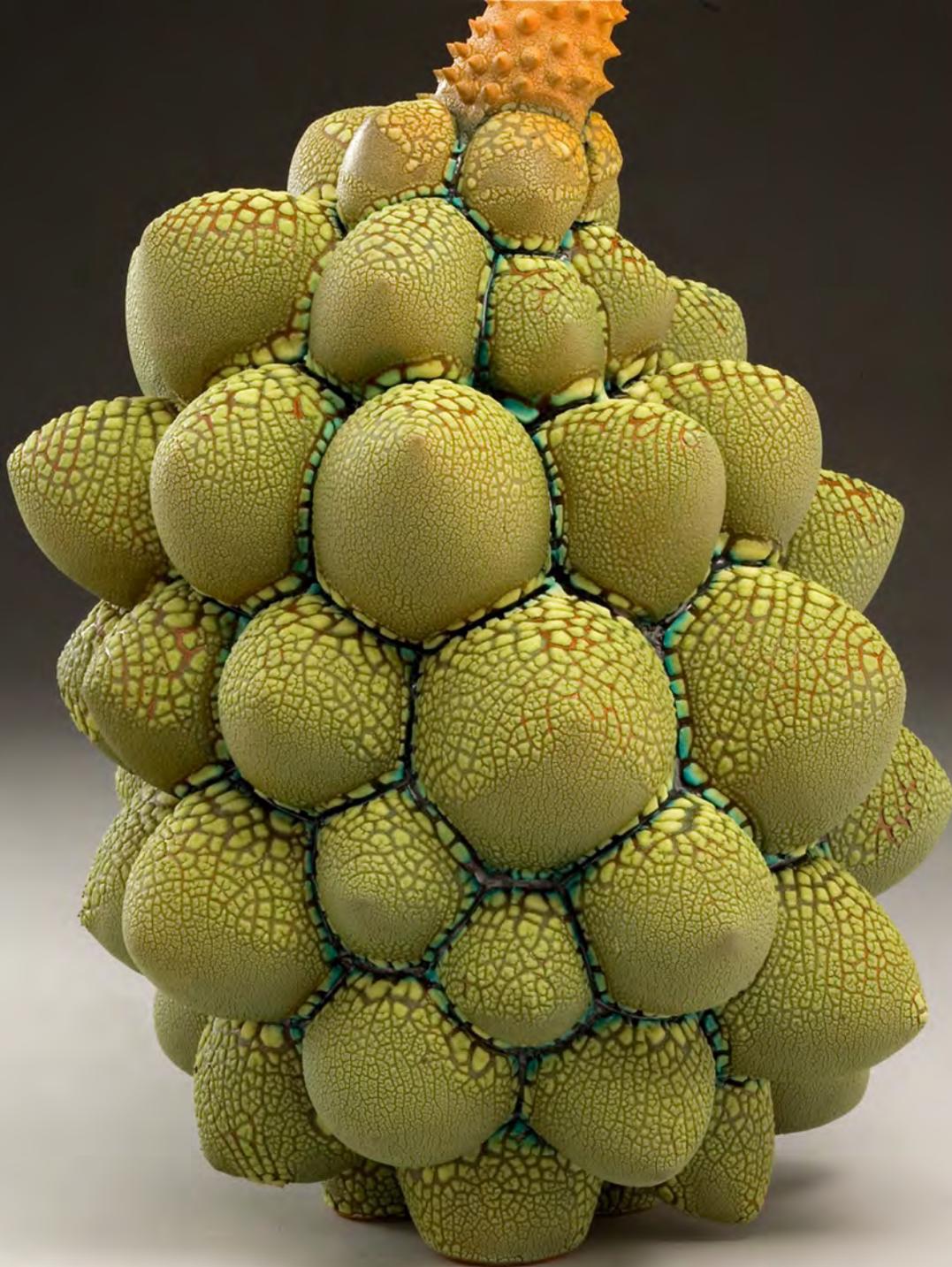


## Sponsor Report

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

**[ArtFestFortMyers.com](http://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, Ceramics Best of Show 2018

Top: Michael Weber 1st 2D Center: Dan McWhorter 1st 3D • Lower: Edward Loedding

# ArtFest Fort Myers – A Premier Art Festival

## Art Is For Everyone

ArtFest Fort Myers attracts 95,000 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 2018 art festival showcased 206 fine artists selected from 878 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, BIG Arts, Arts in Healthcare, Sidney Berne Davis Art Center, Weavers of Char-Lee & Black History Museum have been the 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!



# ArtFest Fort Myers – A Family Event

## City of Fort Myers & Fort Myers Community Redevelopment Agency

The City of Fort Myers and the Fort Myers Community 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:

- Introduces diverse art forms to youth and adults in a relaxed and enjoyable setting.
- Hosts art activities for the entire family - there is something for everyone. From the interactive art activities in the Publix Art Yard to Art Under 20 (the high school art show sponsored by Suncoast Credit Union) to the Golisano Children's Hospital Chalk Block where talented high school students create stunning street paintings
- Creates international dining galleries to meet the tastes of all attendees – the food vendors are by invitation only based on high quality standards.
- Funds art education programs in Lee County schools.
- Funds after-school art clubs for at-risk youth.



# Art Matters To Everyone

The arts define the kind of community in which we wish to live and raise our children.

Art encourages adults & children to dream ... to imagine ... to expand the way they see the world.

Art Matters ... continue the conversation with us as we use the arts to create the kind of community we can all love for years to come.

Everyone has a great time at ArtFest Fort Myers!





# VIP Experience Ronald Bucher Investments 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 VIP Party where great art, delectable hors d'oeuvres, drinks and the sounds of music by Hot Buttered Nuggets create an elegant artful evening.

The Festival weekend VIP Experience continues with convenient reserved parking, exotic lunches, morning mimosas, and afternoon snacks with complimentary wine, beer and soda available.

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

Thank you to our restaurant sponsors:

Blu Sushi, Senor Pepe's Paella Catering, Prawnbroker, Texas Tony's, 3 Pepper Burrito Company, King's Kitchen, Twisted Vine Bistro. And great martinis from Deep Lagoon.

Thank you to our beverage sponsors:

Suncoast Beverage Sales and Coastal Beverages.







# 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: group art installations with hand-painted “Rollie Pollies”; chalk tower and tangrams

Publix Young Art Collectors Gallery: kid's only art shopping for \$5

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

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

Publix Lunch Bag Decorating: who doesn't love art and shopping?

Publix Community Mural: everyone added their special touch

More great arts activities are provided by Florida Repertory Theatre, Weavers of Char-Lee, Parent & Child Magazine, and Black History Museum.







# Suncoast Credit Union presents Art Under 20

Suncoast Credit Union is the presenting sponsor of Art Under 20 . . .  
. . . the visual art exhibit and competition for Lee County high school students.

ArtFest Fort Myers created Art Under 20 eighteen years ago to support students in their pursuit of art and to encourage community support of art programs in our schools.  
In 2018 Art Under 20 showcased 400 pieces from local high school students with all public and private high schools participating.

Awards totaling \$8,600 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, Bruce Tyson AIA Award, Ellie's Mermaids Award, and Honorable Mention.

Suncoast Credit Union hosts the Award Reception for all the award-winning students to celebrate the excellence of their artwork.

In Suncoast Credit Union's Tent Festival attendees:

- enjoyed getting their caricature by Lasso
- created group art on the over-sized coloring boards.







# Campo Felice

## Senior Living Reimagined!

Campo Felice had a Sales Center with the perfect view of their new senior living tower.

Attendees could see the floor plans, furnishing renditions and real-as-life video of the new residences.



# Prima Luce

## Life in a Whole New Light

Prima Luce had a Sales Center in the heart of the art festival to showcase the newest waterfront community in historic downtown Fort Myers to the Southwest Florida community.

Attendees could see the floor plans, furnishing renditions and real-as-life video of the new residences.

Attendees could take a Free Boat Ride to Prima Luce's site along the river.

# PRIMA LUCE

ON THE WATERFRONT

THE NEWEST WATERFRONT COMMUNITY FROM THE ENGINEERING DEVELOPER OF  
BEAU RIVAGE, ST. TROPEZ, AND RIVIERA

It's Time to View Your  
Life in a New Light

PRIMA LUCE WATERFRONT  
AMENITIES  
From  
Dance  
Pool and Spa  
Cabanas  
Business Center  
Swimming Pool  
Pet Area  
Management



PRIMA LUCE WATERFRONT

# Golisano Children's Hospital presents Chalk Block

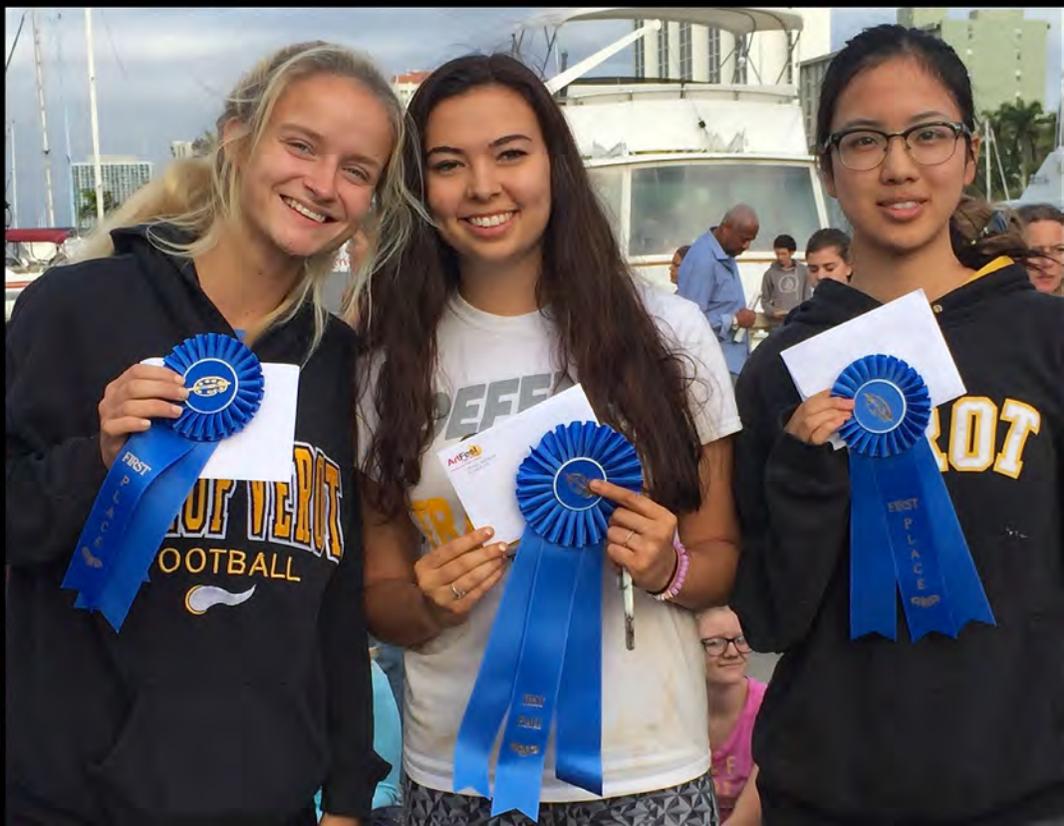
The Chalk Block theme *Glow of Good Health* created rows of imaginative images that had attendees in awe of the high school students' talent!

Five professional Street Chalk Artists inspired 120 students on 40 teams from 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. Each team's artwork was judged on their interpretation of the theme and the art movement style in which they created it.

Congratulations to Bishop Verot High School for winning First Place  
Fort Myers High School - Second Place  
Lehigh High School - Third Place  
Riverdale High School - Sunny & Sparkle Award







# Lee Health

Lee Health messages are art heals • get fit • go green

The Arts in Healthcare program of Lee Health displayed their patient and members artwork and shared information on the effectiveness of arts in the healing process - music and visual arts are proven successful in international studies.

Pedal to the art festival! Lee Health Bike Corral secures festival attendees' bicycles so they can enjoy the art festival.







Arts in  
Healthcare  
Musical  
Performance

We bring music to our patients, families and staff to enrich their daily lives. Local musicians perform in our hospital and one-to-one with patients.



# Publix Run To The Arts

Artsy 5K - 4th annual with 800 runners

5 kilometers. Run or walk. Race or fun.

So much more than any ordinary 5K, the Publix Run To The Arts brings together the best that life has to offer: health and fitness, arts and culture, friends and family, and the scenic beauty of the Fort Myers waterfront.

Post-race festivities include a scrumptious breakfast, a chance to make group art, race awards, live entertainment, fabulous door prizes, and much more.

800 runners and walkers participated in the Publix Run To The Arts - an impressive number in our community and for a 4-year old event.







# More Exciting Activities . . .

## Jury Days

ArtFest Fort Myers is a “juried art festival”. Jury is a selection process to determine which artists will be invited to participate assures festival-goers the best-of-the-best artists.

For the 2018 art festival a five-member panel of art experts reviewed the artwork of 878 applying artists and accepted 206.

The day before the actual jury takes place, artists and others are invited to come for a preview of the process and artwork images. This is part of ArtFest’s goal to continue to educate both artists and the public on the jury process - shown on facing page.

## Poster Unveiling Party

Great anticipation leads up to the annual unveiling of the artwork that will be used to create the Commemorative Poster & T-shirts.

The invitation-only Party for 250 guests is hosted by The Marina at Edison Ford.

2018 featured the artwork of Martin Figlinski.





# Many Sources of Support

## **LCEC**

Volunteer Sponsor

Delivering the power that energizes our community.

## **Suncoast Beverage Sales & Coastal Beverage LDT**

Beverage Sponsors

Providing Bud products, Wine and water.

## **Framing Wholesalers**

Custom framer for ArtFest Fort Myers.

## **Hyatt Place at The Forum**

The host hotel for ArtFest Fort Myers artists and guests.

## **Pinchers and The Marina at Edison Ford**

Sponsor of the Steering Committee - hosting dinner meetings.

Sponsor of the Poster Unveiling Party for 250 art patrons.



## **Kernes Restaurant Group**

Sponsor of the Steering Committee - hosts post-festival party.

## **Matlacha Hookers**

This community service organization creates the 130 women strong beverage team for a donation to their art programs at Pine Island Elementary School.



# 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 2018 Marketing Campaign created over 10 million impressions in a 3 week period.

- WINK • The News-Press
- Destination Magazine
- Times of the Islands • Gulf & Main
- WINK-FM • WGCU • WOLZ
- WARO • Latino • WCKT
- Grandeur Magazine
- Parent & Child Magazine
- Seabreeze Communications
- Digital Billboards
- Theater & Symphony Programs
- Festival Website
- Facebook - organic & Paid Ads
- eVites • eNewsletters

And it worked! Attendance was record-breaking - 95,000

\*Two ads with separate sponsor inclusion were run alternately to give the most exposure to each sponsor.

**ArtFest**  
FORT MYERS

Southwest Florida's Premier Art Festival

**February 3 & 4**  
**OPENING NIGHT Feb. 2**  
Edwards Drive  
Downtown Fort Myers Riverfront

I'm Gabi, your ArtFest guide  
text HI to 45426 to chat  
for answers to all your ArtFest questions!

Artist Dewey James, Digital

Free Admission | Easy Parking | Kid's Activities | Food & Entertainment



Naples Daily News | News-Press.

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

#ArtFestFM



# The News-Press • WINK

## 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 festival ads ran in The News-Press – 10 ads.

WINK-TV ran 95 spots and their affiliate WXCW ran 135 spots. Plus extensive live news coverage.

Southwest Florida's Premier Art Festival

# ArtFest FORT MYERS

February 3 & 4  
OPENING NIGHT Feb. 2

Edwards Drive  
Downtown Fort Myers Riverfront



Artist Kimber Flebiger, Sculpture

I'm Gabi, your  
ArtFest guide  
text Hi to 45426 to chat  
for answers to all your  
ArtFest questions!

Free Admission | Easy Parking | Kid's Activities | Food & Entertainment

DESTINATION  
MAGAZINE

THE BEACHES OF  
FORT MYERS  
AND SANIBEL  
FORTMYERS-SANIBEL.COM

FORT  
MYERS  
CRA

PRIMA LUCE  
ON THE WATERFRONT

CAMPO FELICE  
RETIREMENT LIVING

Naples Daily News | News-Press.

ArtFestFortMyers.com

#ArtFestFM



**ArtFest**  
FORT MYERS  
ArtFestFortMyers.com

**FEBRUARY 3<sup>RD</sup> & 4<sup>TH</sup>**  
**10AM-5PM**  
CENTENNIAL PARK  
DOWNTOWN FORT MYERS  
FREE ADMISSION

**WINK**  
NEWS

WINK series features:  
0:15 spots

The New-Press ad series  
features:  
¼ page ad for the art  
festival

Weather & news updates  
live coverage from the festival

**ArtFest**  
FORT MYERS  
ArtFestFortMyers.com

**FEBRUARY 3<sup>RD</sup> & 4<sup>TH</sup>**  
**10AM-5PM**  
CENTENNIAL PARK  
DOWNTOWN FORT MYERS  
FREE ADMISSION

# Tourist Development Council: Destination Building

ArtFest Fort Myers is dedicated to **leveraging its brand and collaborating with River District partners** to impact overall tourism.

The Fort Myers River District is a viable and ever-growing destination in Southwest Florida and ArtFest is the arts leader in **collaboratively** promoting the destination.

In addition to the leading the production and financial aspects of *Experience the City of Fort Myers* magazine and related promotions – shown on the facing page – ArtFest Fort Myers collaborated with Florida Repertory Theatre and River District Alliance to create synergy bringing visitors back to the River District over and over. Examples:

## Fence Banner

*River District Always Something Happening* is the theme of this promotion. The fence banner shown below is 36 ft W x 6 ft H and located at the high-traffic intersection of

Bay St. & Hendry St. Drivers and walkers see the message to return to the River District for more to do. Installed December 2017 to April 2018.

## Nickel Ride

ArtFest Fort Myers and Florida Repertory Theatre collaborated to showcase their programming on the River District's popular new ride sharing vehicles. It's new and innovative messaging for visitors.

19% of ArtFest Fort Myers 2018 attendees were Visitors and 25% were Seasonal Residents. They made comments such as: "ArtFest is our favorite festival – we love it!"

Partnering with Lee County hoteliers, the art festival creates 400+ room nights with related bed tax & restaurant/beverage sales.

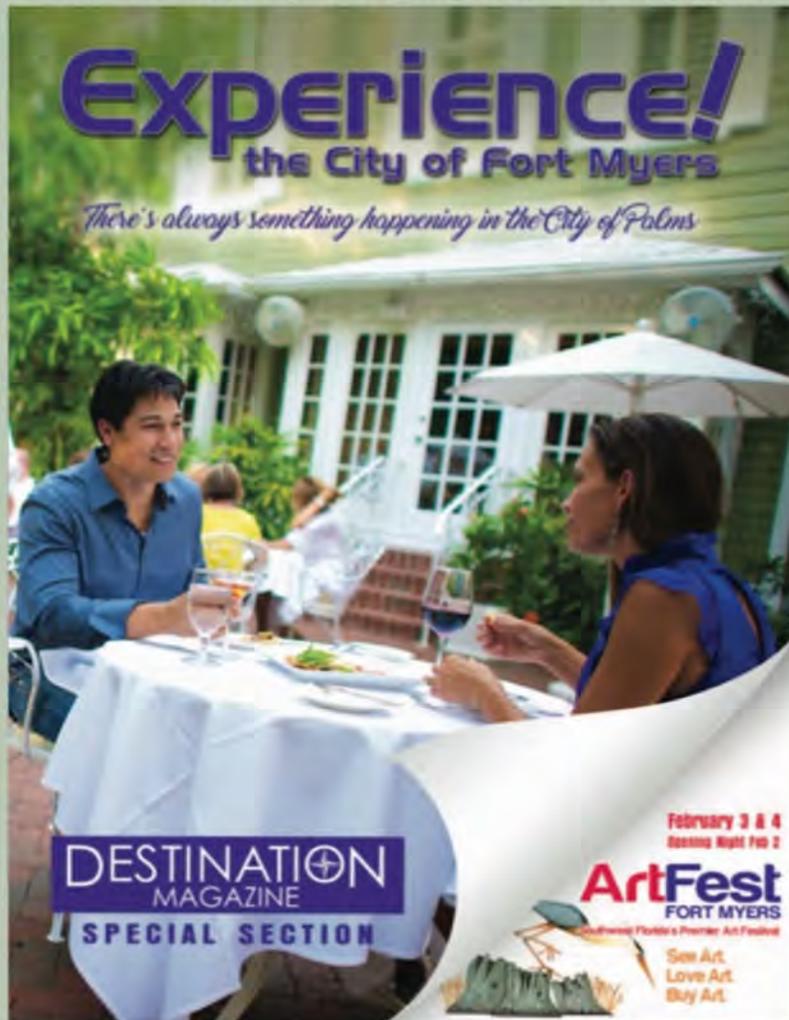


# Tourist Development Council

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

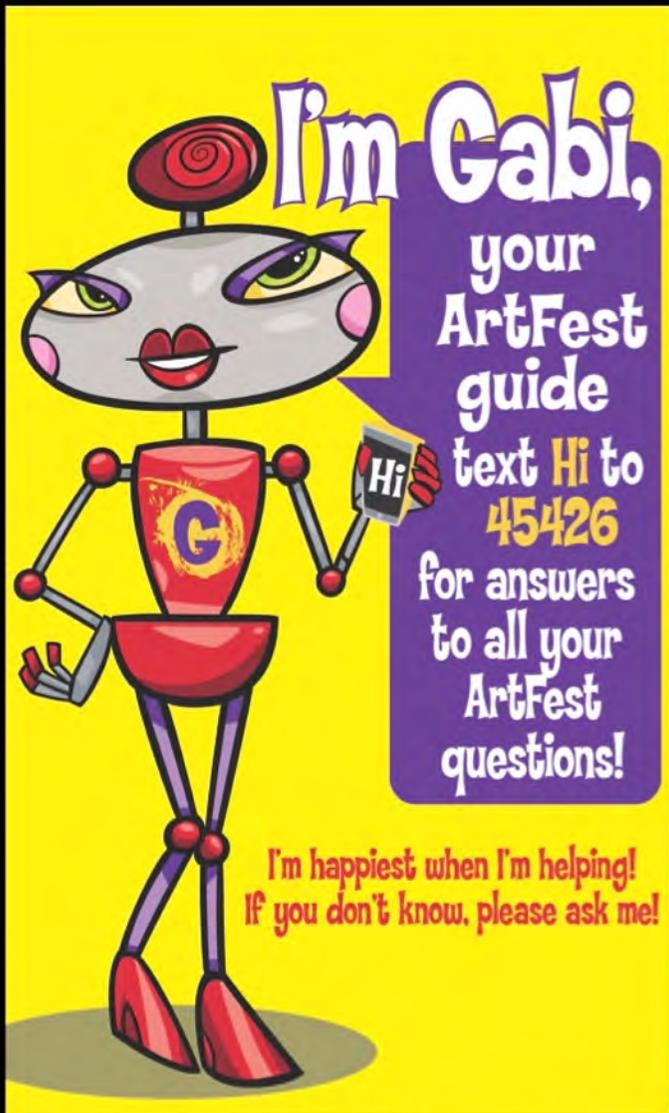
Nationally recognized destination festivals, such as ArtFest Fort Myers, enhance Lee County’s branding as a destination for new visitors and returning visitors.

**Leveraging the ArtFest Fort Myers brand** to impact overall tourism is the goal of *Experience the City of Fort Myers* magazine. 21,000 copies of the 24-page center section of *Destination Magazine’s* Winter issue are in 110 hotels Punta Gorda to Marco Island.



**Out-of-Market advertising** is integral to *Destination Magazine* promotion and is done in their partner editions. Collaborating with the River District Alliance and the Hyatt Place – 1/3 page ads for ArtFest Fort Myers and 1/2 page ads for the River District were placed in Key West & Florida Keys, Daytona Beach and Tampa. Insertion in multiple issues created 60,000 distribution

**Coupon Books – 50,000** are distributed through Southwest Florida hotels, visitor centers and attractions. Full-age ads. *Destination Magazine* and ArtFest Fort Myers – River District Alliance collaboration.



Stickers on dining tables



Pre-Festival Events



Guest Relations Survey Tower

## Introducing Gabi, Your ArtFest Guide

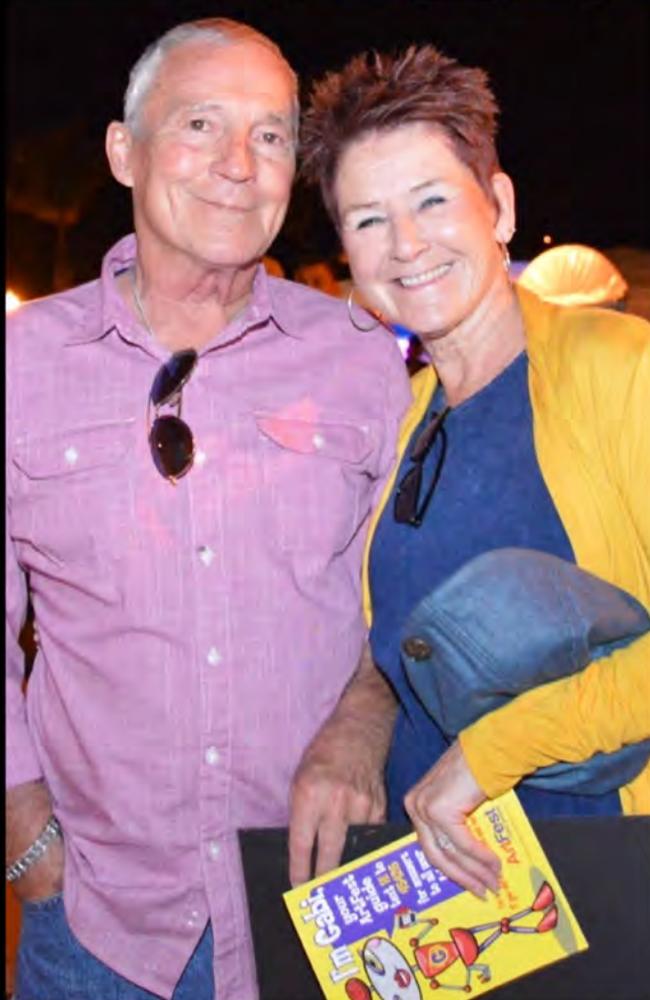
1st Festival in USA to use Chat Bot

- Gabi, a Chat Bot, answers ArtFest questions
- Delivers information the way people want it
- Text message based – no App needed
- Lives on website too – Live Chat
- Gabi was promoted everywhere
- Not location based for user's security

All-New – Innovative Technology

I'm Gabi,  
your ArtFest guide  
text Hi to 45426

**ArtFest**  
FORT MYERS  
February 2-4



Back of Festival Program

Southwest Florida's Premier Art Festival

**ArtFest**  
FORT MYERS

February 3 & 4  
OPENING NIGHT Feb. 2  
Edwards Drive  
Downtown Fort Myers Riverfront

I'm Gabi, your  
ArtFest guide  
text Hi to 45426 or on our website  
ArtFestForMyers.com for answers  
to all your ArtFest questions!

FREE ADMISSION  
& EASY PARKING!

Suncoast Credit Union, Publix, DESTINATION Fort Myers, WINK, etc.

News-Press Ad



Guest Relations Kiosks

# Targeted Ads

**SAVE the DATE**

February 3 & 4, 2018 • Opening Night Feb. 2!  
Always the 1st weekend of February!

Downtown Fort Myers Riverfront

Experience the best of Fort Myers' art scene!

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

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

All newspaper ads are 1/4 page – samples shown to the right

Symphony & Theater Programs – sample shown above

Digital Billboards (10 locations) with daily countdown until ArtFest – lower right

Web buttons for many online locations

**FREE!**

**ArtFest FORT MYERS**

February 3 & 4  
Edwards Drive  
Downtown Fort Myers Riverfront

Art for Everyone • Kids' Art Activities  
Food & Entertainment

**OPENING NIGHT - February 2, 6-9pm**  
Artist Preview • Fine Food & Wine

**Kids ♥ Publix ArtYard**

February 3 & 4, 10am-5pm  
Edwards Drive & Centennial Park • Downtown Fort Myers Riverfront

**Fun for the Entire Family!**

Fine art for kids \$5 (ages 6-12 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!**

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

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

**FREE ADMISSION & EASY PARKING!**  
For directions, parking and more information  
[ArtFestFortMyers.com](http://ArtFestFortMyers.com)  
#ArtFestFM

News-Press.

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

February 3 & 4  
Downtown Fort Myers River District

**Opening Night February 2**

**FREE ADMISSION & EASY PARKING!**

**Experience ArtFest as a VIP**

**Receive VIP Perks & FREE Parking ALL weekend!**

Support the arts in this gathering of art connoisseurs just like you as you enjoy all the benefits of being a VIP.

VIP Tent on Opening Night, Friday, February 2nd  
Overlooking the downtown waterfront and glorious sunset  
– Gourmet hors d'oeuvres from 8 fine restaurants  
– Wine and Beer / Music by Hot Buttered Nuggets  
– 70 fabulous artists

VIP Tent Saturday & Sunday, February 3rd and 4th  
Garden setting overlooking the downtown waterfront  
– Mimosas, coffee and scones to start your day  
– Catered specialty lunch / Afternoon snack bar  
– Wine, beer and more all day  
– 215 fabulous artists

Artist  
Kimber Fishler,  
Sculpture

**\$125<sup>per person</sup>**  
**DON'T MISS THE BIGGEST ART EVENT OF THE YEAR!**  
VIP Party is an outdoor tented event - rain or shine!

Sponsor & VIP Host  
**BUCHER**  
RAYMOND JAMES

Reserve your tickets!  
[ArtFestFortMyers.com](http://ArtFestFortMyers.com)

News-Press Daily News • News-Press.

**THIS WEEKEND!**

**ArtFestFortMyers.com**

**FREE** February 3 & 4  
Downtown Fort Myers

HOME THE FESTIVAL SUPPORT ARTFEST ONLINE GALLERY SHOP THE FESTIVAL STORE

**ArtFest** Southwest Florida's Premier Art Festival  
 Fort Myers Saturday and Sunday, February 3 & 4, 2018 10 am - 5 pm  
 Opening Night: Friday, February 2 4 - 9 pm

*Hope You Enjoyed ArtFest Fort Myers 2018!*  
 Save the Date for 2019: February 1, 2 & 3

COULD YOU TAKE A MOMENT TO ANSWER A SURVEY? WE'RE LISTENING!

ATTENDEE VIP ARTIST VOLUNTEER

Southwest Florida's Premier Art Festival  
 FEBRUARY 3 & 4, 2018 - OPENING NIGHT FEBRUARY 2

*On the waterfront in historic downtown Fort Myers*



**Festival Guide**  
Everything you need to know for a fabulous weekend



**Opening Night**  
The Friday evening party is a feast for all your senses



**VIP Access**  
Special privileges await you (at an incredible value)



**Online Gallery**  
Explore the wonderful, expertly selected artists of ArtFest Fort Myers



**Family Fun**  
A family-friendly festival, plenty to see and do for all ages



**Special Getaway**  
Great value package includes hotel, plus VIP tickets to the festival



**Meet the Artists**  
Only 1 in 5 who apply are accepted, so you get the best



**Art Education**  
Year-round programs for children and teens

An ArtFest Fort Myers Event

REGISTER T-SHIRT PRIZES COURSE SCHEDULE FAQ CONTACT SHARE ON FACEBOOK

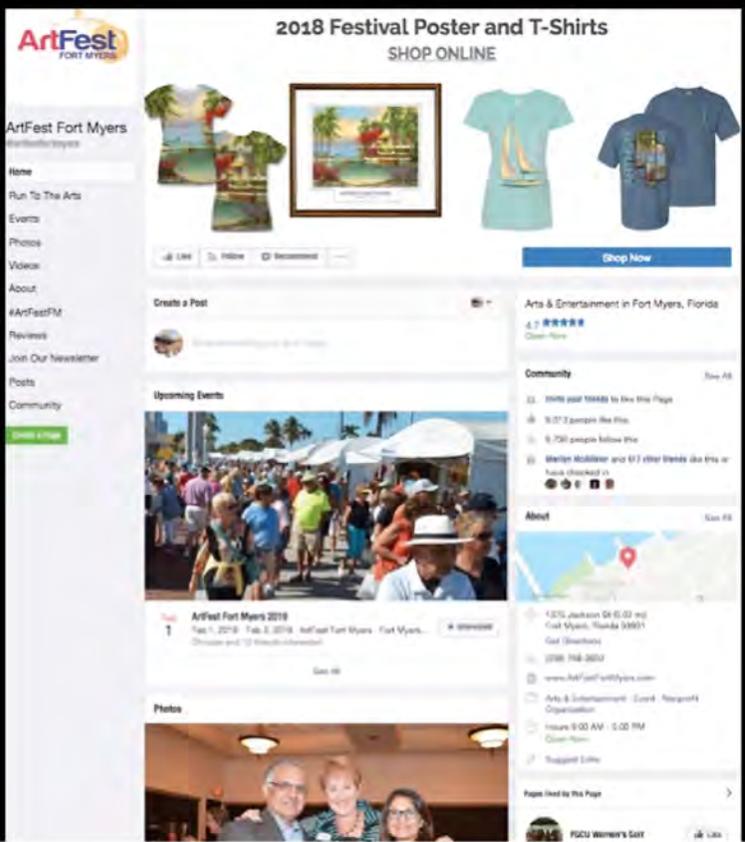
**Publix RUN TO THE ARTS**

DOWNTOWN FORT MYERS WATERFRONT  
 SUNDAY, FEBRUARY 4, 2018

scroll



**2018 Festival Poster and T-Shirts**  
 SHOP ONLINE



Online Marketing

ArtFestFortMyers.com (a mobile friendly website) had 86,031 page views from October 1 to February 7

RunToTheArts.com (a mobile friendly website) had 6,239 page views from October 1 to February 7

ArtFest's Facebook page has 9,003 likes and a organic reach of 497,916 from January 1 to February 7

Paid Facebook advertising also target audiences for youth art activities; Run to the Arts; VIP among others



# Volunteers

**Steering Committee:** 60 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 563 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 lime green T-shirts and 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 2018 red T-shirts.

**Photo Team:** photography lovers took thousands of pictures of sponsors and attendees enjoying the professional artists and artsy fun. See them in their red ArtFest Photo Team 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.**



Steering Committee Chairs lead the art festival and invite you to join them  
“ . . . we have so much fun . . . working as a team . . . positive and energy boosting . . . ”

# Outreach Programs

For students and art programs

ArtFest Fort Myers is proud to support visual arts education in Lee County through special exhibits, art competitions, art supply grants.

**New in 2017: STARS Complex Art Club.**

**Art Under 20**, presented by Suncoast Credit Union: exhibit & competition for high school students with \$8,600 in awards.

**Chalk Block**, thinking outside the canvas high school teams create masterpieces on the asphalt, presented by Golisano Children's Hospital.

**Art Carts**, at Lee Health to support Arts in Healthcare.

Past programming includes: Art Clubs in Elementary Schools and Boys & Girls Club; Art Supply Grants & Visiting Artists to schools.

# Did You Know?

**ArtFest Fort Myers impacts the arts and art education in Southwest Florida.**

**\$250,000** to art education

**31,000** youth impacted by our funding

**750,000** people have attended

**3,600** artists have participated

**Art Matters – Continue the conversation with us. Leave us a note for your Arts Support 239-768-3602 • [ArtFestFortMyers.com](http://ArtFestFortMyers.com)**





# Did You Know?

## Why the arts matter in education...

Young people who participate in the arts are:

- 4 times more likely to be recognized for academic achievement
- 3 times more likely to be elected to class office within their schools
- 4 times more likely to participate in a math or science fair
- 3 times more likely to be awarded for school attendance
- 2 times more likely to read for pleasure

*\* Source: Americans for the Arts*

**Art Matters – Continue the conversation with us.  
Leave us a note for your Arts Support  
239-768-3602 • [ArtFestFortMyers.com](http://ArtFestFortMyers.com)**





# Support Arts Community

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

Participating in 2018 with large promotional spaces reaching thousands of potential supporters and patrons:

Florida Repertory Theatre  
Arts In Health Care, Lee Health  
Black History Museum  
Weavers of Char-Lee  
Kids Tag Art  
ART REACH (Human Trafficking Awareness Partnership)

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 2019 - we always buy more  
great artwork."

On a scale of 1 – 5 attendees rated  
Quality of Art – 4.8  
Variety of Art – 4.9

48% 35 - 64 years old  
65% College graduates  
64% Female  
72% Purchased artwork

## What the Artists Say

"Keep it FREE to the public."

"You really know how to bring the crowds."

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

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

94% of artists will reapply for ArtFest 2018  
95% will recommend ArtFest to fellow artists

## ArtFest Fort Myers – Award Winning

2016 Chrysalis Award – Cultural Achievement

2016 International Festival & Events Assoc.

Best sub-Event to Benefit a Cause:

    Cookies for Art Carts with Lee Health – GOLD

Best Event within an Event:

    VIP Experience with Raymond James – GOLD

Festival Poster – GOLD

2016 Florida Festival & Events Association

Sponsor Program:

    Art Under 20 with Suncoast Credit Union – GOLD

Annual Report – GOLD

T-shirt – GOLD

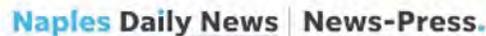
*Thank you*  
**Sponsors & Volunteers!**  
 We couldn't have done it without you!



**Program Support**



**Media Partners**



**Friends of ArtFest Fort Myers**

3 Peppers Burrito • Art & More • Blu Sushi • Coastal Beverage Ltd. • Coca Cola  
 iHeart Radio • Kearns Restaurant Group • Kings Kitchen • Prawnbroker • Senor Pepe's  
 Soni Yoga • Standard Restaurant • Sun Harvest • Texas Tony's • Twisted Vine Bistro

## Contact Us

Sharon McAllister  
*Executive Director*

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1375 Jackson Street, Suite 401  
Fort Myers, FL 33901  
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