

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

NEWS RELEASE
FOR IMMEDIATE RELEASE
September 21, 2017

Muskegon's Lakeshore Art Festival Moves Up in National Ranking!

MUSKEGON, MI – The Lakeshore Art Festival ranked #27 in the nation and 1st in the state of Michigan for Classic & Contemporary Craft Shows by the Sunshine Artist Magazine. This ranking was up from #83 position in 2015. Sunshine Artist Magazine, known for high-quality content for the fine art and craft industry, ranks the nation's most-profitable fine art and craft festivals based on subscribers' sales performance each year resulting in - Sunshine Artist Magazine 200 Best!

"Our goal when reinventing the art festival was to focus on quality exhibitors that appealed to local and regional guests," commented Lakeshore Art Festival Director, Carla Flanders. "Based on survey results and national, recognition we are doing just that! Being one of Sunshine Artist Magazine 200 Best and Art Fair Calendars Best Small Town Festival signifies that the artists are happy with the event and guests are buying their handmade products. It's the best of both worlds!"

The 200 Best rankings are obtained via ballots from Sunshine Artist subscribers. Subscribers are asked to list their 10 most-profitable art and/or craft show appearances from the previous year, indicate their income range at each and note whether they consider themselves to be fine artists or craftspeople. The results are tabulated using a weighted scale designed to ensure that smaller fairs can compete against larger festivals for high placement.

"Lakeshore Art Festival organizers continue to jury high-quality handcrafted artists into the show with an extensive jury process. This combined with an easy to navigate footprint and creative art engagement for guests to enjoy has been a recipe for success," commented Cindy Larsen, Muskegon Lakeshore Chamber of Commerce President.

A goal at Lakeshore Art Festival is to engage guests in art; Activities have included, Children's Lane, Street Performers, Professional Chalk Designs, Community Canvas and much more. New in 2017, the festival added a wine and craft beer tent in the park, a live Kayak Painting, Student Art Showcase, Chalk the Walk and Color Muskegon.

In addition to enhancing engagement efforts, the Lakeshore Art Festival continues to run an environmentally friendly event. As part of the program, food vendors utilize compostable or post-consumer serving-ware, tons

of waste are diverted from landfills through recycling and composting efforts and an environmental education booth is hosted in the Children's Lane. A new program in 2017 allowed guests to fill up at a water station instead of buying water bottles.

Major sponsors for the Lakeshore Art Festival include; DTE Energy Foundation, The Muskegon Museum of Art, Arconic, ADAC, Betten/Baker, Meijer, Mlive/Muskegon Chronicle, Nichols, Hines and Staples.

Artist and exhibitor registration for the 2018 Lakeshore Art Festival will begin in October. Visit www.lakeshoreartfestival.org for more details.

###

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 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 three-time award winning Chamber, being named Chamber of the Year for the State of Michigan in 2006, 2010, and 2012 by the Michigan Association of Chamber Professionals.

About Sunshine Artist Magazine

Sunshine Artist Magazine is the art & craft show industry's leading publication for exhibitors, promoters and patrons. Since 1972, Sunshine Artist has provided comprehensive reviews of everything from fine-art fairs to small craft shows around the country, focusing on sales, artist treatment, overall quality and all other aspects of the featured events. Each monthly issue also includes hundreds of art & craft show listings, including contacts, booth fees, application deadlines and more, as well as timely, informative features designed to help our readers maximize their art & craft show experiences. Sunshine Artist's 200 Best, spotlighting subscribers' most-profitable shows in the preceding year, is published annually in September.

###