



CRAFT Lake city[®]

2019 Annual Report

A 501(c)(3) Charitable Organization



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MESSAGE FROM THE DIRECTOR

2019 was an incredible year for Craft Lake City! It was filled with new growth opportunities and we are excited to share them with you.

In spring, Craft Lake City launched a new workshop partnership at The Monarch in Ogden, Utah inside Utah's Nine Rails Creative District. Craft Lake City has been working to expand our workshop series into other Utah communities. We are happy to be engaging with the Ogden community.

After ten wonderful years in downtown Salt Lake City at the Gallivan Center, we launched our 11th Annual Craft Lake City DIY Festival Presented By Harmons at a new location—

The Utah State Fairpark. With expanded space and air-conditioned buildings, artisans, volunteers, staffers and the public were pleased with the move and the new amenities. Additionally, we expanded our inclusion program to provide scholarships to Kid Row, our youth makers program at the Annual DIY Festival.

In fall, Craft Lake City partnered with Google Fiber to provide STEM Family Nights at several title one elementary schools in Salt Lake City and Provo. This free event encourages families to learn about STEM together while providing a free potluck-style dinner. STEM activities were curated by Craft Lake City and provided by a dozen local nonprofits and STEM groups.

MESSAGE FROM THE DIRECTOR CONT.



Last but not least, Craft Lake City launched the First Annual Craft Lake City Holiday Market at The Monarch in Ogden, Utah in the Nine Rails Creative District. It featured dozens of Utah makers, many of which were Northern Utahans with whom we had not yet worked with! It was a smashing success and we look forward to returning again next year.

In this report you'll find detailed information on these programs and how Craft Lake City is executing our mission by accomplishing our programmatic goals and establishing new partnerships. Thank you for your support! We appreciate you!

Angela H. Brown
Executive Director

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



OUR MISSION:

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

2019 PROGRAMS

DIY FESTIVAL

The 11th Annual Craft Lake City®
DIY (Do-It-Yourself) Festival®

- After ten years at the Gallivan Center, moved to the Utah State Fairpark
- Featured artisans, craft food, vintage vendors, DIY engineers and performers on two stages
- Programming included the Harmons VIP Lounge, Mark Miller Subaru Leave Your Mark Kids' Park, Kid Row youth vending area, STEM demonstrations and workshops, artisan demonstrations and workshops
- DIY Festival Inclusion Program: Artisan Scholarship & Mentor Program, Kid Row Scholarship, Sponsored Families Program, and Application Assistance Days

NEW Holiday Market

First Annual Craft Lake City Holiday Market held at The Monarch in the Nine Rails Creative District of Ogden.

- First major Craft Lake City event held outside of Salt Lake City
- Featured artisans, craft food creators, food vendors, craft cocktail creations, and Santa

Year-Round Artisan Workshops

Since 2012, Craft Lake City has offered monthly Artisan workshops featuring local artisans and alumni from the DIY Festival

- Encouraged DIY engagement in the community
- Inspired the next generation of artisans and entrepreneurs
- Provided opportunities for artists and micro-businesses to reach new audiences

2019 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
- Plakat Lease 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.

Artist Curation

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

- The Blocks Kiosk Project - management of Feminine Focus exhibition; including: call for entries, artisan selection, curation of 8 kiosks located on Main Street in Salt Lake City. On display for 6 months.
- SLUG Magazine’s Brewstillery Craft Markets - coordination and curation of artisans at both the Spring Brewstillery and Fall Boostillery events.

Google Fiber STEM Family Nights

Craft Lake City teamed up with Google Fiber to present four FREE Family STEM nights at Title I elementary schools throughout Salt Lake City and in Provo. This project will continue annually in the Fall.

- Families are able to experience virtual reality, learn to make slime, help with biology and chemistry experiments, interact with robotics and learn about reptiles.
- Participating partners include: Utah Valley University, Brigham Young University, Salt Lake City Public Library, Red Rock Robotics, Westminster College, Spy Hop, Clark Planetarium, Thanksgiving Point, Provo City Library, Craft Lake City and Google Fiber.
- Over 765 attendees, including children and their families.

2019 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 = **127**

Draper -2

Salt Lake City -93

Rose Park-21

Orem - 1

Logan - 1

Ogden - 1

Provo - 1

Millcreek - 1





NUMBER OF PEOPLE SERVED IN 2019

16,522+

DIY Festival

2,916

Holiday Market

765

Google Fiber STEM
Family Nights

661

Year Round Artisan
Workshops

50,000+

Outreach events

300,000+

Celebration of
the Hand

300,000+

The Blocks Kiosks

Total People Served in 2019 = **670,864+**



DIY Festival®

DO-IT-YOURSELF

DIY FESTIVAL BY THE NUMBERS

Attendees - 15,215

Exhibitors

 **233** FESTIVAL ARTISANS

 **14** CRAFT FOOD CREATORS

 **22** COMMERCIAL FOOD VENDORS

 **22** KID ROW ARTISANS

 **16** STEM EXHIBITORS

 **55** PERFORMANCES

DIY Festival Inclusion Program

 **5** ARTISAN SCHOLARS

 **5** ARTISAN MENTORS

 **24** SPONSORED FAMILIES

Programs

 **4** DIY DEMONSTRATIONS

 **9** ARTISAN WORKSHOPS

 **4** STEM WORKSHOPS

 **12** HANDS-ON DIY ACTIVITIES

DIY Festival Team

275 VOLUNTEERS

65 SEASONAL STAFF

A photograph of a woman wearing a straw hat and glasses, looking at a display of CBD products. The display includes a box labeled 'CBD' with '28', '60', and '75' mg options, and several boxes of 'CBD lip butter'. The woman is smiling and looking at the products. The background shows other festival booths and people.

“

My favorite part of this festival is supporting local artists and craftspeople. I love finding that one of a kind treasure, and I love watching some of my favorite artists grow and improve their skills.

- 2019 DIY Festival Artisan



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



This year's lounge featured a glittering, baroque-themed garden conservatory in the heart of all the Festival's action. VIP ticket holders enjoyed food prepared by Harmons' chefs, craft cocktails, foodie demos, pairings, and exclusive VIP cabaret performances each day.



The DIY Festival hosted 55 local performers in dance, music and performance art on the SLUG Magazine and KRCL stages.



KIDS' AREA LEAVE YOUR MARK PARK PRESENTED BY MARK MILLER SUBARU

a hands-on play area for children to learn about the power of “giving.” Inspired by the mission of the Subaru Love Promise, the Leave Your MARK Park invited children of all ages to participate in a variety of fun and interactive DIY crafts. Crafting activities were led by Mark Miller Subaru’s Love Promise Partner: The Malinois Foundation, Discovery Gateway, Volunteers of America, Nuzzles & Co. and The Sharing Place. Activities included:

- Hands-on crafting activities
- Face painting
- Colored Craft Hair by Paul Mitchell Hair School
- A bounce house

KID ROW

Kid 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, 3D LED Robot, and Ultraviolet Sunprints.
- **STEM Workshops:** Featuring interactive and hands-on creative experiences that are fun for all ages. Topics included Chemistry Demos by Westminster College ACS, Science of Sound by The Leonardo, Robotics Demos by Ames Amperes, and Virtual Reality artmaking by Salt Lake City Public Library.



ARTISAN WORKSHOPS

- 9 workshops were offered on site at the 2019 DIY Festival. Each workshop was led by a local artisan with expertise in the craft,
- A total of 92 people participated in workshops and every participant created their own hands-on project to take home.
- 4 workshops sold out at capacity.
- Workshops included: Tie Dye, Paper Poppies, Mini Wall Hangings, Cookie Decorating, Coffee-Tasting Workshop, Cold-Process Soap, Llama Shrinky Dink Pins, Embroidered Keychains, and DIY Incense.

DIY DEMONSTRATIONS



- Live tote bag screen printing with Copper Palate Press
- Utah Museum of Fine Arts' ACME Session with local artist Emily Quinn Loughlin
- Live Painting: Mural & Interactive Lettering Project with the Salt Lake Lettering Club
- Live Mural Painting by Local Artists in partnership with The Blocks



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 all local makers with opportunities to creatively and economically thrive. In 2019 the program provided:

- **Application Assistance Days:** This program aims to address the digital divide by providing technical assistance with the artisan application process and provide professional photography services to ensure the best representation of the artisan's work. This year we held four Application Assistance Days at the Salt Lake City and South Jordan Libraries. Of those who attended the 2019 Application Assistance Days, 77% completed and submitted Festival applications. Of those that completed the application process, 70% were accepted to participate as an exhibitor, and 65% actually participated in the Festival as vendors.
- **Artisan Scholarships and Mentoring program:** Five first-time Festival vendors with annual household incomes must fall below the 50% AMI (Area Median Income) bracket of their county of residence were selected to be Artisan Scholars. They were selected by our Artisan Scholarship Jury from a pool of 28 applicants. We added a new aspect to our evaluation this year, which was an in-person interview process for 10 finalists. The 5 scholars were selected by the jury based on their needs as emerging artisans and eagerness to grow as creative professionals.

The artisan scholars received small business training, continued one-on-one mentoring before, during and after the Festival from seasoned DIY Festival alumni, waived booth fees, and assistance with creating their booth display. We are thrilled to provide these burgeoning entrepreneurs with a solid support base from which to launch their businesses.

Additionally, we were able to offer 5 Artisan Scholarships to Kid Row artisans this year. Funds were used to waive booth fees for Kid Row scholars whose family's household income was below 50% AMI for their county of residence.



THE DIY FESTIVAL INCLUSION PROGRAM:

- **Sponsored Families Program:** With community partners, Craft Lake City identified and extended invitations to 24 families (139 total family members) from under- represented and/or socially or economically excluded communities for a full festival experience including entry fees, food vouchers, kids crafts, STEM activities, and merchandise.

In addition to the families that were sponsored to attend the festival, we also piloted a new program with the International Rescue Committee to provide admission to the festival for refugee entrepreneurs as attendees. The goal of this program was so allow them to see what the event was like in case they wanted to apply to participate next year.

OTHER IMPROVEMENTS TO THE DIY FESTIVAL

- **Moved Festival Indoors** - With the relocation to the Utah State Fairpark, Festival exhibitors and attendees were able to enjoy the comfort of shade and air conditioning.
- **Art Installations** - The expanded space allowed us the opportunity to collaborate with local nonprofit Clever Octopus and local artisan Mr. Pauper to use discarded and upcycled items to create extraordinary and whimsical visual installations in each of the Festival buildings.
- **Increased Exhibitors** - This year, we were able to accommodate 28 more local artisans, craft food creators, and STEM exhibitors, providing even more entrepreneurs with the chance to participate in the event.
- **Cabaret Performances in VIP** - VIP patrons enjoyed “dinner theater elevated” with exclusive nightly cabaret performances. Performances ranged from burlesque dancers to hula hoop performers.



“

I've gained unique and diverse followers through the networking made possible by Craft Lake City. It affords you the face-to-face opportunity to discuss your business and its products with a captive audience who are not only willing to support you, but are LOOKING to support you."

- 2019 DIY Festival Artisan



“It’s for everyone! Kids. Moms. Dads. Families. Singles. It’s a great date spot and it’s just fun for everyone.”



“The best part of the DIY Festival is the unique variety of talented and inspiration found in all types of exhibits. I liked the layout and location this year as well.”

FIRST ANNUAL CRAFT LAKE CITY HOLIDAY MARKET



HOLIDAY MARKET BY THE NUMBERS

Attendees - 2,612

Exhibitors

 **94** FESTIVAL ARTISANS

 **20** MONARCH STUDIO ARTISANS

 **7** CRAFT FOOD CREATORS

 **5** FOOD VENDORS

Holiday Market Staff Team

 **28** STAFF

 **31** VOLUNTEERS





“

As an artist from Ogden, it was nice to have a festival event close to my home. Craft Lake has a history of well organized events and I appreciate the professionalism they brought. I also think the Monarch is a perfect venue for this type of market. It is encouraging to see organizations such as Craft Lake investing in the Ogden Arts community.

We broke all of our previous sales records at this event and gained a lot of new customers. We were also able to make some connections in other cities in Utah that will help us expand."

- 2019 Holiday Market Artisan

SOCIAL MEDIA INTERACTIONS IN 2019



INSTAGRAM +19.6K FOLLOWERS



FACEBOOK +1,156 LIKES



TWITTER +276K TWITTER IMPRESSIONS

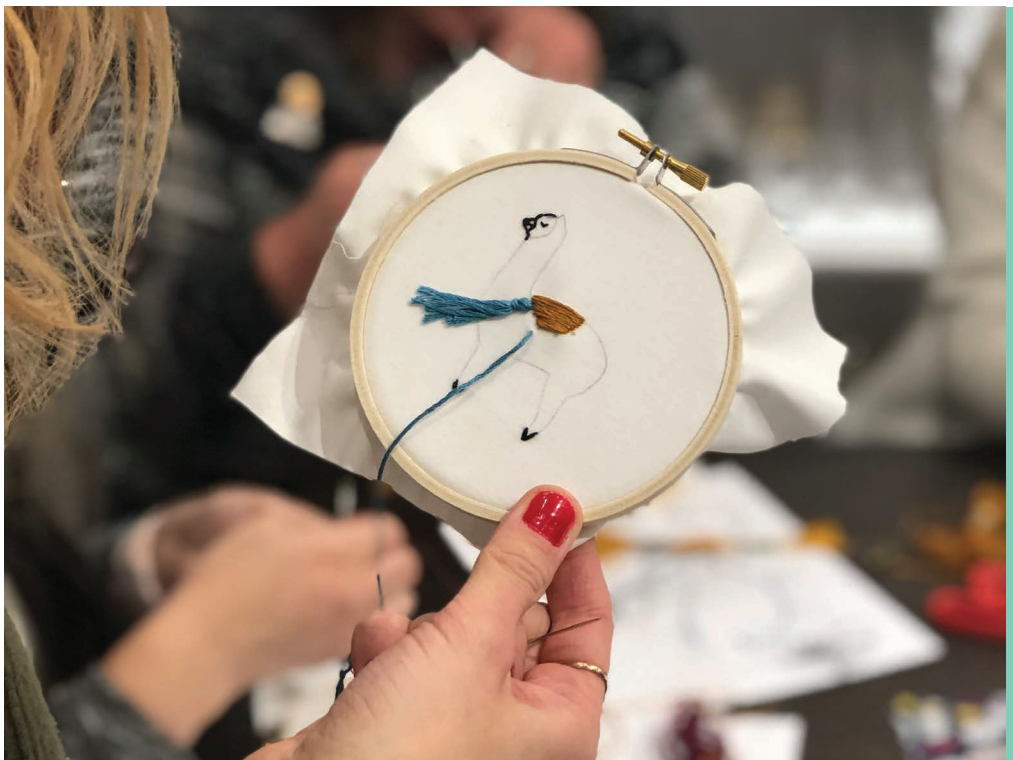


“What better way to support our local community/economy and to keep the arts/crafts alive. Also, it's a great way to stick it to the man.” - Salt Plate City

A person is shown from the chest up, wearing a dark sweater, writing the words 'Craft Lake City' in a cursive script on a piece of paper. 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 upper half 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 the artists within themselves .



MONTHLY WORKSHOPS TEACH DIY SKILLS TO THE COMMUNITY

In 2019, Craft Lake City held:
49 ARTISAN WORKSHOPS
taught by 31 local artisans serving over 660
community members at 10 partner locations.

Workshops Included:

Watercolor, Embroidery, Empanadas, Wall Hangings, Lithuanian Eggs, Macrame, Herbal Balms, Glass Pendants, Cold-Pressed Soap Making, Shibori, Calligraphy, Visible Mending, Jewelry Making, Knitting, Wreath-Making, Cake Decoration, and Cyanotypes.

NEW Workshops in Ogden

Leading up to the First Annual Craft Lake City Holiday Market, we offered 2 workshops at The Monarch in the Nine Rails Creative District in Ogden. This partnership gave us the opportunity to reach even more participants from Northern Utah areas.

WORKSHOP PARTNER LOCATIONS:



“This was so fun and well paced, perfect for 2 hours. The instructor was excellent, knowledgeable, reassuring and fun.”



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.



SUMMER 2019

CELEBRATION OF THE HAND: WE ARE MAKERS

For the summer 2019 installment of Celebration of the Hand, local poets wrote short poems informed by Craft Lake City's slogan "We are Makers, We are Builders, We Dreamers, We are Performers, We are Entrepreneurs, We are Crafters ... We are Craft Lake City." The poems were then submitted to The Salt Lake Lettering Club, a local collective of hand-lettering artists. Using digital lettering techniques, Salt Lake Lettering Club members created visual interpretations of the poetry. This unique collaboration showcases the work of multiple artists as they express stories and ideas with the community at large.

WINTER 2019

TOLERANCE: SALT LAKE CITY

From January through April 2019, the outdoor plakat frames shared a preview of the Tolerance posters on view at the Utah Museum of Fine Arts (UMFA). The plakat installation for Tolerance: Salt Lake City is sponsored by the Utah Museum of Fine Arts. Tolerance: Salt Lake City is an international traveling poster exhibition organized by designer Mirko Ilić and co-produced with Salt Lake City's Dallas Graham. The posters were created by designers from across the globe, in their language, exploring the theme of tolerance.





SPRING 2019

WAKE THE HIVE

Presented in partnership with Equality Utah, the Wake The Hive installation highlighted the work of Equality Utah and the celebrations and challenges currently present in our local LGBTQ+ community, while providing visually inspiring and interactive designs meant to engage viewers and passersby.



CALL FOR ENTRIES

STATEWIDE ANNUAL EXHIBITION 2019:
MIXED MEDIA & WORKS ON PAPER

Registration open now through October 20.
No entry fees.

ABOUT STATEWIDE ANNUAL JURIED EXHIBITION

Visual arts competitions and exhibitions have been a program of Utah Division Arts & Museums since 1899, providing juried exhibitions open to all artists across the state of Utah. The Statewide Annual juried exhibition surveys the best emerging and professional artists in Utah.

Two out-of-state artists or arts professionals travel to the Rio Gallery to jury the exhibition and choose works for display.

AWARDS

- One \$1,000 Best in Show
- Six \$600 Jurors' Awards
- Two Honorable Mentions
- One People's Choice Award

SUBMIT HERE



[artsandmuseums.utah.gov/
statewide-annual/](https://artsandmuseums.utah.gov/statewide-annual/)

CENTER FOR
THE LIVING CITY
**Craft
Lake
City** **The
Rio
Gallery
Museum of
Permanent
Art**

> artsandmuseums.utah.gov/visualarts

Utah Division of
Arts & Museums

FALL 2019 STATEWIDE ANNUAL

Presented in partnership with Utah Division of Arts & Museums, the Statewide Annual installation highlights the work of past Statewide Annual Exhibition award winners and artwork acquisitions, with a spotlight on this year's call for entries. The Statewide Annual theme rotates between Mixed Media & Works on Paper, Craft, Photography, Video & Digital works, and Painting & Sculpture. Works are chosen for display by two out-of-state artists or arts professionals who travel to the Rio Gallery to jury the exhibition.



THE BLOCKS KIOSK PROJECT

Craft Lake City partnered with The Blocks to present Feminine Focus, an exhibition that explores themes of identity, empowerment, community and feminism. Displayed in kiosks along Main Street in downtown Salt Lake City, Feminine Focus features work by eight local artists: Ashley Love, Brighton Carper Ballard, Deadbinky, Heather Mahler, Squid Vishuss, Tiny Messy, Tragic Girls and Veronica Perez. The Blocks programs artwork in the downtown kiosks on a seasonal basis, presenting an opportunity for the local creative community to introduce more dialogue, color, and voice into Salt Lake City's downtown atmosphere and public realm.



VOLUNTEERS

“Being around everyone involved behind the scenes and feeling like I was helping the artistic community.”

VOLUNTEERS



314 VOLUNTEERS

1366 VOLUNTEER HOURS



A hand is shown holding a small, round, knitted object that resembles a sloth or a small animal with a face. The background is a solid teal color. The text is overlaid on the image in a bold, white, sans-serif font.

11TH ANNUAL CRAFT LAKE CITY DIY FESTIVAL COMMUNITY IMPACT STORIES



OH! FUDGE MAKER: REBECCA VERNON

At the 2019 Craft Lake City DIY Festival Oh, Fudge! Maker, Rebecca Vernon made the move from being a festival attendee to an artisan and found the experience more easily achievable than she originally thought.

“Well, in past years, I always felt like a spectator. I had thought about participating as an artisan in some way, but didn't feel like I had anything to offer.” It is common for artists to believe they don't have anything to offer the craft world. Craft Lake City works to breakdown those disabling beliefs and open the door for new artists to participate and learn that they too are makers. “I learned that you don't need to be an expert and you don't need to have an Etsy account and you don't need to know exactly what you're doing to be part of Craft Lake City – you can just think of something, be creative, and make your DIY contribution happen your way.” Vernon's faith in herself and her product paid off - she sold out every night of the event!



FIRST-TIME ARTISAN FEATURE: MADDIE MORRIL

First-time participant Maddie Morril had an incredible experience as an Artisan Scholar at the 11th Annual Craft Lake City DIY Festival. The Artisan Scholarship and Mentor program offers first-time artists business training, networking opportunities, waived booth fees, and one-on-one mentorship before, during and after the Festival. “The main reason I chose to participate in Craft Lake City was to meet and connect with local artisans,” said Artisan Scholar Maddie Morril. “I decided to try out multiple things to get me involved with the local community, and the DIY Festival was #1 on my list. I had hoped to meet fellow artists, but what I recieved was much more than that. I created friends and business partners, and I even landed my dream job due to the interactions I made that weekend. My life has changed for the better in such drastic ways simply for those reasons, and I know I’ll only add more friends to that list with each Festival I attend.”



COMMUNITY PARTNER STORY

International Rescue Committee

This year, one of the Community Agencies we partnered with as part of the Craft Lake City Sponsored Families Program was the International Refugee Committee (IRC). This program offers local families from diverse backgrounds a complete festival experience, including admission, tickets to the Kids Area, STEM crafts, food and beverage vouchers and Craft Lake City merchandise. Elsa Dieterle from the IRC reported that, “I had a wonderful experience at the DIY Festival, as did the sponsored families that I work with. The outdoor kids’ area was particularly impressive and engaging!” “ [The Festival] raised my awareness about the numerous diverse individuals who comprise the arts community in Salt Lake City. I particularly appreciated the few one-on-one conversations I had with artisans, which was an opportunity to learn about their story and work.”



FINANCIAL SUPPORT & REVENUES

2019 FINANCIAL OVERVIEW



Income

Income

\$648,154

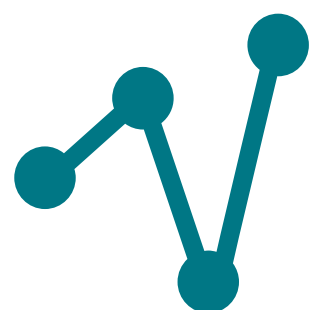
In Kind Donations

\$115,109



Grants, Sponsors & Donors

\$278,629



Program Revenue & Earned Income

\$369,525

2019 SUPPORTERS, PARTNERS & SPONSORS



PARTNERS



Supporters

- Salt Lake County Zoo, Arts, & Parks
- George S. & Dolores Doré Eccles Foundation
- Dominion Energy Charitable Foundation
- National Endowment for the Arts
- Salt Lake City Corp
- Sorenson Legacy Foundation
- Salt Lake City Arts Council
- Utah Division of Arts & Museums
- Lawrence T. & Janet T. Dee Foundation
- Jack & Dorothy Byrne Foundation
- Rocky Mountain Power Foundation
- Willard L. Eccles Foundation
- Lewis Family Foundation

PARTNERS

- Equality Utah
- Utah Museum Of Fine Arts
- The Blocks SLC
- Utah Humanities
- Greenbike
- The Center For The Living City
- The Temporary Museum Of Permanent Change
- West Elm City Creek
- Natural History Museum Of Utah
- Gallivan Center
- The Stockist
- The Monarch
- Skinworks School of Advanced Skincare
- Argentina's Best Empanadas
- The Clever Octopus

COMMUNITY PARTNERS

- Urban Indian Center Of Salt Lake
- International Rescue Committee
- Glendale Mt. View Community Center
- Waterford Upstart
- Salvation Army
- Big Brothers Big Sisters Of Utah
- Neighborworks Salt Lake



SPONSORS

PRESENTING DIY FESTIVAL SPONSOR

HARMONS
NEIGHBORHOOD GROCER™

DIY FESTIVAL NATIONAL SPONSORS

Coca-Cola

Google fiber

DIY FESTIVAL LOCAL SPONSORS

- Mark Miller Subaru
- Park City TV
- KCPW 88.3 FM
- KRCL 90.9 FM
- KUER 90.1 FM
- Planned Parenthood
- Association of Utah
- Utah State Fairpark
- IRIS Piercing Studio & Jewelry Gallery
- HUGE Brands
- 24tix.com
- XMission
- SLUG Magazine
- Sparrow Electric
- Utah STEM Action Center
- Silicon Slopes Utah

HOLIDAY MARKET L SPONSORS

- The Monarch
- Sparrow Electric
- Roosters Brewing Co
- Five Wives Vodka



ORGANIZATIONAL UPDATES



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

- Chad Dorton
- Jessica Thesing
- Pamela Olson
- Julie Bjornstad
- Nick Hoffmann
- Brittany Golden
- Bill Harty
- Alan Peck
- Becca Taylor
- Jacqueline Whitmore

New Internal staff positions 2019

Festival Food & Beverage Assistant Manager
Entertainment Team Assistant
Lead Zone Manager
Google Fiber Ambassador
Production Assistant



GOALS

GOALS REACHED IN 2019

Expanded Craft Lake City DIY Festival Inclusion Program to include Kid Row Scholarships

Restructure year-round contract positions

Increased the number of volunteers participating in the 11th Annual DIY Festival by 22%

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

Expanded Workshop Venues to include The Monarch in Ogden, UT

Launched 1st Annual Craft Lake City Holiday Market in Ogden

Expanded STEM programming by hosting Google Fiber STEM Nights at Title I Schools

Expanded service offerings to include Provo and Ogden.

GOALS FOR 2020

Expand Craft Lake City DIY Festival Inclusion Program to include application waivers and STEM Exhibitor Scholarships

Continue to expand year-round STEM programming

Increase diversity amongst Craft Lake City's Advisory Board Members

Increase grant revenue by 10%

Increase number of community partnerships

THANK YOU

Thank you for your generosity and continued support of our mission to educate, promote and inspire local artisans while elevating the creative culture of the Utah arts community. With the growth in support from donors, sponsors, local businesses, community partners, volunteers, and phenomenal artisans Craft Lake City has been able to expand our programming and services tremendously in 2019. We are grateful for the ability to continue our work in 2020.

