



ArtFest Fort Myers 2022
Thank You to our Sponsors & Media Partners

Artwork: Leon F. Ruiz 2022 Commemorative Poster & T-shirt Artist



ArtFest Fort Myers 2022 - 22nd Anniversary Edition



ArtFest Fort Myers 2022

22nd Anniversary Edition
To Our Sponsors - We Couldn't Do It Without You



"The purpose of art is
washing the dust of
daily life off our souls."

-Pablo Picasso

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 2022 art festival showcased 152 fine artists selected from 648 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 Theater, Weavers of Char-Lee, & Gulfcoast Symphony 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

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 competition 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.



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!



Art Matters to Everyone

Publix Art Yard

Building Better Kids For Tomorrow...Art, Fitness,
Nutrition...They Need It All!

Publix Kids @ Art: spreading kindness everywhere by painting "Kindness Rocks" to leave around your community;

Publix Young Art Collectors Gallery: kids only art shopping for \$5

Publix Community Stage: formerly the Publix Youth Stage, this new twist brings sights and sounds of our community's culturally diverse and talented organizations

Publix Paper Bag Hats: Make and decorate your very own funky hat out of recycled Publix paper shopping bags

Publix Photo Op: Make an animated and sharable gif in front of Plato, the Publix mascot

Artful Arborists: kids of all ages decorate a hand print to add to the tree of friendship

Hula Hoop Competition: See how long you can keep a hula hoop going while competing with friends and family



Publix.



VIP Club

Experience the best of ArtFest 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 a live band creates an elegant artful evening.

The Festival weekend VIP Club continues with convenient reserved parking, tasty lunches, morning mimosas, and afternoon snacks with complimentary wine & beer available.

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

Thank you to our restaurant sponsors:
Publix, Aussie Grill, Señor Pepe Paella, and The Standard

Thank you to our beverage sponsor:
Suncoast Beverage Sales



Suncoast Credit Union presents Art Under 20

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

ArtFest Fort Myers created Art Under 20 twenty-two years ago to support students in their pursuit of art and to encourage community support of art programs in our schools.

In 2022 Art Under 20 showcased 179 pieces from local high school students with all public and private high schools participating. New this year were several entries from the Southwest Florida Juvenile Detention Center.

Awards totaling \$10,000 are given the best student artists in six categories: Digital, Drawing, Painting, Photography, 3-D, Mixed Media, and Recycled Materials. Awards include: Best of Show, 1st, 2nd, & 3rd Place, People's Choice, Fewster Family Awards, Ikki Matsumoto Award, Equity Award, and Honorable Mention.

Suncoast Credit Union had an interactive photo booth for attendees to enjoy with artsy backdrops.

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



Luminary Hotel & Co.

A hub of excitement and discovery

Luminary Hotel & Co. opened in September 2020 in the heart of ArtFest Fort Myers' festival site.

Even prior to opening they embraced becoming an integral partner to the art festival:

- Room night packages for the artists who love this hotel & its location
- VIP Packages for out-of-town guests
- Hosted VIP Club in Caloosa Sound Convention Center - adjacent to & managed by Luminary Hotel & Co.
- Hospitality for Artists in Caloosa Sound Convention Center
- Festival Headquarters & Volunteer Home in Caloosa Sound Convention Center
- Year-round ArtFest PopUp events

Now that Caloosa Sound Amphitheater is open & thriving we look forward to additional partner activities.



Florida Blue presents Art For All

At Art For All, kids (and adults) use adaptive art tools to create huge, amazing art pieces.

Zot Artz is the main art feature of Art For All and their crew says: "Rather than finding ways for people with disabilities to participate in activities for non-disabled people, we create entirely new activities and projects for people with disabilities and invite those without disabilities to join in."

Other great community partners at Art For All included LARC, Family Initiative, and Lighthouse, who were all there with supportive services.

A Chill Tent was available for parents & youth facing autism challenges to provide a sensory escape.

Florida Blue was also onsite with a branded tent providing health insurance services for attendees.



Babcock Ranch

Live a Better Life

Babcock Ranch had a Welcome Center in the heart of the festival to showcase the innovative town that sets a whole new standard for sustainable, responsible growth.

Attendees could learn about Babcock Ranch's solar-plus-storage system, the largest operating in the U.S. today, their expansive public green spaces and trails, and the vibrant community Babcock Ranch has to offer.



Babcock Ranch Art Show

ArtFest Fort Myers is delighted to have helped Babcock Ranch create this boutique art show with artists of the quality you enjoy every year at ArtFest.

The art show takes place in Babcock Ranch's beautiful lakeside Founder's Square - only 20 minutes from downtown Fort Myers and well worth the drive from wherever you are.

Great food from Babcock Ranch's onsite eateries as well as many food trucks gives attendees many options to satisfy any cravings. Music, too!

In 2022, the Babcock Ranch Art Show extended to a two and a half day show which featured an Opening Night VIP Experience on Friday evening.



Golisano Children's Hospital presents Chalk Block

The Chalk Block theme "Choose to Include" created rows of imaginative images that had attendees in awe of the high school students' talent!

A team of Professional Street Chalk Artists inspires 120 students in 40 teams from Lee County high schools to think outside the canvas!

Teams create beautiful drawings -- not on canvas but on the pavement. They use chalk pastels to draw in their individual 6 foot square space.

Teams compete for nearly \$700 in awards.



Lee Health

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

The Arts in Healthcare program of Lee Health displayed their patients' and members' artwork and shared information on 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.



We Are Overflowing

What Can an Artist Do with a Pile of "Trash"?

WHAT? A high impact sculpture - made from repurposed, discarded, and cast-off materials - that sends an important message: As a country we are overflowing with trash and recyclables.

WHY? You'll be inspired to rethink what you throw away. Is it really "trash" or could it be repurposed?

WHO? Lee County Solid Waste had a vision: To use the power of art to show how important it is to conserve our limited natural resources and inspire us to re-use. ArtFest Fort Myers is honored to have been asked to create and install We Are Overflowing for the inspiration of our community.

WHEN? We Are Overflowing was on display throughout ArtFest Fort Myers weekend.

INTERACTIVE! Attendees were encouraged to add their empty plastic bottles to "Flotsam," the newest sculpture in the exhibit, and "Globus."

Donald Gialanella created three sculptures for We Are Overflowing.

"Flotsam" is a humongous fish that swims in a sea of discarded bottles and cans that displays how our oceans are being polluted with trash.

"Globus" is a talking, earth-shaped body slowly filling with trash to symbolize how our planet is being inundated with materials that could otherwise be recycled.

"Dumpster Diver" is a sculpture of a diver created from "trash" that is diving into an overflowing sea of trash and recyclables.

MIDDLE SCHOOL EXHIBIT: RECYCLED ART SCULPTURES

Students from eight middle schools, coordinated by their art teachers, were invited to create sculptures from repurposed, discarded, and cast-off materials. \$1,100 in awards were given to the schools' art programs. Sponsored by LCEC Environmental Grant.

Presented by



COVANTA
Powering Today. Protecting Tomorrow.



Publix Run To The Arts

Artsy 5K - 7th annual

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, race medals, a chance to make group art, a sneak peek at the art festival, and more.

Due to COVID, the February 2021 race was postponed to November 2021. We had two great 5Ks this season, one in November 2021 and one in February 2022!

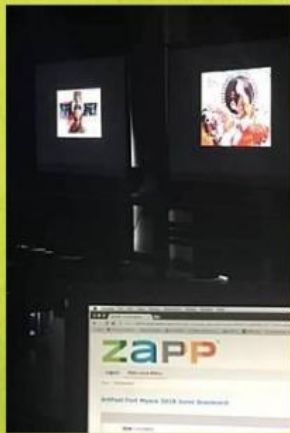


What Does "Juried Art Festival" Mean?

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

For the 2022 festival, a 5-member panel convened to judge nearly 650 artists to determine which ones make it into the art festival.

The day before the 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 below.



Did You Know?

ART = JOBS

1,389 full-time jobs
created by arts & culture organizations
in Lee County*

2.5 million artists
are in the U.S. labor force as of 2017**

Artist jobs include:

architects, directors, set designers,
art therapists, graphic designers,
animators, dancers, videographers,
fashion designers, camera operators,
web designers, writers, art gallery curator,
motion designers, art valuer, art teacher,
art conservators, and much more.

Art related jobs are
EVERYWHERE!
no more "starving artist" stigma

*Source: Americans for the Arts

**Source: National Endowment for the Arts

Tourist Development Council & Out of Market Ads

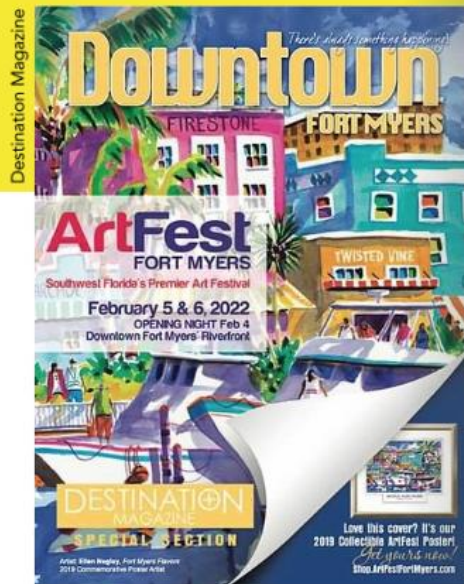
ArtFest Fort Myers is dedicated to leveraging its brand and collaborating with arts organizations to be a destination builder in Lee County and the City of Fort Myers.

Downtown Fort Myers Magazine is a cornerstone with these collaborations. 21,000 copies of the 16-page center section of Destination Magazine Winter issue. It is in 110 hotels from Punta Gorda to Marco Island. And their out-of-market partners run ads to support Lee County as an artsy destination.



Arts Organizations use trade ads in each others Programs to cross promote our artsy destination to residents and visitors alike.

Lee County Visitor & Convention Bureau, through their Tourist Development Council Grant, supports ArtFest Fort Myers out-of-market advertising.



Programmatic Digital Advertising

As Southwest Florida's Largest Weekend Event, ArtFest Fort Myers is in a unique position as a Destination Builder.

An integral part of promotion is Programmatic Digital Advertising: Social and Online Display Ad Campaigns with the support and guidance of the Lee County Visitor & Convention Bureau:

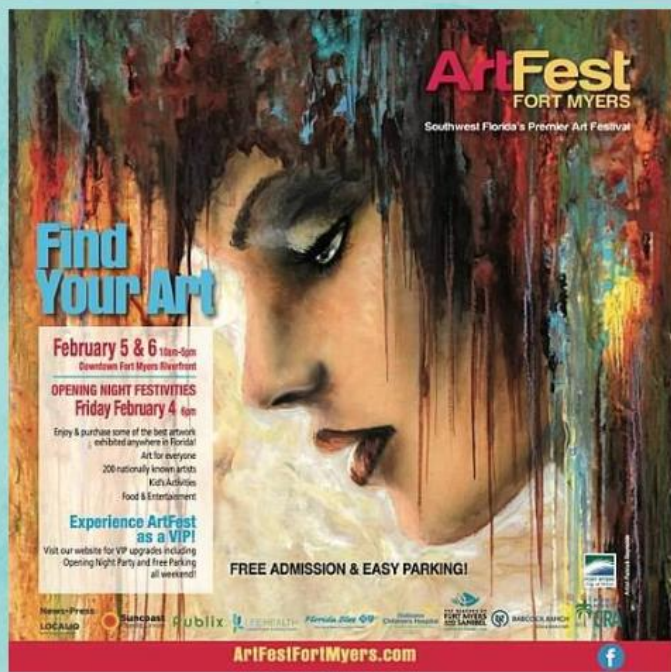
- generate significant out-of-market visitation building Fort Myers' arts reputation increasing the market for artists' sales
- generate significant traffic to ArtFestFortMyers.com

Digital advertising enables us to create synergy & cross-promotion opportunities between: Florida Repertory Theater; Naples International Film Festival; Sarasota Opera; Sarasota Orchestra; Sarasota Ballet; and others.

Programmatic Digital Advertising Campaigns reach: Sarasota; Tampa/St. Pete & Miami/Ft. Lauderdale & West Palm Beach/Ft. Pierce. It features: Desktop/Tablet/Mobile and In-App Display Ads; Behavioral Display Banner Ads; Contextual Targeting Display Banner Ads.



Examples of past display ads



ArtFest
FORT MYERS
Southwest Florida's Premier Art Festival

Find Your Art

February 5 & 6 10am-5pm
Downtown Fort Myers Riverfront

OPENING NIGHT FESTIVITIES
Friday February 4 6pm

Enjoy & purchase some of the best artwork exhibited anywhere in Florida!
Art for everyone
200 nationally known artists
Kid's Activities
Food & Entertainment

Experience ArtFest as a VIP!
Visit our website for VIP upgrades including Opening Night Party and Free Parking all weekend!

FREE ADMISSION & EASY PARKING!

News-Press LOCAL10 Publix GULFSTREAM UNIVERSITY Florida Blue CRA FORT MYERS AND SANIBEL BARBOCK RANCH Suncoast

ArtFestFortMyers.com

The News-Press & Naples Daily News

Great promotion is the lifeblood of successful festivals. The News-Press & Naples Daily News provide powerhouse media support for ArtFest Fort Myers.

Reaching an audience from Fort Myers to Marco Island, these media partners ran:

- Thousands of inches of full-color print ads
- Thousands of inches of editorial coverage and photos
- Pre-festival week featured news stories of ArtFest's impact on community and artists
- Website videos and photo galleries



ArtFest
FORT MYERS

Experience ArtFest as a VIP
Receive VIP Perks & FREE Parking ALL weekend!

February 5 & 6
OPENING NIGHT
February 4, 6pm

Caloosa Sound Convention Center
West entrance / Edwards & Monroe St.
Downtown Fort Myers

Support the arts in this gathering of art connoisseurs. Just like you do you enjoy all the benefits of being a VIP!

VIP Club on Opening Night, Friday, February 4
Overlooking the downtown waterfront and glorious sunset
- Gourmet menu of bites from fine restaurants
- Wine and Beer
- 80 fabulous artists

VIP Club Saturday & Sunday, February 5 & 6
Garden setting overlooking the downtown waterfront
- Mimosa, coffee and scones to start your day
- Catered specialty lunch / Afternoon Snack Bar
- Wine, beer and more all day
- 200 fabulous artists

Early reserved VIP parking all weekend!

Don't miss the biggest art event of the year!
Packages starting at \$75 per person
Packages and benefits vary per package.
See website for details & options.

RESERVE YOUR TICKETS TODAY!
ArtFestFortMyers.com

News-Press LOCAL10

Marketing Campaign

ArtFest Fort Myers' marketing campaign's 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 2022 marketing campaign created over 10 million impressions in a three-week period.

The News-Press
Naples Daily News
Destination Magazine
El Mensajero
The Community Press
WGCU ~ WOLZ ~ WCKT
Seabreeze Communications
Digital Billboards
Festival Website
Facebook - organic & paid ads
eVites & eNewsletters



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News-Press. LOCAL10 Publix GULFSTREAM UNIVERSITY Florida Blue CRA FORT MYERS AND SANIBEL BARBOCK RANCH Suncoast



Volunteers

Steering Committee: 70 people oversee all aspects of the art festival and its outreach programs. Most of the Steering Committee members have been involved for 13+ years with combined 910 years of festival experience. See them in their matching blue polos or jackets.

Artists Ambassadors: This dedicated group works with the artists from arrival to departure creating a successful and stress-free art experience. See them in their matching lime green t-shirts and polos.

Weekend Volunteers: 300+ adults and students greet attendees, coordinate youth 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 2022 neon orange t-shirts.

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



Many Sources of Support

LCEC

Volunteer Sponsor
Delivering the Power that energizes our community.

Suncoast Beverage Sales

Beverage Sponsor
Providing Bud products, wine, and water.

Framing Wholesalers

Custom Framer for ArtFest Fort Myers.

Elks Lodge & The Collaboratory

Hosted Steering Committee dinner meetings throughout the year.

Millennial Brewing Co.

Hosted the post-festival Steering Committee party

Matlacha Hookers

This community service organization creates the strong beverage team and receives a donation from ArtFest Fort Myers to support their advanced-education for women scholarships.



Support Arts Community

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

Participating in 2022 with large promotional spaces reaching thousands of supporters and patrons:

Florida Repertory Theatre
Alliance for the Arts
Gulfcoast Symphony
Weavers of Char-Lee
Fort Myers Mural Society

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





What the Attendees Say

"Always innovative and top notch."

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

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

"Love it all but particularly the uniqueness of the art displayed!"

"Can't wait for 2023 - to buy more 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

"I can't imagine the countless hours it took to make ArtFest look so seamless!"

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

"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."

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

ArtFest - Award Winning

2021 Florida Festivals and Events Assoc.
1st Place - Event Safety/Risk Mitigation Plan for Live Event
2nd Place - Hybrid Event

2020 Florida Festivals and Events Assoc.
1st Place Crisis Communication Plan
1st Place Green Program
1st Place Social Media Advertising Campaign

Sponsor Thank You!

Publix

Florida Blue
Your local Blue Cross Blue Shield

LUMINARY
HOTEL & CO.

Suncoast
Credit Union

LEE HEALTH
Caring People. Inspiring Health.

BABCOCK RANCH
Live a better life

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

**FORT MYERS
CRA**

FORT MYERS
City of Palms

PROGRAM SUPPORT

Vine

tropicalCafe

LCEC
LOCAL COMMUNITY EDUCATION CENTER

SUNCOAST BEVERAGE

LaCroix

FLEET FEET
FORT MYERS

Sundance
ARTS & RECREATION

MEDIA PARTNERS

News-Press.
LOCAL10

**DESTINATION
MAGAZINE**

**Seabreeze
Communications
GROUP**

iHeartRadio

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**