



## Paso Robles Festival of the Arts 2010 Highlights

<b>Fine Art Show</b>	<b>Youth Art Zone</b>
43 artists participated in the park. Media included painting, photography, wood, etching, printmaking, sculpture, pottery, jewelry, glass, mixed media.	7 hands-on art booths geared toward children and teens, 10 local performance groups, face painter, stilt-walkers, public mural project. A total of over 1,000 art projects were produced in the Youth Art Zone during the event.
<b>Quick Draw and Auction</b>	<b>River Art Exhibition</b>
23 artists participated. New, professional auctioneer this year. Smaller crowd than last year, yet still raised over \$9,500 in art sales from auction.	81 artists participated. Best in Show: David Settino Scott, "The River", Oil. First Place: WB Eckert, "River Watch", Acrylic. Second Place: Sarah Winkler, "River Dream", Mixed Media. Third Place: Heidi Franscioni, "Living in the Flow", Encaustic Photography.
<b>Environmental Partners</b>	<b>Entertainment</b>
A total of 11 environmental partners participated this year with an emphasis on history, current preservation projects and future plans.	8 acts throughout the park. Headliners Los Pinguos and The Movers in the gazebo, other acts performed in front of the fountain, on 11 <sup>th</sup> Street, and in the River Lounge throughout the day.
<b>Volunteers</b>	<b>Marketing</b>
250 volunteers worked a total of approximately 890 hours to prepare for, set up, staff and break down the event.	Online, television, radio, print, speakers bureau and pr impressions totaled roughly 1 million. Only \$500 was spent on advertising prior to the event. Approximately 5,000 people attended the event as a result of marketing efforts.
<b>Other Highlights</b>	<b>The Numbers</b>
Sweet Art, Art Workshops, Bike Valet, River Lounge, Beer and Wine, Trail Mix, Brushmarks Teen Art Exhibit, street performers, river tours, drawing for \$1,000 in art.	5,000 attendees; 81 participating artists; 7 hands-on youth art booths; 10 local youth entertainment acts; 8 local musical acts; 11 local environmental partners; 250 volunteers; 890 volunteer hours; \$55,000 in sponsorship dollars; \$56,000 in in-kind sponsorship; \$48,700 in expenses; \$43,400 in art sales.

*Follow the River, Paint the Dream*

Saturday, May 29, 2010 ~ [www.pasoartfestival.com](http://www.pasoartfestival.com)



## Community Impacts

**The Festival of the Arts was designed to meet the following criteria, identified as ways of attracting investment to Paso Robles in the 2006 Economic Strategy:**

- Creating a Distinctive Community
- Contributing to the Knowledge Economy
- Creating Quality of Life, Quality of Place
- Generating Human Intellectual Capital
- Enhancing the Social Environment
- Emphasizing Our Unique Place
- Positioning Paso Robles as a Center for the Arts
- Encouraging Partnerships to Promote Our Local Identity

## Artful Dining Downtown

The Festival of the Arts has not included food vendors in the park for the last two years. It has been the intent of the organizing committee to encourage Festival attendees to take advantage of the close proximity of the 20+ restaurants downtown during the event and increase business to our local restaurants and tasting rooms. Restaurants around the downtown experienced an extremely sharp increase in sales during the Festival.

## Attendee Feedback

"There were so many first-class artists in such varied mediums it was easy to find a one-of-a-kind piece that I loved and that I could afford!"

"The Quick Draw was something new to me -- to watch a painting being created and capturing a time and place at the Festival -- I *had* to bid on it -- and I won!"

"The Youth Zone with the Festival of the Arts was simply amazing. (It) really empowers the youth and captures the spirit of this Festival as a whole. Not to mention, painting on my back gave me quite the ab workout".

"I loved the addition of music in different parts of the park. It made everything feel so festive!"

"I absolutely loved volunteering for the Festival of the Arts! You are all amazing and as a community member and future educator, I thank you for bringing this event to our community."

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