



# 2016 LAKESHORE ART FESTIVAL

## SUSTAINABILITY REPORT



**DTE Energy**  
Foundation



**“The Lakeshore Art Festival not only provides an artful experience but also allows for a sustainable model that supports local businesses, protects the environment, educates our youth and makes for a beautiful and clean setting for all to enjoy.”**

**- Carla Flanders, Event Director**







The Lakeshore Art Festival was pleased to host over 350 fine artists, crafters, performers, food vendors and children's activities during our 2016 event. What started out as a resurgence of a former art and craft festival in 2013, now draws nearly 50,000 guests and provides an artful and creative outlet for all that attend the two-day event.

The festival has grown from focusing on recycling plastic bottles to an all-encompassing recycling and composting program that includes a "Green Team" educational initiative as well. Currently, the festival recycles plastic and cardboard, diverting over 3,457 pounds from landfills. The festival also composts all organic waste produced by food vendors with over 900 pounds going to a compost facility. Additionally, we encourage vendors to use compostable products and guests to re-use water bottles or bring their own beverage containers to the event. The Green Team helps educate and assist our guests in the recycling efforts.

The Lakeshore Art Festival is one of the only festivals in Muskegon County to take a waste reduction program to this level. We are proud to reduce our environmental impact by implementing these solutions and we look forward to continuing to enhance the program.

Sincerely,

Carla Flanders  
Community Development & Special Events Director  
Muskegon Lakeshore Chamber of Commerce

# GOALS AND ACHIEVEMENTS

## 1. Grow the organics composting at the 2016 festival to increase food waste collection and increase vendor awareness.

Achieved through:

- Increased signage, developed in partnership with NaturBag, and distributed to all participating vendors before the festival and secured to all food waste collection containers.
- Use of compostable bags to better manage the transportation of food waste.
- Consistent program oversight by Schupan Recycling staff throughout the festival.

As a result of increased efforts, organic compost increased by 435% from 2015 to 2016.



ABOVE: The signage, developed in partnership with Natur-Bag, that was distributed to food vendors.



ABOVE: A food vendor discards banana peels into the food waste collection container.

## 2. Implement recycling options for plastic lemonade cups.

Five specific collection containers, with signage for recycling lemonade cups, were placed at key locations and gathering points in the festival. Collected cups were emptied of lemons and placed in food composting bins. In total, 26 pounds of lemonade cups were collected and recycled.



3. **Increase educational awareness via re-formatted programming at the festival.**

- The educational booth was moved from the city center to the Children's Lane, resulting in higher engagement from festival attendees and shifting the focus of recycling education to a younger demographic.
- Through the use of Schupan Recycling's interactive *Bin It to Win It* booth, festival attendees were taught about plastics recycling and interacted through the game to make the connection between water bottle recycling and the green recycling containers placed throughout the event.



SUSTAINABILITY OUTREACH	2016	2015
<b>Outreach</b> Measured by the number of giveaways distributed or number of contest slips received.	928	961
<b>Multiplier</b> The average number of people with each person who interacted with the booth.	1.75	1.25
<b>TOTAL REACH</b>	<b>1,624 People</b>	<b>1,201 People</b>

4. **Over three years, 4 primary commodities have been collected: plastic beverage containers (water bottles), aluminum beverage cans, cardboard and organic food waste.**

	2016 All weights in pounds	2015 All weights in pounds	2014 All weights in pounds	3 YEAR TOTALS All weights in pounds
<b>Plastic &amp; Aluminum Beverage Containers</b>	181	254	100	535
<b>Cardboard</b>	1,136	147	500	1,783
<b>Organics</b>	535	100	300	935
<b>Paper</b>	6	198	Not collected	206
<b>RECYCLED TOTAL</b>	1,858	699	900	3,457
<b>REFUSE</b>	4,420	4,560	5,000	13,980
<b>DIVERSION RATE</b>	30%	13%	15%	20%

# ENVIRONMENTAL IMPACT

## NATURAL RESOURCES



2016	3 Year
<b>46</b>	<b>140</b>

Gallons of Gasoline Saved

## ENERGY CONSUMPTION



2016	3 Year
<b>859</b>	<b>2,701</b>

Kilowatt Hours of Energy Saved

## LANDFILL SPACE



2016	3 Year
<b>8</b>	<b>15</b>

Cubic Yards of Landfill Space Saved

**15 cubic yards of landfill space is enough volume to fill 3,109 1-gallon jugs of water.**

With the amount of energy saved from recycling over the last three years, **you can power an iPhone 6, at one full charge per day, for the next 710 years.**





*Committed to the environment*



*Children's lane booth*



*Education for the future*



*Cardboard recycling*



*Recycling more than deposit containers*



*Attendee participation*

# WATCH MUSKEGON

Since the event re-launched in 2013...

**1000+** Artists and exhibitors who have set up booths at the festival.

Volunteers who have given time back to the community. **500+**

**20%** Of all waste produced has been diverted from the landfill.

**100,000+** Visitors who have attended the festival.

**83** National rank of the festival as of 2015.

Economic impact on the Greater Muskegon area

**\$1.5 Million**





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