



**des
moines
arts
festival[®]**

2023 FINAL REPORT





about the festival



des moines arts festival®

OUR MISSION

Impact Lives through the Arts.

OUR VISION

Strengthen a Vibrant and Creative Community.

OUR CORE VALUES

We cultivate, educate and engage our audience toward a heightened appreciation of the arts.

We produce an annual celebration of outstanding original visual art - that is created by the hand of the artist - in a festival atmosphere.

We foster and celebrate the involvement of all people.

We promote and inspire meaningful collaboration to strengthen the arts community.

We value professionalism and quality. We operate in a fair and honorable manner with transparency.

We are strong financial stewards. We manage with responsibility and maximize value to our partners.

We champion new and emerging ideas.

OUR HISTORY

The **Des Moines Arts Festival**® traces its beginnings to 1958 when the Des Moines Art Center hosted its inaugural **Art in the Park** on the grounds of Des Moines' fine art museum. In 1997, with the advent of revitalized downtown urban energy, momentum grew to reinvigorate the 40-year-old event. Armed with a new name and a new location, the 1998 Des Moines Arts Festival splashed onto the Downtown bridges that span the Des Moines River, showcasing the nation's premier artists and creating an opportunity for people of all ages to embrace the arts.

Early in the Festival's growth, it was determined that exhibiting artists would drive the core of the show. With this focus, multiple programs were introduced over the years to strengthen the Festival's emphasis on visual art. The **Juried Art Fair** attracts professional artists from around the globe. With approximately 850 applications annually, it remains one of the country's most competitive and well-respected art fairs.

Visual arts extend to all ages. In 2002, the Festival introduced the **Student Art Exhibition (SAE)**, originally named Nurturing a Student's Vision, and **Artist Demonstrations**. The SAE was developed to encourage children to follow their passion for visual art. The Program has since blossomed to include more than 100 central Iowa schools and 400 students and their artwork. The Artist Demonstrations made art accessible and created a better understanding between artists and their artwork. In 2003, the Festival reached new artists in Iowa through the **Emerging Iowa Artist** program. This unique program provides an opportunity for residents of Iowa who are enrolled at any institute of higher education across the nation to display and sell their artwork during the Festival. Twenty years later, the program expanded in 2023 to welcome artists starting a new career in the arts at any phase of their life.



In 2006, the Festival made significant transformations with a new site and new leadership, seasoned festival and event executive Stephen King. The new location was eight blocks west of the original bridge site, in what was then Phase One of the construction of **Western Gateway Park**. The site featured an abundance of green space surrounded by two marvelous buildings - the Central Library, designed by acclaimed architect David Chipperfield, and the John and Mary Pappajohn Higher Education Center. In the years that followed, Western Gateway Park experienced exponential growth with the addition of the John and Mary Pappajohn Sculpture Park (2010) and the Renzo Piano Building Workshop designed headquarters for Krause Group (2020).

The following year the Festival expanded its entertainment program and celebrated its 10th anniversary with a special performance by The Joffrey Ballet and several new initiatives, including the introduction of the **Interactive Billboard Mural Project**. The project utilized the collective hands of the community by creating two billboard-sized replicas of Vincent van Gogh's *The Starry Night* and *Irises*. The project was revived in other years featuring the *The Hour of Tea* by Frederick Carl Frieseke and *Autumn, New Hampshire* by Maurice Prendergast (2008) and *Sunday on the Island of La Grande Jatte* by Georges-



Pierre Seurat (2014). The program was resurrected in 2023 with another piece by Seurat, *The Circus*.

The **Interrobang Film Festival** premiered in 2008 and has since screened more than 700 films and became IMDb certified. Also in 2008, the Festival introduced its award-winning **Green Arts Sustainability Program**. The program emphasizes education and responsible measures, including compostable cups used for dispensing beverages, generators run on a bio-diesel blend, and waste stations that sort recyclables, waste, and compostable.

While music has been part of the Des Moines Arts Festival since its beginning, over time the entertainment experience has evolved as a reflection of the communities changing interests. Pop-up performers, dance groups and musicians are all paid for their time and talent. In turn, the Festival maintains free admission to each entertainment performance including its national headliners. Since advancing the Festival's commitment to live music, it has hosted national artists such as lovely the band, Here Come the

Mummies, Grand Funk Railroad, Gin Blossoms, Saint Motel, Sir Sly, The Family Stone, Spin Doctors, Big Head Todd and the Monsters, Joe Purdy, and many more.

In 2011, the Festival partnered with Greater Des Moines Habitat for Humanity for a “Blitz Build.” The house’s exterior was completed and hauled off-site Sunday for an area Des Moines family to enjoy. The partnership would again provide a home in the Des Moines community in 2013, 2014, 2019, and 2021.

The Festival’s 15th anniversary featured an all-Iowa line-up of live music and the community assisted Emerging Iowa artist Abby Butson with the creation of a giant mural known as the **Paint the Skywalk** project for downtown Des Moines. In 2015, *Birds of a Feather* was commissioned for Metro Arts Alliance’s 40th anniversary and painted with help from thousands of visitors at the Festival. The public created hundreds of dove-sized bird kites out of re-purposed vinyl, which fly behind the “big bird” like a jet trail. **Birds of a Feather** flies as a permanent installation at the Des Moines International Airport. In 2016, the Festival welcomed **BOOM! ART**, an interactive mural project suspending a colorful collaboration 30 feet high from the all-new, all-electric MidAmerican Energy Company bucket truck. BOOM! Art has continued at each Festival since.

In 2017, Des Moines Arts Festival celebrated its 20th anniversary with the **“20 Party,”** an evening to toast the Festival’s history. During the Festival, two performing acts captivated guests, eVenti Verticali’s WANTED comedy aerial show and the Secret Walls smack-down art competition. Guests also enjoyed the street theatre experience of Bill Robison and Fantastic Patrick. The Festival commemorated the 20th anniversary with a permanent mural on the side of the Ford and Garland Building of the year’s commemorative poster, **The Dream by Des Moines artist Chris Vance**.

While plans were sidelined for the 2020 Festival due to the Covid-19 pandemic, the organization focused on new opportunities while moving the Student Art Exhibition and Interrobang Film Festival online. The organization launched

A Seat at the Table, an online conversation to elevate diversity and culture in the arts and began to offer professional development to creative entrepreneurs. 2021 proved that the comeback is always stronger than the setback with a re-organized site for social distancing. The Festival celebrated its 25th anniversary in 2022 with more artists, programming and activities than ever before and grew again in 2023 with an even larger amount of free interactive art activities, more live music and the return of roaming street theatre.

The first Art in the Park attracted little more than a few hundred people. Six decades later, the Festival has established itself as the signature arts and culture event in Iowa and one of the world’s most prestigious and admired festivals. With an annual attendance exceeding 200,000 people since moving downtown in 1998, the Festival has welcomed more than 4 million visitors. The international community has recognized the Festival with over **375 industry awards, including the Gold Grand Pinnacle Award**.



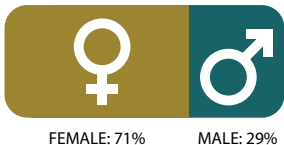
2023 FESTIVAL PROGRAMS

- Juried Art Fair presented by Nationwide®
- Emerging Iowa Artists and Emerging Artist Programs presented by Principal®
- The Billboard Mural Project presented by Athene
- 43 film screenings at the Interrobang Film Festival representing 9 countries
- Community Outreach Program presented by MidAmerican Energy Company showcasing and supporting 19 central Iowa non-profits
- Live music on the Hy-Vee Main Stage and Roots Stage
- BOOM ART! presented by MidAmerican Energy Company
- Silent Rivers Design+Build VIP Club & Hospitality Suite
- Green Arts Zero-Waste Sustainability Program managed by Urban Ambassadors
- Over 1,700 volunteer hours supported by Polk County Board of Supervisors
- Student Art Exhibition presented by GreenState Credit Union and Visionary Artists Ceremony
- Artist Demonstrations
- Official merchandise and apparel available at two Arts Festival Shops
- Artisan Food and Beverages
- Non-Profit Partners Program
- Preview Celebration presented by American Enterprise Group, Inc.

FESTIVAL DEMOGRAPHICS

VOLUNTEER COUNT AND DEMOGRAPHICS

405
TOTAL VOLUNTEERS



1,750
VOLUNTEER HOURS

540
TOTAL SHIFTS

\$8.2 MILLION ESTIMATED ECONOMIC IMPACT

OVERALL BUDGET

REVENUE:
\$1,296,933

EXPENSES:
\$1,252,071

STAFFING NUMBERS

3 FULL TIME STAFF

4 FULL TIME SUMMER INTERNS

2 CONTRACTED STAFF

Founding/Incorporation Date and Management System:

Founded in **1998** as a **501(c)3** non-profit; volunteer board with full-time executive director

POSITIONS

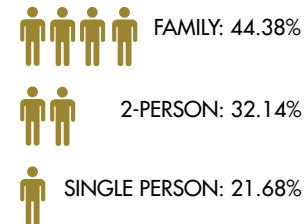
- Executive Director
- Director of Guest Engagement
- Director of Community Relations
- Social Media Manager
- Volunteer Coordinator
- Intern, Design (1)
- Intern, Programming (3)

GUEST DEMOGRAPHICS*

ATTENDANCE NUMBERS

200,000
GUESTS

HOUSEHOLD



MARITAL STATUS

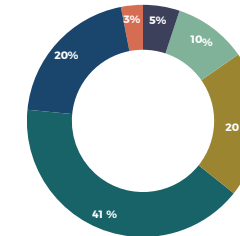
Never Married	35%
Married	49%
Separated	1%
Widowed	3%
Divorced	10%

INCOME

<\$15,000 - 24,999	20%
\$25,000 - 34,999	6%
\$35,000 - 49,999	12%
\$50,000 - 74,999	17%
\$75,000 - 99,999	13%
\$100,000 - 149,999	15%
\$150,000 - 199,999	8%
\$200,000	7%

EDUCATION

- Some High School
- Some College
- Post-Graduate Degree
- High School
- College Graduate
- Middle School or Less



PROFESSION

Professional/Technical	37%
Clerical/Secretarial	4%
Sales	6%
Service	5%
Educator	8%
Unemployed	1%
Military	1%
Agriculture/Forestry	2%
Non-Profit	2%
Construction	2%
Homemaker	3%
Retired	9%
Student	14%
Other	6%

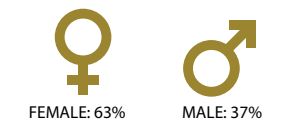
RACE

CAUCASIAN	81%
AFRICAN AMERICAN	5%
ASIAN	5%
HISPANIC/LATINO	3%
TWO OR MORE RACES	3%

AGE

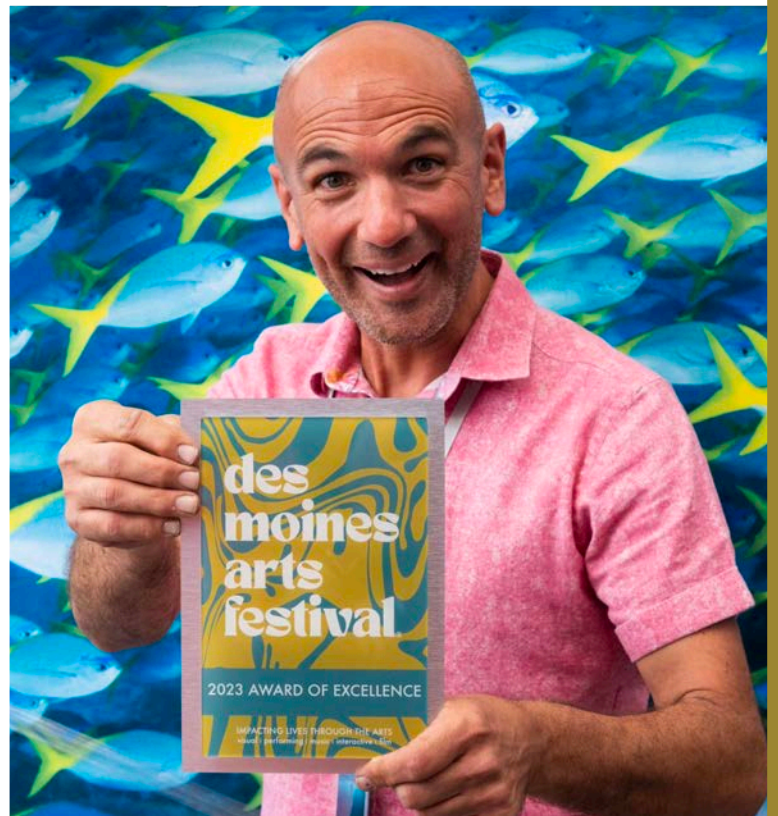
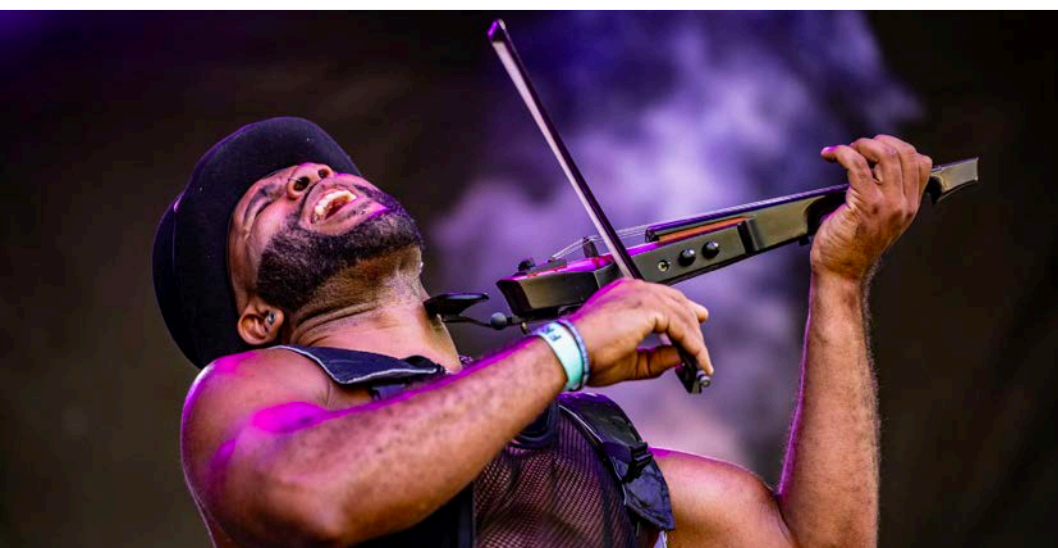
<18	8%
18-20	5%
21-24	10%
25-29	10%
30-34	10%
35-39	6%
40-44	6%
45-49	7%
50-54	10%
55-59	10%
60-64	8%
65+	9%

GENDER



*2019 Survey





marketing & media relations

PROMOTION & MARKETING GOALS FOR 2023



- Elevate the robust free activity opportunities including the Billboard Mural Project, Creative Zone, and live music line-up.
- Celebrate the artists participating in the Juried Art Fair.
- Increase recruitment and celebrate the hundreds of volunteers that support the Festival.
- Engage and thank our sponsors.
- Partner with social media influencers to share content to new audiences.
- Elevate the Patron Program as a way to support the free-to-attend Festival as a donor.
- Through support from Travel Iowa, promote the Festival to Omaha, Kansas City and Iowa City markets.
- Highlight the need for festivals and events as community builders.
- Generate buzz about the Des Moines Arts Festival during the weeks leading up to the three-day event.
- Increase social media engagement with Festival guests, vendors, sponsors, staff and volunteers through staying on the cusp of ever-changing need by guests for technology.
- Engage and promote each professional visual artist with our ever-increasing digital fan base and theirs through a robust social media campaign highlighting all exhibiting artists in separate posts.
- Inform the community that the Festival is produced by a singular 501c3 non-profit organization.
- Increase awareness of the variety of programming that is offered at the Festival.
- Strengthen the Festival's brand as an internationally recognized event and annual regional attraction.
- Strengthen the Festival's brand as a catalyst for economic growth annually using the "Creative Economy" buzz word.
- Promote the Festival as a community event that impacts economic development and quality of life for Des Moines, Iowa, and the Midwest Region.

“GO WHERE IT TAKES YOU . . .”

MEDIA RELATIONS

The 2023 editorial media relations campaign targeted local and regional news media outlets with the objective of generating news coverage to increase general awareness of the Festival, as well as sharing the information about the artists and highlighting the free interactive artists activities and programming. To accomplish this, we distributed news media releases and engaged in direct outreach with media outlets throughout central Iowa and neighboring regions.

News releases and media pitches included information on art and artists, live entertainment, interactive arts activities, special festival programming, “pro tips” for an outstanding festival experience, artist awards, the diversity of the Emerging Artist program, and more—with all materials highlighting Festival sponsors and partners. Media materials were also posted in the Festival’s online portal, and portions of the content were strategically re-purposed for Festival social media and newsletters as appropriate.

The central message of the 2023 campaign was the vast amount of free activities guests could enjoy. As a result, much of the earned media coverage reflected this message. Early coverage also highlighted the community support and guidance of Festival leadership, partners and sponsors as the primary reasons the Festival has sustained. Other earned media coverage highlights for 2023 included live quotes from and interviews with the Festival’s executive director, high profile artists, and community partners; highlights of special programming and the commemorative poster; and references to the Festival’s economic impact for the Des Moines region.

From the February announcement of the Festival’s jury through the week after the event, the earned media outreach campaign garnered more than **61 interviews/mentions** on the NBC, ABC, and CBS TV affiliates in Des Moines; 8 articles in Iowa newspapers including the Des Moines Register; 23 television and radio news interviews/mentions on 4 Des Moines stations; and 14 instances of digital news articles/mentions.

Due to this success, the Festival attendance reached **over 200,000**.

Media Advisory
Released June 23, 2023
Media Contact:
Colleen Murphy @cmurphy@desmoinesartsfestival.org
Or (515) 416-6281

Media Advisory: Des Moines Arts Festival® Highlights for Friday
190 artists, live music from The 502s and the return of the Billboard

What: 2023 Des Moines Arts Festival presented by Nationwide
When: Friday, June 23, 11 a.m. – 10 p.m.
Saturday, June 24, 11 a.m. – 10 p.m.
Sunday, June 25, 11 a.m. – 5 p.m.
Where: Western Gateway Park, Downtown Des Moines
Admission: FREE, thanks to our sponsors and patrons

Event Highlights:

- Juried Art Fair presented by Nationwide featuring 190 professional visual artists having been invited following a blind jury process (all day)
- Silent Rivers Design+Build VIP Club (all day)
- Interactive arts activities (all day) including the Billboard Mural Project

Artist demonstrations

12:00 p.m. - Alicia Velasquez	Jewelry
2:00 p.m. - Ronna Katz, GS12	Printmaking
3:00 p.m. - Ella Richards, GS41C	Scissor Drawing
4:00 p.m. - Amy Lansburg, LN36	Assemblages
4:30 p.m. - Cali Hobgood, LN24C	Photography
5:00 p.m. - Margaret Aden, GN46	Twining
6:00 p.m. - Adam Crowell, GS25	Drum making

Emerging Iowa Artist presented by Principal demonstrations

11:00 a.m. - Emma Bolles, EIA2	Acrylic
1:00 p.m. - Olivia Palmer, EIA5	Under Painting
7:00 p.m. - Emma Reed, EIA3	Drawing

Business Record
NEWS BY INDUSTRY | SPECIALTY PUBLICATIONS | EVENTS

EXPAND YOUR DIGITAL FOOTPRINT 62,000 unique visitors | 40% new leads

Des Moines Arts Festival welcomes entries for the 2023 Student Art Exhibition

Business Record Staff | Mar 31, 2023 | 10:33 am | <1 min read time | 117 words | All Latest News, Culture, Nonprofits & Philanthropy

The Des Moines Arts Festival has opened the entry period for the Student Art Exhibition, which spotlights the creativity of children attending K-12 schools in Central Iowa. Each school can submit up to four works of art created in the 2022-2023 school year, and the artwork will be displayed during the festival June 23-25. The student artists will also be recognized at the Visionary Artist Ceremony held on the Hy-Vee Main Stage. The artwork will be displayed at select GreenState Credit Union locations until September, and students can pick up their artwork at a special reception. Schools must submit an information form by April 28 to participate. The form can be found on the Arts Festival website.

P.O. Box 1434
DES MOINES, IA 50309



Commemorative poster artist Jenna Brownlee and Megan Ruth showcase Garden Party on Hello, Iowa.

des moines arts festival

Sister Hazel • The 502s

Satsang • B2wins • Joshua Ray Walker • Buffalo Nichols

River City Opry • Heath Alan Band • Molly Nova and the Hawks • Penny Peach • The Finesse
Annie Kemble • Stringfield • Brad & Kate • Jordan Messerole • Stutterin' Jimmy and the Goosebumps
Sunday Afternoon Live • Kelsie James • Day's Live Music

PERFORMANCES BY:
Roberto the Magnificent • Bill Robison • Des Moines Music Coalition • Emmett Phillips & Friends Community Showcase
Central Iowa Music Lab • Des Moines Breakerz • Des Moines Playhouse • Drag Show

June 23 - 25, 2023 • ALL PERFORMANCES ARE FREE

Presenting Sponsor: Nationwide
Premier Sponsors: PAVO, MIDAMERICAN, Principal
Platinum Sponsor: POLK COUNTY
Official Sponsors: ATHENE, HyVee, IOWA

Social Media Ad (Above); Spotify Ad (Below)



des moines arts festival

JURIED ART SHOW • LIVE MUSIC ON TWO STAGES
PERFORMING ARTS • POP-UP PERFORMANCES
OVER 25 FREE INTERACTIVE ARTS ACTIVITIES
INTERROBANG FILM FESTIVAL • CULINARY VENDORS
FREE ADMISSION

JUNE 23 - 25, 2023 | WESTERN GATEWAY PARK
DESMOINESARTSFESTIVAL.ORG #GOWHEREITAKESYOU

Presenting Sponsor: Nationwide
Premier Sponsors: PAVO, MIDAMERICAN, Principal
Platinum Sponsor: POLK COUNTY
Official Sponsors: ATHENE, HyVee, IOWA

Cityview Ad

des moines arts festival

IMPACT THE ARTS!
become a patron today
desmoinesartsfestival.org/patron

presented by Nationwide

des moines arts festival

The 502s
with B2wins
FREE
JUNE 23, 2023
HY-VEE MAIN STAGE
desmoinesartsfestival.org

presented by Nationwide

IOWA

HyVee

des moines arts festival

VOLUNTEER WITH US!
desmoinesartsfestival.org/volunteer

presented by Nationwide

volunteer program proudly supported by
POLK COUNTY
Board of Supervisors

Billboard ads that were published leading up to the 2023 Festival.

RESULTS SAMPLING

- Earned media included eight newsprint placements valued at \$34,972.48, 14 online placements (no value given) and 16 broadcast news mentions valued at \$23,589.34
- 23 television and radio interviews conducted from the Jury announcement (late February) through the June Festival.
- Partnerships with Des Moines Girl, Olio in Iowa and Oh My Omaha generated 50,000 impressions on the partners social media.
- Billboard ads placed on 26 boards garnered nearly 5 million impressions.
- The Festival targeted Omaha, Kansas City, Iowa City and Cedar Rapids with targeted ads on Spotify. The ads reached 78,980 unique individuals.
- A Google campaign served up 17.9k impressions and received 9.47k clicks.

TARGET AUDIENCES

- Young adults (ages 20-35)
- Families with children
- Art buyers
- Community leaders & decision makers

MEDIA PARTNERSHIPS

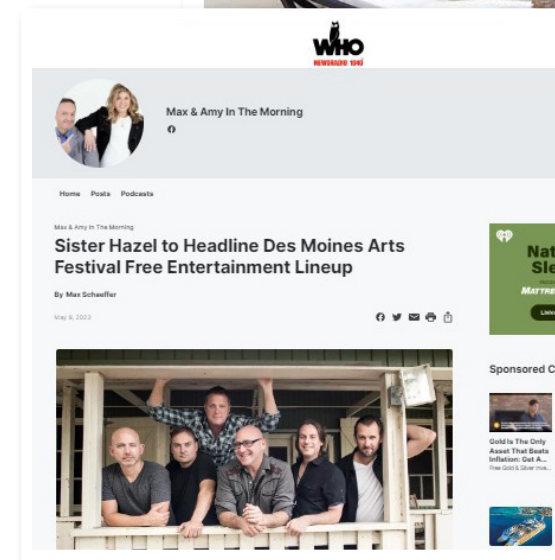
To enhance the earned media campaign, the Festival secured promotional media partnerships with the **Des Moines Radio Group, iHeart Radio, Iowa Public Radio and WHO13**. The promotional campaign resulted in a robust mix of TV, radio, and online advertising placements in May and June, with a significant content focus on the Festival, the presenting sponsor and other Festival sponsors, as well as volunteer opportunities, patron support, live entertainment, and free interactive arts activities.

WHO13, the Des Moines NBC affiliate, is a longstanding Festival partner. In 2023, the station supported the Festival on a number of WHO platforms both pre-event and during the run of the Festival, including live and recorded interviews and mentions on news shows, promotional on-air announcements, digital coverage, and social media content, for an estimated value of \$67,256.

Longtime partner Des Moines Radio Group is a family of nine radio stations in central Iowa. The company donated promotional mentions, website exposure, social media mentions, emails, and live broadcasts in support of the Festival.

Returning to support the 2023 Festival was iHeart Radio Des Moines, a group of six stations that contributed more than 460 promotional mentions in a blend of live and recorded public service announcements, live interviews, personality blogs and web event listings, for a total AVE of \$67,000.

Another longtime Festival partner is Iowa Public Radio, which aired a total of 960 broadcast announcements and 400 online/streaming announcements, for an AVE of \$15,840 and a total of 1,872,000 impressions.



\$233,641.00

TOTAL EARNED / PROMOTIONAL VALUE





This is my business card. Feel free to take a picture.

Thomas Andrew

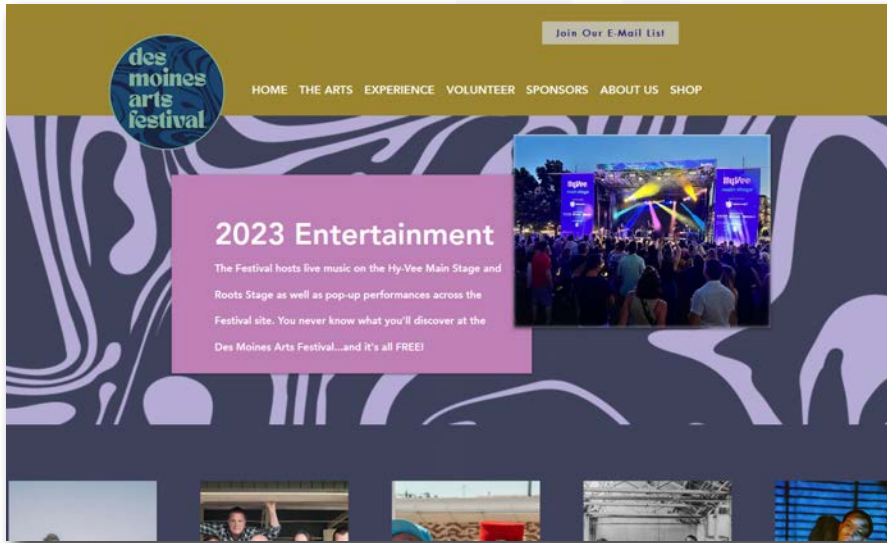
As an artist, I have spent the last 15 years perfecting my craft and creating art that speaks to the soul. I am now looking for a new challenge and have decided to start my own business. I am a professional artist and I am looking for a new challenge. I am a professional artist and I am looking for a new challenge. I am a professional artist and I am looking for a new challenge.

Thomas Andrew Finlay
 Professional Artist
 ThomasAndrewArt.com
 Facebook: @ThomasAndrewArt
 Instagram: @ThomasAndrewArt
 YouTube: @ThomasAndrewArt
 Website: @ThomasAndrewArt

This is my business card. Feel free to take a picture.





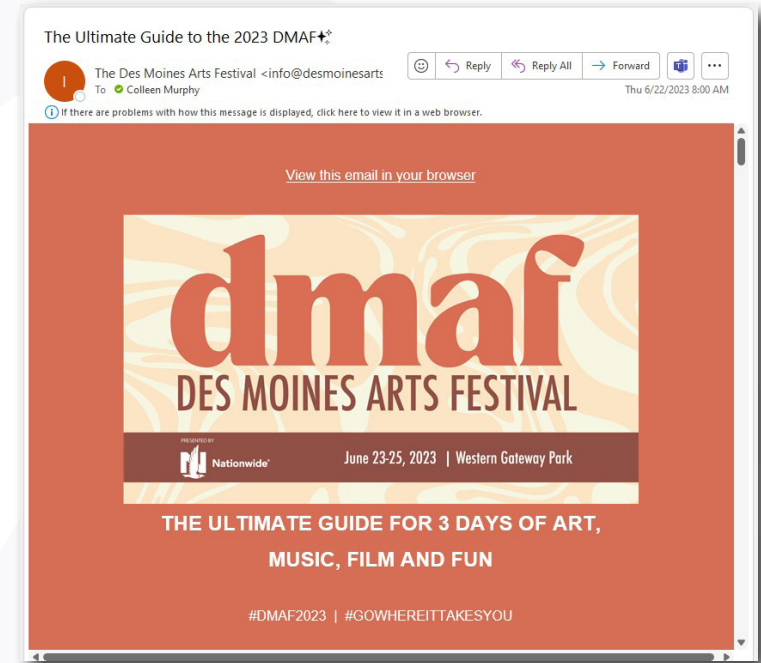


WEBSITE VISITS:
129,565

PAGE VIEWS:
278,297

NEW USERS:
44,179

TOP 5 CITIES:
DES MOINES • OMAHA
WEST DES MOINES
URBANDALE
MINNEAPOLIS



CONNECTING WITH THE 2023 FESTIVAL

The Des Moines Arts Festival website, newsletter and social media outlets serve as a powerful tool for communicating the Festival’s message. These mediums serve as a direct communication between our team and our guests. We encourage our guests to use these tools as their primary source of information. Volunteer recruitment, artist listings, live social media streaming, links, Festival event schedules, maps, applications, planning guides, and much more are within the site.

Our call to action, “go where it takes you...” is supported by allowing guests to have schedules, maps, and information as close as their smart phones.

The website is updated annually to reflect the current year’s creative campaign. This year, it got a full makeover from top to bottom and can even be translated into 11 languages! Its dynamic, back-end interface allows the Festival Staff to schedule everything from the headline entertainment, to artist demonstrations, to featured events. Visitors to the Festival

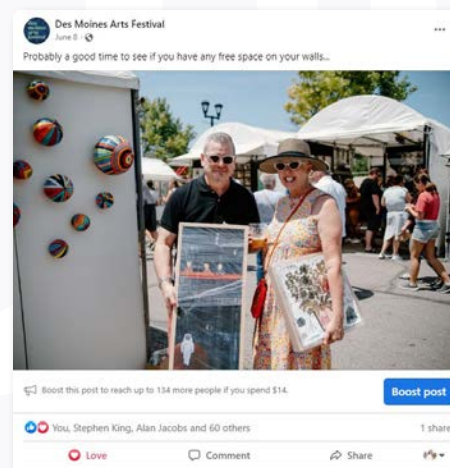
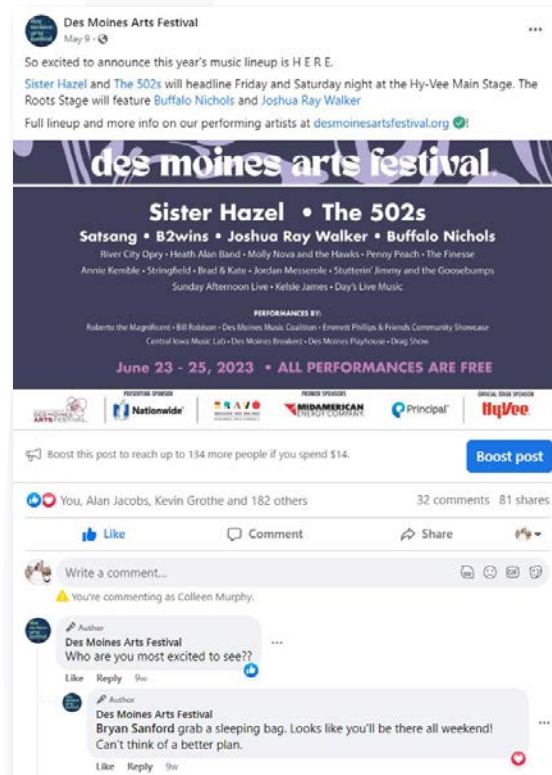
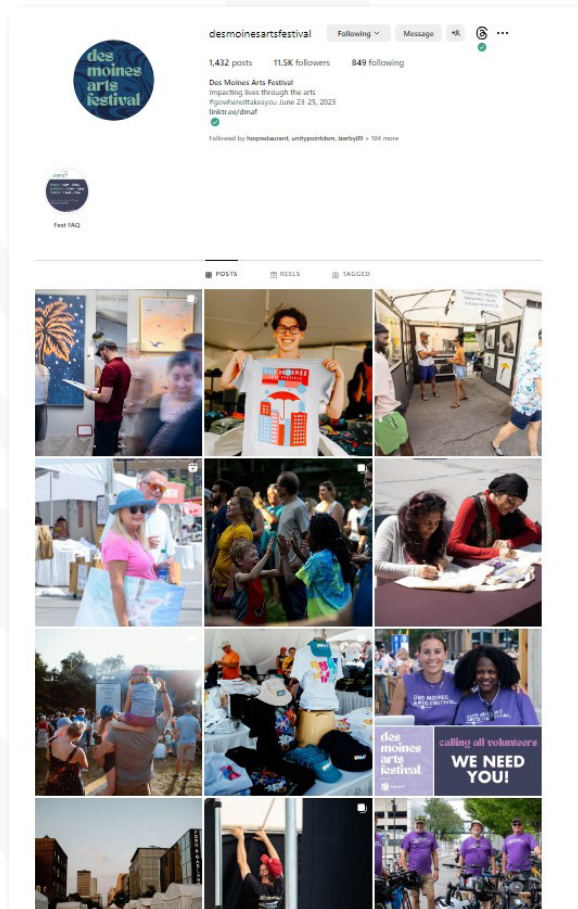
site can view an online gallery featuring images of artwork from all exhibiting artists. The media center on the site is also a reference report for all of the Festival’s news, including press releases and special announcements.

The Festival website is an integral tool for communicating with participating vendors and artists. Built into the website are dynamic applications for food vendors, volunteering, and non-profit space. Also included are planning guides for artists and other exhibitors. The site is accessible to anyone.

The Festival’s e-newsletter, **CANvas**, is a bi-monthly communication that shares information about the programming and activities in relation to the Festival and the central Iowa arts community. Each article links back to the Festival website. In May and June, the emails are sent weekly, if not more, depending on the information that needs to be communicated. From January 1 - June 30, CANvas had 75,311 opened emails.

SOCIAL MEDIA

The Des Moines Arts Festival places a heightened focus on social media because it is where more and more people are getting their information from. Because of this, the Festival's Facebook, X (formally Twitter) and Instagram pages became integral tools in the Festival experience. The Festival also has a presence on Pinterest, YouTube, LinkedIn and Spotify.



WAYS TO CONNECT:



FACEBOOK
Des Moines Arts Festival



INSTAGRAM
@desmoinesartsfestival



X (FORMALLY TWITTER)
@DMArtsFestival



SPOTIFY
Des Moines Arts Festival



PINTEREST
@DMArtsFest



YOUTUBE
Des Moines Arts Festival

#DMAF2023

#GoWhereItTakesYou

SOCIAL MEDIA



jenna_brownlee What a weekend. My heart is full and my body is tired (how do other artists do this 20x a year?!). I spend four months painting and preparing for this show and it's a highlight of my year, including:

- quality time with my mom @carolkollings that I will cherish forever. She's a hustling saleswoman and the hardest worker ever with no complaints. I couldn't do this event without her.
- my favorite people, friends and family that showed up to be supportive (I put several of them to work 🤗)
- tagged along with my 11 year old nephew @boogie_101 while he showed me his favorite art at the nearby booths
- merchandise with my featured art sold out! 🤩
- met folks who have seen me painting in my studio on the bike path behind our house..."so this is what you've been working on in there!"
- a woman in my booth cried because she was moved by my work. This moment will stick with me.
- the joy I felt when I saw my husband pulling our kids in the wagon towards my booth on Sunday morning.
- so many more...

Thank you to everyone who brought a piece of art with them...



natasha.sayles One of our favorite weekends of the year! @desmoinesartsfestival brings this fam a whole lot of happiness. Even better this year with Alex as one of the festivals interns! 🥰

1w

raisin4boys Great picture!
1w Reply

jpato216 Too cute 🥰
1w Reply

kcaldbeck So fun 🤩
1w Reply

Liked by **sabrinazenor** and others



b_2wins_fan_page Feeling that IOWA LOVE!! @desmoinesartsfestival was ELECTRIC 🤩🤩 What an absolutely perfect night with an amazing hometown crowd of beautiful people 🥰🥰

We loooooove you Des Moines! Thank YOU for coming out, supporting the arts and vibing with us under the Iowa sky 🥰

Big shoutout to Andy Anderson, Mike Woods and the @isiserettesdrilland Isiserettes Drill & Drum Corp !!

Our boys for capturing the magic 📸📷
@nathanielbrownproductions
@johnnyplastic

A HUGE thank you to the Top notch Arts Festival staff for having us and hosting us 🥰 Daphne @mrdickensplease and team 🥰

Sure Sound and Lighting for making us look and sound good 🥰
@think_ns NS Design
Denny, Ryan and staff



samlozada Are you even a#dsmphotographer if you don't have a shot of the Traveler sign, farmers market food, Art festival unicyclist, or the court house on your feed? The answer is yeah but this weekend had some decent shots to give.

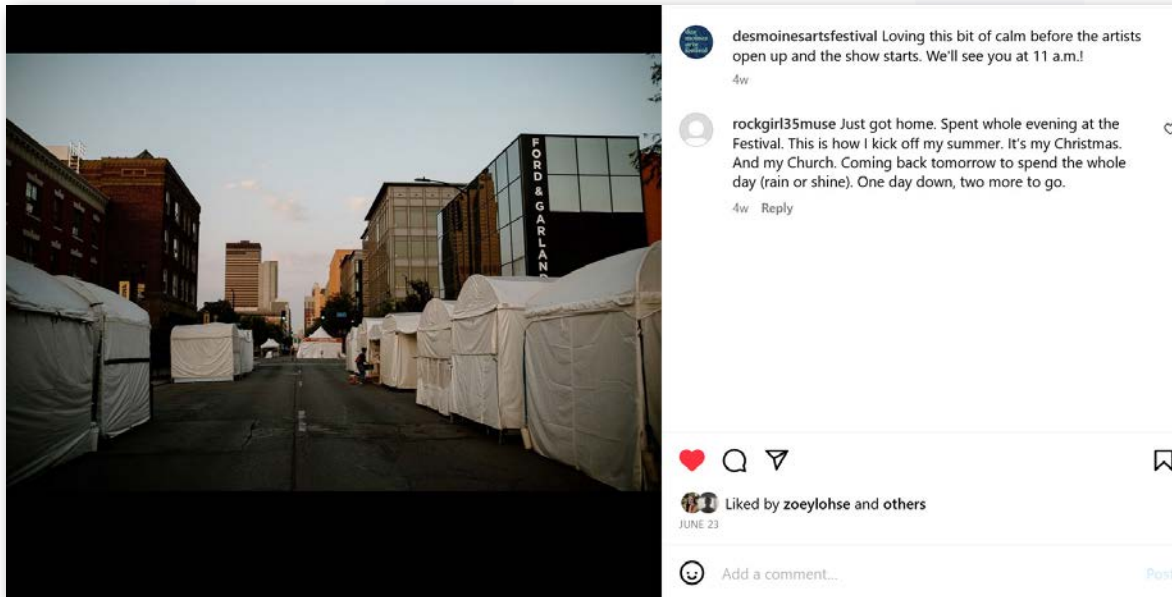
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•
•
•
•

#sonyalph #sonyphotography #sonya7iv #streetphotography #desmoinesiowa #dsmartsfestival

1w

annu_arora33 🥰 Promote it on @iowa_community 🥰

1w Reply



2.6K REACTIONS
IN JUNE



879 NEW FOLLOWERS
IN MAY & JUNE

11,500 TOTAL
FOLLOWERS

6,643 PROFILE VISITS



292,768 PAGE REACH



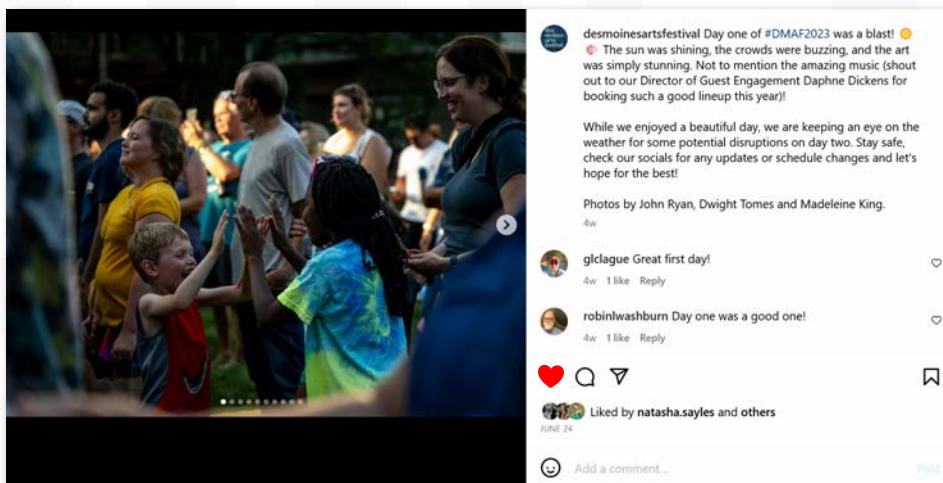
53,200 POST
ENGAGEMENT

671 NEW PAGE LIKES
IN MAY & JUNE

60,200 LINKS CLICKED
IN JUNE

22,414 TOTAL LIKES

289,482 PAID IMPRESSIONS ON
BOTH PLATFORMS

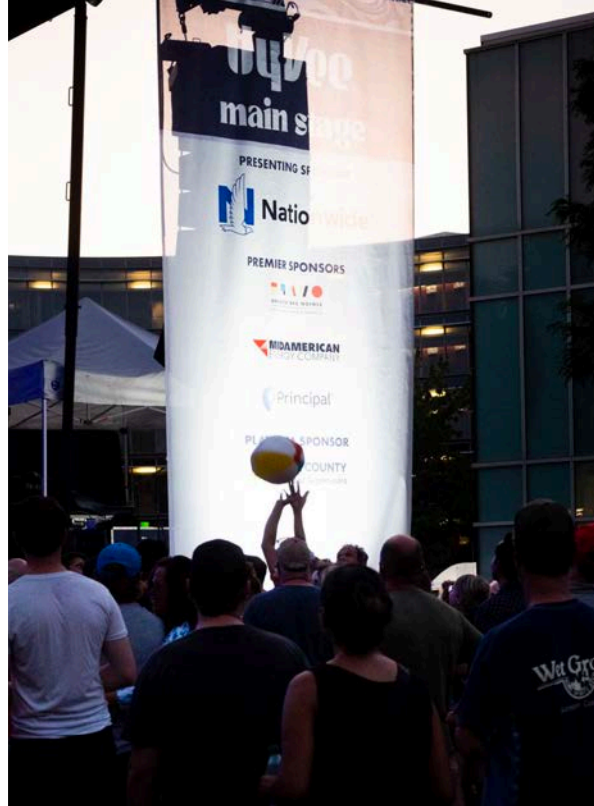




des moines HY-VEE MAIN STAGE

HyVee
main stage
PRESENTING SPONSOR
Nationwide
PREMIER SPONSORS
RAVO
MIDAMERICAN ENERGY COMPANY
Principal
PLATINUM SPONSOR
POLK COUNTY Board of Supervisors

HyVee
main stage
PRESENTING SPONSOR
Nationwide
PREMIER SPONSORS
RAVO
MIDAMERICAN ENERGY COMPANY
Principal
PLATINUM SPONSOR
POLK COUNTY Board of Supervisors



sponsorship program

SPONSORS

The Des Moines Arts Festival Sponsorship Program garnered a 95% retention rate and added six new sponsors in 2023. Our personalized attention and multi-step process is built on the premise that we will listen and provide a potential sponsor the marketing objectives they seek.

Our sponsorship program uses a relationship approach. The multi-step process begins with the Prospectus. The Prospectus is a comprehensive document containing specific information about the Festival, its demographics, and sponsorship offerings. This document is available in a hard copy or as a PDF. It is also made available for download on the Festival's website.

After delivering the Prospectus, the Festival staff works with the potential sponsors to determine their goals and objectives for entering into a relationship. Next, a comprehensive proposal is assembled combining the goals of the potential sponsor and those of the Festival. The Festival offers sponsorship opportunities at various levels, starting at \$5,000.

To assist the sponsor with their on-site activity, the Festival works closely with the sponsor's representative through meetings and other electronic communications, preparing sponsors with logistics, direction, and assistance.

In addition, the Festival staff works with each sponsor to generate and successfully activate the sponsor's on-site activity that will best reflect their company and

promotes their sponsorship and activities as part of our robust media editorial calendar.

We assist in sourcing materials, providing vision, and executing the activity on-site. On-site, sponsors are assigned a dedicated Sponsor Relations Event Management Team member to assist them with set-up, tear-down, and everything in between. Following the Festival, all sponsors are provided with a Final Report. This report is meant to be as comprehensive as possible, in text and images, providing the sponsor with complete information about the success of the event as a whole and more importantly, the success in providing them with the deliverables agreed upon in our sponsor agreement. The Final Report is presented at a follow-up meeting in an easy-to-navigate bound document.





PRESENTING SPONSOR
JURIED ART FAIR



PREMIER SPONSOR



PREMIER SPONSOR
COMMUNITY OUTREACH PROGRAM



PREMIER SPONSOR
EMERGING IOWA ARTIST PROGRAM



PLATINUM SPONSOR
VOLUNTEER PROGRAM



OFFICIAL SPONSOR
MAIN STAGE



OFFICIAL SPONSOR
BILLBOARD MURAL PROJECT



OFFICIAL SPONSOR
HOSPITALITY SUITES & VIP CLUB



OFFICIAL MEDIA SPONSOR



OFFICIAL MEDIA SPONSOR



OFFICIAL MEDIA SPONSOR

GREENSTATE CREDIT UNION
PARTICIPATING SPONSOR
STUDENT ART EXHIBITION

IOWA PUBLIC RADIO
PARTICIPATING SPONSOR

PRAIRIE MEADOWS
PARTICIPATING SPONSOR

G. DAVID (DEC) AND TRUDY
HOLMAN HURD FUND
SUPPORTING SPONSOR

MEREDITH FOUNDATION
SUPPORTING SPONSOR

TRAVEL IOWA
SUPPORTING SPONSOR

AMERICAN ENTERPRISE GROUP
CONTRIBUTING SPONSOR

ATLANTIC BOTTLING COMPANY
CONTRIBUTING SPONSOR

BUD & MARY'S
CONTRIBUTING SPONSOR

CENTRO RESTAURANT
CONTRIBUTING SPONSOR

COUNTRY LANDSCAPES INC.
CONTRIBUTING SPONSOR

EXILE BREWING COMPANY
CONTRIBUTING SPONSOR

GATEWAY MARKET
CONTRIBUTING SPONSOR

HOTEL FORT DES MOINES
CONTRIBUTING SPONSOR

KUM & GO
CONTRIBUTING SPONSOR

PELLA WINDOWS & DOORS OF
CENTRAL IOWA
CONTRIBUTING SPONSOR

RENEWAL BY ANDERSEN
CONTRIBUTING SPONSOR

RUAN FOUNDATION
CONTRIBUTING SPONSOR

THRIVE FAMILY CHIROPRACTIC
CONTRIBUTING SPONSOR

VERO
CONTRIBUTING SPONSOR

VOLUNTEERLOCAL
CONTRIBUTING SPONSOR

42 SPONSORS

\$645,500 CASH

\$208,300 IN KIND

95% RETENTION

7% OVER BUDGET







core programs

VOLUNTEER PROGRAM SUPPORTED BY POLK COUNTY BOARD OF SUPERVISORS

Since the Des Moines Arts Festival began in 1998, the Festival's success has been due in large part to hundreds of volunteers who devote their time, talent and energy during the three-day weekend. The volunteer program is identified through three distinct groups of volunteers: **Event Management Team, General Volunteers, and Non-Profit Partners.**

Each **Event Management Team (EMT)** member oversees a specific area of the Festival throughout the weekend. Additionally, they attend monthly meetings, beginning in March, and assist in recruiting volunteers throughout May and June for their specific areas. The team of 60 lead the General Volunteers onsite throughout the Festival weekend. Each member of the team manages a specific area, including Artist Relations, Food Operations, Sponsor Relations, Volunteer Relations, Stage Management, Beverage Management, and Production. Post-festival, staff hosts a review with the EMT to gain feedback and ideas on how to improve efficiencies onsite and general brainstorming for the following year.

General Volunteer shifts range between 3-4 hours, beginning with Festival load in and ending with festival tear down. Jobs range from Artist Relations to VIP Club check-in to Festival greeters and everything in between. This year, 540 shifts were filled by 405 individuals.

Volunteer sign-up and management is handled through **VolunteerLocal**, a local web-based software program that provides online registration and check-in, making the sign-up process and

scheduling of volunteers incredibly streamlined and easy to facilitate. All volunteers receive a complimentary t-shirt, snacks, beverages and special coupon from Festival sponsor Exile Brewing Company. Social media was heavily utilized this year in volunteer recruitment efforts. All sponsor organizations were asked to distribute information on volunteering through their internal channels including newsletters and the internet. Opportunities were also posted on other online volunteer databases and communicated through Festival newsletters.



405
VOLUNTEERS

540
VOLUNTEER
SHIFTS

1,750
VOLUNTEER
HOURS



volunteerlocal

200,000+
GUESTS SERVED

6 NON-PROFIT
PARTNERS

16 DIFFERENT
CORPORATIONS

4 COLLEGES &
UNIVERSITIES

15 HIGH
SCHOOLS



FESTIVAL PHOTOGRAPHY

An amazing team of photographers volunteer their time to take pictures throughout the Festival weekend. Without their exquisite work, we could not properly tell our story; it is shown throughout this Report.

THANK YOU TO OUR PHOTOGRAPHERS

Alan Jacobs • Cameron Seitz • Cedar Halfhill Boone
Dwight Tomes • John Ryan • Keely Rosenberg
Madeleine King • Steven Volk

DMACC STUDENT PHOTOGRAPHERS

Abby D. Geletta • Alyssa Monroe • Austin M. Uitermarkt
Bleh B. Moo • Brendan A. Ver Steegh • Damian S.
Andersen • David Benna • James E. Peterson • Katherine
Taylor • Mitmukeye Florence • Nick T. Bergen



We love our Volunteers!
Each Volunteer received a free t-shirt, specific to the type of volunteer work: General Volunteer, Artist Relations, or Environmental Impact Team.

GREEN ARTS SUSTAINABILITY PROGRAM



The Des Moines Arts Festival once again committed to reduce, reuse, recycle, and repurpose during the 2023 Festival with environmentally friendly initiatives and a little creativity. Some of these energy-effective initiatives included:

- 13 custom-designed **Zero Waste Stations** were positioned throughout the Festival site to accommodate recyclables, compostables, and landfill items. Volunteers were on-site to assist guests in placing their waste in the correct bins.
- **Urban Ambassadors**, a local non-profit volunteer organization, sorted recycling into five different waste streams: aluminum cans redeemable for deposit, plastic bottles redeemable for deposit, non-refundable aluminum and plastic, landfill, and compost.
- Banners from prior-year Festivals are re-purposed to create covers for city trash cans throughout the Festival site. This helped encourage festival attendees to utilize the Festival-designated Zero Waste Stations.
- The Festival offered a **Free Bike Valet** service provided by **Friends of Central Iowa Trails**, which encouraged guests to reduce carbon emissions by cycling to the Festival instead of driving. Over the course of the Festival, 378 bikes were valeted.
- All generators, refrigerated trucks, and freezer trailers on the Festival site ran on a blend of biodiesel fuel.
- When possible, any paper correspondence was printed using recycled paper and post-consumer waste materials.

- The 392 Student Art Exhibition pieces were matted on scrap pieces of mat board from previous projects
- Food vendors were required to serve food with compostable plates, utensils, napkins, and containers
- Beverages were sold in recyclable plastic bottles, aluminum, or poured into compostable cups.
- Artists and volunteers were provided designated water cooler stations to fill reusable bottles, eliminating thousands of disposable plastic bottles.
- Information delivered to all participating vendors was sent electronically and posted on the Festival's website in order to eliminate paper and other non-recyclable products.
- The application process for the Juried Art Fair was completely paperless. This was achieved by using an online registration application, jury, and communications system called ZAPApplication.



Our efforts in educating our vendors, contractors, volunteers, stakeholders, and guests have proven to be a large factor in the success of the program. By placing volunteers at the zero waste stations to help guests dispose of their items properly, to requiring all drinks and food items to be served using compostable materials, these efforts have turned into best practices to maintain a more sustainable, large-scale festival. We are constantly learning new ways to improve the Festival's sustainability program. Collaborating with organizations like Urban Ambassadors who are experts in the field of environmental impact has also been helpful in expanding the program.

All waste has been logged by category, and the information provided in a post-event report from Ankeny Sanitation and GreenRU will help the Festival determine what the next steps in moving the Festival to a Zero-waste event. **In 2023, we diverted 2.03 tons of recyclable and compostable materials from the landfill.**

RECYCLING



ALUMINUM, PLASTIC BOTTLES,
UNSOILED PAPER,
UNSOILED CARDBOARD

COMPOSTABLES



PLASTIC CUPS, UTENSILS, PLATES,
BOWLS, FOOD, SOILED PAPER,
SOILED CARDBOARD

LANDFILL



PLASTIC BAGS, ALUMINUM FOIL,
WAX-COATED CUPS, STYROFOAM,
CANDY WRAPPERS, CHIP BAGS,
DIAPERS

Custom-designed decals were used to clearly designate the three types of waste containers.



378 BIKES VALETED



13 ZERO WASTE STATIONS



STUDENT ART EXHIBITION PRESENTED BY GREENSTATE CREDIT UNION

Des Moines Arts Festival's **Student Art Exhibition (SAE)** presented by GreenState Credit Union spotlights the creativity of children in grades K-12 attending schools in central Iowa. Other recognition opportunities included the **Visionary Artist Ceremony** on Saturday of the Festival, a nine-week exhibition in select GreenState Credit Union branches around Central Iowa post festival, and the **SAE Reception** held in the beginning of September. The program was designed to encourage children to pursue their passion for the visual arts, recognize student and teacher achievements and artistic talent.

Teachers and principals from every school in central Iowa were invited to submit up to four pieces of artwork from students in their school. Each work is accepted into the program regardless of talent level or quality of the work. After submissions were collected, Festival staff mounted each piece professionally on matte board then and displayed them inside a massive, 2,000-square-foot tent located in a central location at the Festival, where they remained on display throughout the three-day Festival weekend.

On Saturday morning of the Festival, the Hy-Vee Main Stage hosted the Visionary Artists Ceremony. The ceremony was attended by hundreds of parents, grandparents, friends, teachers and, of course, the young artists. Each exhibiting student's name and school was read aloud, and students were invited to come on stage to be congratulated

by the program's sponsor, GreenState Credit Union and their representatives. In addition, each student received a Medallion of Achievement.

An opportunity to display the artwork was extended for nine weeks after the Festival in a special exhibition at five GreenState Credit Union locations around central Iowa. Each piece of art was hung near the entrance inside one of the five GreenState locations: Altoona, Ankeny, Clive, Waukee, and West Des Moines.

In early September, the Des Moines Arts Festival hosted students, teachers, and parents at the annual SAE Reception located at Mainframe Studios. The students and teachers could win cash prizes and pick-up their artwork to keep.

106
PARTICIPATING
SCHOOLS

392 YOUNG
ARTISTS



CHILDREN'S PROGRAMMING

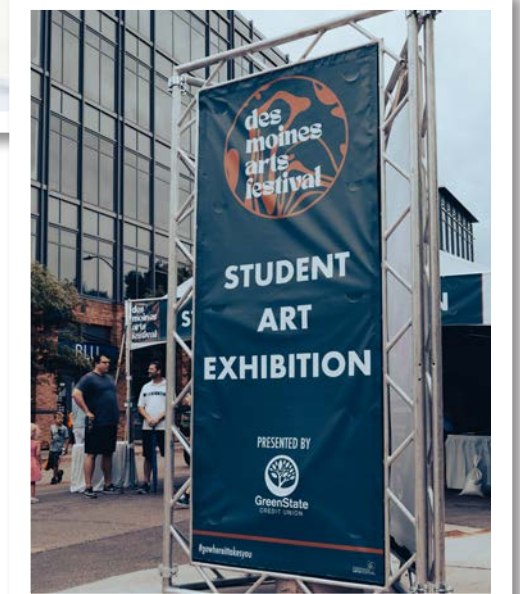
Children's interactive arts activities are featured each year at the Des Moines Arts Festival. Throughout the Festival, guests of all ages had the opportunity to get creative and hands on with art, music, dance, and more!

In 2023, over 25 free interactive arts activities were available for children and families. The featured project was the **Billboard Mural Project** presented by Athene. In this project, guests contributed to the creation of a giant mural, that was later installed for permanent display at Athene's headquarters in West Des Moines.

The cornerstone of the free activities was presented by Festival partner MidAmerican Energy Company. Their team hosted **BOOM! Art** and supported the **Community Outreach Program** which featured 19 nonprofit partners providing free interactive arts activities.

Festival sponsors interacted with families through free children's activities. This included Principal's garden, Prairie Meadow's Spin Art and Pella Window's window drawings.

Additional programming for children and families included the Student Art Exhibition presented by GreenState Credit Union, a chalk alley, which allowed children to color the streets with their best drawings and a scavenger hunt provided by Country Landscapes. One of the biggest hits this year was the Festival t-shirts that families could purchase, color and keep.



25 INTERACTIVE ARTS ACTIVITIES

ACTIVITIES FEATURED IN THE CREATIVE ZONE:


- BOOM! Art
- Spin art
- Make seed balls
- Paint with eco-friendly paint on plantable seed paper
- Build a LEGO city skyline
- Decorate an elf hat to celebrate Christmas in June
- Sing in a virtual chorus
- Paint kindness rocks
- Make pause bracelets
- Dance through an obstacle course
- Create an instrument and compose a “Mad-Lib” style song
- Add accessories to an anime figure or design a vintage bookmark
- Collaborate on a mural of the Iowa state capitol.
- Fold an origami bird
- Decorate a memory box
- Create beautiful blossoms
- Blow a square bubble
- Write on a sticky note mural wall
- Embellish wooden pieces and thematic shapes
- See what your voice’s harmonics look like
- Create a vision board

COMMUNITY OUTREACH PROGRAM

presented by **MIDAMERICAN ENERGY COMPANY.**

The Des Moines Arts Festival and premier sponsor, MidAmerican Energy Company, team up to present the Community Outreach Program. This award-winning program offers nonprofit organizations the opportunity to participate on-site and share their mission and programming to thousands of guests free of charge. In exchange for the free booth space, each organization provides an interactive arts-related activity for guests.

<p>8th & College Connections Blank Park Zoo Boys 2 Men Youth Programs Building Brick Foundations, Inc. Dorothy's House Des Moines Choral Society Des Moines Gay Men's Chorus Ellipsis Gateway Dance Theatre Girls Rock! Des Moines</p>	<p>Hoyt Sherman Place Iowa Architectural Foundation Iowa Bird Rehabilitation Iowa Dance Theatre Iowa Donor Network Raising Readers in the Heartland Science Center of Iowa Urban Dreams Wildwood Hills Ranch of Iowa</p>
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Find out more at desmoinesartsfestival.org/coo

INTERACTIVE ACTIVITIES

- ▶ Paint plantable, flower seed paper. Kids will choose from biodegradable paint colors to paint words, images, or designs on their very own plantable seed paper! They can take their project home with them or leave it with us to be planted in our community garden pollinator area where signage will explain where the flowers came from.
- ▶ Create seed balls as part of the Blank Park Zoo Plant.Grow.Fly conservation initiative. These balls are made of organic clay and contain native Iowa prairie seeds that can be planted to create more habitat for Iowa pollinators.
- ▶ Rock painting that inspires through positive messaging! Leave your creation in a park or on your dresser for daily motivation.
- ▶ Create a public art project made out of legos!
- ▶ Use craft materials to make and decorate paper instruments!
- ▶ Create a virtual chorus! Children and families sing a song and it'll be recorded live. At the end of the Festival, the recording will be fashioned into a virtual choir piece that will live on indefinitely.
- ▶ Children will create pause bracelets, using three green beads to represent an ellipsis, as a reminder to pause and center yourself.
- ▶ Get a quick mini dance lesson or create your own dancing puppet!
- ▶ Turn trash into treasure by creating musical instruments with soda cans, TP rolls, laundry detergent bottles, and more! Participate in a song writing exercise to think outside the box by writing a song from random words drawn from a hat.
- ▶ Anime creations. Add your favorites accessories to an anime figure!
- ▶ Victorian Bookmark. Use Victorian images (advertisements, letters, flowers, etc.) to create a vintage bookmark.
- ▶ Create a public art piece! Participants will color a small camera which will be added to the giant color-by-number.
- ▶ Create origami birds using various colored and pattern paper. The birds will be hung from a canopy of tree branches to create a bird's nest.
- ▶ Get groovy and move through a fabric design structure for the Earth.
- ▶ Participate in a "What is your WHY?" interactive still life. Participants will also be able to make a memory box from a smelly note or small items.
- ▶ Explore the properties of shapes by investigating or dimensions to understand how a triangle compares various materials to create shapes and then dip the sea if you can make a square bubble.
- ▶ See what your voice sounds like with the Chrome M. Participants will walk away with a picture of their voice.

Find out more at desmoinesartsfestival.org/interactive

Interactive Arts activities were featured in the Guide to the Festival.

community outreach program

8th & College Connections
The 8th & College Connections program is a community outreach program that provides a safe and fun environment for children and youth to learn and grow. The program is open to all children and youth ages 5-18. The program is held at the 8th & College Connections building. The program is held on Wednesdays from 10:00 AM to 12:00 PM. The program is free of charge. The program is open to all children and youth ages 5-18. The program is held at the 8th & College Connections building. The program is held on Wednesdays from 10:00 AM to 12:00 PM. The program is free of charge.

Blank Park Zoo
The Blank Park Zoo is a 45-acre zoo located in Des Moines, Iowa. The zoo is home to over 1,000 animals, including tigers, lions, bears, and many other species. The zoo is open to the public from 10:00 AM to 5:00 PM. The zoo is free of charge. The zoo is open to all children and youth ages 5-18. The zoo is held at the Blank Park Zoo. The zoo is held on Wednesdays from 10:00 AM to 12:00 PM. The zoo is free of charge.

Boys 2 Men Youth Programs
The Boys 2 Men Youth Programs are a series of programs that provide a safe and fun environment for young men to learn and grow. The programs are open to all young men ages 12-18. The programs are held at the Boys 2 Men Youth Programs building. The programs are held on Wednesdays from 10:00 AM to 12:00 PM. The programs are free of charge.

Building Brick Foundations, Inc.
Building Brick Foundations, Inc. is a nonprofit organization that provides a safe and fun environment for children and youth to learn and grow. The organization is open to all children and youth ages 5-18. The organization is held at the Building Brick Foundations, Inc. building. The organization is held on Wednesdays from 10:00 AM to 12:00 PM. The organization is free of charge.

Dorothy's House
Dorothy's House is a nonprofit organization that provides a safe and fun environment for children and youth to learn and grow. The organization is open to all children and youth ages 5-18. The organization is held at the Dorothy's House building. The organization is held on Wednesdays from 10:00 AM to 12:00 PM. The organization is free of charge.

Des Moines Choral Society
The Des Moines Choral Society is a nonprofit organization that provides a safe and fun environment for children and youth to learn and grow. The organization is open to all children and youth ages 5-18. The organization is held at the Des Moines Choral Society building. The organization is held on Wednesdays from 10:00 AM to 12:00 PM. The organization is free of charge.

Des Moines Gay Men's Chorus
The Des Moines Gay Men's Chorus is a nonprofit organization that provides a safe and fun environment for children and youth to learn and grow. The organization is open to all children and youth ages 5-18. The organization is held at the Des Moines Gay Men's Chorus building. The organization is held on Wednesdays from 10:00 AM to 12:00 PM. The organization is free of charge.

Ellipsis
Ellipsis is a nonprofit organization that provides a safe and fun environment for children and youth to learn and grow. The organization is open to all children and youth ages 5-18. The organization is held at the Ellipsis building. The organization is held on Wednesdays from 10:00 AM to 12:00 PM. The organization is free of charge.

Gateway Dance Theatre
Gateway Dance Theatre is a nonprofit organization that provides a safe and fun environment for children and youth to learn and grow. The organization is open to all children and youth ages 5-18. The organization is held at the Gateway Dance Theatre building. The organization is held on Wednesdays from 10:00 AM to 12:00 PM. The organization is free of charge.

Girls Rock! Des Moines
Girls Rock! Des Moines is a nonprofit organization that provides a safe and fun environment for children and youth to learn and grow. The organization is open to all children and youth ages 5-18. The organization is held at the Girls Rock! Des Moines building. The organization is held on Wednesdays from 10:00 AM to 12:00 PM. The organization is free of charge.



Interactive Arts activities were featured in the program and online.



FOOD & BEVERAGE PROGRAM

Throughout the years, the Festival has featured numerous food and beverage options for our guests. With two food courts and single booth options around the Festival site, we provide a wide array of culinary options from 28 different vendors, including international flavors, traditional favorites, and sweet treats. The Festival manages five beverage stations in partnership with four local non-profit organizations. These partners operate the stations in exchange for a percentage of overall net sales.

The Festival renewed beverage partnerships with Atlantic Bottling Company (Coca-Cola), Gateway Market, Exile Brewing Company and numerous independent brewers. Beverage menus include nine canned domestic alcoholic drinks, white wine, sangria, and two cocktails – a margarita and the popular Des Moines Arts Festival vodka lemonade. Exile Brewing Company's Ruthie, a light crisp lager, and Court Avenue Brewing Company's Grapefruit Rattler, a blended beer using Belgian white ale and grapefruit flavors, were on tap at all beverage stations.

28 TOTAL VENDORS



Six non-alcoholic beverages were on the menu with - Dasani Water being the top seller of the three days.

The Festival's Curated Crafts beer trailer featured 14 beers from different breweries around the state. Whether patrons were for a local favorite or wanting to try something new, IPAs to ciders, there was a flavor for every craft beer drinker's palate.

A large partner in the Festival's sustainability efforts are the food vendors and beverage teams. Since 2011, Vendors have been required to use only compostable materials to serve their food and beverages. A local supply company to assists our food vendors in finding the most cost-effective supply products for food service (plates, utensils, cups, etc.). Because our vendors use the same brand of compostable items, our guests have an easier understanding of what goes where when disposing of their waste.





17 ICE CREAM FLAVORS

15 FOOD TRUCKS

14 CRAFT BEERS



293 BOTTLES OF WINE CONSUMED

5 BEVERAGE STATIONS

874 BAGS OF ICE USED



ENTERTAINMENT PROGRAM

Music has been part of the Des Moines Arts Festival since its beginning. Over the years the entertainment experience has been elevated with the addition of performing arts, pop-up performances, choirs, dancers, jugglers and more. While the focus of the entertainment has evolved as a reflection of the communities changing interests, the Festival has continued to maintain a fresh approach each year while maintaining free admission to each experience.

Thanks to our sponsors, the Festival supports Iowa's creative economy by paying each entertainer that performs at the Festival. Pop-up performers, dance groups and musicians are all paid for their time and talent. In turn, the Festival maintains free admission to each entertainment performance including its national headliners. There is no other event or venue in central Iowa offering this caliber of live music performances for free.

This year the Festival featured two stages – the **Hy-Vee Main Stage** and the **Roots Stage**. The Hy-Vee Main Stage is host to national touring acts and local and regional talent alike. Its vibrancy draws guests in for an exciting summertime experience. Meanwhile, the Roots Stage delivers a laidback vibe and a more intimate style of music in the heart of the bustling Festival.

An explosive variety of entertainment headlined the Hy-Vee Main Stage. **The 502s** headlined Friday night – bringing the energy of the Florida sunshine to the Festival. On Saturday, **Sister Hazel**, known for their 1997 hit, "All for You" took the stage. Other highlights included B2Wins, Satsang, The Finesse, and a Drag Brunch in honor of Pride month.



The Roots Stage was headlined by **Buffalo Nichols** and **Joshua Ray Walker**. Local talent included Stringfield, Annie Kemble, Brad and Kate, Emmett Phillips, River City Opry and the Central Iowa Music Lab.

This year also saw the return of **Strolling Street Theatre**. Performances by **Bill Robison** and **Roberto the Magnificent** delighted Festival guests all weekend. Additionally, a Flash Mob performance on Saturday night was a fun surprise for guests arriving for the Sister Hazel show.



25

TOTAL PERFORMANCES



2

STAGES



13

TOTAL HY-VEE MAIN STAGE ACTS

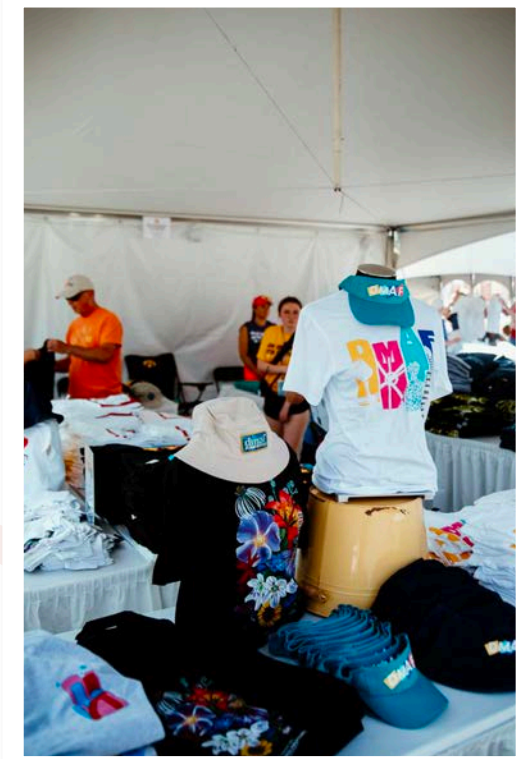


12 TOTAL ROOTS STAGE ACTS

MERCHANDISE PROGRAM

The Des Moines Arts Festival merchandising program featured a range of current and fashionable original designs that are always a hit among guests of all ages. The Festival worked with their internal creative team to establish the design selections.

Staff worked directly to select styles, trends, and colors that complemented the current creative designs and appealed to every festival guest.



\$80,536
MERCHANDISE
REVENUE

10% and 25% off merchandise coupons were part of the Festival patron packages

30% INCREASE FROM 2022



Jenna Brownlee created the 2023 commemorative poster Garden Party. It was available as a poster, framed art, as a tote bag, and as a t-shirt. All of which sold out.



18 NEW T-SHIRT, SWEATSHIRT & CAP DESIGNS



COMMUNITY OUTREACH PROGRAM PRESENTED BY MIDAMERICAN ENERGY COMPANY®

The Des Moines Arts Festival and MidAmerican Energy Company teamed up to present the **Community Outreach Program**. The Community Outreach Program presented by MidAmerican Energy featured 19 regional non-profit organizations.

Each year, the program offers non-profit organizations the opportunity to participate onsite and share their mission with thousands of guests free of charge. In exchange for free booth space, each organization provides an interactive art activity for guests, and these run the gamut from painting rocks to a dance obstacle course and more!

In 2023, with the help and support from MidAmerican Energy Company, the nineteen selected non-profit organizations received \$250 to assist with art supplies and/or staffing during the Festival.

PARTICIPATING ORGANIZATIONS:

- 8TH & COLLEGE CONNECTIONS
- BLANK PARK ZOO
- BOYS 2 MEN
- BUILDING BRICK FOUNDATIONS, INC.
- DES MOINES CHORAL SOCIETY
- DES MOINES GAY MEN'S CHORUS
- DOROTHY'S HOUSE
- ELLIPSIS
- GIRLS ROCK! DES MOINES
- HOYT SHERMAN PLACE
- IOWA ARCHITECTURAL FOUNDATION
- IOWA BIRD REHABILITATION
- IOWA DANCE THEATRE
- IOWA DONOR NETWORK
- PROJECT IOWA
- RAISING READERS IN THE HEARTLAND
- SCIENCE CENTER OF IOWA
- URBAN DREAMS
- WILDWOOD HILLS RANCH

24,700
ESTIMATED COMMUNITY
OUTREACH PARTICIPANTS



1,300
KINDNESS
ROCKS
DECORATED

19 COMMUNITY OUTREACH
NON-PROFITS PARTNERS



BEVERAGE PARTNERS

The Beverage Program provides opportunities for local 501(c)(3), nonprofit organizations throughout the Festival.

Four local nonprofit partners host the five beverage stations across the site. Each organization has a team lead on the Event Management Team as a liaison between their organization and Festival staff. They are tasked with volunteer recruitment and on-site management of the beverage station. In return, the organizations keep all tips and a percentage of net proceeds earned during the Festival. Proceeds earned by these organizations support arts initiatives or youth in the community. The 2023 Beverage Stations were hosted by Cowles Montessori Parents Group, Community Youth Concepts, Perkins Elementary PTA, and Des Moines Music Coalition with a total of 140 individual volunteers.







special programs

JURIED ART FAIR PRESENTED BY NATIONWIDE®

The centerpiece of the Des Moines Arts Festival is the highly competitive juried art fair presented by Nationwide. Festival artists were selected through a rigorous, industry acclaimed blind jury process that took place over the course of multiple days in February. The process was led by two peer jurors, Jaana Mattson and Katie Musolff, and jurors Akwi Nji and Marian Steen. The Jury was only privy to images of the artwork with associated pricing, booth images and an artist statement. No other information was provided to them. The Jurors previewed over 5,000 images in a variety of mediums submitted by a pool of 850 applicants from across North America. The Jury used a 1 – 7 scoring system for the first round, followed by rounds of voting, eventually narrowing down and composing the final show for 2023.

This intensive process resulted in a collection of vibrant, innovative, and masterful original works of art from 13 mediums: ceramics, digital, drawing, fiber, glass, jewelry, metalworks, mixed media, painting, photography, printmaking, sculpture, and wood. The wide array of work was attractive to the Festival guests, who annually spend more than one million dollars on art each year at the Festival.

During the Festival, three non-peer jurors, Akwi Nji, Don Short and Marian Steen, evaluated and scored the 185 artists and selected the Visual Art Award Recipients. This year's Best of Show went to artist, Clifton Henri of Chicago, Illinois.

BEST IN SHOW

Clifton Henri,
Chicago, IL • Photography

185 ARTISTS



AWARDS OF EXCELLENCE

- Luis Gonzalez, Miami, FL • Wood
- Chris Gug, Fort Lauderdale, FL • Photography
- Marina Terauds, North Branch, MI • Printmaking
- Thomas Tyers, Omro, WI • Wood
- Tony Cray, Wentzville, MO • Glass

JUROR AWARDS

- Ummarid Eitharong, DeLand, FL • Painting
- Erica Iman, Kansas City, MO • Painting | Clay
- James Pearce, Peoria, IL • Wood

BEST BOOTH (STAFF AWARD)

- Kerry Leasure, Hoover, AL • Jewelry



850 APPLICANTS

13 DIFFERENT MEDIUMS SHOWCASED



24 ARTIST DEMONSTRATIONS



EMERGING IOWA ARTISTS PRESENTED BY PRINCIPAL®

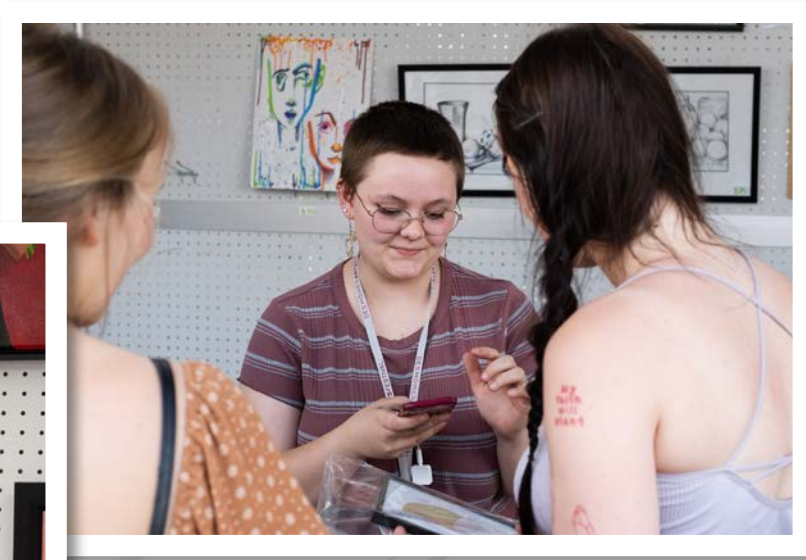
Sponsored by Principal®, the **Emerging Iowa Artists** Program featured five Iowa residents currently enrolled in institutions of higher education. Each artist was required to apply and be juried into the Festival in the same manner as the professional artists. Those receiving the top scores were invited to participate free of charge. On site, each artist demonstrated his or her creative process to the public.

Congratulations to the following students who were selected by the jury to exhibit at the 2023 Festival:

- Mira Jung** Emerging Best of Show
Ames, IA
Iowa State University
- Emma Bolles** Chicago, IL
Iowa State University
- Olivia Palmer** Peculiar, MO
Grand View University
- Emma Reed** Cedar Rapids, IA
Savannah College of Art and Design
- Audrey Stirling** Runnells, IA
Iowa State University



Emerging Iowa Artist **Mira Jung**, winner of the 2023 Award for Best Emerging Artists.



EMERGING ARTISTS PRESENTED BY PRINCIPAL®

This year the new **Emerging Artist** Program welcomed individuals making a new career in art at any stage of their life. The participating artists were selected through the same blind jury process that selected the professional artists for this year's Festival. The Emerging Artists were mixed with artists throughout the Juried Art Fair.

The following artists were selected for the Emerging Artist Program for the 2023 Festival:

Andrew Arkell, Chicago, IL

Stephanie Barenz, Madison, WI

Christian D' Cruz, Leander TX | Des Moines, IA

Karen Deguire, St. Louis, MO

Elizabeth Oehler, Centerville, IA

Hannah Wave Flower, Glenshaw, PA

Zitong Yin, Ankeny, IA

12

EMERGING ARTISTS



Above: Emerging Iowa Artist Tent.

Left: Emerging Artist Zitong Yin promotes her work and the Festival on Hello, Iowa!

INTERROBANG FILM FESTIVAL

The **Interrobang Film Festival (IFF)** celebrates the art of film throughout the three-day weekend. The audience, whether cinema enthusiasts or curious newcomers, can experience juried screenings of films made around the globe from the comfort of the air-conditioned Des Moines Central Library, located on the east end of the Festival.

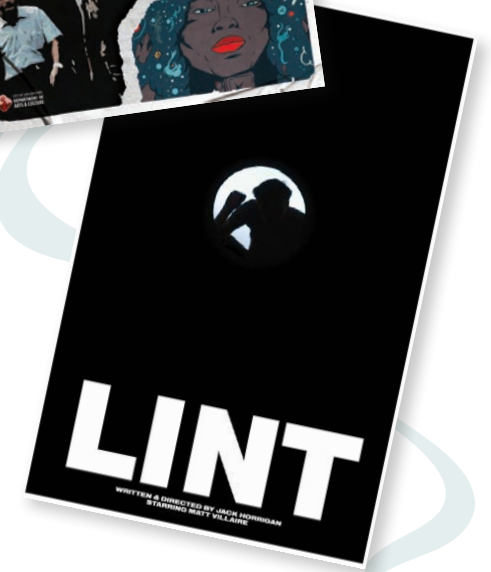
This year, IFF featured 43 films from 9 different countries. The IFF also featured a panel with Produce Iowa Filmmakers and talkbacks with film producers.

The IMDb-verified Festival is part juried competition, public screening, and panel discussion.

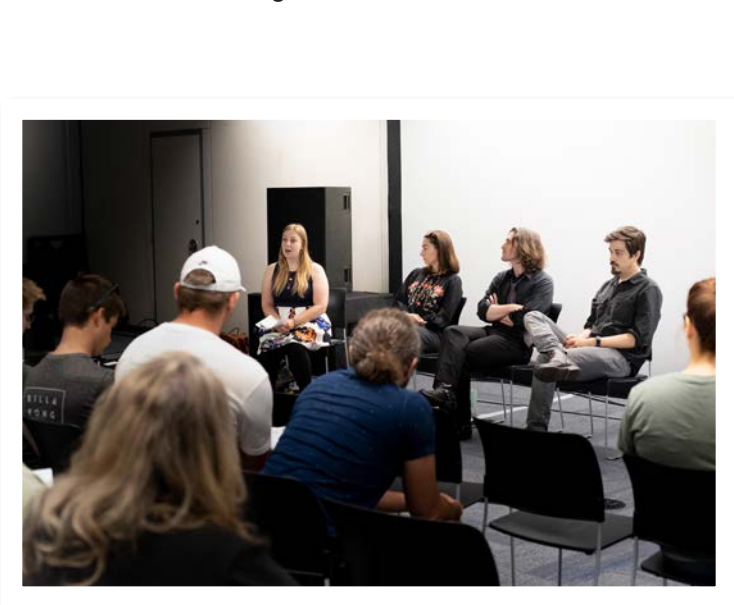
Submissions are accepted in nine categories and juried by a panel of peers. DMACC Film and Production program students, along with their advisors, assisted in the selecting of films.

43 FILMS

9 DIFFERENT COUNTRIES



OVER
17
HOURS OF
SCREENED FILMS



2023 FILMS

Don't Panic

Directed by: Farshid Akhlaghi – RT: 0:20:00 (Australia)
One take. One night. One survivor of Australian institutional care. Sixty-five years after leaving the orphanage, Bill, a victim of forced child migration from Scotland, finds himself back where he started. He thought he'd left that world behind him, but he is now faced with a terrible reality.

Written In Ink

Directed by: Cordelaine Kline – RT: 0:05:51 (USA)
A man hangs a noose, feeds his cat, and starts writing his suicide note, but his pen runs out of ink.

The Goats of Monesiglio

Directed by: Emily Graves – RT: 0:25:41 (Canada)
Observational short documentary about the lives of two families working together to manage a goat farm. With hundreds of thousands of Indian agricultural labourers working in the dairy production sector of Italy today (the vast majority Punjabi Sikhs), the film captures a microcosm of contemporary rural Italian life - while harkening back to a historical way of life. Themes of cultural belonging, our relationships with animals and our connection to food are explored.

Operation

Directed by: Alyson O'Hara – RT: 0:06:30 (USA)
Fred and Fran Mixer pick out things for date night.

Crank-In

Directed by: – RT: 1:35:00 (Korea)
There is a girl, named "Woori-Choi" who suffers a disease called 'Retinitis pigmentosa'. She's a youtuber, that introduces "failed movies". One day, her symptoms got worse so she couldn't see much longer. She decides to make a movie with her parent's help.

Frame Fumble

Directed by: Alexander Griffin – RT 0:03:34 (USA)
What if the video frame fought back? FRAME FUMBLE is a new and innovative slapstick/vintage comedy short film that explores the misadventures of a stressed computer worker and his troubles with the aspect ratio.

Motel

Directed by: Carolin Harvey – RT 0:07:22 (USA)
Motel is the story of a young woman who, after traveling out of state to get an abortion, must spend the night at a motel and grapple with the decision that she's made. Isla has made a choice, and the weight of that choice hits her as the pressure from family and society seem to close in. As strange occurrences start to haunt Isla, she must do all she can to get through the night.

Flood

Directed by: Almourad Aldeeb – RT 0:11:25 (Germany)
On July 14, 2021, a natural catastrophe happened in the Ahr Valley in Rhineland-Germany: a flood took the lives of 136 people. The town of Ahrweiler looks like a

ghost city - a dystopian sight. Abdo, a resident of the town, shares the pain of loss and re-lives the feeling of fear and helplessness. For Abdo, who was born and raised in Syria, it is not the first catastrophe.

A Letter to V

Directed by: Ruixiang Xu – RT 0:05:14 (China)
Escape or stay? A real memory or a confused dream? Danger always accompanies with love, making it difficult to choose. It is fate, it is the way back, and it is also a letter that has never been touched...

Last Memory of Spring

Directed by: Samuel Mitchell – RT 0:12:56 (USA)
Two old friends revisit the major venue of their childhood to honor a lost friend – though they soon realize that they, along with their friend, are trapped in the past.

Amount Due

Directed by: Hernan Ballard – RT 0:05:45 (USA)
"Amount Due" is a semi-autobiographical film about a mother, her terminally-declining health, the injustices of the U.S. healthcare system, and the suffering it brings upon the loved ones of the deceased. Shot in the style of magic realism, "Amount Due" involves puppetry, a metamorphosing main character, and a camera that reveals the biographical aspects of the story. Directed by and starring Hernán Ballard, Matthew Jarosinski, and Jordan DiBenedetto, for Professor Will Quade's Communication Arts 355: Intro to Media Production, at the University of Wisconsin-Madison.

Getting Through

Directed by: Mason Beck – RT 0:12:26 (USA)
Vee (Joanna Ferbrache), a deaf woman, feels her life's mishaps and mistakes are due to her inability to hear. Her boyfriend Aiden (Cory Kays) does his best to communicate with her and show her the truth of how he feels

Black is Beautiful

Directed by: Marco Ortega – RT 0:32:49 (USA)
This short documentary film tells the story of a man who uses his talents to support and lift his community. When the "Black Lives Matter" movement grew in awareness, Marcus Baskerville head brewer of Weathered Souls Brewing Co. wanted to shed light on the growing problem of inequality and police brutality. This is where the "Black is Beautiful" project was born. We follow the impact of the initiative and where it is today.

Safe Place

Directed by: Mirpoorian – RT 0:19:20 (USA)
Although experiencing a lifelong battle with pain and trauma, Jerod Draper lived an average, normal life in Southern Indiana. During high school, Jerod started to get off track after losing his best friend at the age of 14, and his first love at 15. To cope with the sudden loss at such a young age, Jerod started experimenting with

drugs. After high school and through his younger-adult years, Jerod's substance abuse amplified. Throughout his 20s and 30s, Jerod continued to fight for sobriety while marrying and having a daughter. Following the divorce and not being able to see his daughter due to substance abuse, Jerod made a vow to stay clean. On October 4th, 2018 - Jerod was well over a year sober, yet fighting a familiar challenge, the severe depression and anxiety induced by weaning from drugs. During that evening, Jerod endures a fatal night of torture after being arrested for a routine traffic stop.

Into the Lions Den

Directed by: Quinn Early – RT 0:24:30 (USA)
A Marine turned football coach creates a winning tradition wherever he goes. He builds character, and is a mentor to young men. His courage is tested in 1965 when he gives a scholarship to a high school football star who happens to be Black. Together, the two would help reshape the landscape of college football history in the south.

Best Buddies

Directed by: McKeggs Collins – RT 0:14:47 (USA)
Two best friends grapple with their future after one eventful night.

Ella

Directed by: Hannah Wright – RT 0:11:45 (USA)
A young girl, Ella, struggles with the distance between her and her mother and her desire to be free.

The Family We Choose

Directed by: Justine & Kristin Schaack – RT 0:08:00
Two in-laws build a connection over the dynamics of the family they married into. Synopsis: Michael's (Tom Reed) holiday tradition is avoiding his wife's family by retreating to the basement. This year, his wife's brother's wife, Sarah (Taj Ruler), passively confronts him about his Grinch-level attitude towards the family. From childbearing expectations, politics, and convincing their mother-in-law to downsize, the two in-laws build a connection over the dynamics of the family they married into.

Big Iron

Directed by: Caleb Stevens – RT 0:15:58
An Arizona Ranger travels to the tiny town of Agua Fria to locate the deadly outlaw Texas Red. This western short film is inspired by the classic Marty Robbins song, "Big Iron." Filmed entirely in Austin, Texas by Iowa, Illinois, Texas, and Tennessee filmmakers.

Soft Eyes

Directed by: Sam Fathallah – RT 0:06:24
A short portrait of nature photographer.

Hibernation

Directed by: Joel Benjamin – RT 0:20:00

On a damaged and drifting interstellar science vessel, an aging mother watches over her cryogenically frozen son and husband as she waits and hopes for an improbable rescue.

Combined Efforts

Directed by: Jacob Daniels – RT 0:52:44
Combined Efforts is a documentary about a community theater company called Combined Efforts in Iowa City, Iowa that seeks to include people with disabilities into the creative arts via stage performances. This documentary follows the cast and crew of Combined Efforts' production of The Beggar's Musical, as well as current and former members of Combined Efforts to highlight their history and mission in the artistic community. It also serves to inform the audience about the importance of inclusivity in all artistic endeavors.

Bombs Away

Directed by: Will Roberts – RT 0:07:31
A workaholic faces the imminent nuclear apocalypse by taking his dog for a walk.

Critic

Directed by: Michael Hennesy – RT 1:20:00
After saving a reclusive Director's new film, a disenchanted Film Critic is surprised to find himself invited to dinner with them, where their match of wits soon turns into something far more sinister.

Episode 3: Ghosts

Directed by: John Gigrich – RT 0:07:00
Join host Darrell Moistrouser and the Mysteries Investigations team as they try to make a tv show investigating the mystery of the ghosts that need investigating to solve the mystery.

For the Love of Dick

Directed by: Jesse Eastman – RT 0:24:55
In this black and white silent short film, with influences of Frankenstein, Bride of Frankenstein, The Odd Couple, and Buster Keaton: A recently retired Scientist tries to cure his loneliness by creating a new friend for himself, but fails to understand that it takes a lot more than brains to connect with others. With help from his neighbor, he opens up to love.

Frozen Out

Directed by: Hao Zhou – RT 0:05:00 (China)
An émigré retreats to frozen prairies and forests, hoping to find a meaningful story and escape the anxieties of dislocation. Delivered as a film-letter to the protagonist's sister in rural China, the film considers his queer self-exile and the vulnerable nature of home, relationships, and the self.

Shadows

Directed by: Oleksandra Vinnichuk – RT 0:07:53 (Ukraine)
Pasha goes to the mountains to photograph the canyon

and decides to spend the night in an abandoned house. He expects to meet someone there, but this meeting will change him.

The End

Directed by: Grace Maddox – RT 0:09:32 (United States)
The End follows a couple, Alice and Evan, having one final night together before a meteor strikes the earth.

Brother

Directed by: Aleksei Borovikov – RT 0:17:17 (United States)
With his wedding to Carlos approaching, Tony, a young immigrant to the US, invites his conservative elder sister to the ceremony — a fateful decision that forces Tony to choose between his family and his happiness.

A Trout in the Milk

Directed by: Asato Sakamoto – RT 1:06:00 (Japan)
"What does it mean to protect species?" Japan is a river country with more than 14,000 first-class rivers. The Charr, a fish that lives in the deep mountain valleys at the headwaters of these rivers, has been passed down through numerous folk tales, legends, and forbidden traditions. The researchers who have been investigating the hidden mysteries and way of life of the Charr once called the phantom fish, have been confronted with its dwindling endemism and diversity.

To Memphis & Back

Directed by: Eric Smidt – RT 0:27:00 (United States)
When the Buckmiller/Schwager Band won the Iowa Blues Challenge, they had an opportunity to play on Beale Street in Memphis, TN at the International Blues Challenge and continue their mission to keep the blues alive. With the trip to Memphis serving as the backdrop, To Memphis and Back captures how this blues band uses their live shows to educate each crowd about the blues.

On Board

Directed by: Sebastian Martinez – RT 0:15:49 (United States)
In a boy-dominated sport, members of an all-girl skate crew carve their names into hometown history. Lauridsen Skate Park, located in Des Moines, Iowa, is the largest skate park in the nation and home to the Subsect Kids Skate Crew. On Board follows Luca, Mina, and Azra as they navigate adolescence while learning to skate. This lighthearted portrait of childhood invites viewers to reminisce as they view this lively world through the eyes of three girls.

Forever Queer

Directed by: Candle Leung – RT 0:36:00 (Hong Kong)
While many queer individuals from the Chinese diaspora often struggle with their gender and sexual identities, some found in Hong Kong a relatively

friendlier haven to discover and grow — one in which they could live and thrive as their 'true selves'. Here are some of their stories — in light of enormous challenges that remain ahead.

Greener Pastures

Directed by: Samuel-Ali Mirpoorian – RT 1:22:00 (United States)
Greener Pastures is an urgent and intimate look at American farming, told through the stories of farmers living at the intersection of climate change, globalization & a mental health crisis. SYNOPSIS: Greener Pastures captures the day-to-day lives of four small, multigenerational family farms over the course of four years. Through an intimate, observational lens we examine the various farm stressors, policies and politics farmers must maneuver to survive, connecting the dots between mental health, industrialization, food production and climate change. It is a story of perseverance, patience and determination that tackles nothing less than the future of farming in America.

"She Said"

Directed by: Alaina Theford – RT 0:04:25 (United States)
ANIMA Works presents "She Said," a moody and artistic visual approach to Academy award-winning songwriter and artist John DeNicola's latest release. Co-directed, co-shot and co-produced by partners Jake DeNicola and Hil Steadman of ANIMA Works on 16mm, "She Said" was shot with 500T and 250D, using a combination of BPM, glimmer glass and a split diopter to illustrate the different moods.

Hafen von Genua

Directed by: Lucas Ackermann – RT 0:03:55 (Italy)
The video for the musical encounter between Teilabschnitt A and Mare May. Two musicians from Berlin who explore themes such as longing, loneliness and the abysses of the human soul with their debut EP "Für all die dunklen Nächte".



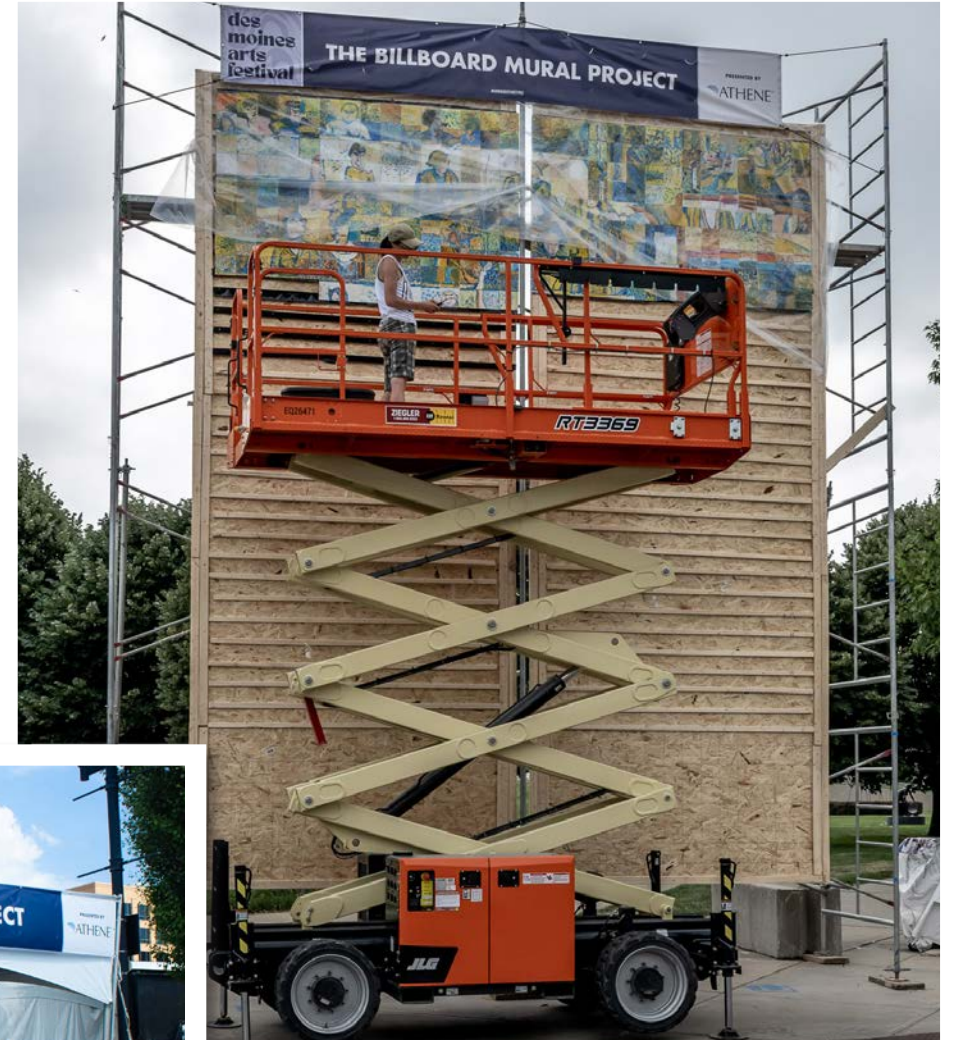
THE BILLBOARD MURAL PROJECT PRESENTED BY ATHENE®

The **Billboard Mural Project** presented by Athene was a giant interactive art experience where Festival guests contribute to the creation of a large mural over the three days of the Festival. In 2023, the featured painting was *The Circus* by Georges Seurat.

Guests who entered the art activity area each received one small square image of the original painting, a blank panel, and the opportunity to transfer their interpretation of the small square onto a larger piece. When finished, the panels were affixed into a billboard-sized frame, piece by piece.

Following the Festival, the completed billboard was moved to Athene's West Des Moines headquarters to be displayed.

1,140
TOTAL
SQUARES



BOOM! ART

PRESENTED BY MIDAMERICAN ENERGY COMPANY®

MidAmerican Energy Company hosted **BOOM! Art**, an interactive and collaborative mural project. Each day, Festival guests were able to add their own impressions to the giant coloring pages that were suspended in the air as they were completed. At the end of the weekend, the three, 30-foot banners were full of bright and colorful designs from thousands of Festival goers.



REVEAL PRESENTED BY FOSTER GROUP

REVEAL presented by Foster Group was an exclusive dinner party that culminated with the announcement of the artists selected by the Festival's rigorous jury process.

Held at the Heritage Center on March 2, REVEAL hosted approximately 200 guests and featured multiple Central Iowa artists demonstrating their work and sharing how they make an impact in the community.



PREVIEW CELEBRATION PRESENTED BY AMERICAN ENTERPRISE GROUP

The **Preview Celebration** presented by American Enterprise Group was held on May 24, 2023. The outdoor party was held at American Enterprise Group’s beautiful art park. While guests enjoyed complimentary hors d’oeuvres and beverages, they received a preview of the upcoming Festival. Additionally, the event program gave thanks to sponsors for their generous contributions and celebrated the **G. David Hurd Innovator in the Arts** recipient, artist **Chris Vance**.

During the event, special recognition was given to several volunteers of the Event Management Team who were completing their 5th, 10th, and 20th years of service with the Festival. Additional recognition went to members of the Des Moines Arts Festival board of directors who were completing their second term and rotating off the board.

The event culminated with the unveiling of the 2023 Commemorative Poster *Garden Party*, painted by Featured Artist, Jenna Brownlee.



Jenna Brownlee with her work, *Garden Party*.



Stephen King, Trudy Holman Hurd and Chris Vance, recipient of the Hurd Innovator of the Arts.



PATRON PROGRAM

Financial supporters of the Des Moines Arts Festival received a wide assortment of benefits and access to exclusive events and offerings through the **Patron Program**. In return, the Patron Program has successfully ensured continued support for the local art community as well as the Festival's longevity.

Many Patrons selected packages which included merchandise and drink coupons, valet parking passes, and other bonuses. Others gave to the Festival as a gift to the community.



SILENT RIVERS VIP CLUB

Every Patron and Sponsor received access to the exclusive **Silent Rivers VIP Club**. The VIP Club, designed and built by Silent Rivers Design+Build, was a covered area with views of the Hy-Vee Main Stage, access to air-conditioned luxury portable bathrooms, plus terrace seating and networking. In addition, light fare, Exile Brewing Company's Ruthie, fine wines, and summertime mixed drinks were offered to our guests, completing the extraordinary VIP experience.



HOSPITALITY SUITE

The **Silent Rivers Design+Build Hospitality Suite** offered an incredible hospitality experience.

The Silent Rivers Hospitality Suite provided private accommodations for guests' special receptions. Ideal for enjoying the Festival in comfort and style, the Suite offered guests a vibrant, exclusive way to experience the Festival.

Positioned strategically next to the VIP Club, across from the Festival's Main Stage, the Silent Rivers VIP Hospitality Suite was designed to provide private accommodations for special receptions and to see headlining acts Friday and Saturday nights, along with acts throughout the day.

Six companies rented the Silent Rivers VIP Hospitality Suite throughout the Festival.







GO WHERE IT TAKES YOU...