

INDUSTRY PERSPECTIVES

Attendance:

60,000 Annually

Budget:

\$?

Annual duration:

1 Calendar year

Number and type of events:

2

Number of volunteers:

2,600

Number of staff:

4

When established:

1972

Major revenue sources by percent:

Admissions37%

Artist Fees..... 30%

Concessions 17%

Grants and Contributions 5%

Sponsorships..... 11%

Major expenses by percent:

COG – Concessions..... 8%

Admin..... 18%

Production cost..... 49%

Charity Donations 14%

Reserves/etc 11%

Type of governance:

501(c)3

Board of Directors:

Number on Board - 10

CONTACT INFORMATION:

Art Colony Association

Bayou City Art Festivals

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Bayou City Art Festival



Brief history: The Bayou City Art Festival is an award-winning one-of-a-kind outdoor art gallery that showcases local and top galleried artists from all over the country. Taking place twice per year, the Festivals showcase an incredible selection of juried fine art by 300 artists representing 19 media formats, multicultural music and dance on the Houston Arts Alliance stage, international food and wine, interactive art for children at the Creative Zone, and more for art enthusiasts, festival fiends, and families to enjoy.

The Art Colony Association (ACA), producer of the Bayou City Art Festival Memorial Park and the Bayou City Art Festival Downtown, is a 501(c)4 non-profit organization that, to date, has donated \$2.6 million to Houston charities from the proceeds of two festivals per year since 1972.

The Bayou City Art Festivals began in 1972, formed by Houston's Montrose-area retail owners and residents who came together to start a community arts and crafts festival to raise money for the beautification of lower Westheimer Road. The festival at the time was called the Westheimer Art Festival and was organized

twice a year by the Westheimer Colony Association (WCA).

The festivals gained popularity and some national reputation in the 1970s and 80s, began to draw artists from across the United States, and gained local recognition as the place to go for exceptional art, food and people watching.

In the early 1990s the festival began charging an admission fee to assist with expenses. In the spring of 1992, the festival moved to downtown Houston to accommodate the festival's growth. The WCA concentrated on improving the quality of the art and encouraging more fine artists to attend. By this time the organization had donated more than \$1 million to charities and its festivals were ranked in the top 50 nationally by art magazines.

In 1995, the WCA changed its name to the Art Colony Association (ACA) and in the spring of the following year, the Festival became a Houston Parks and Recreation Department-sponsored event and changed its name to Bayou City Art Festival. In the spring of 1997, the Bayou City Art Festival expanded to Memorial Park for the first time and

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