



# CRAFT LAKE CITY

# 20 23

**ANNUAL  
REPORT**

# TABLE OF CONTENTS

|  |    |
|--|----|
| A Message from the Executive Director                  | 3  |
| Our Mission  | 4  |
| 15th Annual Craft Lake City DIY Festival               | 5  |
| Fifth Annual Holiday Market                            | 7  |
| Artisan Workshops                                      | 9  |
| Youth Artisan Entrepreneur Program                     | 10 |
| Business Academy                                       | 11 |
| Community Inclusion Program                            | 13 |
| Update on Pledge Against Racial and Cultural Injustice | 20 |
| STEM Programing  | 21 |
| Celebration of the Hand and Local Voices               | 23 |
| Social Media and Web Presence                          | 24 |
| Who we Serve   | 25 |
| Volunteers   | 28 |
| Finances   | 29 |
| Supporters & Sponsors                                  | 30 |
| 2023 Executive & Advisory Boards                       | 31 |



# A MESSAGE FROM THE EXECUTIVE DIRECTOR

With enthusiasm, we share with you our 2023 Annual Report, highlighting Craft Lake City's 15th year. We are proud to report remarkable growth throughout 2023, engaging with nearly 900,000 community members through our programs (19% increase from the previous year) and collaborating directly with 1,300 Utah creatives (50% increase from the previous year) to elevate their craft and expand their businesses. This significant increase demonstrates our commitment to meeting the evolving needs of our vibrant creative community.

Now heading into our 16th year, we are proud of the strong foundation we've laid and we look forward to the continued growth and success that lies ahead. Together, we are poised to create an even more remarkable future for Craft Lake City and the creative community we serve.

Craft Lake City's exceptional progress would not have been achievable without the generous support of our donors, sponsors, talented staff, community partners and dedicated program participants. We are deeply appreciative of the community's ongoing support of Craft Lake City and their belief in the work we do.

We extend our heartfelt gratitude for your unwavering support and commitment to our mission. Thank you for being an integral part of Craft Lake City's journey towards a more vibrant and inclusive creative culture in Utah.

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



All my best,

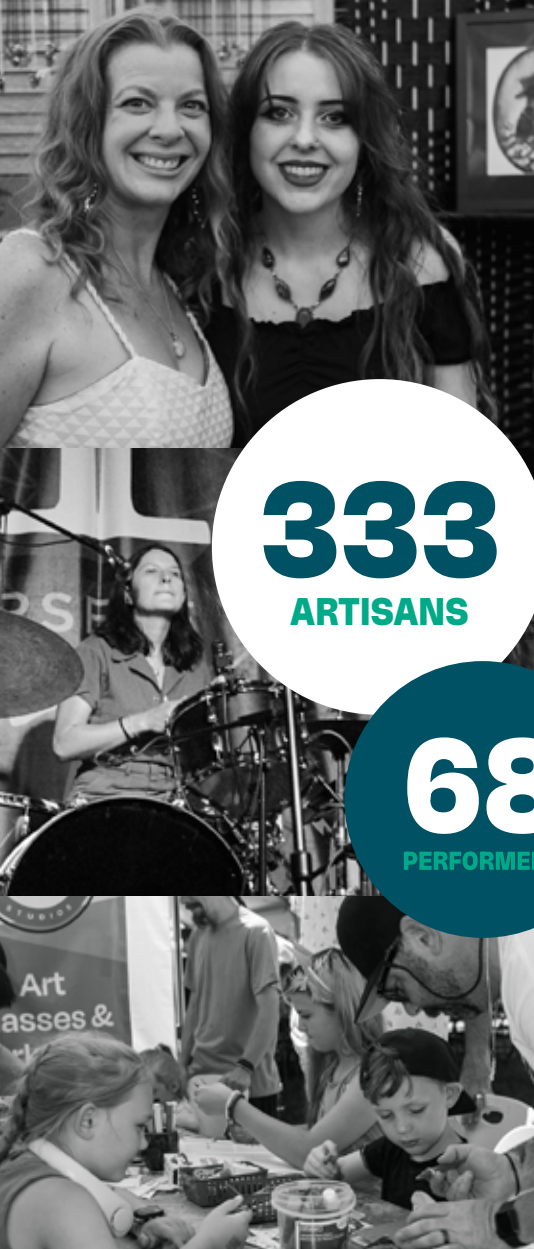
**Angela H. Brown**  
Executive Director

# 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.





# 15th Annual Craft Lake City DIY Festival Presented By Harmons

**333**  
ARTISANS

**68**  
PERFORMERS

The 15th Annual Craft Lake City® DIY (Do-It-Yourself) Festival® Presented By Harmons took place August 11-13, 2023 at the Utah State Fairpark. The DIY Festival served **333 artisans, 18 craft food creators, 28 commercial foodies, 53 Kid Row artisans, 34 STEM exhibitors, 68 performers, and approximately 18,000 attendees.** The DIY Fest's Friday opening night featured headlining national performers, Warpaint, Haley Heynderickx, Courtney Marie Andrews and Gable Price & Friends. Se-go also joined as a performance Saturday night. This is the first year that we have been able to feature national performers as our headliners. Other improvements included an expanded festival layout that allowed us to accommodate 31 more local artisans as well as an additional stage that allowed us to include 23 more performers.

This year we introduced Utah's Own as our new VIP Lounge sponsor to host a variety of food bites from 15 local craft food creators, specialty cocktails and beers from Utah distilleries, and premier stage views. Another amazing addition to this year was our partnership with UTA, with the purchase of a festival ticket we were able to offer free fare on all UTA trains and buses on the day of the festival. The Google Fiber STEM Building was our largest ever, with more exhibitors than ever before and the addition of the Indie Arcade Day presented by Meta. Utah After-school Network joined us again as sponsors of Kid Row, which allowed us to support 53 youth artisan entrepreneurs. It was a tremendous year of growth for the DIY Fest, which sets the stage for our 16th Annual Craft Lake City DIY Festival Presented by Harmons this coming August 9-11, 2024!



# DIY FEST FEEDBACK

“

It being my first time exhibiting, I chose to go in with no expectations. However, with that said, my 'expectations' were exceeded. The experience was fantastic! I got to meet so many like-minded people. and the Networking was extraordinary. I look forward to the next event!

“

Gained lots of exposure and made new friends and new clients. I got the money I needed to start up my website. This was a great experience for me and my small business.

“

Well organized event and I loved the variety of exhibitors. It was really cool to be in an environment surrounded by so many creative people. Craft Lake City has created something so special in the community!

# Fifth Annual Craft Lake City Holiday Market Presented By Google Fiber

**141**  
EXHIBITORS

**3,000**  
ATTENDEES

The Fifth Annual Craft Lake City Holiday Market Presented By Google Fiber, held December 1st and 2nd at the Ogden Union Station was an excellent opportunity for Northern Utah residents to shop local this holiday season. Featuring **101 artisans, 18 craft food creators, and 8 commercial foodies, 9 STEM exhibitors, 5 performers,** and approximately **3,000 attendees.**

This is the first year that we have been able to feature performers and were thrilled to work with local performers from the Ogden area. Other additions included a STEM zone with an Indie Game Arcade which featured exceptionally creative games developed by local programmers and coders.





# HOLIDAY MARKET FEEDBACK



Keep up the great work!  
You guys work so hard  
and it really adds to the  
artistic culture in Utah.  
Thank you so much!!



It was such a special  
opportunity... [We] had  
been wanting to go for a  
few years and really  
enjoyed it.



I loved how many  
different type of vendors  
there were. So many  
talented artists.



# Artisan Workshops



**53**  
WORKSHOPS

**744**  
COMMUNITY  
MEMBERS  
SERVED

2023 was a year for tremendous growth and expansion in our educational programming. In addition to offering our beloved artisan workshop series at a variety of locations throughout the Salt Lake Valley, we continued two new seasonal workshop series to our line-up: STEM Labs and the New Americans Workshop Series.

STEM Labs are a series of curiosity-oriented makers workshops aimed at connecting science, technology, engineering & math to our established arts & crafts based programming. STEM Labs are designed to make STEM topics approachable, accessible & empowering to people of all ages and backgrounds.

We also continued our New Americans Workshop Series, in partnership with the International Rescue Committee (IRC) and through the generous support of the Salt Lake Arts Council. This series of craft workshops are taught by makers from around the globe who've made Utah their home due to humanitarian crises in their countries of origin and artisans who identify as being immigrants or children of immigrants.

**In total, we produced 53 workshops in 2023 (26% increase from 2022), serving over 744 community members (34% increase in participants from 2022). These classes were taught by 38 artist instructors (6% more variety), 25 of whom were new to teaching workshops with Craft Lake City (25% increase in new instructors).** Moving forward, we will continue outreach to new artisan instructors, while providing our high quality workshops that inspire the community.



**41**  
STUDENTS

# Youth Artisan Entrepreneur Program

Craft Lake City was pleased to expand on a newer entrepreneurial program for youth from two to three afterschool sites in Salt Lake County. The Craft Lake City Youth Artisan Entrepreneur Program, made possible through funding provided by the Utah Afterschool Network and the Falbaum-Caillet Family Foundation, provides free, enriching afterschool arts programming to elementary and junior-high aged youth. This prepares the students to exhibit at Kid Row, the youth entrepreneur exhibitor section of the Annual DIY Festival.

For the second year of the program, we partnered with Promise South Salt Lake's Hser Ner Moo Community Center, Backman Elementary School and Kearns Junior High School to provide the program for **41 students**. Participants received training from **7 artisans**, business development mentoring, supplies to create then build their own inventory, application support, booth fee waivers, and general admission tickets and meal vouchers for themselves and their families. We are truly honored to have been able to expand this program in 2023!!

# Craft Lake City Business Academy

The Craft Lake City Business Academy is a series of professional development workshops designed to educate and support local makers as they build creative businesses. In 2023 we partnered with Celtic Bank for the second year in a row to offer Funding Fundamentals, a series aimed at preparing creative small business owners to make empowered decisions surrounding their business financing. The four week cohort-style series, which served **6 local artisans**, was offered at a low cost, sliding scale fee and included traditional lectures, one-on-one financial counseling with a banker, and a unique mock loan committee to support participants to be confident and prepared to pitch their business ideas to finance professionals.

Thanks to the generous support of Celtic Bank, we were able to offer **5 full scholarships** for this program to artisans for whom a registration fee posed a financial barrier. New to the program this year was a homework incentive award funded by Celtic Bank, which provided a prize of \$500 of startup capital for a randomly selected graduate of the class.

Alongside our in person Business Academy offerings, we had a total of **29 downloads of our Craft Lake City Business Academy pre-recorded workshop videos**. These videos, launched in 2022, are for creative small business owners to find specific and tailored professional development to support their business growth. Taught by creatives for creatives, topics include branding, licensing, customer service, social media, managing inventory and finances, and selling products online and in-person.

“

**This class and people were really great! I learned a lot and was motivated to keep going!**

”

**I would recommend this course because it provides knowledge on how to apply for a loan but also networking opportunities and even encouraging them to start their business!**



# Curation

103  
PARTICIPANTS

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, community and private events. In January, Craft Lake City's Celebration of the Hand: Save Our Great Salt Lake exhibition was reprinted and displayed at the Outdoor Retailer Snow Show at the Salt Palace in downtown Salt Lake City. This two day event estimated over 6,000 attendees over the course of the weekend.

In February, Craft Lake City's curated temporary "Tattoo Parlor" was brought to the NBA All Star event and in May to the Kilby Block Party. Throughout the summer, Craft Lake City was able to provide curated workshops for community events and private organizations. Utah Museum of Fine Art's "A City of Our Own" ACME Session was hosted at the Chapman Branch of The City Library, and featured a panel discussion with community leaders from Utah Community Action, The Road Home, and Volunteers of America discussing housing issues in our city followed by collaborative art-making activity to inspire attendees to imagine new possibilities for the future of housing in SLC led by Craft Lake City staff.

For Los Muros on Main: Midvale Main Arts & Culture District's Mural Festival, Craft Lake City organized an informative "How to Paint Your Own Mural" workshop, inviting three local mural artists to share insights into their mural painting careers. This event taught attendees guiding principles for painting their own at-home murals and encouraged them to engage with the live mural demonstrations happening for the festival on Midvale's historic Main Street. In September, Craft Lake City organized two private macrame workshops for Health Management Associate's corporate retreat hosted at the Little America Hotel in downtown Salt Lake City. Combined, we estimate **103 active participants** for these 2023 curated workshops.





# Community Inclusion Program

Established in 2016, the Craft Lake City Community Inclusion Program seeks to foster a creative community that is accessible to and representative of all Utahns. Our Community Inclusion Program supports individuals from refugee, under-represented, and/or socially or economically excluded communities in order to provide opportunities for everyone to creatively and economically thrive. 2023 was another year of growth and expansion for the Community Inclusion Program. In addition to offering our Sponsored Families for the Annual Craft Lake City Holiday Market for the third year in a row, we were able to launch the Scholar and Mentor program for the first time at Holiday Market. We also grew our New Americans Workshop Series with 10 workshops and translated many new outreach materials to Spanish.

**265,247**  
COMMUNITY MEMBERS

**32**  
COMMUNITY EVENTS

**37**  
SCHOLARSHIPS

## Outreach

2023 was an active year for Craft Lake City in our outreach department. We were able to participate in **32 community events**, reaching an estimated **265,247 community members** (100,000 more than in 2022!), to raise awareness of our programming and to promote and build diversity within the Utah arts community. This year, we continued with the pop up temporary “tattoo” parlors and our outreach exhibiting tables. The “tattoo” parlors are a live art-making activity featuring local artists drawing flash “tattoos” on event patrons with Sharpie markers. Events Craft Lake City participated in this year include: Kilby Block Party, Utah Pride Festival, Festa Italiana, Brickslopes, Twilight Concert Series and the Utah Afterschool Network Jump Start Conference.

## Scholarship & Application Fee Support

**This year, we awarded 37 scholarships and 53 application fee waivers totaling \$5,600** to exhibitors and performers participating in either the 15th Annual Craft Lake City DIY Festival Presented by Harmons or the Fifth Annual Craft Lake City Holiday Market Presented By Google Fiber. This is a 200% increase in the number of scholarships and a 72% decrease in the number of fee waivers provided in 2022! This tremendous increase is due to the fact that we increased our DIY Fest scholarships offered from 10 to 16 for DIY Fest and expanded the artisan scholarship mentor program to include Holiday Market. Our youth program also included application fee waivers and scholarships for students to participate in Kid Row at the DIY Festival.

## **Artisan Scholarship & Mentor Program Expansion**

**16 DIY Fest Exhibitors, 5 Holiday Market Exhibitors**

The scholarship and mentor program includes business training, networking opportunities, waived booth fees, and one-on-one mentorship with a seasoned DIY Fest exhibitor before, during and after the DIY Fest and Holiday Market. We teach in-person small business workshops led by the artisan mentors. Thanks to generous funding, in 2023 we were able to provide 16 participating DIY Fest scholars and 1 Holiday Market scholar with \$200 in merchandising materials for their booth display. All scholarships are for first-time participating artisans only.

### **General Scholarship**

Supports artisans with annual household incomes below the 50% AMI (Area Median Income) bracket of their county of residence. This was an incredibly valuable benefit for these exhibitors. In 2023 we awarded 9.

### **Artability Scholarship**

Supports persons whose work promotes visibility of people with disabilities who aspires to use their passion, skills and talents to build a small business. Program includes business training, networking opportunities, waived booth fees, and one-on-one mentorship before, during, and after the Festival and is provided in partnership with Utah Developmental Disabilities Council. In 2023 we awarded 2.

**16**  
DIY FEST  
EXHIBITORS

**5**

**HOLIDAY MARKET  
EXHIBITORS**





**61**  
APPLICATION ASSISTANCE PARTICIPANTS

# Sponsored Families Program

Craft Lake City created the Sponsored Families Program to ensure Utah families from all walks of life are able to attend the DIY Fest and Holiday Market despite the costs associated with doing so. The Sponsored Families Program provides families who fall within or below the median income brackets of their counties with access to the events at no cost, as well as vouchers for CLC merchandise, food and craft activities, for a full festival experience. 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 **62 families (363 people total, 64 of those being children under age 17)** with full Festival and/or Holiday Market experiences. We were able to allocate \$5,648 for the Sponsored Families Program this year. Community partners who facilitated the program this year included: Utah Parent Center, Dahlia's Hope Nonprofit, NeighborWorks, Catholic Community Services, St. Johns CCDC, Youth Impact Ogden, Big Brother Big Sisters of Utah, the Family Support Center Ogden, and the Utah Division of Indian Affairs, and Utah Foster Care, OWCAP.

**62**  
SPONSORED FAMILIES

## Application Assistance

Since 2017, Craft Lake City has held Application Assistance Days at local businesses, city libraries and non-profit partners' establishments. It's hosted for anyone who would like assistance applying for either the Annual Craft Lake City DIY Festival or the Annual Craft Lake City Holiday Market. 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 **2 In-Person & 2 Virtual Application Assistance Days**. A combined **61 artisans** (11% decrease from 2022) took advantage of the services provided at these events.

## Application Fee Support

Craft Lake City provides application fee waivers (around 50 per year) to exhibitors interested in applying to participate in the DIY Festival or Holiday Market, but for which paying the application fee presents a financial challenge.



# Community Inclusion Program

## **LGBTQ+ Scholarship (EXPANDED from 5 in 2022 to 11 in 2023)**

Scholarships awarded to artisans whose work promotes LGBTQ+ visibility. The program includes business training, networking opportunities, waived booth fees, and one-on-one mentorship before, during, and after the Festival and is provided in partnership with Project Rainbow and numerous local organizations. In 2023 we awarded 11.

## **Other scholarships offered not currently part of the mentorship program:**

### **STEM Scholarships**

Available for small, local non-profit groups, whose mission is related to education in STEM fields. Scholarships are awarded on a sliding scale and may waive entire booth fees. In 2023, 14 scholarships were provided.

### **Kid Row Scholarships**

Available to Kid Row artisans whose family's household income was below 50% AMI for their county of residence. These scholarships cover booth rental fees. Through our Youth Artisan Entrepreneur Program, we are also providing additional low income youth with scholarships and product materials. In 2023, 42 scholarships were provided.





## Sponsored Entrepreneurs 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. We successfully partnered **2 aspiring entrepreneurs** with established exhibitors participating as DIY Festival Exhibitors for 1:1 mentoring and training on how to prepare for and set-up/execute vending at a large market. The program included an initial virtual meeting in June, one-on-one mentoring remotely between the mentors and mentees, onsite load-in and sales, plus a final wrap-up meeting. All participants had extremely positive feedback and feel that they have established long lasting relationships, while learning much about creative small businesses.

## Language Accessibility

As part of our commitment to inclusive marketing and communications strategies in order to serve all Utahns, we market most of our programs in Spanish as much as resources allow. In 2020 the craftlakecity.com website was made available to be viewed in over 100 languages. We work with Telemundo Utah to market the DIY Festival with a Spanish language commercial campaign. This year, we continued adding Spanish translations to our DIY Festival and Holiday Market signage as old signs become obsolete and new signs are printed. We have started offering Spanish language versions of many of our outreach materials, both print and social media, as well.



# COMMUNITY INCLUSION FEEDBACK

“

A lot of experience. I feel I am better prepared for next year and this year was already amazing. And I have many new friends!!!

“

The best part? Honestly all of it! The festival was better than I even could have imagined. Probs the best part was meeting so many new friends. The Craft Lake staff, the other vendors, the attendees. I loved spending three days doing it. Like a big party! The best part was seeing all of the amazing artists & their things. I fangirled over everything & wanted it all. I loved being a part of it.

“

I gained Knowledge of prep and marketing, time management, network of support I could go to with any questions

# Update on Pledge Against Racial and Cultural Injustice



In 2020, Craft Lake City made a Pledge Against Racial and Cultural Injustice. We acknowledge that the work against institutional racism must be ongoing and we continue to stand in solidarity with Black, Indigenous, and People of Color in demanding societal change that combats inequality and racism. Here are some of the ways Craft Lake City has upheld our pledge and contributed to cultivating a more inclusive and diverse creative community in Utah during 2022:

- Offered the New Americans Workshop Series for the second year, highlighting New American creatives as instructors. Through this series they teach projects with a cultural connection to their own backgrounds.
- Offered “Breaking Barriers” accessibility training to Craft Lake City’s Board and Diversity, Inclusion, Equity and Accessibility Coordinator
- Translated additional event signage into Spanish
- Continued to expand and diversify our community partnerships for Craft Lake City’s Community Inclusion Program
- For our second year, Craft Lake City provided after school art enrichment programming at Bachman Elementary, a Salt Lake County public school that serves low-income and ethnically diverse families
- Expanded outreach efforts, supporting and participating in events held by diverse community groups such as, Festival Italiana, Utah Pride Festival, Cryptopia and Utah Afterschool Network
- For the second year, Craft Lake City ran a year-round social media campaign celebrating DEI Awareness Months that amplifies promotion of creatives from diverse backgrounds

While we are proud of our accomplishments and progress this year, there is always more that can be done. Here are some of our short-term diversity, equity, and inclusion goals for the future:

- Update and revise our Diversity and Inclusion Strategic Plan, with input from community leaders
- Increase Executive & Advisory Boards diversity to include a variety of perspectives, skills, ages, genders, cultures, and ethnicities
- Continue to expand workshop locations throughout Salt Lake County to diverse communities and neighborhoods
- Expand workshop curriculum to include more diverse artisan instructors and more multicultural appreciation crafts
- Provide more opportunities for staff professional development in DEI topics

# STEM Programming

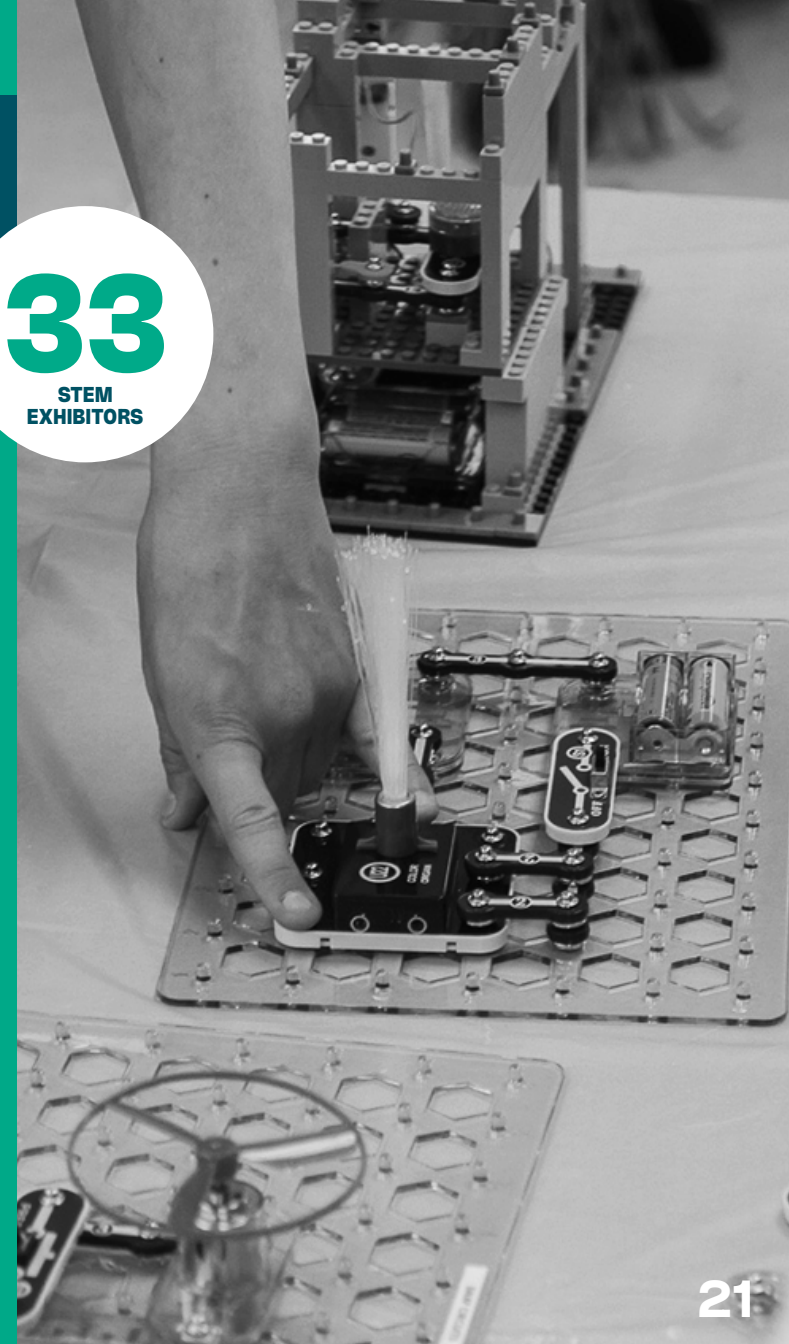
In 2023, STEM programming continued to expand and flourish. Rocket launch events grew beyond our traditional after school and family night programming, including an in-school event generously sponsored by Google Fiber for DaVinci Academy (Ogden), two sessions with youth in custody groups (hosted by STEMCAP, Farmington), and one summer launch for families part of Utah Foster Care (Ogden) sponsored by the Denkers Family Foundation.

Furthermore, for the second year, the rocket launch (as part of the Google Fiber STEM Building) added not only a great source of family fun to the 15th Annual Craft Lake City DIY Festival Presented By Harmons, but also became a focal point for community connection with the first ever Public Radio Pop Off! This activity brought together three local community radio stations, K-UTE, KUER, and KRCL, to participate in a rocket launch competition. KUER won and was awarded a handmade trophy as the chance to select a local school as the recipient of their own rocket launch event.

This year's Google Fiber STEM Building at DIY Fest also saw the highest ever participation from STEM exhibitors, growing to **33 tabling exhibitors** and including features like the Robot Dance Party (Friday Night) and the Indie Video Game Developer Day presented by Meta (Sunday). The range of exhibits increased as well, offering a wide array of educational and experiential content, entertainment, and sales booths to create a well-rounded STEM experience.

33

STEM  
EXHIBITORS





# STEM Programming

**1,355**  
YOUTH  
SERVED

STEM program innovations expanded into the 5th Annual Holiday Market Presented By Google Fiber, for the first time in 2023. Due to the hit success of the DIY Fest Indie Video Game Developer Day experience, the developers came together again to participate in an indie game arcade set up in an unused space at the back of the Union Station. This was a great entry point for STEM to join the Holiday Market, and future efforts can focus on finding more sales-based exhibitors to complement the entertainment provided by the games.

Innovation in STEM continued with The Photon Booth, an interactive 10x10 blackout exhibit with glow-in-the-dark walls that can be “doodled” on with UV flashlights. The doodles slowly fade so that the tent can be continuously used. The Photon Booth was launched at the DIY Fest and was also presented at Lumen Land (a part of the Illuminate Festival), and untapped potential of sharing this experience exists in STEM Fairs, at art fairs, and as a rental item for private parties.

Workshop programming continued to expand with a partnership with Red Butte Gardens for Fungi for All and DIY Hypertufa Pots. Additionally, a family-friendly workshop called ValenSlime was held at the STEM Action Center and was both well-attended and highly entertaining. While there were many successes in this mix, it feels like each of these topics is just beginning and can be grown toward greater future success!

In 2023, our STEM programming served approximately **1,355 youth** and their family members at these outreach events in Salt Lake City, Provo, Ogden, and Orem.



# 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 “posters”) – 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 2023, Craft Lake City’s Celebration of The Hand Program produced 5 installations highlighting the works of 29 local artisans while our Local Voices Program highlighted the work of 2 nonprofit organizations.** Celebration of the hand **live-streamed interactive discussions for all 5 exhibitions with a total of 86 participants.** Free online Lunch & Learn Virtual Discussions were hosted with each nonprofit partner. **57 people** participated in these lunch and learns. These streetside installations provide free, 24/7 access to high quality art to approximately **50,000 locals and visitors** of downtown Salt Lake City each month.

# Social Media and Web Presence

## TOTAL POSTS IN 2023

 649

 512

 460

## TOTAL FOLLOWERS IN 2023

 27.1k (+1.7k)

 6.2k (+568)

 3.8k (-0.1k)

## TOTAL ENGAGEMENTS/ IMPRESSIONS IN 2023

 40.1k likes, 76.9k reach

 6.3k page likes, 4.7k likes/reactions, 78.5k reach

 646 likes, 100.1k impressions

## WEBSITE

43,867 Users

77,687 New Users

89,879 Sessions

219,920 Pageviews

3.49 Pages/Session

Bounce Rate 43.2%



# Who We Serve

**1,350**  
ARTISANS

**18,000**  
DIY FESTIVAL  
ATTENDEES

**3,000**  
HOLIDAY MARKET  
ATTENDEES

**744**  
WORKSHOPS  
PARTICIPANTS

**41**  
YOUTH  
ENTREPRENEURS

**2,322**  
STEM WORKSHOP +  
ROCKET LAUNCH  
PARTICIPANTS

**103**  
CURATION  
PROJECTS

**600,000**  
CELEBRATION OF THE  
HAND & LOCAL  
VOICES VIEWERS

**266,247**  
COMMUNITY  
OUTREACH

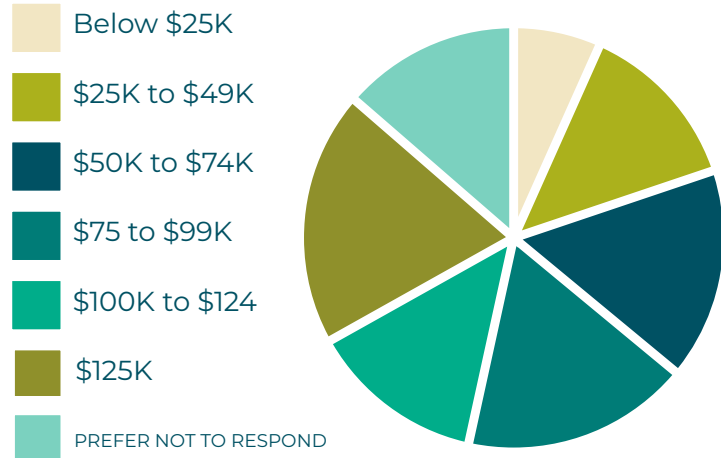
# 874,340

TOTAL AUDIENCE SERVED

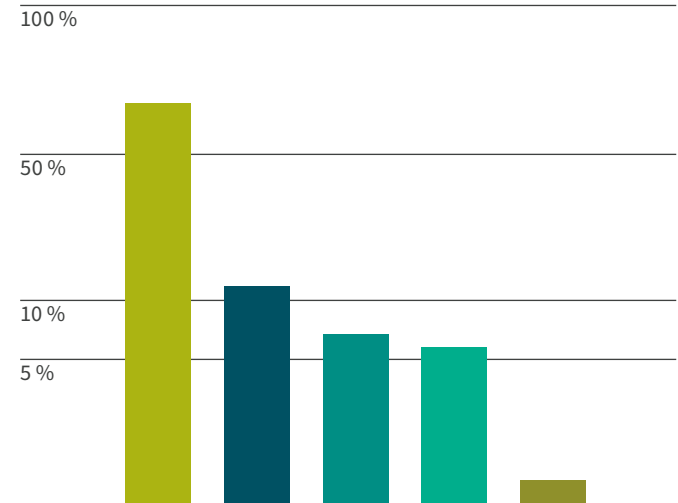
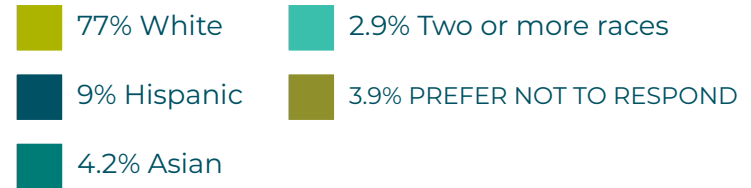


# Who We Serve

## HOUSEHOLD INCOME

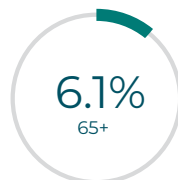
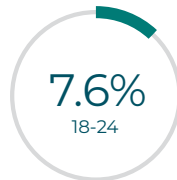
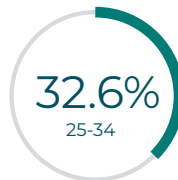
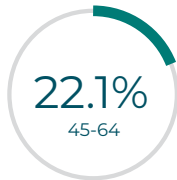


## ETHNIC HERITAGE



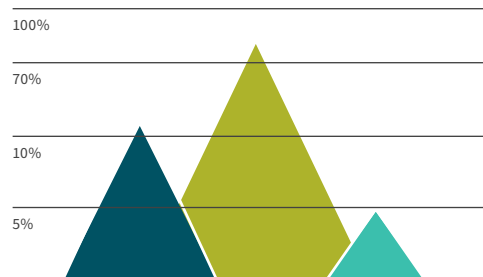
# Who We Serve

## AGE



## GENDER

- Female 78.9%
- Male 14.4%
- Non-binary 4.3%



## OTHER STATS

**21.3%**

of our program participants identify as LGBTQIA

**8.8%**

of our program participants indicated that they are a person with a disability

**2.5%**

of our program participants are Military Service Members and/or Veterans

# Volunteers

Craft Lake City is grateful for the commitment of our volunteers who generously contribute their time, skills, and community spirit in diverse capacities. Beyond assisting with our DIY Festival and Annual Holiday Market, volunteers play a crucial role in enabling our involvement in community outreach initiatives. Notably, our dedicated STEM Volunteers play a key role in fostering enthusiasm for STEM exploration and nurturing the future cohort of DIY innovators and business owners. Volunteers are the cornerstone of Craft Lake City's operations.



Love the organization and the fun people that run it.



I would volunteer again because it was an overall great experience and I was able to meet new people and enjoy different booths and foods.



**256**  
VOLUNTEERS

**\$19,677.14**  
IN-KIND SERVICES

**657**  
ACTUAL HOURS

# Finances

This year, we experienced an increase in salaries and wages compared to 2022, resulting in a difference of \$99,427.50. Unfortunately, this contributed to our overall loss for the year, amounting to -\$91,586.72.

Despite incurring a loss of \$91,586.72, Craft Lake City had reserves in place to cover this deficit. As of the end of the fiscal year, we still maintain \$194,083.36 in reserves. We are implementing strategic changes to increase our revenue streams to ensure that we do not rely on reserves to cover employee wages in the future.

## REVENUE - \$680,416.91



- Grants, Sponsorships & Donations: \$134,501.50
- In Kind Support: \$139,478.48
- Program Revenue & Earned Income: \$545,054.74

## EXPENDITURES - \$772,003.63



- Program Expenses: \$190,654.05
- Administrative Expenses: \$84,614.68
- Salaries & Wages: \$496,734.90  
(Difference of \$99,427.50 from 2022)

**Total: -\$91,586.72**

# 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.

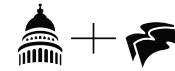
## SPONSORS



## SUPPORTERS



GEORGE S. AND DOLORES DORÉ ECCLES  
FOUNDATION



Stephen G. & Susan E. Denkers  
FAMILY FOUNDATION



NATIONAL  
ENDOWMENT  
for the  
**ARTS**  
arts.gov

McCARTHY  
FAMILY FOUNDATION



LAWRENCE T. & JANET T.  
DEE FOUNDATION

Willard L. Eccles  
Foundation



## SUSTAINING MEMBERS

JOHN CARLISLE • BEN DAMSTEDT • BONNE KELLY • ANGELA H. BROWN • BRANDY OLIVER  
JULIE SIEVING • MATTHEW STEVENS • NATALIE PARKIN • NICHOLAS HOFFMAN • PAMELA OLSON  
JEANETTE PADILLA • JILL ANGUS • CHEYENNE SMITH • JESSICA WIARDA • SHANNA FUTRAL



# 2023 Executive & Advisory Boards

## Executive Board

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

**Matthew Stevens**  
Vice President/Chair of the Board of Directors

**Currently Vacant**  
Secretary

**Currently Vacant**  
Treasurer

## Advisory Board

**Nick Hoffmann**  
**Cheyenne Smith**  
**Jeanette Padilla**  
**Annie Quan**  
**Rachelle Tuten**  
**Britnee Bartlett**  
**Fiona Marcelino**  
**Jessica Wiarda**  
**Shanna Futral**  
**Alison Faulkner**  
**Marcie Young Cancio**  
**Greta Somerfield**  
**Briana Pinales**  
**KC Peek**