

# Corporate and Community Partner Report

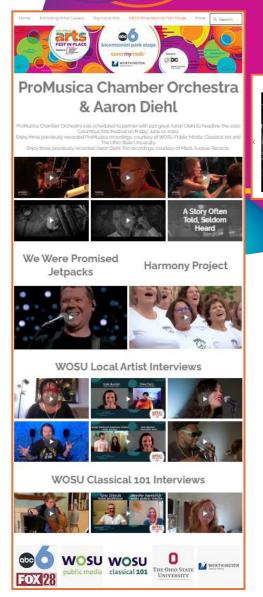
With the cancellation of the 2020 Columbus Arts Festival due to the COVID-19 pandemic, the Arts Festival staff pivoted to create an online way for the community to engage with the Festival. While we were socially distanced we were virtually together with the 2020 Columbus Arts Festival in Place (CAFIP) presented by the American Electric Power Foundation.

Check out the CAFIP website at columbusartsfestinplace.org.

# Headliners Presented by

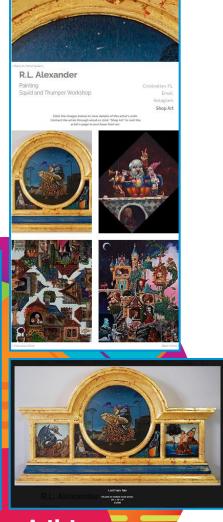
**Worthington Industries** 

Local favorites ProMusica Chamber Orchestra, native son Aaron Diehl, and Scottish rockers We Were Promised Jetpacks all had video links that were live and available for the CAFIP weekend only.









# **Exhibiting Artists**

CAFIP featured a new browsable gallery of the 275
local and national visual artists previously
scheduled to attend in 2020. This
enabled us to give a preview of
our show for next year.

# Big **Local Arts**

# Presented by CoverMyMeds

ees were invited to shop local artists' websites and sten to Big Local favorites via links and custom Spotify playlists.



## **Big Local Music Stage**

Click on a musician's video to hear a preview of their music, visil their website to hear more.

If you love their music, please consider tipping them through their site if that option is available.













## **Best of Big Local Arts**











What: A celebration of one of our favorite parties of the summer

nere: Your home, patio or safe place to have a cocktail

w. Throw your own Patron Party as a household or have a Zoom Patron Party with those that you normally party the it away with. Share your Patron Party in Place pics and/or your favorite memories from Patron Parties past by ting them on your social media channelist of choice, and tagging us along with the hashtag **#patronpartyinplace**.

- Facebook: <u>acolumbusartsfestival</u>
   Twitter: <u>acbusartsfest</u>
   Instagram: <u>acolumbusartsfest</u>

What to drink: As a special treat, our friends at Middle West Spirits and Maker's Mark have shared a few recipes for our official Party Party in Place cocktails.

- Middle West Old Fashioned
- Bees Knees Ohio Collins
- Maker's Mark Bourbon Slush

Download a Zoom virtual background for your Patron Party in Place!









their homes.

**Patron Party in Place** 

Patrons gathered on Zoom and in socially distant ways bringing the party to



# **CAF Chalk Challenge**

Presented by Battelle
Attendees were invited to create their own chalk creations and share

with the CAFIP hashtag on Instagram for entry.

# arts fest chalk challenge PRESENTED BY

# CAFChalkChallenge

at: A community-wide chalk art challenge

n: June 12-14, judging will take place at 5 p.m. on Sunday June 14, winners announced Sunday evening

o enter your creation: Take a photo of your creation, <u>share on Instagram, tag us accolumbusartsfest and include</u>
<u>oth #CAFchalkchallenge and your neighborhood hashtag</u>, Please make sure your Instagram account is <u>public</u> so
e are able to view your hashtag!

lick here for some helpful chalk tips from local artist Danielle Poling!

rate art and the Arts Festival and be proud of your neighborhood as we all come together for a different kind of

"Us W Beaumontonians had a blast doing this. I think it will become a street wide tradition for us each summer!" @shahbr77

"Congrats to all! This was such a fun and inspiring project! Thank you!"

"Today would have been a beautiful day to explore the Columbus Arts Festival had they been able to hold it this year. Looking forward to going next year. I really appreciate all the things they've done this year so that people can still do activities and view vendors' art from home...I enjoyed doing a little art on my driveway to participate in the @columbusartsfest #CAFchalkchallenge." @karinolsonweston



# Thank You to our **Chalk Challenge Sponsors:**

COSI **Cultural Arts Center Homage Hotel LeVeque** The Kitchen **LBrands Foundation Middle West Spirits** Rhinegeist Stauf's

# **Chalk Challenge Winners:**







Social Media and Marketing Impressions

**17,328**website visits
(May 17 - June 18)

All sponsors

were listed on the website, in all press releases and on ads in addition to connection with their sponsored properties or stories in social media

318,727 total social media impressions (April 2 - June 14)

**44,470**Twitter

228,201 Facebook **795**Facebook
(stories June 11 June 14)

22,256 Instagram (stories)

23,005 Instagram (feed) 1,843
Fan Fest Newsletter subscribers of the last 5 newsletters



2020 Columbus Arts Festival

233 S Civic Center Dr, Columbus, OH 43215, US



We may be socially distanced but we still can be virtually together. During the Columbus Arts Fest in Place, June 12-14, you can shop for artwork online directly from 2020 Arts Fest artists, explore our Big Local artists and performers and participate in our Arts Fest Chalk Challenge.

The Columbus Arts Festival in Place includes a new browsable gallery of local and national visual artists, interviews with local musicians and links to past performances, playlists of past and 2020 Festival performers, shared volunteer and community memories, art collections from Arts Fest patrons, and an at-home Arts Fest Chalk Challenge.

Earned Media Coverage

> 100 Clips

**\$42,946**Ad Value

\$128,832 Publicity Value

**5,143,770**Potential Audience

### **ARTS COUNCIL STAFF**

Tom Katzenmeyer, president & CEO Kayla Green, director of finance & administration Sue Jones, executive assistant & board liaison Jahaira Santiago, finance & administration coordinator Emily Toney, director of development

### **FESTIVAL**

Sean Kessler, festival director Jenica Richards, festival and special events coordinator

### **GRANTS & SERVICES**

Alison Barret, grants & services director McKenzi Swinehart, grants & services manager Stevi Knighton, grants & services coordinator

# MARKETING COMMUNICATIONS & EVENTS

Jami Goldstein, vice president of marketing, communications & events Lacey Luce, marketing, communications & events strategist Nick Dekker, marketing, communications & events administrator

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App sponsored by Grange Insurance



**COLUMBUS** 



### PRESENTED BY









# covermymeds®

















































# **ADDITIONAL COMMUNITY PARTNERS:**

Columbus Recreation & Parks, Gateway Film Center, Good Land Ohio, Harmony Project, Homage, Middle West Spirits, Oakland Nursery, Superior Beverage, Tonic Studios, Vintage Wine Distributors