



# CRAFT Lake CITY

**2020 Annual Report**

A 501(c)(3) Charitable Organization



**WE ARE BUILDERS.**

**WE ARE DREAMERS.**

**WE ARE CRAFT LAKE CITY.**



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# A MESSAGE FROM THE EXECUTIVE DIRECTOR



**Angela H. Brown**  
Executive Director

2020 was a memorable year for every organization including Craft Lake City. The pandemic took the world by storm and then a 5.7 magnitude earthquake shook Salt Lake City to its core.

When schools were shut down, Craft Lake City recognized the opportunity to help elementary educators with their state STEM curriculum goals. We partnered with Google Fiber, with support from Utah STEM Action Center, and created 6 free STEM workshop videos that utilized items families would typically have at home. This eliminated the need for a supply box and made the workshops more accessible to lower income families.

Our second area of focus was the largest event we produce, The 12th Annual Craft Lake City DIY Festival Presented By Harmons. Again using science and technology as our inspiration, we created a brand new virtual-reality, video game-like version of The Annual Craft Lake City DIY Festival where attendees could connect with Festival artisans, STEM exhibitors, CLC staff and their own friends and family through avatar form. Craft Lake City staff trained artisans and STEM exhibitors on Mozilla Hubs, the virtual reality platform of the DIY Festival. In less than a month, more than half of DIY Festival exhibitors had successfully created their own virtual reality gallery representing their work. For those unable to take on this challenge, Craft Lake City provided support for a nominal fee. We worked with Harmons to launch a virtual VIP experience and recreated Festival live performances with a streaming youtube channel.

Our third area of focus was launching the Craft Lake City Academy, a professional development workshop series designed to educate and support local makers as they build their creative businesses. We recognized the need for these makers to learn the importance of

building an online store and launched the academy with a class on the subject weeks before the DIY Festival.

Numerous creatives cited this class as helpful with the launch of their online version of their business. According to participant survey results, 17% of exhibitors did not have a web-store prior to participating in the DIY Fest.

Our fourth area of focus was improving the Virtual DIY Festival experience and transforming it into an Online Holiday Market that would replace our in-person event held annually in Ogden, Utah. Using survey data from the participants and public, our team reimaged our virtual reality platform and shifted our focus to promoting an online marketplace while still offering the public the chance to connect with staff, participants, friends and family in a custom-made virtual reality series of meet up events.

I am grateful for Craft Lake City's dedicated team that accomplished so much in 2020. Thank you to our executive and advisory boards, volunteers, staffers, sponsors, funders, individual donors and program participants. Without your continued support, Craft Lake City would not be elevating the creative culture of the Utah arts community. Thank you again for your unwavering support.

All My Best,

A handwritten signature in black ink, appearing to read 'Angela H. Brown'.

Angela H. Brown  
Executive Director

CRAFT  
Lake  
city

## OUR MISSION

TO EDUCATE, PROMOTE AND INSPIRE LOCAL  
ARTISANS WHILE ELEVATING THE CREATIVE  
CULTURE OF THE UTAH ARTS COMMUNITY  
THROUGH SCIENCE, TECHNOLOGY AND ART.

## Virtual 12th Annual Craft Lake City DIY Festival Presented By Harmons

**190**  
EXHIBITORS

**47**  
PERFORMERS

**55%**  
OF PARTICIPATING  
ARTISANS  
were first-time  
exhibitors.

**11,470**  
SESSIONS

**7,480**  
USERS

**63,719**  
UNIQUE PAGE  
VIEWS

The Virtual 12th Annual Craft Lake City® DIY (Do-It-Yourself) Festival® Presented By Harmons took place on Fri., Aug 7, Sat., Aug. 8 and Sun., Aug. 9. The Virtual 12th Annual Craft Lake City DIY Festival served **152 artisans, 8 craft food creators, 14 Kid Row artisans, 16 STEM exhibitors and 47 performers. 55% of participating artisans were first-time exhibitors.**

The Virtual 12th Annual Craft Lake City DIY Festival Presented By Harmons consisted of both traditional artisan profiles displayed on our website, where visitors could learn about each exhibitor and click direct links to their social media accounts and webstore for shopping, and a custom-built, virtual reality festival experience using Mozilla Hubs. The Mozilla Hubs 3D virtual reality platform allowed us the ability to create a virtual festival that mirrored our in-person festival experience, including a map, buildings, lobbies, a festival food area,

stage performances, as well as opportunities for engagement for attendees and exhibitors. This was a virtual environment that provided shoppers the opportunity to meet, talk and interact with makers using custom-built avatars. Each exhibitor was invited to build their own virtual gallery or work with the Craft Lake City Team to customize their gallery with images of their work videos of their home studios and/or processes, direct links to their webstore, and other features. Attendees could go from festival building to festival building and visit

each artisan's gallery individually, where they could talk or text directly with the artisan. Features of the Virtual 12th Annual Craft Lake City DIY Festival included a Google Fiber STEM Building, Harmons VIP Lounge with exclusive cooking videos and a podcast episode, and the 90.9FM KRCL Virtual Music Showcase. Over the course of three days, 7,480 users accessed our website numerous times creating 11,470 sessions and visiting 63,719 unique pages on the website.



” I had a great festival, and saw an increase in sales from previous years. Was pleasantly surprised to see how capable I was in shipping all my items, since that was a major concern. It meant a great deal to me to be able to stay safe while still getting to participate in a DIY festival, so I really appreciate the lengths that Craft Lake City went through to achieve that. Overall a great experience, and one I'll never forget.

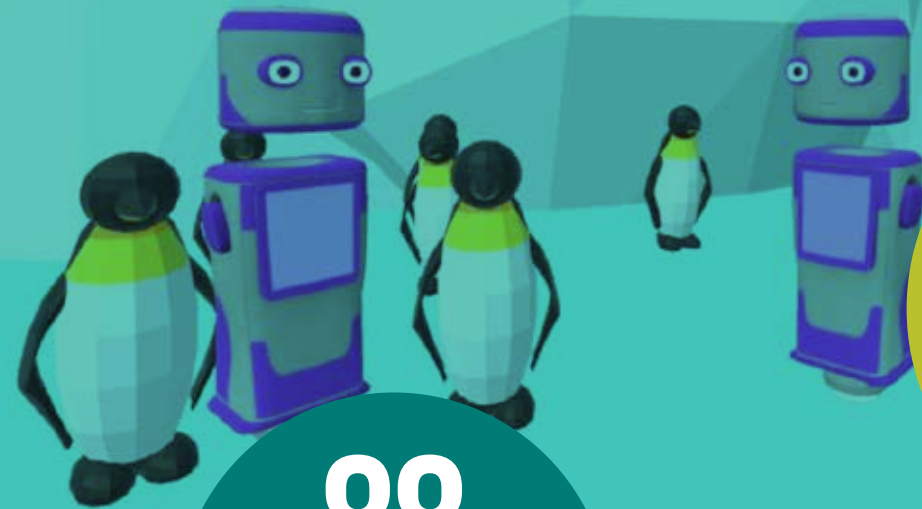
” This year was incredible! Your team did such a monumental job re-designing so much about this event to make everything still work in the virtual realm. It was mind-blowingly cool!

” Definitely more people heard about my shop through this event. I also made great creative connections that have led to bigger projects.

\*These quotes come from anonymous feedback submitted on our 2020 Virtual DIY Festival Artisan Survey, and are not necessarily attributable to the pictured artisans.



## Online Second Annual Craft Lake City Holiday Markets



**88**  
ARTISANS

During November and December

**140**  
PARTICIPANTS

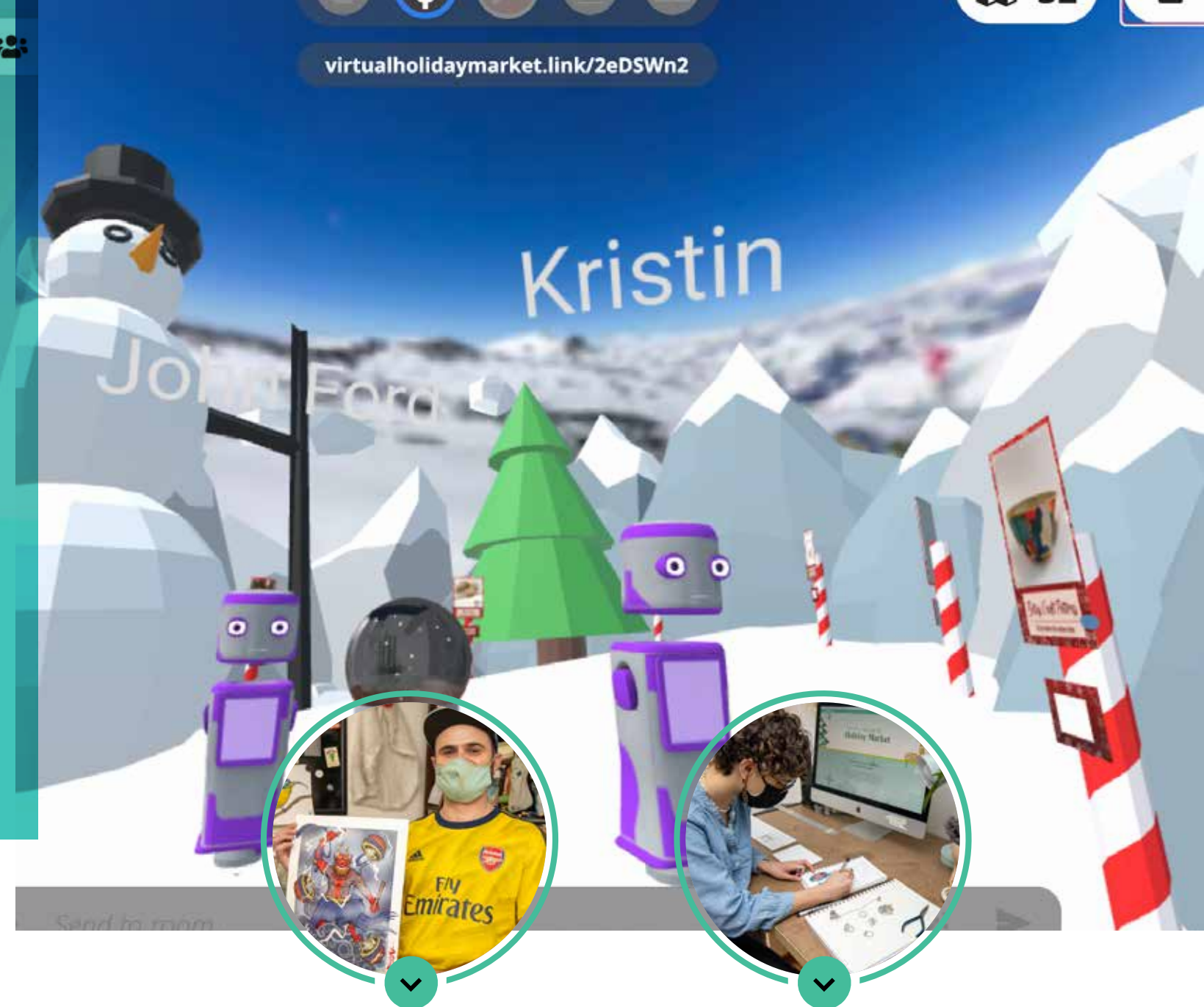
**10,787**  
VISITORS  
to the website

Our Online Second Annual Craft Lake City Holiday Markets were designed to provide an alternative to the in-person version of the event originally scheduled to be held on Fri. Dec 4 & Sat., Dec. 5, 2020 at The Monarch in Ogden's Nine Rails Creative District.

The goal from this event is to encourage the public to shop locally and support Utah-based creatives during the holiday season. Featuring **88 artists during November and December**, the Online Second Annual Craft Lake City Holiday Markets allowed visitors to browse online artisan profiles, shop directly from their web

stores, and follow them on social media. Additionally, we offered four interactive and exciting Holiday Market Virtual Meetups in Mozilla Hubs to give friends, family and fans the opportunity to connect with our creative community in a custom-made, virtual reality, holiday winter wonderland! The Online Second Annual

Craft Lake City Holiday Markets had over **10,787 visitors to the website and 140 participants in the Virtual Meetups and was free as opposed to the in-person event that has a \$5 admission fee.**



” Launching an online store was exciting! It was fun to have people from out of state visit my store and purchase items.

” The Holiday Market was just a huge blessing; the financial relief and then the support from the people who are making this all happen. So cool to see what happens when people get together collectively to make a difference and have fun amidst all the chaos of 2020!

\*These quotes come from anonymous feedback submitted on our 2020 Online Holiday Market Artisan Survey, and are not necessarily attributable to the pictured artisans.



# ONLINE ARTISAN WORKSHOPS



Our beloved in-person workshop series has been a platform for Utah artists, crafters and makers to share their skill sets and passions with the greater community. We began the year with a full schedule of interactive and hands-on workshops at partner locations throughout Salt Lake Valley. With the onset of the pandemic, we adapted this program to enable community members to continue to enjoy learning new skills while staying safe at home. Through a combination of live streaming workshops and pre-recorded workshop videos with accompanying supply boxes, members of the public have been able to enjoy their favorite DIY workshops anytime, anywhere, and in their preferred method! Online workshop themes included craft cocktails, crochet, silk scarf dyeing, candle pouring, floral arrangements, gnocchi making and more. **In 2020, we produced 15 artisan workshops (8 in-person, 5 online, 2 streaming), 4 workshop supply boxes, and served over 153 community members.**

## IN 2020, WE PRODUCED:

- 15 ARTISAN WORKSHOPS
- 4 WORKSHOP SUPPLY BOXES
- SERVED OVER 153 COMMUNITY MEMBERS

# DIY KITS



Our curated line of DIY (Do It Yourself) Kits are an affordable and easy way for community members to stay creative at home. Designed by local artists, each kit includes supplies and step-by-step instructions to learn a new skill and complete their own piece of art. **This year, Craft Lake City offered for sale 8 DIY Kits, in partnership with 7 local artists.** Projects offered for community members to make at home with our DIY Kits include felted sloth pin, constellation projects and polymer clay earrings.



This year, Craft Lake City offered for sale

8  
DIY KITS

*in partnership with*

7  
LOCAL ARTISTS



# CRAFT LAKE CITY ACADEMY WORKSHOP SERIES

(NEW INITIATIVE)

This year, Craft Lake City launched a new program to address the professional development needs of the creative small business community. The CLC Academy is a new series offering online business training workshops directed toward emerging artists. Academy workshops will be taught by experienced local professionals and artisans with successful creative businesses, and the curriculum will cover a variety of topics including basic entrepreneurial skills, taxes and business licenses, sales and lead generation, branding and more. To assist the Virtual 12th Annual Craft Lake City DIY Festival exhibitors with preparing for the online event, we offered **1 CLC Academy online workshop on the topic of Intro to Building an Online Store prior to the festival**. It was taught by two local artisans with expertise in different e-commerce platforms and attracted **26 participants**. Attendees learned the basics about each platform, insider tips, and participated in a Q&A session. A recording of the workshop is now available on our website for the general public to watch for a nominal fee.



This year,  
Craft Lake City  
offered

1

CLC ACADEMY ONLINE WORKSHOP

on the topic of Intro to Building an Online Store prior to the festival. It was taught by two local artisans with expertise in different e-commerce platforms

26

ATTRACTED 26 PARTICIPANTS

# ONLINE STEM KIDS WORKSHOPS

(NEW INITIATIVE)



With thousands of Utah students learning remotely for much of 2020, Craft Lake City, in partnership with Google Fiber, produced educational videos related to science, technology, engineering and math (STEM) for elementary educators to use in their virtual classrooms. The series of 6 videos covered the following 3rd-5th grade curriculum topics: compostable matter, conservation at home, energy transfer, photosynthesis, chemical reactions, growing crystals. Videos were initially made available to **8,600 students at 21 Title I Elementary Schools in Salt Lake City and Provo School Districts. They have since been made available for the general public and garnered over 500 views**. This project was made possible by Google Fiber, with additional support from Utah STEM Action Center.

Videos were initially  
made available to

8,600 STUDENTS

AT 21 TITLE I ELEMENTARY SCHOOLS IN SALT LAKE CITY AND PROVO SCHOOL DISTRICTS

They have since been made available for the general public.

500

GARNERED OVER 500 VIEWS

This project was made possible by Google Fiber, with additional support from Utah STEM Action Center.



# PLEDGE AGAINST RACIAL AND CULTURAL INJUSTICE

Craft Lake City's mission is to educate, promote and inspire local artisans while elevating the creative culture of the Utah arts community through science, technology and art.

We stand in solidarity with Black, Indigenous and People of Color in asking for societal change that combats inequality and racism.

We recognize that societal change must first come from within ourselves, within our organization.

## WE PLEDGE

to educate ourselves, each other and to foster an open dialogue with tough conversations surrounding Craft Lake City's accountability.

## WE PLEDGE

to spotlight creative individuals and organizations from underrepresented groups.

## WE PLEDGE

to expand opportunities for socially or economically excluded communities through our programs and partnerships.

We are ready to look within. We accept our past mistakes and commit to learning how to prevent these mistakes in the future. We acknowledge that work against institutional racism is constant and is never done.

## WE PLEDGE

to reevaluate and update Craft Lake City's Diversity and Inclusion strategic plan with our executive board, advisory board and staff.

## WE PLEDGE

to update you, our community, on our progress, missteps and the knowledge gained.

Join us by creating your own pledge for change against racial and cultural injustice. Create dialogue with us. Learn with us. We know we'll make mistakes as we embark on this work, but we also know missteps lead to new learning opportunities and provide necessary growth. Together, let's listen, learn and create the positive change we want to see in the creative community—a creative community where we want to live and thrive together.

We are builders, we are dreamers, we are Craft Lake City.

Angela H. Brown  
Executive Director  
Craft Lake City

# COMMUNITY INCLUSION PROGRAM

For 2020, Craft Lake City reimaged the Community Inclusion Program to assist artisans and the community with overcoming the devastating financial impacts of the pandemic.



## REDUCED PARTICIPATION FEES FOR EXHIBITORS

For the Virtual 12th Annual Craft Lake City DIY Festival Presented By Harmons and the Online Second Annual Craft Lake City Holiday Market, we offered participation fees for juried exhibitors on a sliding "pay what you are able" scale. This was an 85% reduction in fees from our typical in-person booth fees. Exhibitors were able to determine for themselves the payment amount based on their personal financial situations and perceived value of the event for their business.

## SCHOLARSHIPS & FEE WAIVERS

As part of our ongoing commitment to diversity and inclusion, and the tremendous financial impact of the pandemic on the creative community, Craft Lake City greatly expanded its financial support to artisans and STEM exhibitors in 2020. **This year, we awarded 42 scholarships and 12 application fee waivers totaling \$2,700** to vendors participating in either the Virtual 12th Annual Craft Lake City DIY Festival Presented by Harmons or the Online Second Annual Craft Lake City Holiday Market. Scholarships and fee waivers allowed for financially struggling artisans, craft foodies, and STEM makers the opportunity to fully participate in our programming to promote their work to new audiences, network with other Utah creatives, and a chance to grow their sales.

# 42

Scholarships

# 12

Application  
Fee Waivers

# \$2,700

Totaling  
\$2,700



# COMMUNITY INCLUSION PROGRAM



## APPLICATION ASSISTANCE

Since 2017, Craft Lake City has held Application Assistance Days at local libraries in traditionally marginalized communities for anyone who would like assistance applying for the Annual Craft Lake City DIY Festival. Craft Lake City staff answer questions, assist with the digital application process, and provide free professional photography services to help applicants showcase their work at its best.

Before social distancing policies were enacted, we were able to hold one of our Application Assistance Days in person at the Salt Lake City Public Library on Feb. 29. Additional in-person assistance events were cancelled and we pivoted to offer a virtual version of this workshop on June 2. Attendees were able to participate live or watch the recorded version on our website at their convenience. The Virtual Application Assistance Day featured a step-by-step review of the application and a presentation on product photography tips and tricks by a professional photographer. Additionally, we partnered with Pictureline, a local photography business, to produce a blog post on taking high quality product photos using just a smartphone.

## ARTISAN SCHOLARSHIP & MENTOR PROGRAM

Created in 2016, the Artisan Scholarship and Mentor Program supports 5 first-time artisans from refugee, under-represented and/or socially or economically excluded communities to showcase at the Annual Craft Lake City DIY Festival. The program includes business training, networking opportunities, waived booth fees, and one-on-one mentorship before, during, and after the Festival. Artisan Mentors act as a bridge between Craft Lake City and Artisan Scholars, providing critical knowledge and experience

that helps prepare recipients to exhibit at the DIY Festival. During the business training, Artisan Mentors share their experiences by teaching basic entrepreneurial skills to scholarship recipients, including subjects such as: booth display, sales and lead generation, promotion, and money management. Artisan Mentors are placed adjacent to their Artisan Scholars at the DIY Festival so they can easily help support them throughout the event. After the Festival, Mentors and Scholars reflect on their experiences during a closing celebration.

In 2020, we continued to offer our Artisan Scholarship and Mentor Program to 5 first-time artisans in a virtual format. The program this year included waived participation fees, a virtual panel Q&A with seasoned DIY Festival Artisan Mentors, and free access to the newly created Craft Lake City Academy.

## FREE ADMISSION

Craft Lake City recognizes the devastating financial impact that COVID-19 has had on many households in Utah, therefore we decided to make the Virtual 12th Annual Craft Lake City DIY Festival Presented By Harmons and the Online Second Annual Craft Lake City Holiday Market free for all attendees. At a time when many major art events throughout the state were cancelled or postponed, the creative community needed opportunities to connect and come together in celebration. We wanted these opportunities to participate to be available to all community members, regardless of financial ability. Additionally, we wanted to encourage attendees to patronize our exhibitors' online storefronts and redirect funds they normally would have spent on admission fees to purchasing locally made wares; further stimulating the local creative economy.

## SPONSORED FAMILIES PROGRAM

Since 2017, Craft Lake City has invited 30 families, or up to 300 people, annually who fall within or below the median income brackets of their counties to attend the Annual Craft Lake City DIY Festival at no cost. The sponsorship includes vouchers for admission, food, kids' crafts, STEM crafts and merchandise totaling \$28 per person. Craft Lake City works closely with local community partners to identify these families and help coordinate their Festival experience confidentially and with integrity. Due to the virtual format of the 12th Annual Craft Lake City DIY Festival Presented By Harmons and the decision to make the event completely free for attendees, we did not coordinate a Sponsored Families Program in 2020.

## REFUGEE SEWING PROJECT

Craft Lake City partnered with the Utah Department of Workforce Development's Refugee Services Office and the non-profit United African Women of Hope (UAWOH) to produce canvas bags for distribution to the participants in the in-person 12th Annual Craft Lake City DIY Festival By Harmons. The program, called Global Patchwork, provides job skills training for refugee women in the Salt Lake City area while providing fair compensation for their work. Since the 2020 event was taken virtual, these bags will be distributed to participating artisan and STEM exhibitors in the in-person 13th Annual Craft Lake City DIY Festival.



” I appreciated SO much the opportunity alone with this scholarship. During COVID this was a huge blessing and I appreciate all the hard work that everyone put into making this festival go well, especially considering all of the circumstances.

” As an artisan scholar I received advertising of my products through Craft Lake City which caused an increase in sales. I also had the opportunity to meet some great people and make new connections through the virtual meets ups. I hope our continued relationship leads to more growth! Thank you so much for the opportunity!

” Receiving a scholarship allowed me to grow my business with less financial struggles during this very hard year and continue to source my materials from the most sustainable places instead of the cheapest.



# CELEBRATION OF THE HAND AND LOCAL VOICES



Curated and organized by Craft Lake City Celebration of the Hand is an outdoor exhibition series displayed in 14 large frames – also known as plakats (German for “poster”) – adjacent to the sidewalks along Broadway (300 South) between 200 West and 200 East. Celebration of the Hand exhibitions are designed to enhance and reflect Salt Lake City’s cultural district through the work of local artists. Local Voices highlights the inspiring work of Utah-based organizations in an effort to connect the community with ideas that matter. **During 2020, Craft Lake City produced 4 installations highlighting the works of 26 local artisans and 4 non-profit organizations.** We also produced **virtual interactive discussions for 2 of our street-side displays with 41 participants.** These installations provide free, 24/7 access to high quality art to locals and visitors of downtown Salt Lake City, many of whom have not been able to access traditional art viewing experiences due to shutdowns and reduced visitation capacities. This project is supported in part by Center for the Living City and The Temporary Museum of Permanent Change.

## 4 INSTALLATIONS

**DURING 2020, CRAFT LAKE CITY PRODUCED 4 INSTALLATIONS HIGHLIGHTING THE WORKS OF 26 LOCAL ARTISANS AND 4 NON-PROFIT ORGANIZATIONS.**

## 41 PARTICIPANTS

**VIRTUAL INTERACTIVE DISCUSSIONS FOR 2 OF OUR STREET-SIDE DISPLAYS WITH 41 PARTICIPANTS**



In Celebration of the Hand: Salty, eight emerging local artists visually interpreted tracks from Salt Lake City musician Marqueza’s newly-released album, Salty. The featured artists included Abraham Von August, Chromatophore, Hy Amenero, Jessica Wiarda, Kristen Bernabe, Laura Frisk, Space Babes Art and Victoria Minji Lee. Each visual artist created digital artwork informed by a specific song from the Salty album. Visitors to the free outdoor exhibition were invited

to stand in front of each visual piece and scan a QR code to listen to the musical track that inspired it. A free virtual discussion featuring University of Utah Associate Professor of Education, Culture and Society Dr. Leticia Alvarez Gutiérrez and Salt Lake City Public Art Program Manager Kat Nix was hosted by Craft Lake City to discuss the Salty album and the artwork it inspired. This project received funding from Utah Humanities (UH) and The Blocks.





## LOCAL VOICES: UTAH MUST LEAD THE WAY, ENDING VIOLENCE ON INDIGENOUS PEOPLE FEBRUARY - JUNE 2020

Local Voices: Utah Must Lead the Way was organized in collaboration with Utah artist Denaë Shanidiin and presented in partnership with Restoring Ancestral Winds. The exhibition coincided with the passing of H.B. 116, a bill to create a Murdered and Missing Indigenous Women and Girls Task Force. Through powerful images by local photographer Jonathan Canlas, the installation exposed the harsh reality that Salt Lake City is among the top ten cities for cases of

missing and murdered Indigenous womxn across the nation. Local Voices: Utah Must Lead the Way sought to foster understanding among Utah residents about the ongoing violence and symptoms of settler colonialism impacting Indigenous women, girls and LGBTQ+ people. Viewers were invited to examine and participate in the critical community-based change necessary to honor and protect our Indigenous Relatives.



Through eleven visually dynamic designs and an accompanying audio tour produced by 90.9 KRCL, Local Voices: Equality Utah highlighted victories achieved in the LGBTQ+ community in Utah since 2019, including the passing of an inclusive hate crimes law and Utah's recent banning of conversion therapy for minors. The installation also celebrated artists, healthcare professionals, "rebels and radicals" in Utah and beyond, including Utah Pride Center board member Nikki Boyer, activist Audre Lorde, nurse Maggie Snyder and Dr. Kristen Ries, actor Billy Porter and filmmaker Dustin Lance Black. Finally, inspired by the theme "Spark the Fire," the outdoor display

identified opportunities for our state to grow into a more inclusive and resilient community, with Equality Utah committing to advocate for the Equal Rights Amendment, take action on climate change, and support the fight for equality for QTPOC community members. Craft Lake City hosted a free virtual panel discussion for this Local Voices installation. A warm welcome was given by Salt Lake City Mayor Erin Mendenhall and panel speakers included Angela H. Brown, Executive Director of Craft Lake City; Troy Williams, Executive Director of Equality Utah; Kelly Whited Jones, Co-Chair of the ERA Coalition; and Billy Palmer Host of Radio Active on KRCL.





Craft Lake City teamed up with the Utah Museum of Fine Arts to present Local Voices: Air, showcasing work by 14 Granger High Students from the 2019-2020 Utah Clean Air Poster Contest. Launched in 2015 by Utah State University, the Utah Clean Air Poster Contest is designed to educate high school students about Utah's air

pollution and the ways in which individuals can personally reduce their impact on air quality in the state. The original Utah Clean Air Poster Contest artwork featured in Local Voices: Air will be on view at the UMFA as part of *air*, a future exhibition that will examine our relationship to air as an essential but invisible element.

# COVID-19 COMMUNITY SERVICES



## Makers Mask Drive (New Initiative)

Earlier on in the pandemic, once the CDC guidelines were adjusted to include the face mask recommendation for all essential workers, Craft Lake City reached out to its large base of artisans, makers, and DIY enthusiasts conduct a face mask drive for Shelter the Homeless and Catholic Community Services of Utah, the result of which was a donation of **80 handmade or purchased cloth reusable face masks for workers, volunteers, and clients in area homeless shelters.**

## Tools & Resources for Creatives during the COVID-19 Pandemic (New Initiative)

Craft Lake City cares deeply about our creative community and the future of the artisans that enrich our culture. As Utah crafters, makers, builders, performers, and artisans have continued to face the economic challenges during these uncertain times, Craft Lake City has maintained a list of available grants, professional development, mental health tools, project assistance and resources for those needing additional support. New editions of the Tools & Resources for Creatives during the COVID-19 Pandemic have been updated on our blog and released throughout the year, with a goal of keeping local creatives apprised of new and ongoing resources available to the community.



# SOCIAL MEDIA AND WEB PRESENCE

## TOTAL FOLLOWERS IN 2020

 **21.8K** (+2.2k)

 **4.2K** (+2.9k)

 **3.8k followers**  
307k impressions (+31k)

## TOTAL NUMBER OF POSTS IN 2020

 **521**


 **522**

 **459**

## TOTAL INTERACTIONS/ ENGAGEMENTS IN 2020

 **45.7k likes**  
130.8k reach

 **4k page likes**  
210k reach

 **5.5k engagements**  
1.2k likes

## WEBSITE

**40,715** Users

**40,207** New Users

**55,021** Sessions

**155,590** Pageviews

**2.83** Pages/Session

**54.08%** Bounce Rate

# WHO WE SERVE



**325**

**MAKERS**



**8,500**

**VIRTUAL 12TH ANNUAL CRAFT LAKE  
CITY DIY FESTIVAL ATTENDEES**



**10,787**

**ONLINE SECOND ANNUAL CRAFT LAKE  
CITY HOLIDAY MARKETS ATTENDEES**



**655**

**ARTISAN AND CRAFT LAKE CITY ACADEMY  
WORKSHOPS PARTICIPANTS**



**8,600**

**ONLINE STEM KIDS WORKSHOPS  
EXPOSURE**



**300,000**

**CELEBRATION OF THE HAND AND  
LOCAL VOICES EXHIBITION VIEWERS**



**2,254**

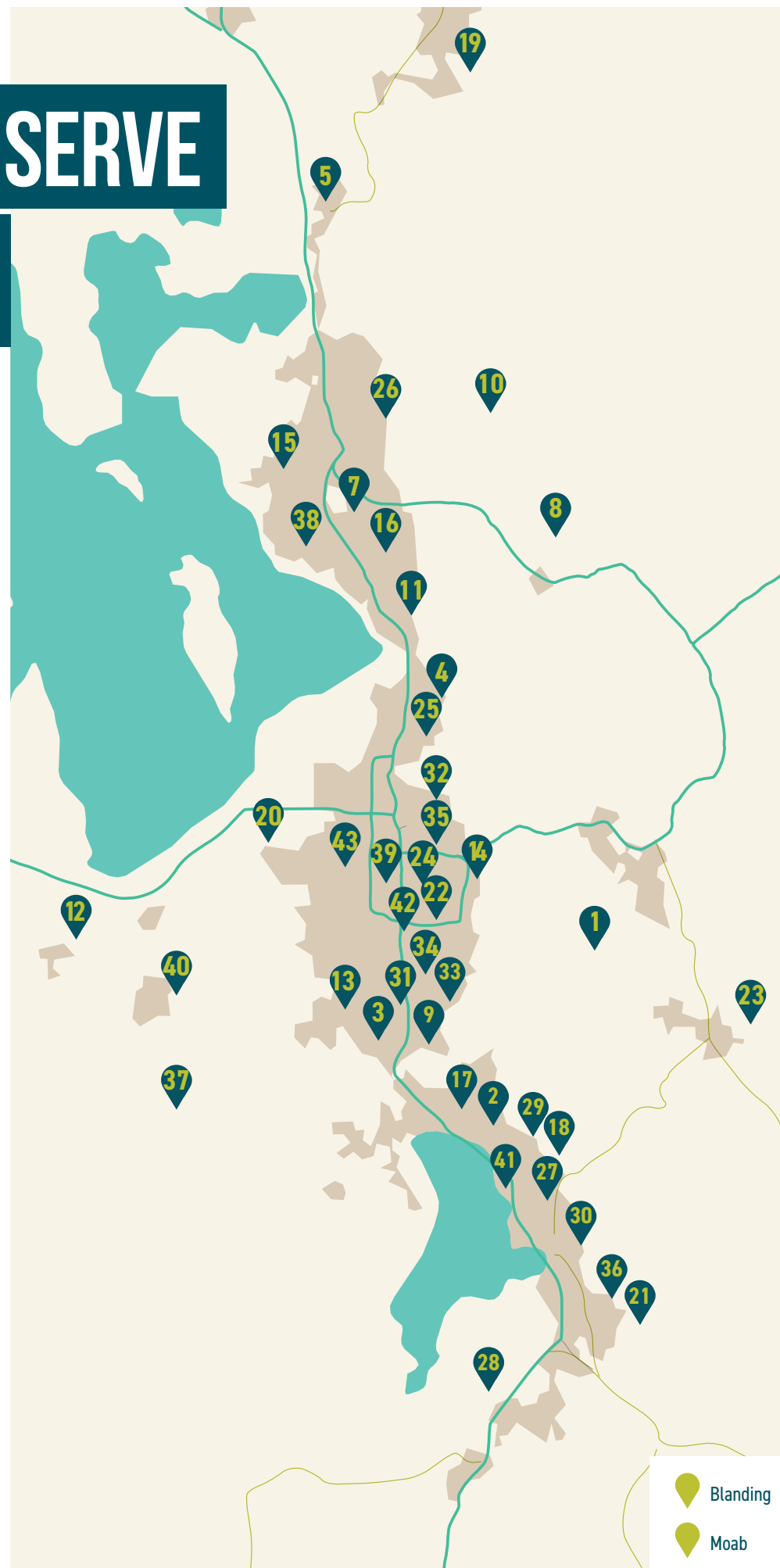
**VIRTUAL DISCUSSIONS AND TRAINING  
PARTICIPANTS**

**331,121 | TOTAL**

# WHO WE SERVE

## IN UTAH

- 01 - Alta
- 02 - American Fork
- 03 - Bluffdale
- 04 - Bountiful
- 05 - Brigham City
- 06 - Centerville
- 07 - Clearfield
- 08 - Croydon
- 09 - Draper
- 10 - Eden
- 11 - Farmington
- 12 - Grantsville
- 13 - Herriman
- 14 - Holladay
- 15 - Hooper
- 16 - Layton
- 17 - Lehi
- 18 - Lindon
- 19 - Logan
- 20 - Magna
- 21 - Mapleton
- 22 - Midvale
- 23 - Midway
- 24 - Murray
- 25 - North Salt Lake
- 26 - Ogden
- 27 - Orem
- 28 - Payson
- 29 - Pleasant Grove
- 30 - Provo
- 31 - Riverton
- 32 - Salt Lake City
- 33 - Sandy
- 34 - South Jordan
- 35 - South Salt Lake
- 36 - Springville
- 37 - Stockton
- 38 - Syracuse
- 39 - Taylorsville
- 40 - Tooele
- 41 - Vineyard
- 42 - West Jordan
- 43 - West Valley City



# WHO WE SERVE

## OTHER CITIES



Flagstaff, AZ  
Lexington, KY  
Spokane, WA  
Villisca, IA



# WHO WE SERVE

## THE STATS

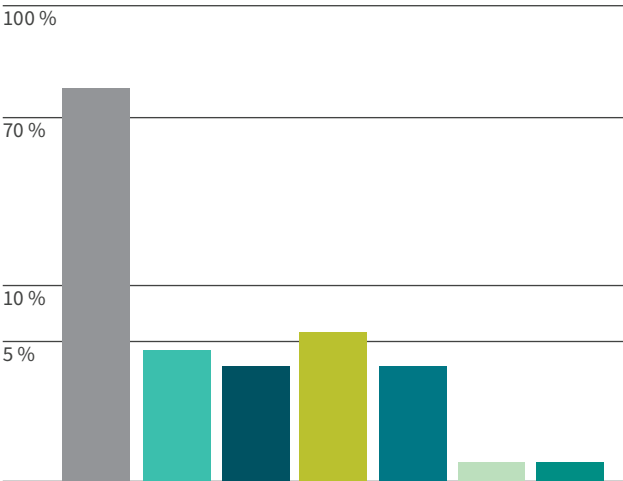
What is your household income?

- 16.4% \$25k to \$49k
- 13.1% Below \$25k
- 17.9% \$50k to \$74k
- 15% \$125k+
- 9.9% Prefer not to answer
- 16.4% \$75k to \$99k
- 11.3% \$100k to \$124k



What is your racial or ethnic heritage?

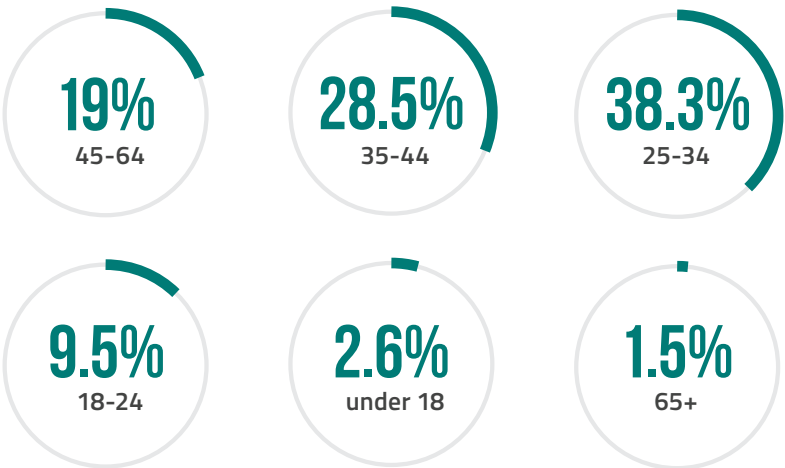
- 79.6% White
- 4.7% Prefer not to answer
- 4.4% Asian
- 5.1% Hispanic or Latino/Latina
- 4.4% Two or more races
- .7% Native American or Alaskan Native
- .7% Black, Afro-Caribbean, or African American



# WHO WE SERVE

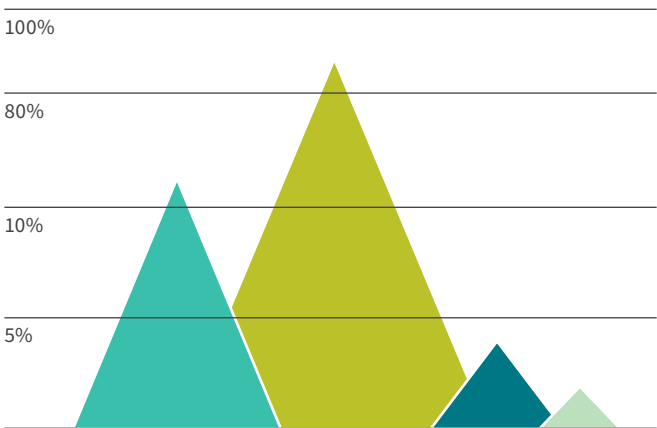
## THE STATS

What is your age?



What is your gender identity?

- 12% Male
- 81.4% Female
- 4.4% Prefer not to answer
- 22% Non-binary



Other stats

- 12.4% of our participants identify as LGBTQIA
- 4.7% of our participants indicated that they a Person with a Disability
- .7% of participants are Military Service Members and/or Veterans

# VOLUNTEERS



The unique format of our online and virtual programming in 2020 presented many new opportunities for volunteers to support Craft Lake City remotely. However, this also presented a new challenge for the organization in recruiting volunteers with the technical knowledge needed to assist us in a variety of skilled tasks.

” My favourite part of any festival I work at is knowing that I am helping a cause I believe in and want to see supported, which is absolutely the case here. In regards to the virtual part specifically, I loved learning the new Hubs system. I already have some far-flung friends who are excited about using it as a hangout.



118

NUMBER OF VOLUNTEERS

310

ACTUAL HOURS

\$8,122.00

IN KIND SERVICES

# FINANCES

## Revenue \$410,822

-  **\$75,789** Program Revenue & Earned Income
-  **\$43,566** In Kind Support
-  **\$291,468** Grants, Sponsorships, & Donations

## Expenditure \$342,743

-  **\$162,090** Program Expenses
-  **\$49,439** Administrative Expenses
-  **\$131,214** Salaries & Wages



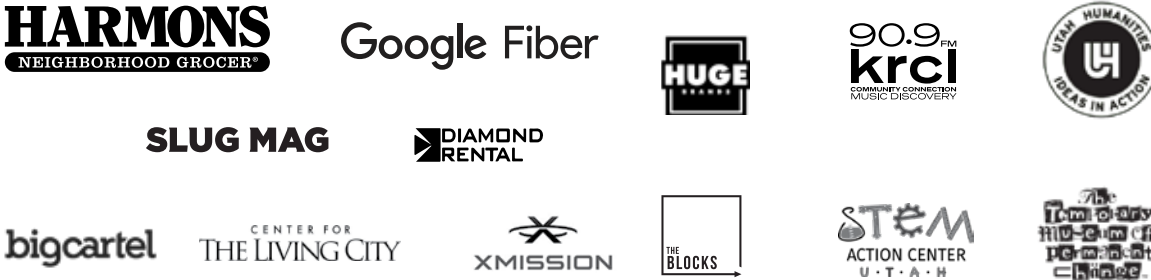
# SUPPORTERS & SPONSORS

Craft Lake City would like to recognize and express sincere thanks to the following organizations and individuals that support its mission to promote and inspire local artisans while elevating the creative culture of the Utah arts community through science, technology and art.

## Supporters



## Sponsors



## Sustaining Members

ANGELA H. BROWN • JOHN CARLISLE • BEN DAMSTEDT • STACEY FOSTER • BILL HARTY  
 BONNE KELLY • BRANDY OLIVER • JULIE SIEVING • MATTHEW STEVENS



# 2020 EXECUTIVE & ADVISORY BOARDS

## Executive Board Members

**Angela H. Brown**  
 President and Executive Director

**John Carlisle**  
 Vice President/Chair of the Board of Directors

**Currently Vacant**  
 Treasurer

**Brandy Oliver**  
 Secretary

## Advisory Board Members

- Sarah Anderson
- Chad Dorton
- Brittany Golden
- Bill Harty
- Nick Hoffmann
- Pamela Martinson Olson
- Kristy Muir
- Sarah Emily Nelson
- Matthew Stevens
- Amanda Stewart
- Jessica Thesing
- Jacqueline Whitmore