

Industry Perspectives

Sausalito Art Festival

Attendance:

40,000

Budget:

\$1.4 million

Annual duration:

3 days, Labor Day weekend

Number and types of events:

Three Day Festival of Fine Art preceded by a Gala Preview Party. (In 2003, 270 Artists from 32 states and 11 countries participated.) Three stages provide name entertainment, acoustic and children's entertainment. Twenty-four booths provide a variety of food and beverages, including premium wines and champagnes. Several volunteer functions occur, including the "Jazz By The Bay" concert and the volunteer appreciation event, "Sail on the Bay." The 4th Annual SAF@SEA, a mini-festival on a luxury cruise ship, will happen this coming October.

Number of volunteers:

1,200

Number of staff:

2 fulltime, four seasonal

When established:

1952

Major revenue sources by percent:

Sponsorship: 2%
Tickets/gate: 40.1%
Concession: 18.3%
Merchandise: 3.7%
Participant event entry fees: 32.6%
Other: 1.4%

Major expenses by percent:

Performers/entertainment: 7.9%
Logistics, security, facility rental, supplies: 19.4%
Marketing: 11.4%
Operations: 5.5%
Staff: 13.2%
Merchandise: 1.9%

Type of governance:

Sausalito Cultural Arts Foundation is a 501(c)3 which manages the Festival.



Brief history: In its half century of growing prominence, over one million visitors from around the world have attended the Sausalito Art Festival since its inauguration in 1952. The Festival is known as a launching pad for emerging talent as well as a mecca for established artists, and is considered one of the most prestigious festivals in the United States by both artists and collectors alike. Sunshine Artists named it "#1 in America" in 1998 and "Best in the West" the last five years. The ArtFair Sourcebook named it "#1 in America" in 2001, 2002, and 2004.

The Sausalito Art Festival Art Education Scholarship Fund, established in 1995, provides educational opportunities in the arts. In 2003, more than \$300,000 was returned to local organizations through this fund.

Marinship Park, built in 1988 by the community, is the permanent home for the festival. The site allows for direct ferry service to a pier on the spectacular San Francisco Bay.

Contact Information:

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