

SAINT LOUIS  
**ART FAIR**  
A CELEBRATION OF ART SINCE 1994

# SUMMARY REPORT \* 2024



Artist: Margaret Baker



## CONNECT WITH US!

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

 @CulturalFestivals

 @STLArtFair

[info@culturalfestivals.com](mailto: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**

Patty Kellerhals  
**Vice Chair**

Kimberly Rayford  
**Secretary**

Thomas Zetlmeisl  
**Treasurer**

Chris Schmitt  
**Vice Treasurer**

Stacy Engles Wipfler  
**Immediate Past Chair**

## **Board Members**

Greg Belger  
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Sean Doherty  
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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

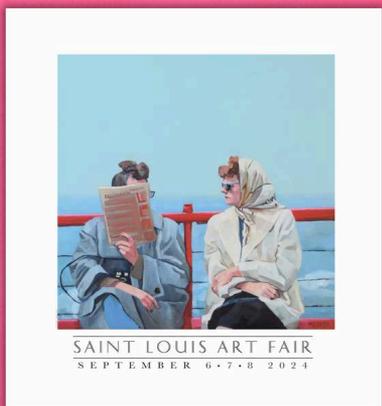
21 AND UNDER	10%
22 - 35	32%
36 - 49	25%
50 - 69	22%
OVER 70	11%

## 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

Saint Louis Art Fair

September 5

Need some help to plan your Saint Louis Art Fair weekend? We've got you covered!

Art Fair hours:  
Friday, Sept. 6 | 5:00 PM - 10:00 PM  
Saturday, Sept. 7 | 10:00 AM - 9:00 PM... See more

**Plan your perfect Saint Louis Art Fair weekend**

**Parking at the Saint Louis Art Fair**

Friday, September 6 and Saturday, September 7, 10:00 AM - 9:00 PM

**PROGRAM GUIDE 2024**

Robert Varela Designs, Margaret Baker Art and 26 others

5 comments 8 shares

startfair

**JEREMY & CHELSEA GRIFFITH**

**SAINT LOUIS ART FAIR**

MURPHYSBORO, IL  
GLASS  
BOOTH 322

56

Liked by sarahjaneumlauf and others

startfair Today's featured artists are Jeremy and Chelsea Griffith, Amy Flynn, Jennifer Falter, Alison Antelman, and Micheal Paul Cole. You can check out these incredible artists and so many more at the 2024 Saint Louis Art Fair on September 6-8!

Jeremy and Chelsea Griffith were our 2023 Best in Show award winners! You can check out the Griffiths and the rest of our returning award winners at the fair.

# 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 5:00 pm

Donate Now

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

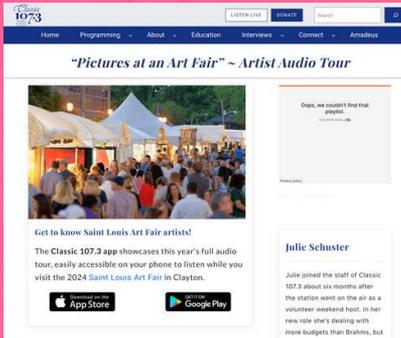
2023 Exhibiting Artist

# ADVERTISING, PR, SOCIAL MEDIA

## MAKING HEADLINES: SAINT LOUIS ART FAIR IN THE NEWS



## 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:

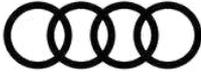
- *It's a community cultural asset worth supporting. My wife and I have volunteered most years since the initial Fair.*
- *Because I love this fair, the artists, volunteers, and the team that makes it all happen.*
- *Feeling like I'm contributing to a worthwhile and fun event*

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



# THANK YOU, SPONSORS!

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OFFICIAL BEER SPONSOR



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2024 SAINT LOUIS ART FAIR BEVERAGE SPONSORS



Vodka. Seltzer. Real Juice.

ART FAIR SPONSORS



2024 Official Frames Centerfield • Clapson • Creve Coeur • Webster Groves

WITH SUPPORT FROM

The GrayBar Foundation  
William T. Kemper Foundation

MEDIA PARTNERS

