

WHERE ARE THE RIDES?

THIS IS AN ART FAIR, NOT A CARNIVAL... WE HAVE OVER 100 ARTISTS HERE.

ARE THERE ANY FACE-PAINTERS OR CARICATURE ARTISTS HERE?

C'MON! LET'S GO! THERE'S GOTTA BE A MCDONALD'S PLAYPLACE CLOSE BY!

CLAY ART
ABSTRACTIONS

JUST WHIRLIES

Stone Jewel



THIS IS THE END UP

DeVry School of Art



SECRET SHOPPER

I Survived Six Flags 100 Times



Art Festivals

MCAC Board Meeting March 2013



Art Festivals

MCAC Board Meeting March 2013

Spring Bloom Arts Festival - March 30, 2013

- Held at the Interstate Center
- Juried entry, judged awards
- Between 1,000 and 1,500 attendees
- About 95 artists, Minimal music
- \$5 entrance fee
- Started in 2004

Sugar Creek Arts Festival- July 6 & 7, 2013

- Held in Uptown Normal
- Juried entry, judged awards
- Between 20,000 and 24,000 attendees (estimate)
- About 135 artists, several performances
- Free
- Started in 1983



The Sugar Creek Arts Festival History

The Sugar Creek Arts Festival was founded in 1983. Fred Mills and Kup Tcheng from ISU, who started the Sugar Creek Arts Festival with only 30 artists. Many simply unloaded the car trunks and sat in their cars.



The Sugar Creek Arts Festival History

The festival grew and the Town of Normal became a principal organizer. The MCAC was invited to organize the festival and we managed the artists for the last twenty years.

Ten years ago, the festival was withering on the vine. Artists were grandfathered in, few new applications and poor sales were reported.

Revised jury process and booth assignments bring change and revenue.

Construction leads to new plans.



Spring Bloom Arts Festival History

Moving date, three locations, and a growing reputation.

- First year at the pre-remodeled BCPA Ballroom
- Several years at Sale Barn
- 2012 Move to Interstate Center



Spring arts fest blooms in B-N

By Dan Craft
DCRAFT@FANTAGRAPH.COM

BLOOMINGTON — Forget robin redbreasts and budding crocuses. It's the March arrival of the Spring Bloom Arts Festival that's the surest signal the season of rebirth is at hand.

At least in Bloomington-Normal.

Celebrating its third anniversary this weekend, the festival returns to the Bloomington Sale Barn Saturday with a lineup of 80 artists exhibiting the gamut of art media, from glass to ceramics to weaving to jewelry to painting to sculpture.

And beyond. Selected through the same jury process used for Spring Bloom's summertime counterpart, the Sugar Creek Arts Festival, the artists are getting their first big shot on the annual art fair circuit.

According to Doug Johnson, executive director of the McLean County Arts Center, which sponsors the event, Spring Bloom is the earliest juried art fair of its kind on the Central Illinois calendar. (Juror this year is Doug Jeppesen, professor of art at Waubesa College in Sugar Grove.)

"Sugar Creek has grown exponentially in the last few years, and there are so many artists wanting to participate in that limited space," Johnson said.

At the artists' request, then, Spring Bloom was created in 2004 to provide "another opportunity to show their work at time of the years when there aren't any other festivals."

The festival was also meant to provide a more controlled event for art lovers who may not be up for the climatic rigors of the mid-July Sugar Creek Arts Festival, when sweltering temperatures and rain can intrude on its downtown Normal street setting.

"It's the biggest complaint we get," said Johnson.

Meanwhile, Johnson likens Spring Bloom to "a shakedown cruise" for the artists, allowing them to unveil new work in a

Spring blooms

What: Spring Bloom Arts Festival

GO! When: 10 a.m. to 6:30 p.m. Saturday

Where: Bloomington Sale Barn, 2027 S. Main St., Bloomington
Cost: General, \$3; ages 12 and under, free
Information number: (309) 829-0011

public venue. A number of the artists are prize-winners from past Sugar Creek festivals, while others are new to Spring Bloom.

One major change this year is the reduction of the festival from two days to one day — specifically, 10 a.m. to 6:30 p.m. Saturday. In its first two years, the event was held on Saturday and Sunday.

Johnson said the reduction was made to accommodate the artists, who, because of the event's early arrival, felt it suited their schedules and needs better to narrow it down to one day.

Besides, the art and artists, food will be available all day Saturday. For more information, call the McLean County Arts Center at (309) 829-0011.



Festival Management



- Recruitment
- Selection
- Promotion
- Volunteers
- Partnerships
- Relationships
- Water

Artist Relations

- We work to provide a high level of service to our artists
 - Food, Beverages, Booth Sitters, Party, Communication, Hotel
- Fair treatment, impartial selection, equitable booth placement.
- Application Process Explained
- Judges decisions
- Weather Concerns



Festival Marketing

Radio, Billboards, Print, Facebook, Twitter, Email Campaigns, Postcards, Word of Mouth



Community Relations



What is it like to be an artist at a festival?



Click for video:

<http://youtu.be/W8kaYg3XjVQ>

Art Fair Insiders, Artist Reviews:

Bloomington, IL Spring Bloom: April 28, 2012

Posted by [Colin Murray](#) on April 29, 2012 at 8:41am



[View Blog](#)

Bloomington, IL just completed the Spring Bloom Art Show. This one-day show is put together by the McLean County Art Center. This year, they needed to move the show to a different building on the edge of town and move the date. Those are 2 factors that could have affected the show. There were less artists available, because of more options in show for this weekend. But it did not seem to affect the attendance of the show, when it came to buyers.

This is the 3rd or year we have done the show. And it was a good year! Our sales were double from last year. Attendees are very friendly. The staff and volunteers from the Art Center are helpful and take good care of the artists. There is plenty of time to set up on either Friday or Saturday. Coffee and donuts are available on Saturday morning. Sandwiches and soda is available at noon time for artists at no additional costs.

Bloomington Spring Bloom is quickly becoming a tradition for us.

Discussion topics:

1) How can we involve membership in Festivals?

- How can we make our members feel more involved/invested in our festivals?
- Volunteer schedule
- Discounts - we give discounts at the door to members...would there be a way to work that out with the artists? Members get some discount? Is there a way to work that?
- Membership table
- More ideas

2) What else can we do for our artists?

- An artists' lounge where they can meet, relax, and get some food/drink

- Almost all of the artists seem very grateful for how we treat them at Sugar Creek and Spring Bloom...what else can we do?

- more?

3) Partnerships

- How can we involve corporations with the festivals?
- Prizes - we hope to retain Advocate BroMenn this year to sponsor Sugar Creek Awards. Are there other businesses that could sponsor events?
- Think about the D. Bill Prize for recycled/reused materials. Such and such could sponsor Best Booth. Maybe a clothing or fabric store sponsors a fiber artist...something along those lines.

4) Upcoming Festivals

-What can we do, if anything, for Spring Bloom?
Last year was very successful...what else can we do?

- Sugar Creek -

5) 125 at Festivals

- We hope to have small exhibits/info available regarding our 125th at our upcoming festivals? Is there anything else we can do to raise awareness?

Break into Groups for topic
specific discussions