

SAINT LOUIS
ART FAIR
A CELEBRATION OF ART SINCE 1994

SUMMARY REPORT * 2024



Artist: Margaret Baker



CONNECT WITH US!

www.saintlouisartfair.com

 @CulturalFestivals

 @STLArtFair

info@culturalfestivals.com

SLAF BY THE NUMBERS



ATTENDEES	130,000+
ARTISTS	202
BOOTHS	189
VOLUNTEERS	330+
TEAM LEADERS	30
BOARD MEMBERS	29
INTERNS	4
FULL-TIME STAFF	2

BEHIND THE SCENES



EVENT MANAGEMENT TEAM MEMBERS

Kyle Andrews - Landscaping
Marianne Baer - Artist Relations
Ronnie Barrett - Guest Relations
Cynthia Billingsley - Jurying
Lorna Brown - VIP/Special Events
Kristen Buckles - Artist Relations
Robin Davis - Guest Relations
Patty DeForrest - Volunteers
Emily Dent - Merch
Amy Dyer - Artist Relations
George Hettich - Jurying
Lauren Hilton - Merch
Bruce Kothe - Concessions

Susan Kronemer - Jurying
Darby Latham - VIP/Special Events
Michelle Maue - Creative Castle
Alexandra Maue - Creative Castle
Alexis Moore - Guest Relations
Kim Rayford - Performance
Scott Sarandis - Artist Relations
Ebonee Shaw - VIP/Special Events
Sherry Shuman - Artist Relations
Stacey Tull - Jurying
Nancy Yawitz - Artist Relations
Sean Zaraneek - Concessions



ART FAIR STAFF

We continue to be grateful for the elite team of professionals that come together to produce the Saint Louis Art Fair. We are especially proud of our 2024 partnership with Kansas State University. Our Student Operations Team from K-State was truly remarkable!" - Sarah J. Umlauf, Executive Director



BOARD OF DIRECTORS

Suzanne Dalton Kearins
Board Chair

Curran Coulter
Vice Chair

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Vice Chair

Kimberly Rayford
Secretary

Thomas Zetlmeisl
Treasurer

Chris Schmitt
Vice Treasurer

Stacy Engles Wipfler
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Doug Carroll
Jaime Curry Welker
Sean Doherty
Kristyn Dunlap
Ashley George Gill
Becky Hadfield
Darby Latham
Eboney Shaw
Andre Stevens
Angela Strum
Tracie Wolfmeyer

Board Emeritus

Alex Berger III
Marian Nunn
David Smith
Susan Uchitelle

Ex Officio

Gary Carter
Ellen Gale
Michelle Harris
Dr. Nisha Patel



EMERGING ARTISTS AS ENTREPRENEURS

The Emerging Artists as Entrepreneurs Program aims to equip and prepare independent emerging artists for careers in the Arts Festival industry by providing collegiate and rising artists an opportunity to learn about business in the Arts, through education on copyright laws, financial consulting, and portfolio development in conjunction with experiencing the annual Saint Louis Art Fair. This program strives to fuel creativity and help jump-start the careers of our nation's next independent artists.

8

**SECOND YEAR EMERGING
ARTISTS EXHIBITING IN THE
EMERGING ARTISTS BOOTH**

12

**FIRST YEAR EMERGING
ARTISTS MENTORED BY 33
EXHIBITING ARTISTS, LED BY
COORDINATOR, STEPHEN KING**



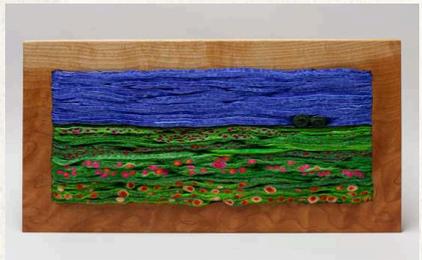
Portfolio Development • College Credit Earning Potential •
Mentorships from Independent Artists • Awards & Recognition •
Exhibition Opportunities at the Saint Louis Art Fair

TRAVELING PUBLIC ART COLLECTION

Our Public Art Collection is a permanent collection of art that has been purchased at the Art Fair through the years. This unique art collection is offered to organizations for exhibit at no cost and perpetually tours a variety of public locations such as schools, libraries, and community centers.

135

WORKS OF ART



EXHIBITING ARTISTS

\$11,202
AVERAGE SALES
PER ARTIST

\$2M +
IN TOTAL
ARTIST SALES

202
JURIED ARTISTS



189
BOOTHS

1,043
APPLICATIONS
REVIEWED BY JURORS



13%
OF APPLICANTS INVITED
TO EXHIBIT AT SLAF

EXHIBITING ARTISTS

23%
**OF ARTISTS WERE
NEW TO SLAF**

27
AWARD WINNERS

96%
**RATED THE ART FAIR
EXCELLENT OR GOOD**



34
**STATES PLUS CANADA AND
ARGENTINA REPRESENTED**

35
ARTISTS FROM MISSOURI

CONCESSIONS

RESTAURANT ROW

Asador Del Sur
Clementine's Creamery
Deli Divine
FuFu n' Sauce
Kimchi Guys & Drunken Fish
La Colombianita
Pappy's Smokehouse
Sedara Sweets
Seven @ Seven Gables Inn
Simba Sambusa Factory
The Capital Grille
Tivanov Catering



FOOD TRUCKS

Doughboys Pizza
Go Gyro Go
The MOObile
TreauX's Cajun BBQ
Wok-O Taco



CREATIVE CASTLE

Colleen's Cookies
Scoops and More



BEVERAGES

NOT FOR PROFIT BEVERAGE PARTNERS

100 Black Men of Metropolitan St. Louis
Artists First
Epsilon Lambda Charitable Foundation
Lift For Life Gym
Omega Psi Phi

\$23,845

**PROCEEDS SHARED WITH OUR
NOT FOR PROFIT PARTNERS**

10,000

**COMMEMORATIVE KOOZIES
SPONSORED BY COMMERCE BANK**

2

TEAM LEADERS

6

BEVERAGE BOOTHS



A percentage of sales were donated to each Not-for-Profit organization who staffed the six beverage sale tent locations during the weekend.

OFFICIAL BEER SPONSOR



**GREY EAGLE
DISTRIBUTORS**

BEVERAGES SPONSORED BY:



NÜTRL™
Vodka. Seltzer. Real Juice.

VOLUNTEER WATER PROVIDED BY: *Schnucks*

PERFORMANCES

MAIN STAGE

Presented by Enterprise Mobility

We are always excited to celebrate the best local talent St. Louis has to offer on our Main Stage presented by Enterprise Mobility! From Indie Rock to Jazz, R&B to Funk, the Main Stage was sure to have you dancing the day and night away.

PERFORMING ARTS STAGE

Supported by the William T. Kemper Foundation

Our Performing Arts Stage supported by the William T. Kemper Foundation near the Creative Castle highlighted LOCAL culturally diverse talent including Mexican, Indian, African, Asian, and Contemporary performances.



29
PERFORMANCES



CREATIVE CASTLE

AWARD WINNING PROGRAM!

10 NOT FOR PROFITS

Contemporary Art Museum
The St. Michael School of Clayton
Magic House
St. Louis Artists' Guild
Saint Louis Art Fair
New City School
Craft Alliance
Rohan Woods School
The Wilson School
The Repertory Theatre of St. Louis



8,000+

CHILDREN CREATED ARTS AND CRAFTS AT THE ART FAIR

ATTENDEES



57%

FEMALE ATTENDEES

39%

MALE ATTENDEES

89%

ATTENDEES HAVE COLLEGE OR POST GRADUATE DEGREES

39%

ATTENDEES WITH AN ANNUAL INCOME OVER 125,000

AGE

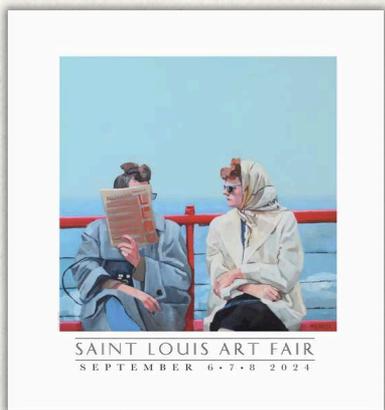
21 AND UNDER	10%
22 - 35	32%
36 - 49	25%
50 - 69	22%
OVER 70	11%

ETHNICITY

CAUSASIAN	60%
AFRICAN AMERICAN	19%
ASIAN	12%
HISPANIC	3%
OTHER	6%

COMMEMORATIVE PRINT AND MERCH

COMMEMORATIVE PRINT ARTIST: MARGARET BAKER
T SHIRT ARTIST: KEITH GRACE



ADVERTISING, PR, SOCIAL MEDIA

29.6K

FACEBOOK PAGE VISITS

7.7K

INSTAGRAM PAGE VISITS

73.9K

FACEBOOK REACHES

11.2K

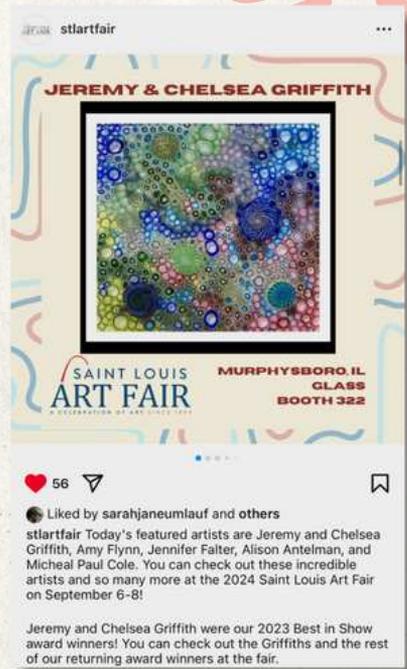
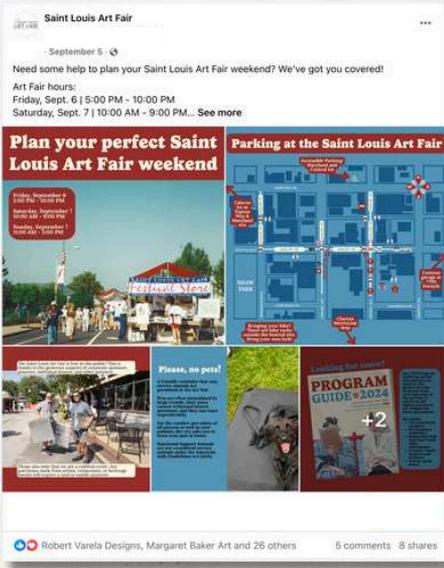
INSTAGRAM REACHES

850

LINK CLICKS

8.7K

INTERACTIONS ON
FACEBOOK AND INSTAGRAM



ADVERTISING, PR, SOCIAL MEDIA

7,500
PROGRAM GUIDES
DISTRIBUTED

34K
REACHED DURING
EMAIL CAMPAIGNS

15
INFLUENCERS SLAF
WORKED WITH THIS YEAR



NEW WEBSITE!

23K
NEW USERS
ON WEBSITE

91,970
WEBSITE VIEWS

SAINT LOUIS ART FAIR

Home About Us Get Involved Visit Artists Outreach Donate

See you in 2025 for the 32nd Saint Louis Art Fair!

Festival Hours:
Friday, Sept. 5th from 5:00 pm to 10:00 pm
Saturday, Sept. 6th from 10:00 am to 9:00 pm
Sunday, Sept. 7th from 11:00 am to 3:00 pm

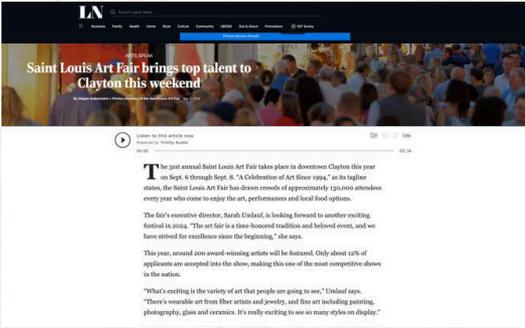
Donate Now

"...this art fair is head and shoulders above the rest."

2023 Exhibiting Artist

ADVERTISING, PR, SOCIAL MEDIA

MAKING HEADLINES: SAINT LOUIS ART FAIR IN THE NEWS



StLouis DINING CULTURE NEWS BISTRO DESIGN HEALTH FAMILY EVE

Saint Louis Art Fair returns to downtown Clayton this weekend

The three-day fair brings hundreds of top-notch artists together alongside food, music, live art experiences, and more.

BY MELISSA HEIZER SEPTEMBER 3, 2024 4:03 PM



COURTESY OF SAINT LOUIS ART FAIR

This weekend, the [Saint Louis Art Fair](#) comes to Clayton, bringing hundreds of top-notch artists together alongside food, music, live art experiences, and great projects for the young future artists in the community.

"It's not hard to say that the Saint Louis Art Fair is among the most beloved traditions in the area," says board chair Suzanne Dalton Keating. "We're very proud of our 30-year history."

The three-day event, which dates back to 1994, runs Friday evening and all day Saturday and Sunday. It covers a multi-block footprint along Forsyth Boulevard, from Brentwood just past Central. The fair features high-quality work by a diverse range of artists working in 14 different types of media.

"Our focus is always on the artists and their success at the art fair. Without them, we have no art fair," Keating says. "We have a wonderful sense of artists who are committed from all



AUDIO TOURS PRESENTED BY CLASSIC 107.3



These expertly crafted audio guides offer insightful commentary, behind-the-scenes stories, and fascinating details about the exhibiting artists.

MEET THE ARTISTS PRESENTED BY HEC MEDIA



HEC Media Produced a number of Meet the Artists interviews with the behind-the-scenes glimpses into artwork.

SPECIAL FEATURES

At the 31st Saint Louis Art Fair, attendees enjoyed a Royal Court Balloon Parade with intricate balloon costumes, a beautiful floral art installation, lively stilt walkers, mimes, Limited Mobility tours, and more.



SAVE THE DATE SEPT. 5-7, 2025

THANK YOU CITY OF CLAYTON

The City of Clayton plays a pivotal part in making sure the Downtown Clayton streets are ready for art fair weekend. From production meetings and marking the streets, they get it done! And special thanks to Police & Fire for making the site safe for us all. Thank you so much for your support year after year!



THANK YOU VOLUNTEERS

We asked our volunteers why they so generously gave their time to help the Saint Louis Art Fair and we just love what they had to say:

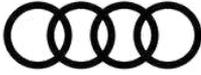
- *It's a community cultural asset worth supporting. My wife and I have volunteered most years since the initial Fair.*
- *Because I love this fair, the artists, volunteers, and the team that makes it all happen.*
- *Feeling like I'm contributing to a worthwhile and fun event*

Thank you to all the amazing volunteers who make this annual event possible!



THANK YOU, SPONSORS!

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OFFICIAL BEER SPONSOR



GREY EAGLE DISTRIBUTORS

2024 SAINT LOUIS ART FAIR BEVERAGE SPONSORS



Vodka. Seltzer. Real Juice.

ART FAIR SPONSORS



Clatterfield • Clapson • Crowe Cowie • Webster Graves

WITH SUPPORT FROM

The GrayBar Foundation
William T. Kemper Foundation

MEDIA PARTNERS

