



An attendee looks at Mary Cunningham's work during November's Saline Craft Show. Photo courtesy of Saline Area Schools

Handcrafters Tinsel & Treasures ranked CC84 in 2022's 200 Best list, and 73% of the artists who reviewed the December event would exhibit at it again.

A fine craft artist who reported \$2,100 in sales called it the "best show on all categories this season."

One jewelry artist made \$3,200 and said it is a well-known show. "Attendance is good; people come ready to buy. Parking is good, loading in and out is good, and they offer high school age helpers to help with loading and unloading," the artist said. "They offer hourly raffles with items supplied by the vendors. Customers can purchase food and drinks (including cocktails) to enjoy while shopping. And the restrooms are large and clean."

Another jewelry artist was also pleased with the show. "It was very well run, well organized, and well curated. I am still relatively new to selling my jewelry at art fairs, but this was by far my best show ever," said this artist who had \$1,000 in sales and would participate again.

An artist whose medium was other said, "This is the best series of shows we've ever attended. The focus on multiplatform marketing results in large crowds, which is just what we want." This artist did not report a sales total but would do the show again.

A fiber/textile/leather artist thought the booth fee was too high considering the sales made. "When I pay this for a booth fee, I expect to have more sales. Booth fees should not be more

than \$250 for amount of sales," said the artist who did not report a sales total. This artist does not want to exhibit there again.

Sales for one arts and crafts artist totaled \$3,500. "I was very pleased with the vendors that surrounded me at this event," the artist said. "I am particularly impressed with the scope of management's effort to promote this event in local media." This artist would return.

Also wanting to be in the show again is an arts and crafts artist who made \$5,300. "I was very pleased with the show," the artist said. "Good people and good sales in a good area."

New Mexico

► **September 30 to October 9, 2022; Rio Grande Arts & Crafts Festival: Balloon Fiesta, Albuquerque, NM.** Contact: Rio Grande Festivals, 300 San Pedro Drive NE, Albuquerque, NM 87108; Email: info@riograndefestivals.com; Website: riograndefestivals.com; Application fee: \$35; Space fees: \$635 to \$2,250; Space sizes: 15x5 to 15x10; 95% indoors / 5% outdoors; Exhibitors: 200; Attendance estimate: 30,000; Admission: \$12.

Compiled from *FastAudit* reports

FastAudit Scores

(1=lowest; 10=highest)

Sales.....	8.4
Quality of Work.....	9.2
Balance of Mediums	8.9
Prestige of Show	9.2
Attendance	8.5
Weather.....	7.5
Advertising.....	9.4
Management	9.8
Artist Treatment.....	9.8
Artist Amenities.....	9.2
Judging and Awards.....	8.9
Layout.....	9.4
Load-In/-Out	9.2
Parking.....	9.4

The Rio Grande Arts & Crafts Festival attracts artists from throughout the country, and 96% of the artists who reviewed last fall's show would participate in it again.

A fiber/textile artist who made \$12,000 said the show had high-quality items, was well run, and had good advertising. This artist would participate again.

Sales for one ceramicist totaled \$9,000. "Great promoters, great customers, great sales," said this artist, who wants to exhibit there again.

A fine craft artist who made \$3,200 enjoyed the show.

An artist whose mediums included fine art, mixed media, and sculpture reported \$13,200 in sales. "Ruth Gore, Liz King, and the rest of the Rio Grande staff are top notch. They really get to know the artists, and they truly care about the artists' experience. They have the ins and outs of this show and



Goetz Farm and Greenhouse attracted these shoppers at the Saline Craft Show.
Photo courtesy of Saline Area Schools

location down to a science. The quality and variety of art is top notch, hitting all mediums and price points. Advertising is consistent and outstanding. The location could not be better. I have done shows with many promoters in my 33 years as an artist, and this show and these promoters are by far the best I have ever worked with," the artist said. "This show is fantastic. It's extremely well organized and very well attended. I have shown my art here for several years, have built a very loyal collector base, and the show gets better every time I do it. I wouldn't miss it!"

A fine craft and jewelry artist said, "We love the venue, New Mexico in the fall, and the show management is top notch." This artist made \$9,700 at the festival.

One mixed media artist had \$5,250 in sales. This artist said it is two weekends in a row with one setup and is usually two times better than other shows.

A photographer who made close to \$8,700 said the festival is well run and well attended.

A fiber/textile artist who had \$10,000 in sales said it was a nice show with great sales and promoters.

A jewelry artist who made \$6,000 said, "Clients understood the quality of the work and why it was priced the way it was. Lots of foot traffic. I got many leads, several of which have already turned out to be after show sales. Artists were treated with respect."

Another jewelry artist reported \$4,100 in sales. "My customers always look forward to this show and comment on

the quality of art they get to enjoy and purchase direct from the artists," the artist said. "I've been participating in this show since the very beginning, and each time gets better and better. The promoter and staff do an exemplary job and treat both the artists and customers very well. They accommodate requests for help and use all means of advertising to promote the show. I've been doing shows for 49 years and by far, they are head and shoulders above everyone else!"

Sales for a different jewelry artist totaled \$22,000. "We would highly recommend artists and showgoers to go to this festival," the artist said. This artist said it is juried, organized, and run well, with easy access and great parking. "The venue is great under the huge white tents," the artist said. "The advertising is the best of any show we participate in."

An artist who listed the medium as other has participated in the show for 25 years and thinks it is great. This artist made \$11,000.

A jewelry artist whose sales totaled \$6,020 told the staff to keep up the good work and hopes attendance improves at the 2023 event. The artist said it was fun to showcase local art to out-of-town Balloon Fiesta participants.

A fine art artist hopes to be part of the show again. "Excellent show! The staff knows how to run a show like this," said this artist who made \$5,500.

One photographer described it as a well-run show with a loyal following. Sales for this artist totaled \$17,000.

An artist whose medium was painting loved the venue and made \$2,500.

A fiber/textile artist said, "I love these promoters and seeing the balloons in the mornings. It's always a fun time!" The artist had \$4,200 in sales.

An artist whose mediums were fine art and mixed media made \$1,200 and was among those who commented on the promoters. "Best promoters that work hard for the artists to ensure a great show," this artist said.

A mixed media artist who had \$8,500 in sales loves the festival and would participate again.

A ceramicist said, "I probably would participate (again) and also invite other artists to join. They have really nice high-quality artwork and diverse works of art. I noticed they did advertising on billboards and social media." This artist made \$3,000.

One jewelry artist described it as a beautiful and enjoyable show. "It was a very good-hearted event. The organizers were very helpful and caring. Many shows — including this one — seem to be recovering from losses due to COVID-19 and will hopefully return to full speed soon. I loved relating to fellow craftspeople." The sales for this artist totaled \$5,000.

A wood artist who made \$8,000 said it is always a well-organized event with excellent sales and friendly artists. People attend from throughout the world due to the Albuquerque International Balloon Fiesta being held at the same time, this artist said.



Two couples pose behind the work of Florida artist Rick Abrams during the 60th Annual Armonk Outdoor Art Show.
Photo courtesy of Two Redheads Photography

Sales for one metal artist totaled \$8,500. The artist said it was an excellent show with good sales, food, and music, as well as free parking nearby.

New York

► **October 1-2, 2022; Armonk Outdoor Art Show, Armonk, NY.** Contact: Friends of the North Castle Public Library, Inc., Judy Moniz, 19 Whipoorwill Road East, Armonk, NY 10504; Phone: 914-273-9706; Email: info@armonkoutdoorartshow.org; Website: armonkoutdoorartshow.org; Application fee: \$40; Space fees: \$500 to \$1,500; Space sizes: 12x12 to 12x24; 100% outdoors; Exhibitors: 160; Attendance estimate: 4,500; Admission: \$15.

Compiled from *FastAudit* reports

FastAudit Scores

(1=lowest; 10=highest)

Sales	7.7
Quality of Work.....	9.2
Balance of Mediums	8.8
Prestige of Show	9.6
Attendance	8.4
Weather.....	7.1
Advertising.....	9.5
Management	9.6
Artist Treatment.....	9.6
Artist Amenities.....	9.3
Judging and Awards.....	8.8
Layout.....	9.1
Load-In/-Out	9.3
Parking.....	9.5

The Annual Armonk Outdoor Art Show ranked FA5 in 2022's *200 Best* list. All the artists who reviewed the 60th show in 2022 would be in it again.

An artist whose mediums included drawing and printmaking made \$7,000.

Sales for one photographer totaled \$11,000. This artist described the promoter as a well-run organization that cares for and understands the artists' needs. "Great layout and many corner booths are available with nice wide aisles for load-in/load-out and patrons," this artist said. "Good knowledgeable patrons who are nice and do buy art. Great show!"

A printmaker who made \$11,100 wants to participate again because of the show's quality attendance.

One fine art artist had \$7,500 in sales.

A sculpture artist said, "The crowd has money." This artist made \$1,500 at the show.

An artist whose mediums were fine art and sculpture reported \$4,800 in sales and said, "I will be happy to participate again. It is a pleasure to be part of that show."