

# CRAFT Lake CITY

**2021 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

As we recap our 13th year, I can't help but reflect on Craft Lake City's humble beginnings as a small, 100% volunteer-run one-day event first held in 2009. Now we have grown into a 501(c)3 nonprofit organization offering year-round programming and employing over 60 contractors annually. I'm filled with gratitude for Utah's creative community and our generous supporters that have made this transformation possible.

We are incredibly thankful to have had such a triumphant year in 2021 with numerous programmatic expansions for the organization. In-person craft workshops slowly resumed with a new partnership at Valley Fair. Craft Lake City Business Academy expanded with 10 professional development online training sessions. We collaborated with Pasifika Enriching Arts of Utah to launch "Pacific Island Heritage Month Day" at the DIY Festival, in honor of August being declared Utah Pacific Island Heritage Month by Governor Cox. We launched two new curation partnerships with Modern West Fine Art and Real Monarchs. We expanded our Community Inclusion program to include the Third Annual Craft Lake City Holiday Market and lengthened the event from one to two days.

We look forward to continuing to expand upon the foundation we've built in 2022, while dreaming up new ways to innovate, educate, promote and inspire local artisans. After all, it's our mission to elevate Utah's arts community through science, technology and art.

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

All My Best,

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.



# 13th Annual Craft Lake City DIY Festival Presented By Harmons



The 13th Annual Craft Lake City® DIY (Do-It-Yourself) Festival® Presented By Harmons took place August 13-15, 2021 at the Utah State Fairpark. The Annual DIY Festival served **283 artisans, 16 craft food creators, 25 commercial foodies, 28 Kid Row artisans, 19 STEM exhibitors, 55 performers, and approximately 11,700 attendees.** New this year was the addition of a major headlining performance on Friday night, Utah native Ritt Momney. Other new additions to the festival programming included the Best Friends Dog Park and the Pacific Islander Heritage Month Day. The festival layout this year utilized the promenade space outdoors for vendor booths, allowing us to accommodate 29 more local vendors than in 2019 to showcase their wares. This year we were pleased to introduce street performers and buskers to amplify the festival ambiance both indoors and outdoors.



” This Festival has, over the last several years, taught me to be better at pop up shows, which has led to an increase in revenue. It has also helped me up my game in photographing my work to list online for an Etsy shop, as well as connecting with other artists that have shared tips and knowledge around marketing and social media strategies. I’ve learned to raise the bar a bit higher every year in my expectations from the income I get from my work and my business. AND it has become my absolute favorite event of the year.

” Especially after COVID-19 disrupted our community so much, it was just so wonderful to see our community come together and appreciate all the amazing diversity of the people we have and the things they create.

” It was so much fun. Every booth I saw had something that interested me and everyone was so nice!! The food was also so good & there was plenty of room to just sit down and chill for a bit. 100% will come back next year

\*These quotes come from anonymous feedback submitted on our 2021 DIY Festival Exhibitor Survey, and are not necessarily attributable to the pictured exhibitors.

# Third Annual Craft Lake City Holiday Market

3,332  
ATTENDEES

94  
ARTISANS &  
CRAFT FOODIES

21  
MONARCH ARTISTS  
IN RESIDENCE

7  
COMMERCIAL  
FOOD  
VENDORS

The Third Annual Craft Lake City Holiday Market was held at The Monarch in Ogden's Nine Rails Creative District on December 3rd and 4th. Featuring **94 artisans and craft foodies, 21 Monarch Artists in Residence, 7 commercial food vendors**, the Third Annual Craft Lake City Holiday Market provided an excellent opportunity for visitors to shop small this holiday season by purchasing high-quality, handcrafted, locally made items. We expanded this year from a Friday only to a two-day event, which attracted approximately **3,332 attendees**. Additionally, **32 Holiday Market exhibitors** were new to Craft Lake City, a true testament to our outreach efforts among the burgeoning local maker scene.



” I feel very honored to get to participate in Craft Lake City. There is such a high caliber of vendors selected and I think that attracts a great clientele.

” I love the Craft Lake City market. Not only are all of the vendors so kind, the staff is always beyond helpful. I also always get to reach new customer bases that I would never expect!

\*These quotes come from anonymous feedback submitted on our 2021 Holiday Market Exhibitor Survey, and are not necessarily attributable to the pictured exhibitors.



# ARTISAN WORKSHOPS



This year we offered our craft workshop series in a variety of formats to accommodate attendees' differing comfort levels around public gatherings: in-person, live-streaming, or pre-recorded. **In 2021, we produced a total of 33 workshops;** 19 in-person, 9 live-streaming, and 5 pre-recorded, and served over **395 community members.** These classes were taught by **27 artist instructors, 9 of which were new to teaching workshops with Craft Lake City.** Workshop topics included crochet, embroidery, Egyptian kyphi incense, collage journals, forged-metal earrings, watercolor, calligraphy, and punch needling. We are also excited to have offered our first bi-lingual Spanish language workshop at the DIY Fest. Additionally, we added two new community partners, Valley Fair and the University of Utah LGBT Resource Center, while reactivating our partnership with the Natural History Museum of Utah for a series of live streaming classes.

## IN 2021, WE PRODUCED:

- 33 WORKSHOPS
- SERVED OVER 395 COMMUNITY MEMBERS
- 27 ARTIST INSTRUCTORS  
9 OF WHICH WERE NEW TO TEACHING WORKSHOPS WITH CRAFT LAKE CITY



# CRAFT LAKE CITY BUSINESS ACADEMY

In 2021 we launched a five-week intensive professional development cohort-style program called Craft Lake City Business Academy: Grow Your Business Plan. This online series equipped emerging entrepreneurs with the support and skills they needed to successfully build an effective growth strategy by creating a business plan based on a product launch at the 13th Annual Craft Lake City DIY Festival Presented By Harmons. **The series was taught by 5 successful local female entrepreneurs** with decades of business experience between them. Business Academy students received one-on-one mentoring while learning how to build a brand, sell handmade products online and in-person, manage inventory and finances, master customer service and much more. The program, which was sponsored by Celtic Bank, had **17 participants, with 14 completing their capstone project** and receiving their certificate of completion. GREENBike also generously sponsored one scholarship for a CLC Academy student to exhibit at the DIY Festival.

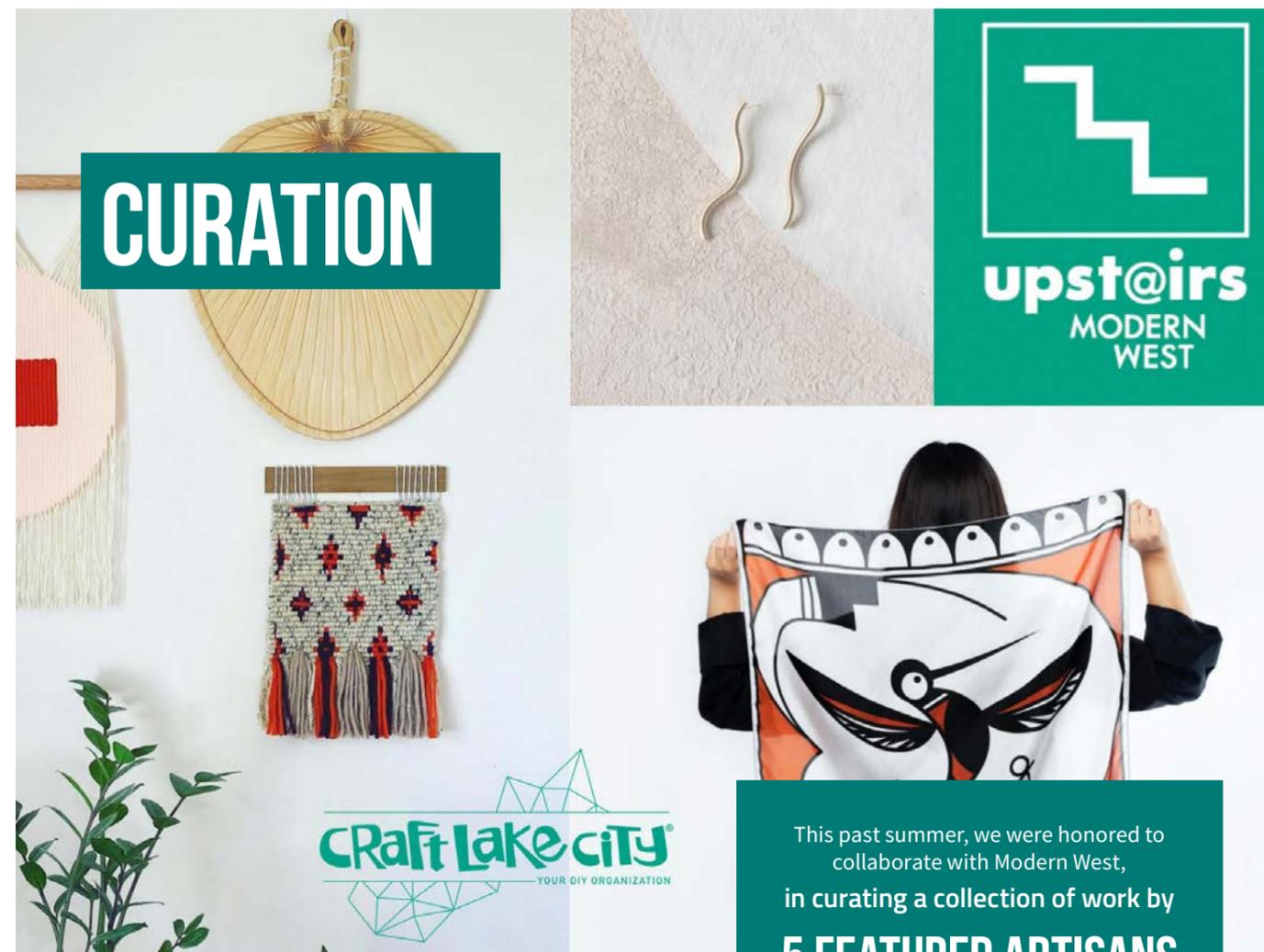


## Craft Lake City Business Academy: Grow Your Business Plan

The series was taught by 5 successful local female entrepreneurs

**17** Total participants

**14** Participants completed their capstone project and received their certificate of completion



This past summer, we were honored to collaborate with Modern West, in curating a collection of work by **5 FEATURED ARTISANS**

From the 13th Annual Craft Lake City DIY Festival Presented By Harmons.



We also partnered with Real Salt Lake for an exclusive pop-up event featuring

**6 LATINX ARTISANS**

**1,900 ATTENDEES**

Craft Lake City's curation partnerships provide local artists with additional opportunities to gain exposure within the Utah arts community. Services include the curation of art and/or artisans for local exhibitions or community events. This past summer, we were honored to collaborate with Modern West, a gallery and exhibition space in Salt Lake City that celebrates contemporary art of the West, in curating a collection of work by **5 featured artisans** from the 13th Annual Craft Lake City DIY Festival Presented By Harmons. The exhibition included opening and closing receptions and was open to the public for **6 weeks**. We also partnered with Real Salt Lake for an exclusive pop-up event featuring **6 Latinx artisans** tabling at Real Monarchs' Hispanic Heritage event at the Zion's Bank Stadium in September. Combined, we estimate **1,900 attendees** for these two curation projects.

# COMMUNITY INCLUSION PROGRAM



Established in 2015, the Craft Lake City Community Inclusion Program seeks to foster a creative community that is accessible to and representative of all Utahns by supporting individuals from refugee, under-represented, and/or socially or economically excluded communities in order to provide opportunities to creatively and economically thrive. This year our Community Inclusion Program grew tremendously in terms of people served and funds expended. For the first time ever, we replicated our Sponsored Families and Sponsored Entrepreneurs Program for the Annual Craft Lake City Holiday Market, targeting underserved populations in Weber County.

## SCHOLARSHIPS & APPLICATION FEE SUPPORT

Building on our commitment to inclusion and the financial toll of the pandemic on the creative community, Craft Lake City continued to expand its financial support to exhibitors in 2021. **This year, we awarded 27 scholarships and 25 application fee waivers totaling \$11,763** to exhibitors and performers participating in either the 13th Annual Craft Lake City DIY Festival Presented by Harmons or the Third Annual Craft Lake City Holiday Market. **This is a 336% increase in support to participants from 2020 and a 381% increase from 2019!** Scholarships and fee waivers allowed financially struggling artisans, craft foodies, Kid Row entrepreneurs, performers, and STEM makers the opportunity to fully participate in our programming to promote their work to new audiences, network with other Utah creatives, and have a chance to grow their sales.

## ARTISAN SCHOLARSHIP & MENTOR PROGRAM

Again this year, **5 first-time DIY Festival artisans** with annual household incomes below the 50% AMI (Area Median Income) bracket of their county of residence were selected to be Artisan Scholars. The Artisan Scholarship & Mentor program includes waived booth fees, one-on-one mentorship, and business training. Artisan Mentors act as a bridge between Craft Lake City and Artisan Scholars, providing critical knowledge and experience that helps prepare scholarship recipients to exhibit at the DIY Festival. New this year, we expanded the business training portion of the mentoring program from a one-day, four-hour training to include enrollment in the five-week professional development program, the Craft Lake City Business Academy: Build Your Business Plan (a \$400 value). All 5 scholars submitted a capstone project of a completed business plan and received a Craft Lake City Business Academy certificate. Additionally, each scholar was able to purchase \$200 in merchandising materials to use to professionally display their wares at the DIY Festival and beyond. This was an incredibly valuable benefit for these first-time exhibitors.

## APPLICATION ASSISTANCE

Since 2017, Craft Lake City has held Application Assistance Days at local libraries in traditionally underserved communities for anyone who would like assistance applying for the Annual Craft Lake City DIY Festival. At these events, 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.

This year, we offered **3 Virtual Application Assistance Days**, including a new event specifically for Holiday Market applicants. A total of **120 people** participated either live or watched the recorded version on our website at their convenience, an increase of **361%** from our (previously in-person) Application Assistance Days in 2019. The events featured a step-by-step review of the application and a presentation on product photography tips and tricks by a professional photographer.

## SPONSORED FAMILIES PROGRAM

Since 2015, Craft Lake City has invited families 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. This year, we replicated this program for the Third Annual Craft Lake City Holiday Market. Craft Lake City works closely with local community partners to identify these families and help coordinate their experience confidentially and with integrity. Through our Sponsored Families program, we partnered with local organizations to provide **36 families (245 people total, 146 of those being children under age 17)** with full Festival and/or Holiday Market experiences. We were able to allocate \$5,681 for the Sponsored Families Program this year. Community partners who facilitated the program this year included: Catholic Community Services, International Rescue Committee, NeighborWorks, Restoring Ancestral Winds, Utah Parent Center, Family Support Center Ogden, and Journey of Hope, Inc.

## SPONSORED ENTREPRENEUR PROGRAM

Created in 2019, the Sponsored Entrepreneur Program seeks to increase accessibility to creatives by demystifying what it takes to participate as a vendor in a Craft Lake City event. The goal of this program is for new makers to get a first-hand feel for the DIY Festival or Holiday Market with an experienced participant before making the commitment to apply to participate. The program provides one-on-one mentorship before, during and after the event with an exhibitor in the entrepreneur's same medium or category. This program can serve as the bridge between the entrepreneur's creative pursuits and the start of building a business around them. This year we continued to work with the International Refugee Committee (IRC) to provide this opportunity to **2 Sponsored Entrepreneurs**, one for the DIY Festival and one at the Holiday Market, with a total program cost of \$334.

## PACIFIC ISLANDER HERITAGE MONTH DAY

Our biggest new Community Inclusion Program endeavor this year was establishing a partnership with Pacifica Enriching Arts of Utah (PEAU) to launch Pacific Islander Heritage Month Day. Celebrated Saturday at the Festival, the day featured **5 cultural booths with free make-and-take crafts, 2 Pacific Islander food vendors, and 2 hours of cultural performances**. All PEAU exhibitor fees were waived, craft supply stipends were provided, honorariums were paid to performers, and a generous number of general admission tickets were provided to exhibitors' and performers' families (280 tickets in total). The goals of this new initiative are to raise awareness of, and celebrate, the diverse Pacific Islander community in Utah, while providing entrepreneurial opportunities for Pacific Islander artisans and food vendors.

## LANGUAGE ACCESSIBILITY

As part of our commitment to inclusive marketing and communications strategies in order to serve all Utahns in our community, we began marketing in Spanish and other languages. The craftlakecity.com website is now available to be viewed in over 100 languages. For the DIY Festival, we worked with Telemundo Utah to launch a Spanish language commercial campaign, including a live appearance on Acceso Total. We also began the process of translating and re-printing our DIY Festival and Holiday Market signage, starting with admissions, ticketing, and bathroom signage. Our attendee surveys for both events were also available in English or Spanish. We will continue this process of translating and re-printing new signage each year, as old signs become obsolete. Eventually, we would like to be able to offer the DIY Festival program in Spanish as well.





” The event is great for individuals who may face financial barriers that prevent them from engaging in these activities. I think it’s a great idea that you have expanded your scope to include families that may not have the resources to attend the festival otherwise.

” As a new DIY Festival participant, there was never a point where I felt confused or unsure about what was expected of me. All of the staff, volunteers, and participants were helpful and supportive every step of the way.

” It was great to have a mini refresher on things I am familiar with and also to be reminded of what I can keep top of mind for my own business. I enjoyed mentoring and providing information for others to use in their beginning stages. It was fun working with the other mentors and building up those connections more.

# UPDATE ON PLEDGE AGAINST RACIAL AND CULTURAL INJUSTICE

In 2020, Craft Lake City made a [Pledge Against Racial and Cultural Injustice](#). As part of that pledge, we promised to update the community on our progress, missteps, and the knowledge gained as part of Craft Lake City’s accountability and transparency efforts. Here is a recap of steps we have taken to uphold our pledge in 2021. We acknowledge that we still have work to do and that the work against institutional racism must be ongoing. We continue to stand in solidarity with BIPOC (Black, Indigenous, and People of Color) in asking for societal change that combats inequality and racism.

## WE PLEDGE

In 2021, our team completed a combined total of 201 hours of diversity and inclusion training facilitated by a variety of professionals in the fields of: disability access, racial equity, and social justice. These trainings included historical and educational components, resources for change and improvement, and lots of passionate discussion.

## WE PLEDGE

Craft Lake City highlighted the works of underrepresented groups through the [Celebration of the Hand: Safe Not Safe exhibition](#) and the [Local Voices: Utah Community Action installation](#). Additionally, scholarship funds were used to include the [Utah Black History Museum](#) bus as an exhibit at the 13th Annual Craft Lake City DIY Festival Presented By Harmons. Craft Lake City also implemented a tracking system to ensure all exhibitors participating in our events receive representation and promotion through our social media accounts.

## WE PLEDGE

In 2021, the following new partnerships provided economic opportunities for creatives from socially or economically excluded communities: [Pacific Islander Heritage Month Day](#) and [Hispanic Heritage Month Pop-Up](#) with Real Monarchs. We partnered with [Project Rainbow](#) to host a toy drive for LGBTQ+ families at the Third Annual Craft Lake

City Holiday Market. We began translating event materials and offered our first bi-lingual artisan workshop. Craft Lake City diversified our Sponsored Families community partner organizations and increased the number of family sponsorships.

## WE PLEDGE

Craft Lake City reviewed, revised and updated our 2021-2022 Diversity and Inclusion Strategic Plan, which was reviewed and approved by our Advisory Board. It was then reviewed by an external committee of community members with expertise in accessibility and inclusion, who made many great suggestions for improvements and revisions. These suggestions have given us an even greater understanding of ways we can broaden our scope for our updated Diversity and Inclusion Plan. At this time, Craft Lake City is working to completely reformat our Diversity and Inclusion Strategic Plan into detailed short and long term goals. In 2022, our Community and Inclusion Coordinator will continue work on this revision and we will start the review and approval process anew.

## WE PLEDGE

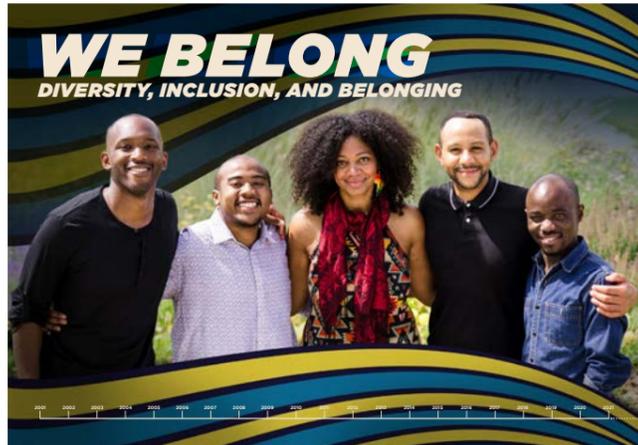
In addition to this Annual Report update, in April 2021 we provided the community with an interim update which remains available on our [website](#).



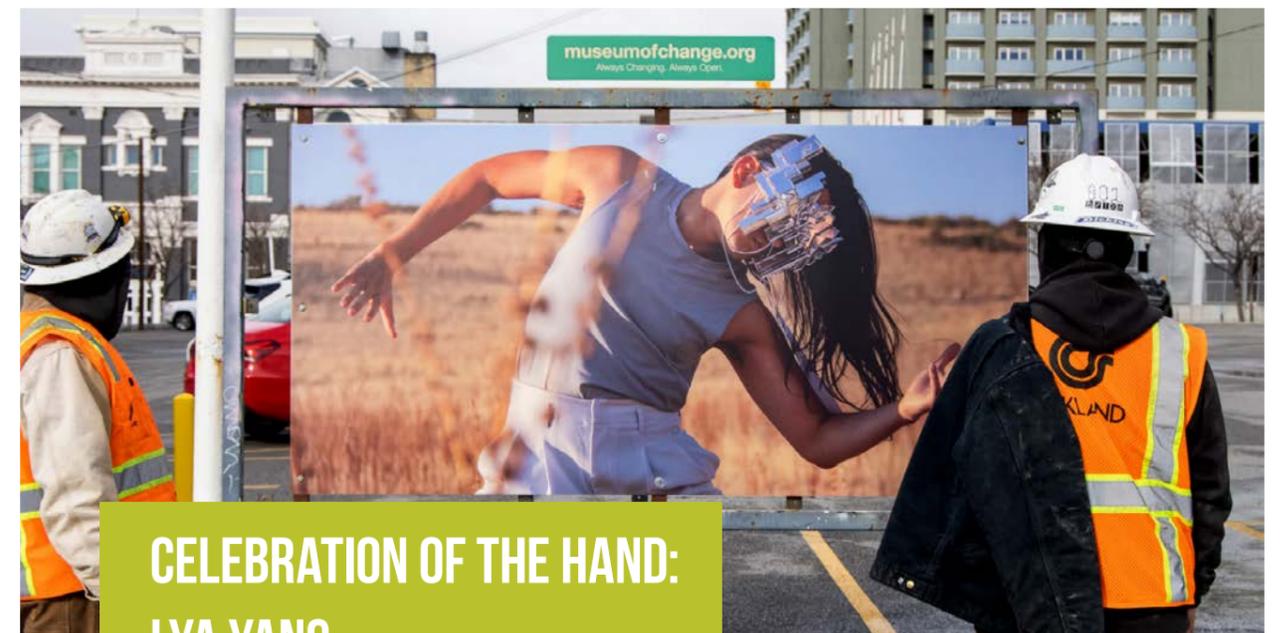
While we are proud of the work we have accomplished in 2021, Craft Lake City recognizes that there is still so much work to be done. We remain committed to this work and are truly excited for future opportunities to improve our outreach, highlight the wonderful work of diverse groups in our community, and continue to grow in our own personal development through education and conversation. We appreciate your feedback and suggestions as we continue to learn, examine our own practices, and work toward improvement.

Angela H. Brown  
Executive Director  
Craft Lake City

# CELEBRATION OF THE HAND AND LOCAL VOICES



Presented by Craft Lake City in collaboration with Center for the Living City and The Temporary Museum of Permanent Change, Celebration of the Hand and Local Voices are two 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 2021, Craft Lake City produced 5 installations highlighting the works of 32 local artisans and 2 non-profit organizations.** We also produced **live-streaming interactive discussions for all 4 exhibitions with a total of 185 participants.** These installations provide free, 24/7 access to high quality art to approximately **50,000 locals and visitors of downtown Salt Lake City each month.**



## CELEBRATION OF THE HAND: LYA YANG JANUARY - MARCH 2021

**5 INSTALLATIONS**

DURING 2021, CRAFT LAKE CITY PRODUCED 5 INSTALLATIONS HIGHLIGHTING THE WORKS OF 32 LOCAL ARTISANS AND 2 NON-PROFIT ORGANIZATIONS.

**185 PARTICIPANTS**

LIVE-STREAMING INTERACTIVE DISCUSSIONS FOR ALL 4 EXHIBITIONS WITH A TOTAL OF 185 PARTICIPANTS.

**600,000**

50,000 LOCALS AND VISITORS OF DOWNTOWN SALT LAKE CITY EACH MONTH.

*In Celebration of the Hand: Lya Yang*, the artist shared 14 photographs of individuals wearing fragmented mirror masks against diverse Utah landscapes. The collection of work evolved from a previous project titled *Mirror Helmet*, in which a block-formed headpiece constructed from mirrors was photographed to distort and reflect different surroundings. In this new variation, the mirrored masks were more compact and highly

fractured, creating meaning from collective fragments rather than reflecting a specific scene. The images explored themes of place, identity and anonymity, and sought to capture the beauty found in imperfection. To accompany this exhibition, Craft Lake City held a free virtual Lunch & Learn event with the artist, Lya Yang. Virtual attendees had the opportunity to meet Yang, view some of her work, share ideas and ask questions.



## LOCAL VOICES: UTAH COMMUNITY ACTION FEBRUARY - JUNE 2021

*Local Voices: Utah Community Action* was a street side installation of six plakats designed by Utah Community Action (UCA), each highlighting one of their six core programs—Head Start, Adult Education, Case Management & Housing, Nutrition, HEAT, and Weatherization—which address barriers to self-reliance to empower individuals, strengthen families and build communities through education programs. The series invited community members to “re-imagine” a family’s journey to self-reliance. Founded in 1965, UCA is a nationally recognized provider of comprehensive services for income-eligible families, who served 60,887 individuals impacted by COVID-19 and other financial hardships in 2020 alone.

The installation was part of their greater 2021 virtual giving campaign, under the theme re-IMAGINE, to raise financial support and continue providing on-going services to the community. In addition to including QR codes on each plakat where viewers could make contributions to UCA’s fundraising campaign, members of the public were invited to join Craft Lake City and Utah Community Action for a free virtual Lunch & Learn event, where attendees had the opportunity to learn more about UCA, ask questions about their community-based programs, and share ideas inspired by the plakat installation. The campaign raised over \$91,000 for UCA’s programming.



### 2021

Our nation may be polarized, but during our annual Allies Gala we are united by music, love, and queer power politics. Here we forge a future that celebrates all Utahns. Over the years our signature event has evolved to become Utah’s very own Met Gala. You never know what wild fashion you will see staying the runway! Join us on October 2nd at the Eccles Theater.

Over the past 20 years we have learned that there is nothing we can’t achieve together. Forces may work to divide us. Some will always try to pit “us” against “them.” But “We” can break the pattern. We can embrace our shared humanity and find new ways to reconnect and belong to each other. That is the magic and power of the LGBTQ and Allied community. We invite you to continue with us in this work for the next 20 years.



## LOCAL VOICES: 20 YEARS OF EQUALITY UTAH MAY - JUNE 2021

Celebrating 20 years of Equality Utah, *Local Voices: 20 Years of Equality Utah* highlighted important moments from the organization’s advocacy work championing diversity, inclusion and belonging in Utah through 10 dynamic designs featured in 14 street side plakats. The artwork featured quotes and reflections from prominent activists and leaders including Laverne Cox, Doug Wortham and Equality Utah Executive Director, Troy Williams. Equality Utah is the premier LGBTQ civil rights

organization in Utah and leads efforts at the state and local levels to secure equal rights and protections for LGBTQ Utahns and their families. Visitors had the opportunity to scan a QR code to take an audio tour of the installation with narration provided by 90.9 FM KRCL. A free, virtual Lunch & Learn event was held as part of this installation and featured a discussion of the history of Equality Utah with Troy Williams, as well as an introduction by SLC Mayor Erin Mendenhall.



**CELEBRATION OF THE HAND:  
WE ARE PERFORMERS  
JULY - OCTOBER 2021**

*Celebration of the Hand: We Are Performers* was a retrospective outdoor exhibition presented by Craft Lake City and The BLOCKS, with additional funding from Utah Humanities. Celebrating 13 years of The Annual Craft Lake City DIY Festival, this installation featured digital designs by festival participants whose work was inspired by a pre-recorded performance of a musical artist or performing group who previously participated in the Annual Craft Lake City DIY Festival. Each artwork represented a specific year that artist and performer participated. Installed in 4'x8' streetside frames, each work included a QR code

that gave passersby the opportunity to watch or listen to the performance that inspired the visual piece. The public was invited to join Craft Lake City for a free virtual Lunch & Learn event led by two humanities scholars, Jason Rabb, Librarian at the Salt Lake City Public Library and Crystal Young-Otterstrom, Executive Director of Utah Cultural Alliance. The discussion covered the rich history of performing arts in Utah, including both movement and musical performance. Humanities scholars discussed how the performance styles connect to the performers' individual heritage and culture, and to the greater history of Utah.



**CELEBRATION OF THE HAND:  
SAFE NOT SAFE  
OCTOBER 2021 - JANUARY 2022**

*Celebration of the Hand: Safe Not Safe*, conceived by Denaé Shanidiin with photographs by Jonathan Canlas, featured eight works from an ongoing project exploring Utah's BIPOC (Black & Indigenous People of Color) and 2SLGBTQIA (2 Spirit, Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, and Asexual) communities and their experiences living here. Individuals were asked to present themselves in a space where they felt the safest as well as a

space where they did not feel "safe". They were then photographed in each place and asked to reveal their thoughts and feelings on each location. The public was invited to a free virtual Lunch & Learn event with Kaneischa Johnson, inclusive leadership and culture advocate, leading a discussion with the two creatives behind the project, Denaé Shanidiin and Jonathan Canlas.

# SOCIAL MEDIA AND WEB PRESENCE

## TOTAL FOLLOWERS IN 2021

 24.1K (+2.3k)

 4.4K (+2k)

 3.8k followers  
197.7k impressions

## TOTAL NUMBER OF POSTS IN 2021

 508

 470

 538

## TOTAL INTERACTIONS/ ENGAGEMENTS IN 2021

 37.9k likes  
76k reach

 4.4k page likes  
112.7k reach

 2k engagements  
1k likes

## WEBSITE

55,638 Users

55,045 New Users

82,039 Sessions

211,643 Pageviews

2.58 Pages/Session

63% Bounce Rate

# WHO WE SERVE



528

ARTISANS



11,649

13TH ANNUAL CRAFT LAKE CITY DIY FESTIVAL ATTENDEES



3,332

THIRD ANNUAL CRAFT LAKE CITY HOLIDAY MARKET ATTENDEES



410

ARTISAN AND CRAFT LAKE CITY ACADEMY WORKSHOPS PARTICIPANTS



600,000

CELEBRATION OF THE HAND AND LOCAL VOICES EXHIBITION VIEWERS



1,900

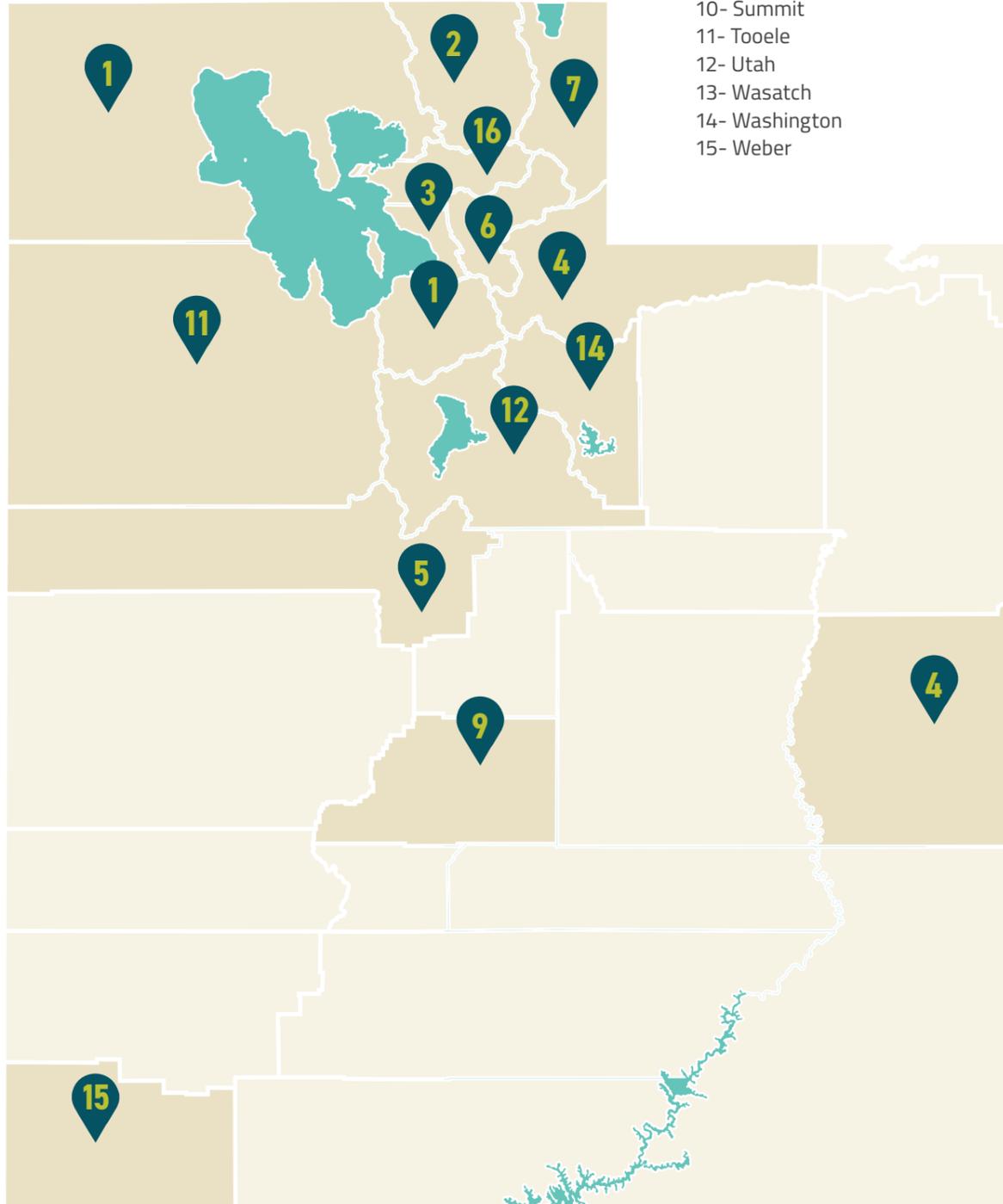
CURATION PROJECTS

617,819 | TOTAL

# WHO WE SERVE

## IN UTAH

- 1- Box Elder
- 2- Cache
- 3- Davis
- 4- Grand
- 5- Juab
- 6- Morgan
- 7- Rich
- 8- Salt Lake
- 9- Sevier
- 10- Summit
- 11- Tooele
- 12- Utah
- 13- Wasatch
- 14- Washington
- 15- Weber



# WHO WE SERVE

## IN OTHER CITIES



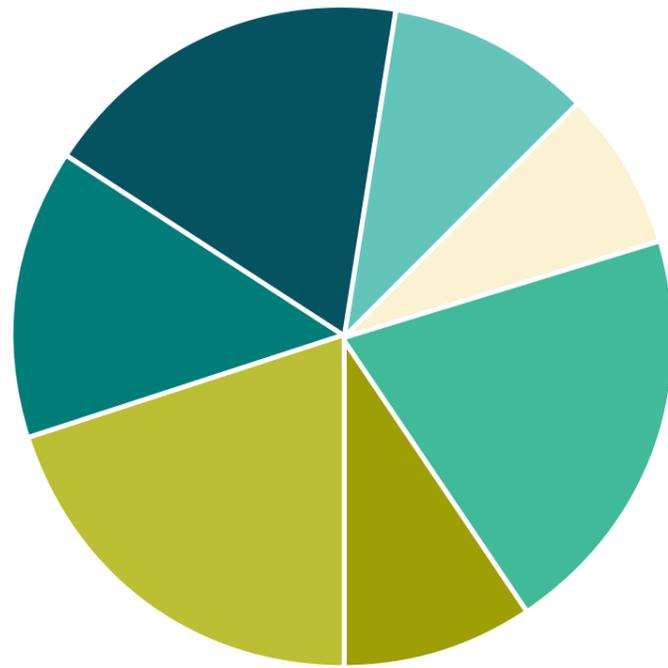
- Los Angeles, CA
- South Lake Tahoe, CA
- Moclips, WA
- New York City, NY
- Virginia Beach, VA
- Shreveport, LA
- Austin, TX
- Denver, CO
- Golden, CO

# WHO WE SERVE

## THE STATS

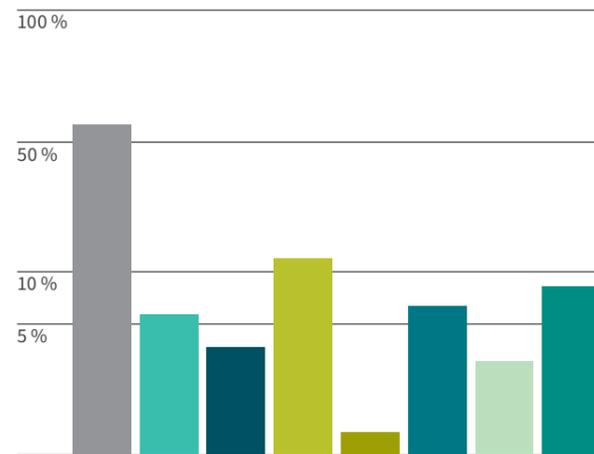
What is your household income?

- 20.2% Below \$25k
- 18.3% \$25k to \$49k
- 20.4% \$50k to \$74k
- 14.2% \$75k to \$99k
- 9.8% \$100k to \$124k
- 9.3% \$125k+
- 7.8% Prefer not to answer



What is your racial or ethnic heritage?

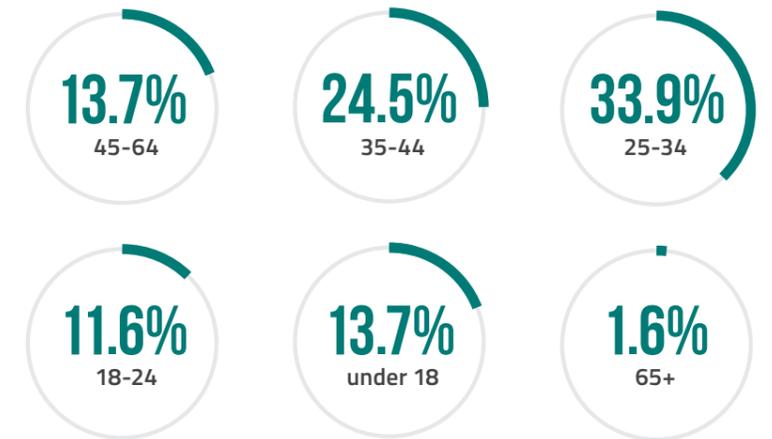
- 59.5% White
- 5.6% Prefer not to answer
- 4.4% Asian
- 12.5% Hispanic or Latino/Latina
- .7% Native Hawaiian or Pacific Islander
- 5.9% Two or more races
- 3.6% Native American or Alaskan Native
- 9.6% Black, Afro-Caribbean, or African American



# WHO WE SERVE

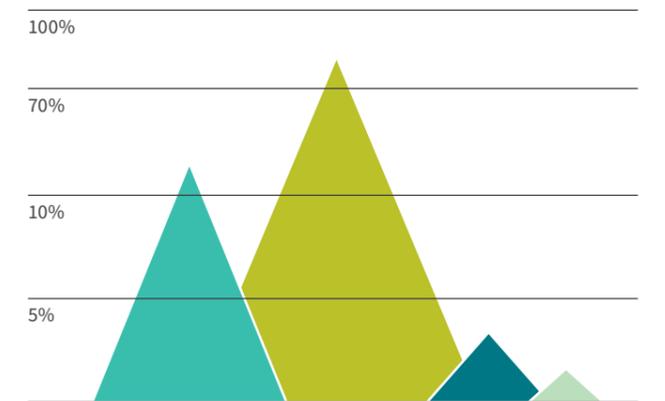
## THE STATS

What is your age?



What is your gender identity?

- 16.4% Male
- 77.7% Female
- 3.3% Prefer not to answer
- 2.6% Non-binary



Other stats



# VOLUNTEERS



118

NUMBER OF VOLUNTEERS

504.5

ACTUAL HOURS

\$14,398.43

IN KIND SERVICES

Volunteers are an integral part of Craft Lake City and the history of the DIY Festival. In 2021, our volunteers shared their time, talents, and enthusiasm with Craft Lake City by helping with a myriad of tasks like event set-up/tear down, directing traffic, and even being Santa's helpers at Holiday Market. Volunteers are vital to the success of our organization and without the volunteer help from our community, we simply would not exist.

” My favorite part about this volunteer experience was the people. The staff was friendly and really went out of their way to prepare the volunteers and make them feel appreciated. (I am a serial volunteer, and can tell you that is not always the case!)

# FINANCES

## Revenue \$880,358

-  **\$441,335** Program Revenue & Earned Income
-  **\$106,317** In Kind Support
-  **\$329,748** Grants, Sponsorships, & Donations

## Expenditure \$658,125

-  **\$217,150** Program Expenses
-  **\$55,909** Administrative Expenses
-  **\$301,840** Salaries & Wages

# SUPPORTERS & SPONSORS

Craft Lake City would like to recognize and express sincere thanks to the following organizations and individuals that support our 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

# 2021 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
- John Carpenter
- Chad Dorton
- Brittany Golden
- Bill Harty
- Nick Hoffmann
- Pamela Martinson Olson
- Sarah Emily Nelson
- Cheyenne Smith
- Matthew Stevens
- Amanda Stewart
- Jessica Thesing
- Jacqueline Whitmore