



**Thank you. Chairman Brown, members of the board, President Sechrist. I am pleased to deliver a report on the outstanding event that was Arts Festival Oklahoma 2010. However, prior to my presentation, I do want to recognize those who were involved in the initial response of the dining tent incident. While I know President Sechrist has kept the board informed, I especially want to thank our Safety and Security staff, the Oklahoma City Fire Department, and EMSA for their immediate and compassionate efforts. While the incident was unforeseeable their collective reactions had a calming effect during an emergency situation. Moreover, I'm grateful no individual received serious injury. We should all be proud of how the incident was**

**handled both during and after. With that, let's talk about the Festival!**



## Volunteers



- Coke Concessions
- Food Concessions
- Facility Operations
- Information Booth
- Marketing and PR
- Performing Artists
- Children's Center
- Support Services
- Finance Trailer
- Ambassadors
- Seemore Art
- Hospitality
- Security
- Parking




**As with any year, volunteers are truly the lifeblood of AFO and 2010 was no exception. As illustrated in the slide we have 14 distinct areas that require volunteers. The majority of these volunteers work in the hospitality realm which includes artist ambassadors such as booth sitters, water/tea runners, and food order takers. I know many of you are aware, when examining comparable art events, few, if any, provide the outstanding duty of care as AFO. As I walked the Festival grounds and spoke with the artists, without fail, each mentioned the services we provide are second to none and they are always impressed with the emphasis on customer service.**



# Marketing & PR

- Television
- Newspaper
- Radio
- Online Ads
- Digital Billboard (I-44 at SW 44<sup>th</sup>)
- Outdoor Signage
- Posters
- Web site
- Channel 18
- Facebook
- Twitter
- AFO Programs



2009: Again, much credit to Pat Berryhill and her Marketing and PR staff for ensuring that the Festival was represented in all of the media channels you see here.

2010: (All info above currently in the process of being updated, requests are pending. Additional narrative from Lemuel.) Because no Advertising Sponsors were forthcoming, the Festival had to forego The Oklahoman 4-page insert which has typically been included on the Sunday paper prior to the festival. This was unfortunate. With the available remaining advertising funds, a decision was made to purchase a 1/2 page ad in LOOK@OKC (Aug 25th), a 1/2 page ad in full color Mon-Sat the week prior to Labor Day weekend in The Oklahoman, and 120,000 impressions of an ad on NewsOK from August 29 to September 3rd. Posters were distributed throughout the metro along with press packets. Ads were once again sold in the Festival program to offset the cost of this free publication, which outlined entertainment, artists, food concession and a map of the grounds. Cultural Program sold the ad space and were able to cover approximately 39% of the costs to print the program. However, the ad sales also generated additional in-kind, trade and other donations in other areas such as radio and newspaper. It was a value-added incentive. This year, for the first time, the Office of Cultural Programs implemented cross-promotional initiatives and advertised the Festival on its Cultural Programs brochure, mailed to over 30,000 households.

**Communicator** - Beginning in July - AFO articles ran in the Communicator; articles ran periodically from mid-July up until the festival and the Tuesday following. **Press releases** - Developed five AFO press releases including a main release with overall information, performance release, feature artist release, food release and recycling release - distributed all three releases to metro area and statewide media. **Press Kits** - assembled and delivered press kits for media outlets in the metro area including Chan. 4, 5 and 9, Fox, Telemundo, KSBI Chan. 52, and KTOK radio. Press kits included main press release; performance and feature press release; parking pass for media; AFO t-shirt, coffee mug and button **Web site posts** - posted press releases to the OCCC web site for the home page and the AFO page. Set up a media page including video and photos. Also posted to facebook and Twitter (OCCC site, SeeMore Art, and AFO facebook pages) **The Oklahoman** - Half-page ad in the Oklahoman and an ad on NewsOK.com **Look Magazine** - Half-page ad in Look @ OKC **Other** - sent pre and post event information to the OK State Regents for Higher Education along with photos **Radio and TV Ads** - produced ads for radio and television spots. 100 total traffic network runs. 2-week run on KOSU. 20 free spots from KTUZ. Free TV ads on Telemundo. 219 runs on Cox Cable and two-week ad on Cox.net. **Print Ads** - developed ads for Oklahoma Gazette and Preview Magazine **Press Kits** - assembled and delivered press kits for media outlets in the metro area including Chan. 4, 5 and 9, Fox, Telemundo, KSBI Chan. 52, and KTOK radio. Press kits included main press release; performance press release; parking pass for media; AFO t-shirt, coffee mug and button **Media** - KTOK did a live remote broadcast from AFO on Saturday, Sept. 4. They interviewed the following: 10:05 - Lemuel Bardeguez, OCCC Cultural Arts Director ,10:35 - Jeff Gullett, Glass Artist, 11:05 - Ramez or Joel Sweis - Sweis' Gyros, 11:35 - John Cox - Jewelry Artist, 12:05 - Lemuel Bardeguez, 12:30 - Cecilia Pittman - Bead Artist, 12:35 - Darby Perrin - Aviation Artist, 1:05 - Linda Grimes - Concessionaire with Kelli's Kurlies and MORE, 1:35 - Becky Manschreck, featured artist, 1:45 - Pamela Rise - Singer and Performing Artist **Media - Oklahoma Gazette** - Did pre-event interview with Oklahoman Gazette and sent photos **Media - Oklahoman** - Did pre-event interview with Oklahoman ran in their Friday and Sunday edition and on NewsOK.com **Media - Did pre-event interviews with local television and radio: Tues. August 31<sup>st</sup>**, 8:00 a.m. - Fox 25 - Cordell Jordan and Lynda Grimes, Concessionaire, Kellie's Curlies and More, 9:00 a.m. - K1103 and KTOK - Cordell Jordan and Dan Rowlett, Concessionaire, Silver Dollar Bakery, 4:00 p.m. - KWTV Channel 9 - Cordell Jordan, Becky Manschreck and Joel Sweis, Concessionaire Sweis' Gyros **Wednesday, September 1** 7:00 a.m. - KISS F.M and KATT - Kim Holding, Lynda Grimes and Ramez Sweis, **Friday, September 3** Oklahoman - set-up story, 6:00 a.m. - KFOR - Cordell Jordan and Dan Rowlett, 8:00 a.m. - KAUT - Cordell Jordan and Dan Rowlett, KSBI came to festival site for a set-up story, 4:15 p.m. - KFOR - Cordell Jordan, Becky Manschreck and Joel Sweis **Media - Media coverage during the festival: Saturday, September 4** Fox 25, Channel 9, and the Oklahoman, **Sunday, September 5** Channel 4, and Friday Newspaper



## Entertainment



- Performances 11 a.m. to Close Daily
- Featured Entertainment
  - Mike Black and the Stingrays
  - Hot 8 Brass Band
  - OKC Philharmonic
  - Extreme Pyrotechnics Fireworks



2009: This year the festival had live entertainment from open to close on the stage. The Philharmonic continues to bring a strong crowd to the Festival. Horseshoe Road opened for the symphony. Our other featured entertainment included Jacob Fred Jazz Odyssey, Mezclave and Mike Black and the Stingrays. All of the entertainers who performed this year are based out of Oklahoma.

2010: The Philharmonic continues to bring a strong crowd to the Festival. Mike Black and the Stingrays opened for the symphony. Our other featured entertainment included Jacob New Orleans' Own Hot 8 Brass Band, a Dixieland Jazz brass and percussion group.



## Visual Artists



- 164 Booths
- 56 New Artists
- Updated Tent Arrangements
- Featured Artist
  - Rebecca Mannschreck

2009: For the first time this year, we have become an international arts festival. We had one artist from Canada who happened to win the Excellence Award in fine craft. Zapplication , new software, becoming more competitive. Last year we had less applicants than booth spaces. This year we had a waiting list for the waiting list. The new tent arrangement was designed so that all artists would have equal traffic. We received a number of positive comments from both the artists and the patrons regarding the new layout.

This year's featured artist was Russell Cooper, a returning artist from Oklahoma. Very instrumental in helping to promote the festival and made himself available for Marketing and PR efforts.

2010: New/Streamlined Projected Jury Process, inside tent new arrangement, new "outside" tents



## Children's Tent



- FREE Admission
- Sponsored by Tinker Federal Credit Union
- Arts and Crafts
- Sandbox
- Face Painting done for the first time by a Juried Artist



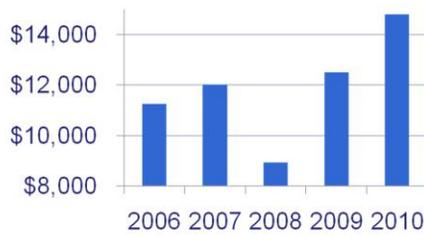
2009: This year's Children's Activity Tent was sponsored by Tinker Federal Credit Union. Therefore admission was free instead of the usual \$1 we charged in the past. We received a number of craft donations from Variety Health Center. At times demand was such, that we had to shift volunteers from other areas to accommodate the tremendous amount of children inside the tent, which offered a number of activities including face painting, make and take crafts, a sandbox, and storytelling from Al Bostick.

2010:

# Food Court



**Food Sales Commission**



2009: Food Sales commissions were up from last year by 40%. We had a total of 12 food vendors this year.

2010: \$14,816.73, or +18% of PFY

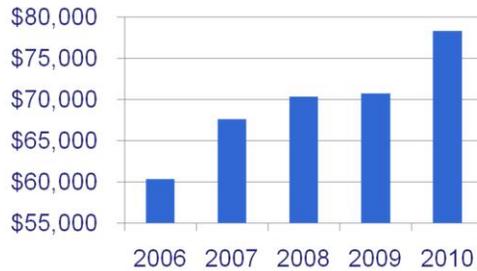


2009: Even with the festival moving from four days to three, we had record-breaking attendance with an increase of 35% over last year. A couple of reasons contributing is moving the Philharmonic from Saturday to Sunday. We were not competing with football and of course, we could not have asked for better weather.

2010: Lemuel feels like we may need to revisit counting process (thinks there were significantly more than last year, or more than the current 25,500 estimate). Parking charge increased from \$3 to \$5, and increased parking revenue by over 40% to over \$41,000



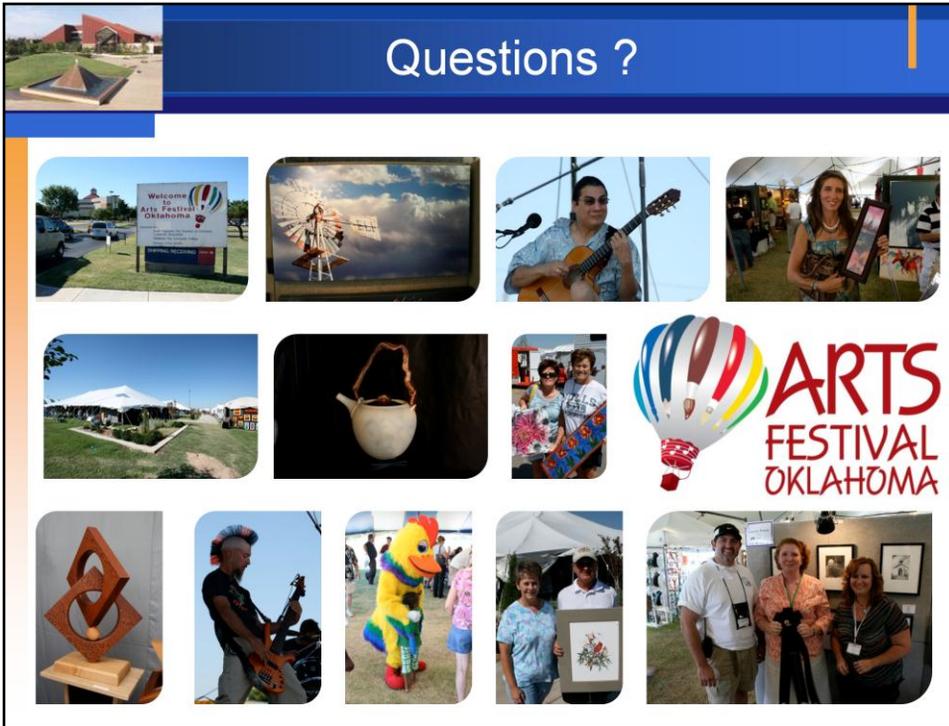
## Grants & Donations



2009: We did not have as many private donations as we had in the past. However, we picked up new sponsors such as Tinker Federal Credit Union for the Children's Activity Tent and TRANE for the insert in the *Oklahoman*, which allowed the overall revenue from grants and donations to remain the same.

2010: Numbers include estimated in-kind advertising value (\$62,263), TFCU returned, Trane did not; plus total Grants & Donations of \$16,075 = a total of \$78,338

## Questions ?



2009: I would be happy to answer any questions you may have. But first I would like to recognize Lemuel Bardeguez, our Director of Cultural Programs who organized this year's festival. It was his first year and he has definitely set a significant benchmark for years to come. Lemuel had a number of great ideas that really made the festival stand out. He deserves a lot of the credit for the tremendous success of the festival.

2010: