

CRAFT Lake city®

2018 Annual Report

A 501(c)(3) Charitable Organization



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MESSAGE FROM THE DIRECTOR

As I reflect on the past 10 years of the Craft Lake City organization, I am filled with gratitude for the hundreds of volunteers, numerous donors, grantors, sponsors and thousands of DIY Festival attendees who have supported our collective vision.

In 2009, I launched the first Annual Craft Lake City DIY Festival as a humble one-day event with 72 local artisans, eight local performers and four local food purveyors. It was the first all-local event of its kind with 2,000 attendees held at the Gallivan Center in Downtown Salt Lake City.

At the time, Downtown SLC was not yet the thriving district it is today. Boarded-up buildings lined Main Street, City Creek had not yet been built, and the Crossroads Mall was a dream

of years past. Gallivan Avenue had no retail or commercial tenants, and local events at the Gallivan Center were rare. Would the public be willing to support an all-local arts event in an area where city blocks were unactivated? Many were skeptical, but I felt they would. I believed people just needed a compelling reason to come Downtown. Craft Lake City became that reason.

Over the years, we continued to grow and activate the Downtown area. Our 3rd Annual Craft Lake City DIY Festival expanded the event's footprint by programming Gallivan Avenue in addition to the plaza. With no tenants in any of the retail spaces, our event proved that once blighted areas could be transformed and rejuvenated with art.

MESSAGE FROM THE DIRECTOR CONT.

Our continued growth brought science, technology, engineering and mathematics to the Festival with a STEM Building and event activation on the neighboring Weechquootee Place. We expanded the event to two days. After six years of running the organization with 100-percent volunteers, the board voted to charge a \$5 admission fee to ensure an ongoing future for the organization. Our 7th Annual Craft Lake City DIY Festival expanded to three days—Friday, Saturday and Sunday. Seeing opportunities for diversity and inclusion outreach, we started our Sponsored Families Program, through which entire families can receive a scholarship to enjoy a full festival experience. We launched an Artisan Scholarship and Mentor Program. We established onsite Festival workshops and an internal ticketing and finance plan.

Craft Lake City has grown alongside the Downtown community, and it's been an honor to play a part in the revitalization of Downtown Salt Lake City over the past 10 years. Local restaurateurs have opened their doors, Gallivan Avenue is at 100-percent occupancy, and Main Street is packed with the nightlife once only reserved for larger cities.

Each year has brought significant change and new growth for the organization, and 2019 is no exception. The maker community is multiplying, and so are the organization's programming goals. After 10 years at the Gallivan Center, artisan booths are spilling into the streets. Our STEM building is overflowing with exhibitors. Local food

vendors are vying for festival space. It's time to move the Annual

Craft Lake City DIY Festival to a new home with ample room for Festival expansion: the Utah State Fairpark.

The Fairpark is nestled in an incredible residential neighborhood—just seven blocks from Downtown. We're thrilled to be part of this community. With Fairpark's spacious, air-conditioned buildings and large grassy areas, we know that patrons and participants alike will enjoy this venue change. Our new home allows for future Festival growth, and we can't wait to continue to expand our existing Annual Craft Lake City DIY Festival programming there!

Thank you for your continued support. We look forward to seeing you at the 11th Annual Craft Lake City DIY Festival this August 9th, 10th and 11th.

We are Builders. We are Dreamers. We are Craft Lake City.

Best,

A handwritten signature in black ink, appearing to read 'Angela H. Brown', with a long, sweeping horizontal line extending to the right.

Angela H. Brown
Executive Director



OUR MISSION:

To educate, promote and inspire local artisans while elevating the creative culture of the Utah arts community through science, technology and art.

2018 PROGRAMS

DIY FESTIVAL

Craft Lake City® held its 10th Annual DIY (Do-It-Yourself) Festival®

- All Local, Maker Festival, Business Incubator
- Features artisans, craft food, vintage vendors, DIY engineers and performers on two stages
- Programming included the VIP Lounge, Kids' Area, Kid Row youth vending area, STEM demonstrations and workshops, artisan demonstrations and workshops
- DIY Festival Inclusion Program: Artisan Scholarship & Mentor Program, Sponsored Families Program and Application Assistance Days

YEAR-ROUND DIY EDUCATION

Artisan workshops featuring local artisans and alumni from the DIY Festival who teach others their craft

- Encourages DIY engagement in the community
- Inspires the next generation of artisans and entrepreneurs
- Provides opportunities for artists and micro-businesses to reach new audiences



2018 PROGRAMS

CELEBRATION OF THE HAND

A free seasonal sidewalk exhibition open to the public 24/7

- A collaboration between Craft Lake City, The Center for the Living City and The Temporary Museum of Permanent Change
- Locally created artwork inside 14 plakats (German for “poster”), permanent steel frames installed adjacent to the sidewalks, located in downtown Salt Lake

ARTIST CURATION

Craft Lake City works closely with community partners to select and coordinate suitable art and/or artists for local community projects including:

- Project Open - curation of 14 studio art spaces for residents of the Project Open housing development in the Guadalupe neighborhood, in partnership with local development and nonprofit organization, Giv Group.
- SLUG Magazine’s Brewstillery Craft Markets- coordination and curation of 22 artisans at both the Summer and Fall Brewstillery events

2018 PROGRAM REACH

Craft Lake City seeks to reach as many communities as possible by tabling at other local nonprofit events and festivals, by hosting workshops with local partners, by providing application assistance for the DIY Festival and through community outreach around the state of Utah.

Outreach & Events Around Utah

Total Outreach & Events = **121**

Draper -1

Sugarhouse -9

Holladay -4

West Valley -3

Salt Lake City -104

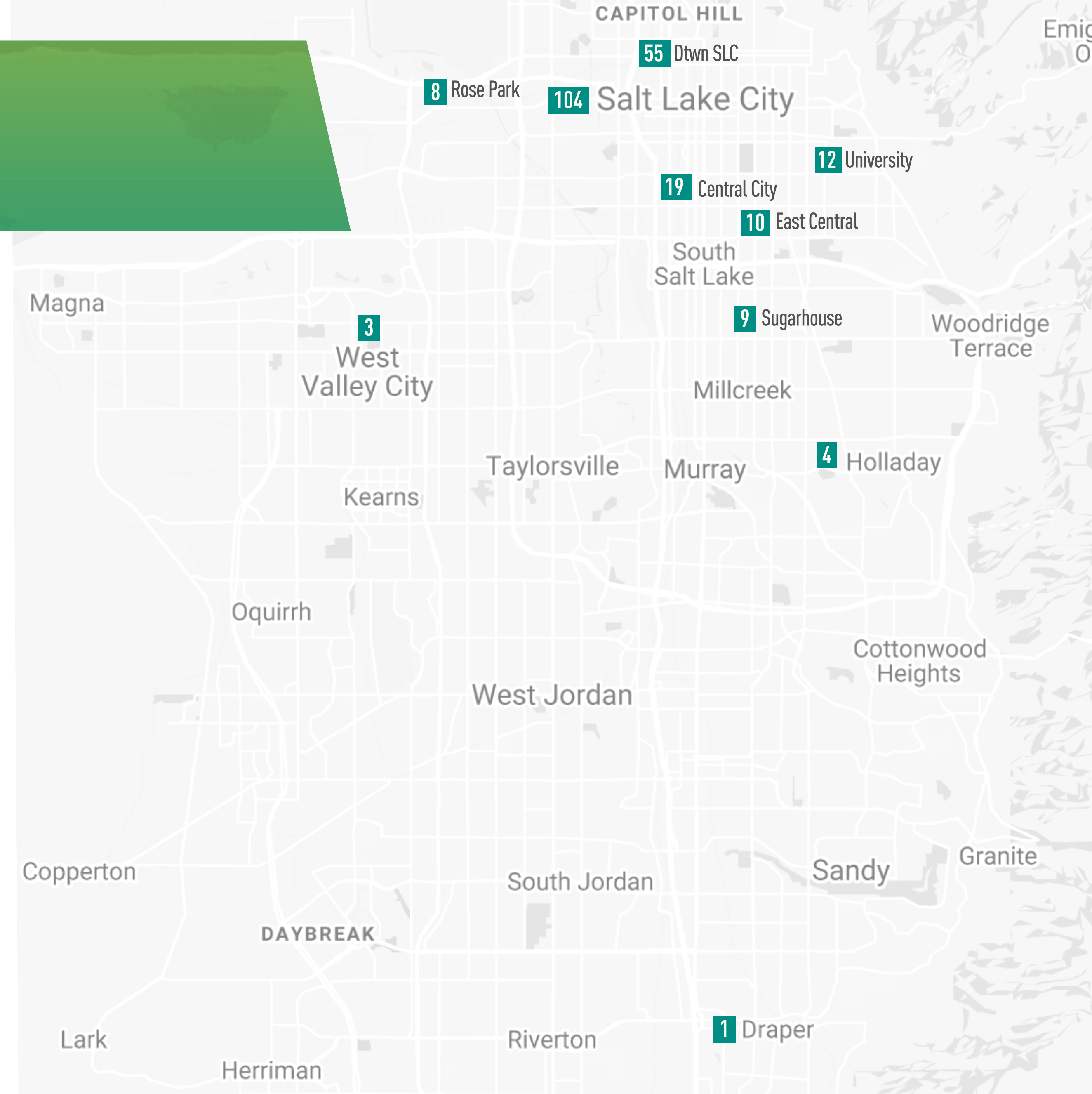
Rose Park-8

Downtown - 55

Central City - 19

East Central - 10

University - 12





NUMBER OF PEOPLE SERVED IN 2018

20,000+

DIY Festival

650+

Year round
artisan workshops

50,000+

Outreach events

75,000+

Celebration of the Hand



Total People Served in 2018 = 145,650+

A large graphic for the DIY Festival 10th Anniversary. It features a semi-circular logo at the top with 'CRAFT LAKE CITY' and '10' in the center, flanked by 'Celebrating' and 'Years of Diy'. Below this, the words 'DIY Festival' are written in a large, stylized font, with 'DO-IT-YOURSELF' in a smaller, sans-serif font underneath. The background is a photograph of the festival entrance with various banners and people.

CRAFT LAKE CITY Celebrating 10 Years of Diy DIY Festival[®] DO-IT-YOURSELF

DIY FESTIVAL BY THE NUMBERS

Attendees - 20,000+

Exhibitors

 **221** FESTIVAL ARTISANS

 **23** CRAFT FOOD CREATORS

 **25** KID ROW ARTISANS

 **20** STEM EXHIBITORS

 **47** PERFORMANCES

DIY Festival Inclusion Program

 **5** ARTISAN SCHOLARS

 **5** ARTISAN MENTORS

 **18** SPONSORED FAMILIES

Programs

 **14** DIY DEMONSTRATIONS

 **9** ARTISAN WORKSHOPS

 **4** STEM WORKSHOPS

 **7** HANDS-ON DIY ACTIVITIES

DIY Festival Team

225 VOLUNTEERS

61 SEASONAL STAFF



“ The patrons
who come to the
festival are there to
appreciate art and
artists. It really is the
best art show in the
Salt Lake area. ”

- 2018 DIY Festival Artisan



DIY FESTIVAL PROGRAM DETAILS



We are proud to partner with Dee Brewer and the Salt Lake City Bicycle Collective to present Craft Lake City's Bike Valet sponsored by City Creek. The bike valet is a free service for DIY Festival attendees, encouraging them to leave their cars at home and ride to the Festival.



In the heart of all the Festival's action, VIP ticket holders enjoyed food prepared by Harmons' chefs, craft cocktails, foodie demos, pairings, a Smilebooth photo booth, and a front row seat to the SLUG Magazine stage. This year VIP was expanded to include an additional tent.



The DIY Festival hosted 47 local performers in dance, music and performance art on the SLUG Magazine and KRCL stages.



KIDS AREA

Kids Area visitors traveled back in time to experience the animals of Ice Age in the DIY Festival Kids Area. Activities included:

- Hands-on crafting activities
- Face painting
- A bounce house

KID ROW

Kids Row offers opportunities for young makers ages 14 and under to be official DIY Festival exhibitors, to sell/promote their work and interact with visitors of the Craft Lake City DIY Festival.



Google fiber STEM BUILDING

Science · Technology · Engineering · Mathematics

- **STEM Exhibitors and Demonstrations:** DIY Engineers display interactive science projects, inventions, incubator concepts, modular synths, virtual reality experiences, prototypes, 3-D printing and technology projects.
- **STEM Crafts:** Hands on STEM crafts for all ages included making glitter slime, glowing animal masks with LED lights, and building a motorized toy car.
- **Meet a Scientist:** Meet a Scientist places local scientists and technology experts in the STEM Building, giving attendees opportunities to meet them, ask questions and discuss a variety of science and technology topics.
- **STEM Workshops:** Featuring interactive and hands-on creative experiences that are fun for all ages. Topics included Take a Virtual Field Trip with VReedom Ventures, Fix-It Clinic with the Utah Recycling Alliance, Science Zine Making Party with GRID Zine Fest, Hidden Psychology of Games with Science on Tap, and TechHour for All Ages with FuzePlay.



west elm

ARTISAN WORKSHOPS

- 9 workshops were offered on site at the 2018 DIY Festival. Each workshop was led by a local artisan with expertise in the craft, and every participant created their own hands-on project to take home.
- A total of 96 people (37% increase over 2017) participated in workshops held in the West Elm Workshop Area!
- 4 workshops sold out at capacity, and more than half of the workshop attendees had not previously attended a Craft Lake City workshop.
- Workshops included: Botanical Watercolors, Journal Making, Cyanotypes, Jewelry Making, Calligraphy, Floral Design, and Concrete Air Planters

DIY DEMONSTRATIONS



- Live tote bag screen printing with Copper Palate Press



- Pottery throwing demonstrations with Mean Mugs Pottery



THE DIY FESTIVAL INCLUSION PROGRAM

Craft Lake City developed the DIY Festival Inclusion Program as part of our overall diversity and inclusion strategy. The goal of the DIY Festival Inclusion Program is to support individuals from underrepresented and/or socially or economically excluded communities in order to provide the entire community with opportunities to creatively and economically thrive. In 2018 the program provided:

- Four Application Assistance Days held at local libraries. 89% of attendees completed and submitted Festival applications. Of those that completed the application process, 75% were accepted to participate as an exhibitor, and 67% attended the festival.
- Continued to support five first-time artisans through the Artisan Scholarship and Mentor Program, which includes waived participation fees, business training, and one-on-one mentoring from a seasoned Festival artisan.
- 18 Family Sponsorships (113 family members) to the 10th Annual DIY Festival, including entry fees, food vouchers, kids crafts, STEM activities, and merchandise. This is a 50% increase in the number of participating families from 2017.

OTHER IMPROVEMENTS TO THE DIY FESTIVAL

- **Increased Variety of Festival Workshops** - Offered 7 different workshop topics to appeal to a greater variety of DIY enthusiasts.
- **Increased Commercial Food Vendors** - Featured 55% more food vendors this year to provide a greater variety of vegetarian and vegan friendly options for Festival attendees.
- **Expanded VIP Tent** - Doubled the size of VIP by added an additional tent for patrons to sit, relax, and enjoy the VIP offerings.
- **Increased VIP ticket sales** - Expanded VIP offerings and increased promotion resulted in a 16% increase in VIP tickets sold.
- **Expanded STEM Building Workshops** - Continued to improve the STEM workshops by offering an additional topic sessions to increase program appeal.
- **Improved Festival Entrance Experience** - Added an additional ticketing entrance at the Main Festival Gate to ease wait times for patrons.
- **Increased Number of Seasonal Staff** - Employed 62% more Festival contractors to facilitate a smooth festival experience for attendees, exhibitors, and staff
- **Greater Accessibility for Persons with Physical Disabilities** - created a more inclusive festival environment for persons with physical disabilities by adding a priority line to the main entrance ticketing gate and included handicap markers in our festival program to signify accessibility points like elevators and wheelchair ramps.



“

"Thank you for taking a chance on new artists such as myself - your trust and faith in us is so validating and motivating. The exposure I got from having the opportunity to display and sell at Craft Lake City is immeasurably positive, and I will be forever grateful for the boost y'all gave me to put myself out there and create at a rate I've never before achieved."

- Liz Vowles of Liz Vowles Embroidery

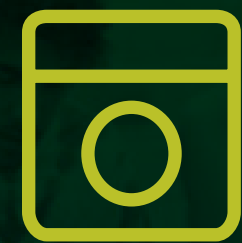


"I've attended and participated in many different festivals and events but this one is by far the best one I have ever been to. So organized, so inclusive and just an all-around great experience for everyone!"



"This is my favorite festival in SLC by far as it is eclectic and affordable! I come every year and buy so many things."

SOCIAL MEDIA INTERACTIONS DURING THE DIY FESTIVAL



INSTAGRAM +2,524 FOLLOWERS



FACEBOOK +780 LIKES



TWITTER +57.2K TWITTER IMPRESSIONS

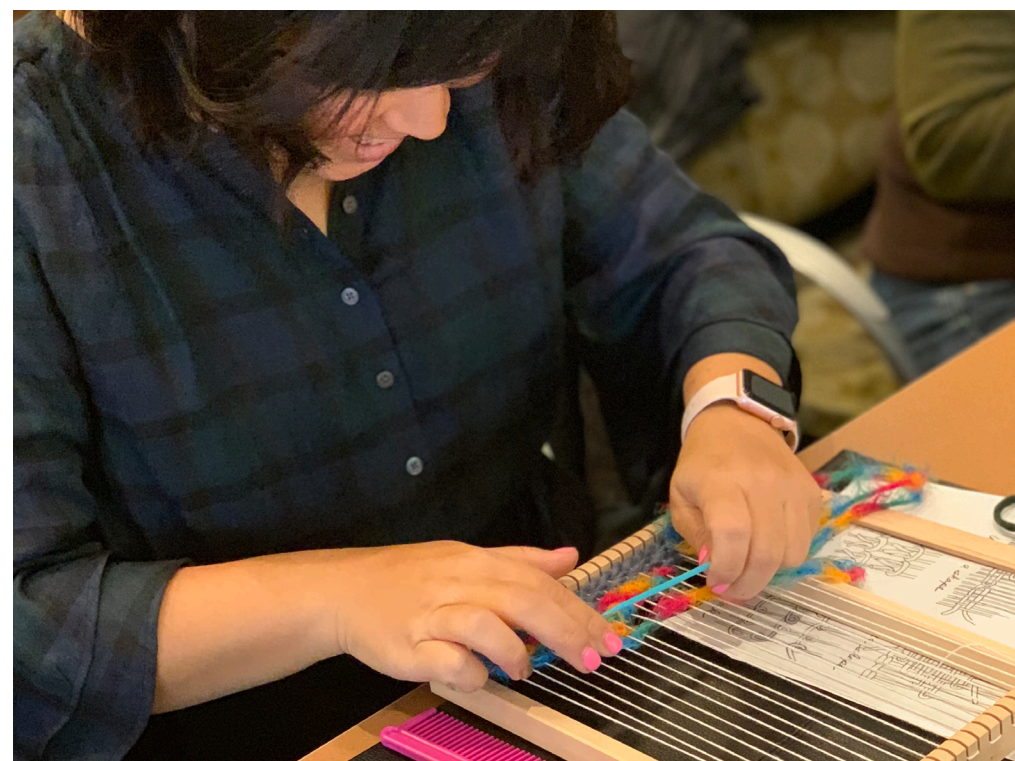
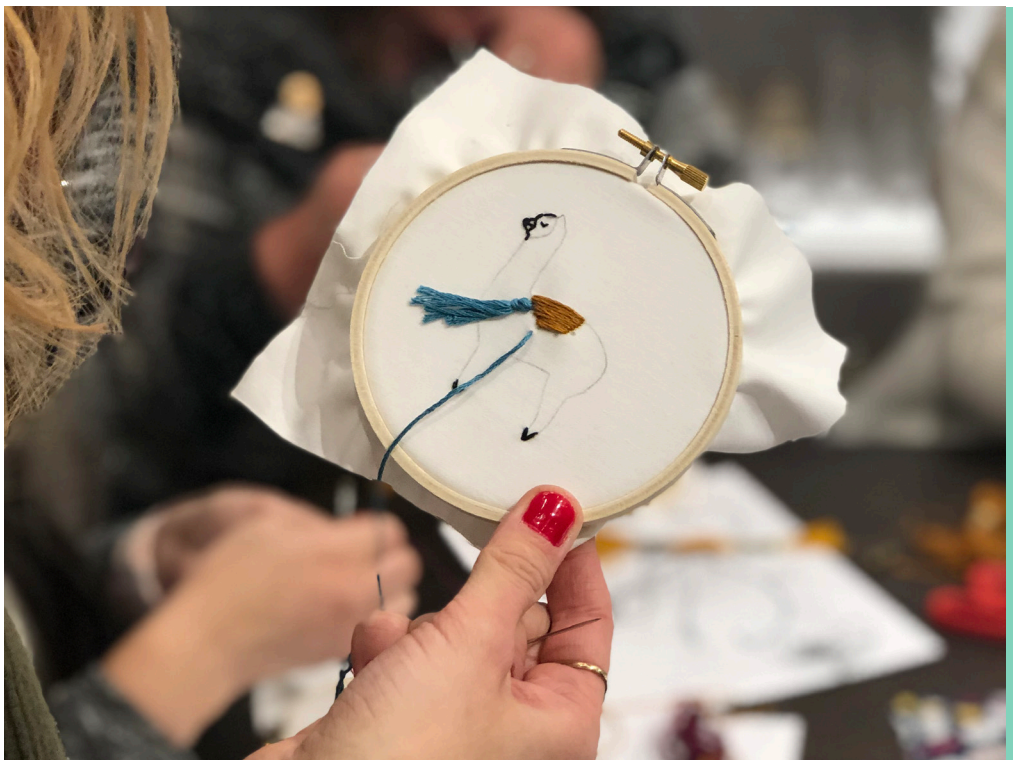


**“Saw beautiful things, met lovely people,
made slime - had a great time at #craftlakecity
#slciscrafty #diy @ShireenGhorbani**

A person is shown from the side, writing the words 'Craft Lake City' in a cursive script on a piece of paper. The person is wearing a blue long-sleeved shirt. The background is a blurred image of a person's face and hands, with a green overlay. The text 'YEAR ROUND ARTISAN WORKSHOPS' is written in large, bold, white capital letters across the top of the image.

YEAR ROUND ARTISAN WORKSHOPS

Craft Lake City's workshops help create a bridge between DIY Festival artisans and the public, letting attendees get acquainted with their inner artist.



MONTHLY WORKSHOPS TEACH DIY SKILLS TO THE COMMUNITY

In 2018, Craft Lake City held:
51 ARTISAN WORKSHOPS

Taught by 32 local artisans serving over 650
community members at 10 partner locations.

Workshops Included:

Bookbinding, botanical watercolors, calligraphy, concrete planters, cocktails, collagraph prints, cyanotypes, embroidery, felt animals, floral design, gnocchi, gold leafing, hand lettering, jewelry, journal making, kombucha, lipstick, macrame, metal hairpins, papermaking, sewn pillowcases, shibori, special effects makeup, terrariums, weaving, wrapping paper

WORKSHOP PARTNER LOCATIONS:



"I love these workshops! I love that they empower artists to teach and think through their process."

CELEBRATION OF THE HAND





CELEBRATION OF THE HAND

Informed by activist Jane Jacobs' fascination with self-organized urbanism, "Celebration of the Hand" is a seasonal outdoor exhibition designed to enhance and reflect Salt Lake City's cultural district through the work of Utah artists. Presented by Craft Lake City, Center for the Living City, and the Temporary Museum of Permanent Change, "Celebration of the Hand" is displayed in large frames adjacent to the sidewalks along Broadway (300 South) between 200 West and 200 East, and is open 24/7 free of charge.



SPRING 2018

CELEBRATION OF THE HAND

ALYCE CARRIER

The spring 2018 installment of "Celebration of the Hand" featured eight paintings by local artist Alyce Carrier. Often working in clay and paper in addition to paint, Carrier's artwork uses line, color and pattern to comment on the familiar and mundane tasks that may occur in a traditional day: sweeping the floor, waiting in line at the grocery store, or playing phone tag with a friend. Carrier holds a BFA from the University of Utah, and her work has been displayed in solo and group exhibitions in New York City, Seattle, Salt Lake City and beyond.



SUMMER 2018

CELEBRATION OF THE HAND

NOPALERA ARTIST COLLECTIVE

On view from June through September of 2018, "Celebration of the Hand: Nopalera Artist Collective" featured eight different pieces by eight different artists from eight different homelands. Nopalera Artist Collective describes their group of creatives as "brown, black, indigenous, migrant artists in Salt Lake City, whose work relates to culture, resistance, and the resilience of our people." Each featured work incorporated nopalera, or cacti, as a reminder of the collective's ability to thrive in the face of adversity.

Featured artists: Andrew Alba, Jorge Arellano, Paula Bravo, Itza Hernandez, Nestor Jimenez, Jazmine Martinez, Ella Mendoza and Lola Reyes



FALL 2018

CELEBRATION OF THE HAND

LUNARES

"Celebration of the Hand: Lunares" marked the first time a solo artist displayed work in all 14 plakats. Originally from Mexico City, Lunares is a locally-based digital designer who creates artwork as a form of self therapy. Her delicate and provocative designs have led Lunares to work with major brands including Apple Music, SXSW, and Hulu. "Celebration of the Hand: Lunares" focused on hands and gestures as a common thematic element, emphasizing the ability of hands to serve as powerful symbols of authentic self-expression.



PLAKAT LEASE PROGRAM

In 2018, Craft Lake City instituted a program to lease plakats to other nonprofit organizations for artistic or culturally relevant programming, with the goal of generating revenue to help fund "Celebration of the Hand" exhibitions. In 2018, contracts were negotiated in partnership with Utah Museum of Fine Arts, Center for the Living City, and The Temporary Museum of Permanent Change to host a plakat installation of "Tolerance", a renowned international traveling poster exhibition exploring the theme of tolerance. "Tolerance: Salt Lake City" is a citywide project coordinated by local artist Dallas Graham in collaboration with Mirko Ilić. Plakat lease agreement and income will begin in January 2019.

A photograph of a busy craft fair or festival. In the foreground, the back of a person's head and shoulders are visible, wearing a white t-shirt with the word "VOLUNTEER" printed on it. They are looking towards a table where other people are working. In the background, there are various craft projects, including a large wooden letter 'C' and a machine labeled "Bandana". The scene is filled with people engaged in different activities, creating a sense of a busy, creative event.

VOLUNTEERS

"It's an enriching experience and I enjoy all the hustle of the festival. It's nice to contribute to something so major."

VOLUNTEERS



231+ VOLUNTEERS

1,126+ VOLUNTEER HOURS



A hand holding a small, fuzzy, light-colored creature inside a magnifying glass against a teal background. The creature has a round head with small dark eyes and a long, shaggy body. The magnifying glass is held over the creature, making it the central focus. The background is a solid teal color.

MAKER STORIES



KID ROW ARTISAN STORY: BEATRICE T.

AGE: 11

At just 11 years old, Beatrice T. has become an important young artist and entrepreneur in Utah's local creative community. Beatrice began drawing at the age of three, and was developing specific characters in her work by age six. When Beatrice was 10 she began working in Adobe Photoshop and launched her first original coloring book, "Great Girls of the World", at Craft Lake City's inaugural Kid Row event in 2017. She debuted her second volume of the series as a kid artisan at the 10th Annual Craft Lake City DIY Festival in 2018.

Kid Row helped Beatrice learn several lessons as a working artist, such as the amount of time it takes to make inventory for an event, what snacks to prepare for the festival, how to handle money and the best ways to interact with the public.

Since the launch of "Great Girls of the World", Beatrice has been involved in many exciting opportunities. Her coloring books have been available for sale at the Commerce and Craft storefront, she was commissioned to draw portraits for DJs at the KRCL radio station, her work has been exhibited at the Day Riverside Library, and examples of her Great Girls are displayed in kiosks in downtown Salt Lake City. We can't wait to see what this great girl does next!

"It is important to have each girl in the book mentioned because a lot of people don't know about them, and it is important to bring these women up," says Beatrice about the women featured in her coloring books, which include Michelle Obama, Leslie Knope and Princess Leia. "Learning about these women makes me want to stand up to things and think about what I'm doing."



FIRST-TIME ARTISAN FEATURE:

ALLISON MARTINEZ-AROCHO

Allison Martinez-Arocho moved to Salt Lake City from Puerto Rico in 2011 and has been sharing her handmade vejigante masks with our community ever since.

How was your experience participating in the DIY Festival?

Phenomenal. It was a well organized festival, and my vejigante masks were a hit. All the money I made went to a charity that aids low income Puerto Rican women, and also combats social and economic inequality on the island.

Did the DIY Festival help your business?

It did. Having only spent a little time in Utah, I went to CLC expecting to sell none of my masks, but was surprised to learn that many Utahns appreciate folkloric art. I also met local artists with whom I still keep in touch.

What did you learn as a first-time artisan?

Engaging with people is essential to finding success at CLC. Visitors love it when artisans are creating at their booths, and once they're drawn to you, it's important to have a good story to tell that will further engage them and make you a memorable artist.

What upcoming projects and/or plans do you have for your creative business?

I visited Puerto Rico in late January to study different methods of creating vejigante masks with the intent to bring authentic folkloric art to Utah. I plan to make masks that are larger and truer to Puerto Rican tradition.

alliarocho.art



A STEM STORY: BINARY

MATT SUTTON DIY FESTIVAL PARTICIPATION: STEM EXHIBITORS

Matt Sutton is the founder of Binary (binaryslc.com), a 3D-printing company that is currently exploring robotic fabrication techniques in the field of additive manufacturing (3D printing). Binary is currently focusing on large-scale applications at the intersection of architecture, design, making and construction, leveraging material capabilities in ceramics, recycled plastics, and even concrete.

Matt is a trained mechanical engineer, with a B.S. from the University of Utah and an M.S. from Oregon State University. He has over 10 years of professional experience in technology R&D, product development and manufacturing process development.

Matt's objectives for exhibiting in the DIY Festival STEM Building are to encourage and inspire anyone interested in robotics or STEM fields to get busy and actively get their hands dirty while learning as much as they can. As a result of contacts made at the 2018 DIY Festival,

Binary is partnering with the Salt Lake Center for Science Education, a STEAM-focused charter school in the Rose Park neighborhood of Salt Lake City. They will be building small, desktop clay 3D printers for their ceramics studio so that the students can gain hands-on experience with this method of ceramic production.

"The Craft Lake City DIY Festival was the perfect venue for us to demonstrate emerging technologies that appeal to the creative, the artistic, and the curious in all of us. Our hopes for the 2019 festival include bigger and better demonstrations, as well as hands-on teaching to help the curious of today become the creatives of tomorrow!"

The Binary story inspires us because it demonstrates the Google Fiber STEM Building's important role in the community for those looking for unique opportunities to access the public, to gain exposure of their work, share their skills and to try out new ideas.



CELEBRATING 10 YEARS AT THE DIY FESTIVAL

Exhibitors at the Annual Craft Lake City DIY Festival reflect the excellence of Utah's creative community. This is no more apparent than in the innovative work of three local makers who have participated in the DIY Festival every year since its inception in 2009.



CANDACE JEAN

The imaginative illustrations of Candace Jean are a must-see at the DIY Festival. Candace is inspired by flora, fauna and fairy tales, and she has shared her artistic vision with the Craft Lake City community through a workshop and a "Celebration of the Hand" exhibit. Since her first DIY Fest, Candace has secured gallery shows, commissioned work and a literary agent.



AMY REDDEN

Amy Redden's colorful sewn and painted products are staples at the Annual DIY Festival. Her background as an interior designer and cake decorator shines through her vintage tea towels, wooden tiny houses and playful children's apparel. "It's one of my favorite events each year," Amy told SLUG Magazine about the DIY Festival in 2018.



ISAAC HASTINGS

Isaac Hastings' screen printed apparel boasts striking designs worthy of gallery walls and of their status as DIY Festival favorites. Isaac served as a volunteer mentor for Craft Lake City's Artisan Scholarship and Mentor Program in 2018, sharing the valuable lessons he has learned over the past decade with a first-time DIY Festival participant.



2018 FINANCIAL OVERVIEW

2018 FINANCIAL OVERVIEW



2017 to 2018
Income

6% increase

2017 **\$338,645**

2018 **\$358,902**



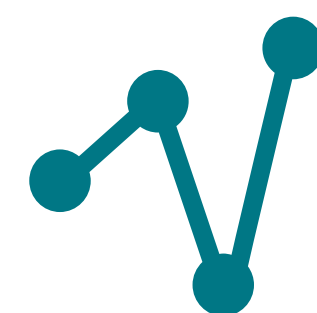
2017 Grants,
Sponsors & Donors

31% increase

2017 **\$94,184**

2018 **\$123,140**

- Grants \$62,500
- Sponsors \$59,125
- Donations \$1,515



2017 to 2018 Program
Revenue & Earned Income

1% increase

2017 **\$244,460**

2018 **\$247,680**

INCOME DETAILS

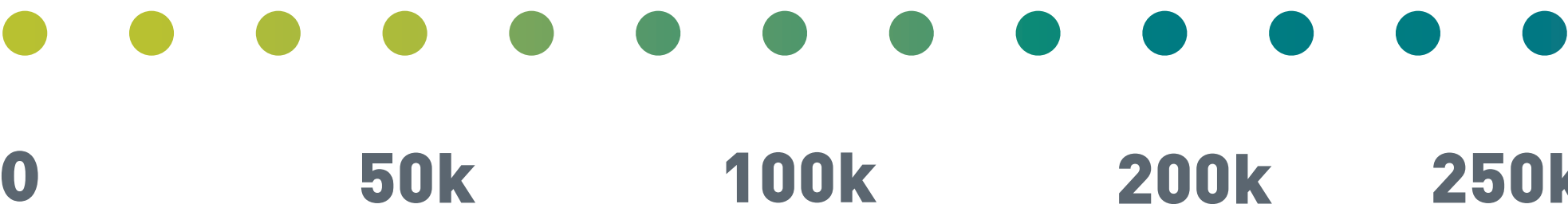
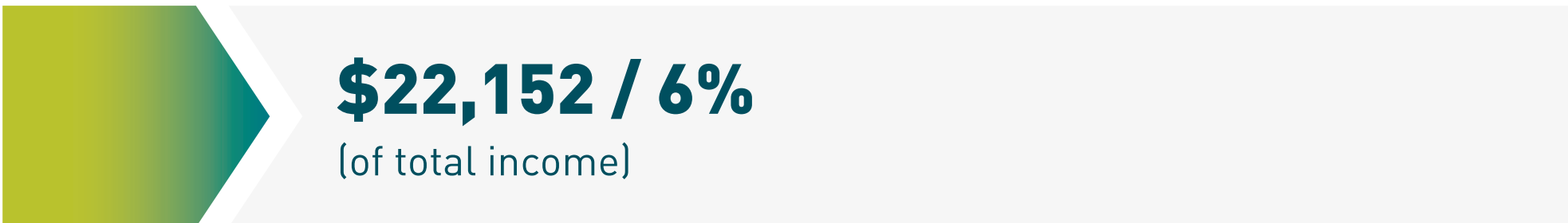
DIY Festival Income



Grants, Sponsors & Donation



Year Round Programming



DIY Festival Income \$225,527 (63% of total income)

- DIY Festival Booth & Application Fees **37%**
- DIY Festival Ticket Sales **27%**
- DIY Festival VIP **5%**
- DIY Festival Program Tickets **2%**
- Kids Area Crafts **2%**
- STEM craft **.31%**
- DIY Private Sponsorship **26%**
- Merchandise **.22%**
- Concessions **1%**
- VIP Concessions **.31%**
- Onsite Workshops **1%**

Grants, Sponsors & Donation \$123,140 (34% of total income)

- State **1%**
- City **3.5%**
- County **3.2%**
- Foundations **9.5%**
- Corporations **16.6%**
- Individual Donations **.4%**

Year Round Programming \$22,152 (6% of total income)

- Artisan Workshops **5%**
- Community Project Management & Curatorial Projects **.59%**
- Misc **.11%**



2018 PARTNERS & SPONSORS

PARTNERS



NON-PROFIT PARTNERS

- KRCL 90.9 FM
- KUER 90.1 FM
- Salt Lake City Arts Council
- Planned Parenthood Association of Utah
- Natural History Museum of Utah
- Center for the Living City
- Temporary Museum of Permanent Change
- Salt Lake City Bicycle Collective
- Downtown Alliance
- Utah STEM Action Center
- Make Salt Lake
- Utahns Against Hunger
- The Haven
- House of Hope
- International Rescue Committee
- Palmer Court with The Road Home
- Urban Indian Center of Salt Lake City
- Giv Group
- Salt Lake City Library
- Utah Division of Arts and Museums
- The Gallivan Center
- SLC Corp
- KUED Channel 7
- Energy Institute at Salt Lake Community College
- UVU College of Science

LOCAL COMPANY PARTNERS

- 3 Cups
- Hip & Humble
- The Stockist
- Argentina's Best Empanadas
- The Natural History Museum of Utah
- Cactus & Tropicals

NATIONAL PARTNERS

- West Elm City Creek
- The Gateway/Vestar Development Co



SPONSORS

PRESENTING DIY FESTIVAL SPONSOR

HARMONS
NEIGHBORHOOD GROCER™



DIY FESTIVAL NATIONAL SPONSORS



Google fiber

west elm



LOCAL DIY FESTIVAL SPONSORS

- Blip Billboards
- Cameo College
- Commerce and Craft
- Eva Carlston Academy
- GreenBike
- PCTV
- Salt Lake Magazine
- Telemundo
- Red Rock Brewing Co.
- Skinworks
- SLUG Magazine
- Smile Booth
- Sparrow Electric
- Spilt Ink
- Southern Glazer's Wine and Spirits
- Winder Farms
- XMission
- Zu Audio
- The Most Comfortable Pillow



ORGANIZATIONAL UPDATES

DIVERSITY & INCLUSION STRATEGIC PLAN

Craft Lake City's Diversity & Inclusion Strategic Plan is an integral part of our organization's growth and expansion. By continuing to update and implement this plan, Craft Lake City employees, contractors and board members are able to further support Utah's creative community. Frequent trainings and discussions ensure that Craft Lake City's Diversity & Inclusion Strategic Plan continues to evolve and positively affect the work we do on a day-to-day basis.

The vision and mission of Craft Lake City's Diversity and Inclusion Strategic Plan are as follows:

Vision

Craft Lake City envisions an inclusive, diverse and sustainable DIY community that provides creative and entrepreneurial opportunities for all Utahns.

Mission

To support, empower, diversify and expand Utah's DIY community through community outreach, partnerships, education and professional development.



Executive Board Members

Angela H. Brown

President and
Executive Director

John Carlisle

Vice President/Chair of the
Board of Directors

Barton Moody

Treasurer

Brandy Oliver

Secretary

Advisory Board Members

- Angela Brown
- Barton Moody
- Chad Dorton
- Jessica Thesing
- John Carlisle
- Liz Clarke
- Pamela Olson
- Brandy Oliver
- Julie Bjornstad
- Nick Hoffmann
- Brittany Golden
- Sheridan Mordue
- Bill Harty
- Becca Taylor
- Alan Peck
- Jacqueline Whitmore

New Internal staff positions 2018

Sponsorship Assistant
Communications Coordinator
Project Coordinator

Community Workshop Assistant
Community Events Assistant

A vibrant outdoor festival scene, likely the 10th Annual Craft Lake City Festival. The image shows a large crowd of people walking through a festival area. In the background, there's a stage with a banner that reads "90.9 KRCL STAGE Craft Lake City". To the right, several food trucks are visible, including one for "www.apolloburger.com". The scene is set in an urban environment with buildings and street lamps in the background. The overall atmosphere is festive and community-oriented.

GOALS

GOALS REACHED IN 2018

Implementation of Craft Lake City's Diversity & Inclusion Strategic Plan

Moved accounting system to cloud-based platform

Completed new site design for craftlakecity.com

Launched the plakat partner rental program to increase revenue for
Celebration Of The Hand

Improved internal DIY Fest ticketing methods

Increased DIY Festival contractors

Doubled the footprint of the DIY Festival VIP Lounge

Increased DIY Festival VIP Lounge ticket revenue

Celebrated the 10th Annual Craft Lake City DIY Festival with the community

GOALS FOR 2019

Expand Craft Lake City DIY Festival Inclusion Program to include Artisan Scholarships in Kid Row

Restructure year round contract positions

Increase diversity amongst Craft Lake City's Advisory Board Members

Increase the number of volunteers participating in the 11th Annual DIY Festival

Increase grant and sponsorship revenue by 10%

Increase community awareness of Craft Lake City's Diversity & Inclusion Strategic Plan by highlighting on website

Expand Workshop Venues

THANK YOU

Craft Lake City is humbled and incredibly grateful for the sustained support over the past 10 years. Our work to elevate the creative culture in Utah and cultivate an inclusive artisan community could not be possible without our generous donors, sponsors, local businesses, community partners, amazing volunteers, and the fantastic local artisans we have the pleasure of working with everyday. Thank you all for continuing to believe in us and giving us the opportunity to continue to serve the community.

