

CONTACT: CARLA FLANDERS
LAKESHORE ART FESTIVAL DIRECTOR
PHONE: 231-724-3176
cflanders@muskegon.org

NEWS RELEASE
FOR IMMEDIATE RELEASE
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Lakeshore Art Festival Leaves \$1.5 Million Economic Impact

According to recently compiled data from the Muskegon Lakeshore Chamber of Commerce and the Muskegon County Convention & Visitors Bureau, it is estimated that over the past four years the Lakeshore Art Festival has left a \$1.5 million economic impact on the greater Muskegon area.

In addition to this economic impact, the festival has made great strides in the event's quality along with the quantity of recycling. In conjunction with the DTE Energy Foundation, the festival's "Keepin' It Green" program is working towards producing a zero waste event. Beyond general paper and plastic recycling, Lakeshore Art Festival encourages all food vendors to use biodegradable serving products and compost all of their organic waste.

In the last three years, the festival has:

- Welcomed more than 1,000 artists and exhibitors
- Had the help of more than 500 volunteers
- More than 100,000 visitors who have attended the festival
- Economic impact of \$1.5 Million on the Greater Muskegon area
- Recycled
 - 1,783 pounds of cardboard
 - 535 pounds of plastic and aluminum
 - 935 pounds of organic waste
 - 206 pounds of paper
 - 13,980 total pounds diverted from the landfill

The environmental impact equates to 140 gallons of gas saved, 2,701 kilowatt hours of energy saved and 15 cubic yards of landfill space diverted. With the amount of energy saved from recycling over the last three years, an iPhone 6 could retain a full day charge for the next 710 years! [Click here](#) for a full report or visit <http://www.lakeshoreartfestival.org/>

In 2017, the Lakeshore Art Festival is working towards enhancing the quality of the event and has recently opened registration for its fine art, craft and Children's Lane. The event will take place July 7 and 8 in downtown Muskegon, Michigan. Registration for fine art and craft exhibitors will be processed through the

web-based *Zapplications*. A link to the online application can be accessed through www.lakeshoreartfestival.org. The application deadline is February 1, 2017. There is a \$35 registration fee for fine art and craft exhibitors and all entries are juried. Discounts are available for Muskegon Lakeshore Chamber of Commerce and Muskegon Museum of Art members.

"The show has grown in so many ways, commented Event Director, Carla Flanders. We're thrilled with the response from the exhibitors and guests who have recognized the positive changes, enhanced product quality and overall festive atmosphere. Our show is being recognized on a national scale and exhibitors are coming from across the country to be in the Lakeshore Art Festival!"

"The event far exceeded my expectations! Not only has the event turned around, but the downtown area as well. I've been doing craft events for nineteen years and usually as many as forty a year (twenty states so far). I say that to make this point. Never have I seen an event make such a dramatic turn for the positive. What a credit to you, your staff, and the community. Thank you for letting me be a part of it." - *Dan Lary, Candle Creations*

More event details will be released in 2017 including registration for food vendors and volunteers. Look for more information as it becomes available on the Lakeshore Art Festival website:

www.lakeshoreartfestival.org and Facebook page: www.facebook.com/LakeshoreArtFestival. For exhibitor and sponsorship inquiries, please contact Carla Flanders at cflanders@muskegon.org or 231-724-3176.

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ABOUT THE CHAMBER

The Muskegon Lakeshore Chamber of Commerce is the premier business membership organization on the lakeshore representing approximately 1,150 businesses and organizations. The Muskegon Chamber represents businesses of every size and type all over West Michigan. The Chamber is celebrating more than 120 years in operation working to sustain an environment for business success through community leadership, promotion, inclusive business advocacy and valued member services. The Muskegon Chamber is a four-time award winning Chamber, being named Chamber of the Year for the State of Michigan in 2006, 2010, 2012 and 2015 by the Michigan Association of Chamber Professionals.