



**NOTICE OF A REGULAR MEETING OF THE  
SUNSET VALLEY ARTS COMMISSION  
MONDAY, JUNE 13, 2022 AT 2:00 P.M.**

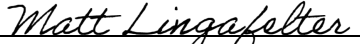
*This meeting will be held virtually via GoToTraining.  
To actively participate in the meeting, please register at:  
Registration URL: <https://attendee.gototraining.com/r/3319798762326402049>  
Training ID: 201-986-828*

Notice is hereby given that the Arts Commission of the City of Sunset Valley, Texas will hold a regular meeting on Monday, June 13, 2022 at 2:00 P.M., virtually via GoToTraining, at which time the following items will be discussed, to-wit:

1. Call to Order
2. Citizen Comments
3. Consider approval of the minutes from May 9, 2022
4. City Council Liaison Report
5. ARTFEST HOT Fund Grant Follow-up Report
6. Budgets – FY23 General Fund Request & HOT Fund Application
7. Proposal for Building SVAC Social Media – Myles
8. Summer or Fall General Fund Event Planning
9. Plan to Recruit New SVAC Members and Volunteers
10. Future Discussion Items/New Business
11. Adjourn

A quorum of the City Council may attend the meeting, however, no official action by the City Council shall be taken.

I certify that the above notice of meeting was posted at City Hall, 3205 Jones Road, Sunset Valley, Texas, on the 9<sup>th</sup> day of June 2022 at 5:00 P.M.

  
Matt Lingafelter  
City Secretary

The City of Sunset Valley is committed to the compliance with the American with Disabilities Act. Reasonable modifications and equal access to communications will be provided upon request.



**MINUTES OF A REGULAR MEETING OF THE  
SUNSET VALLEY ARTS COMMISSION  
MONDAY, MAY 9, 2022 AT 2:00 P.M.**

This meeting was held virtually at: <https://attendee.gototraining.com/r/993367397110759169>  
Training ID: 120-078-124

MEMBERS PRESENT: Karen Medicus (Chair), Sasha Russell (Vice Chair), Ruth Pifer-Huston, Joe Huston, Myles Fox, John Frick, Julie Kestner, Rob Johnson (Council Liaison)

STAFF PRESENT: Matt Lingafelter

1. Call to Order
  - Chair Medicus called the meeting to order at 2:02 P.M.
2. Citizen Comments
  - None
3. Consider approval of the minutes from March 14, 2022
  - Correction to the minutes on attendees
  - Ruth made a motion to approve the minutes as amended, seconded by Sasha; all voted in favor and the motion carried
4. City Council Liaison Report
  - Rob delivered his report
  - Joint meeting with SVAC, CED and P&E in June, date TBD
  - June 7<sup>th</sup> Council Meeting – ARTFEST and HOT Fund Report
5. ARTFEST Post Event Discussion and Next Steps
  - Commission discussed ARTFEST
  - TDS – investigate negotiating ARTFEST costs and services for 2023 event
6. FY 22-23 Budget Requests
  - Commission discussed the HOT Fund Application for FY23 grant funds, due May 31<sup>st</sup> – Karen will submit the application to city staff
  - Commission discussed the FY23 General Fund request
  - Ruth made a motion to accept the \$26k General Fund request, seconded by Sasha; after discussion, friendly amendment to make the General Fund request \$31k, motion maker and second agreed; all vote in favor and the motion carried

7. Future Discussion Items/New Business

- Building Social Media presence – request by Myles
- Process or plan to increase Arts Commission members and/or volunteers – request by Ruth
- Continued budget discussion
- Summer or fall event with FY22 funds

8. Adjourn

- Meeting adjourned at 3:50 P.M.

DRAFT



## Sunset Valley Local Hotel Occupancy Tax (HOT Fund) Grant Follow-up Report

**Date:** May 27, 2022

Sunset Valley Arts Commission  
Karen Medicus, Chair  
[kmedicus@austin.rr.com](mailto:kmedicus@austin.rr.com)  
512-970-1791

**Name of Event:** Sunset Valley ARTFEST

**Date(s) Held:** April 30, 2022 9:00 AM-4:00 PM

**Location Held:** Toney Burger Parking Lot and city owned property on Horrigan Trail

**Amount Requested** \$81,350

**Amount Received** \$81.359

**How were the funds used?** To produce and advertise the event

### Event, Program, or Activity Expenditure Information

1. Actual percentage of funded event costs covered by hotel occupancy tax. 86%
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable). N/A
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable). 17%
4. If staff costs were covered, estimate of actual hours staff spent on funded event: 680 hours

### HOT Fund Expenditure Summary

Financial report attached

### Attendance Information

1. How many people did you predict would attend this event? (Number submitted in application for hotel occupancy tax funds). 7,000
2. What would you estimate as the actual attendance? 7,856 confirmed by clicker count  
#Sunset Valley Residents: 200  
#Outside Sunset Valley Area: 7,656

### Promotional Information

1. Expenditures used to promote this Event: Detailed media reports attached. Holiday Inn logo used in promotional posters and ads. Sunsetvalley.org/artfest website promoted.

### Additional Information

What Sunset Valley businesses did you utilize? Home Depot

93	Vendors
2	Performance Stages
4	Local Business Sponsors
1,047	Adventure Build Participants







### Sunset Valley ARTFEST 2022 Budget

<b>REVENUES</b>			
<b>General Fund</b>	<b>2022 Budget</b>	<b>2022 Actual</b>	<b>Notes</b>
Income - Art booth sales	4,000.00	5,625.00	
Income - Food booth sales		840.00	
Income - Shirt sales		911.00	
Income - Sponsorships		3,500.00	
Income - TCA grant funds		2,600.00	
<b>TOTAL</b>	<b>4,000.00</b>	<b>13,476.00</b>	
<b>Hot Fund</b>	<b>2022 Budget</b>	<b>2022 Actual</b>	
	<b>81,350.00</b>	<b>81,359.00</b>	
<b>TOTAL REVENUES</b>	<b>85,350.00</b>	<b>94,835.00</b>	
<b>EXPENSES</b>			
<b>Operation Budget</b>	<b>2022 Budget</b>	<b>2022 Actual</b>	
Bands/Music Production	13,750.00	16,700.00	Offset by TCA Grant funds
Event Production Manager	14,000.00	14,000.00	Special event coord. Incl Advertising mgmt
Stages, sound equipment & engineers	7,700.00	7,700.00	
Onsite entertainment (Balloon/FP, Emcee)	1,350.00	1,350.00	
Installation for Art Seen/Dining Tent, entry flags, new set up	2,700.00	2,750.00	Includes Warren Décor
Porta Potties/Handwash Rentals	950.00	670.00	
Dumpster	290.00	175.00	
Police	200.00	0.00	Incorporated into PD budget
Temporary Paid Labor	1,025.00	0.00	
Refreshments	350.00	398.00	
Misc on site labor, merch seed money, onsite expenses	900.00	813.00	
Overnight Security	300.00	510.00	
Acadian EMT	500.00	575.40	
Parking Management	3,000.00	5,400.00	Includes previous offset from revenue
Tents/tables/chairs	5,600.00	6,615.00	Includes previous offset from revenue
Décor		235.00	Table covers, etc.
Golf Carts	500.00	200.00	
Health Permits for Food Booths	200.00	684.00	Offset by food booth fees
Paid Media and Street Banner	26,850.00	26,022.76	
Advertising Production	3,000.00	3,875.00	
T-Shirts	700.00	2,294.00	Offset by General Fund revenue; increase in vendors and 2-sided printing with new city branding
Fast Signs	750.00	2,532.53	Offset by General Fund revenue; increase due to new city branding, signage redesign
Printing	600.00	550.00	Postcards, posters, flyers
Motorblade	135.00	197.00	Distribution of flyers and additional locations
<b>TOTAL EXPENSES</b>	<b>85,350.00</b>	<b>94,246.69</b>	
<b>Surplus/Deficit</b>		<b>588.31</b>	

Client:	Sunset Valley Arts Commission
Campaign:	2022 Sunset Valley Artsfest
Run dates:	April 20 - 30, 2022
Date:	May 16 2022

### DIGITAL PERFORMANCE

Channel	Cost	Impressions	Clicks	Click Thru Rate	CPM Cost Per Thousand	Cost Per Click	Video Complete	Video Complete Rate	Cost Per Comp Views	Page Eng	Post Eng	Video Plays
<b>Programmatic</b>												
Display	\$2,823.75	908,548	1,153	0.13%	\$3.11	\$2.45	n/a	n/a	\$0.00	n/a	n/a	n/a
Audio + Spotify	\$2,991.22	177,720	0	0.00%	\$16.84	\$0.00	n/a	n/a	\$0.00	n/a	n/a	n/a
Connected TV	\$4,791.48	166,846	0	0.00%	\$28.72	\$0.00	163,222	97.95%	\$0.03	n/a	n/a	n/a
Video	\$2,323.82	119,297	62	0.05%	\$19.48	\$37.48	83,421	77.34%	\$0.03	n/a	n/a	n/a
Subtotal	\$12,930.27	1,372,411	1,215	0.09%	\$9.42	\$10.65	246,643	89.85%	0.03%			
<b>Social Media</b>												
FB/IG Banners	\$5,609.11	379,571	6,303	1.66%	\$14.78	\$0.89	n/a	n/a	n/a	8,023	8,023	0
FB/IG Video	\$1,027.38	49,564	1,006	2.03%	\$20.73	\$1.02	n/a	n/a	n/a	14,067	14,067	38,649
Subtotal	\$6,636.49	429,135	7,309	1.70%	\$15.46	\$0.90	n/a	n/a	n/a	22,090	22,090	38,649
<b>Austin Chronicle</b>												
Display	\$1,530	162,496	123	0.08%	\$9.41	\$12.44	n/a	n/a	n/a	n/a	n/a	n/a
<b>Total</b>	<b>\$21,096.76</b>	<b>1,964,042</b>	<b>8,647</b>	<b>0.53%</b>	<b>\$10.74</b>	<b>\$1.54</b>	<b>246,643</b>					

### Learnings:

The digital portion of the campaign came in 100K impressions over the estimate

FB/IG had the highest engagement with the most affordable Cost Per Click

Programmatic Display was the most affordable channel

Video told the Artfest story - people watched the video without clicking to the website

**THE AUSTIN CHRONICLE**

70% OFF DELL Laptops & Desktops Every Day 3 Locations 512-459-0026

**MUSIC** Daily Music Live Music Faster Than Sound Austin Music Awards ACL Music Fest

**MUSIC EVENTS**

Hi How Are You Day 2022 w/ Grouplove, Madame Gandhi, the... at ACL Live at the Moody Theater

MARSHALL HOOD at The Austin Beer Garden Brewing Co

KEVIN DEVINE at Antonia's Nightclub

MORE MUSIC EVENTS >>

**"It's Like a Family Business, Except Rock Stars": The Kindred Bond of We Don't Ride Llamas**

**Faster Than Sound: Neighbors Push to Limit Size of Austin Opera House Project**

**APR 30 LOCAL ART MUSIC FOOD**

**LOCAL ART, LIVE MUSIC APR 30**

**THE AUSTIN CHRONICLE**

70% OFF DELL Laptops & Desktops Every Day 3 Locations 512-459-0026

FEATURED: Elections Mother's Day Summer Camps Austin Chronic Online Store Best of Austin Party

**TODAY'S EVENTS**

Hi How Are You Day 2022 w/ Grouplove, Madame Gandhi, the... at ACL Live at the Moody Theater

LATINO COMEDY PROJECT: ESTAR GUARS! at Emma S. Barrientos Mexican American Cultural

TASTE OF MEXICO at Far Market

MUSIC | MOVIES | ARTS | COMMUNITY

**Five Ways to Celebrate Science Fiction's Biggest Holiday**

**LATINO COMEDY PROJECT: ESTAR GUARS!**

Michael Buhle

SEPT 14 MOODY CENTER

ON SALE FRIDAY MAY 6 AT 10 AM AT TICKETMASTER

**Sunset Valley Arts**  
Sponsored

Over 75 local artists, live music, kid's activities, and kid's music stage, next to the SFC Farmers Market outside the Toney Burger Center



sunsetvalley.org  
Saturday, April 30, 9am - 4pm [Learn more](#)

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Saturday, April 30, 9am - 4pm [Learn more](#)

**Instagram**

sunsetvalleyarts Sponsored



Learn more

sunsetvalleyarts Over 75 local artists, live music, kid's activities, and kid's music stage, next to the SF... more

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Over 75 local artists, live music, kid's activities, and kid's music stage, next to the SFC Farmers Market outside the Toney Burger Center

**APR 30**



sunsetvalley.org  
Saturday, April 30, 9am - 4pm [Learn more](#)



14TH ANNUAL  
20 22  
SUNSET VALLEY  
**ARTFEST**



**FREE**

**9AM - 4PM**  
**SATURDAY, APRIL 30**  
**TONY BURGER CENTER**  
OUTSIDE NEXT TO THE **sfc** FARMERS MARKET  
[SUNSETVALLEY.ORG/ARTFEST](http://SUNSETVALLEY.ORG/ARTFEST)

**LIVE MUSIC INCLUDES:** **TOMAR AND THE FCs** **BEAT ROOT REVIVAL**  
**SHELLEY KING** **MR. WILL AND THE EXCAVATORS**

**TWO STAGES KIDS' ACTIVITIES 70+ LOCAL ARTISTS**



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14TH ANNUAL  
20 22  
SUNSET VALLEY  
ARTFEST

**ARTISTS, MARK YOUR CALENDARS!**

**SATURDAY, APRIL 30 9AM - 4PM**

**ONEY BURGER CENTER**

OUTSIDE NEXT TO THE SFC FARMERS MARKET

REGISTRATION IS NOW OPEN FOR THE 2022 SUNSET VALLEY ARTFEST,  
HOSTED BY THE CITY OF SUNSET VALLEY ARTS COMMISSION.

This event is a fun day celebration of the arts with live music, food, and kid's activities. Boost your art sales by getting in front of 6,000 - 7,000 expected shoppers!

**TO APPLY, VISIT [SUNSETVALLEY.ORG/ARTFEST](https://www.sunsetvalley.org/artfest)  
OR CALL (512) 892-1383**

All work must be created by the artist and original,  
such as paintings, sculpture, woodworking,  
photography, jewelry, fiber arts, etc.

**SUNSETVALLEY.ORG**



## Public Relations Summary 2022

Calendar listings were done October – January to various media outlets; media alerts or press releases were sent out a total of five times for Save The Date, Event Description, Music Lineup, Reminder on Event, and Post Event.

*Listings or stories below are for online, print and tv; does not represent all inclusions for the event.*

### **Television:**

**Good Day Austin/Fox 7** – included package on event with graphics the week of event – link not available

**We Are Austin/CBS** –included package on event with graphics the week of event – link not available

### **Online and print:**

**Austin Big Event Calendar** – comes out in fall of the year

**Culture Map – Top 5 Things To Do in Austin This Weekend**

<https://austin.culturemap.com/news/entertainment/04-28-22-top-best-things-to-do-in-austin-this-weekend/#slide=0>

**Community Impact -To Do list photo and information**

<https://editions.communityimpact.com/view/653910347/10/>

**Austin.com**

<https://austin.com/events/14th-annual-sunset-valley-artfest/>

**FreeWeek.do512.com**

<https://freeweek.do512.com/events/2022/4/30/sunset-valley-artfest-2022-tickets>

**Austin Culture Map**

<https://austin.culturemap.com/eventdetail/14th-annual-sunset-valley-artfest-2022/>

<https://austin.culturemap.com/events/?day=10&month=5&year=2022>

**ATX Today**

<https://atxtoday.6amcity.com/april-events-austin-tx/>

**Austin Chronicle**

<https://www.austinchronicle.com/events/community/events/sunset-valley-artfest-2380964/>

**gaydo512**

<https://gay.do512.com/events/2022/4/30/sunset-valley-artfest-2022-tickets>

**do512**

<https://do512.com/events/2022/04/30?page=3>

**southaustinmoms.com**

<https://southaustinmoms.com/event/artfest/>

**austinmoms.com**

<https://austinmoms.com/calendar/>

**Newsbreak.com**

<https://www.newsbreak.com/news/2588174447132/14th-annual-sunset-valley-artfest>

**FindFestival.com**

<https://www.findfestival.com/austin/sunset-valley-artfest-info/>

**local aarp.org**

<https://local.aarp.org/event/sunset-valley-artfest-2022-04-30-austin-tx.html>



## **Ken's Fun Things to Do in Austin**

<https://www.lnstar.com/austinstufftodo.html>

## **AmericanTowns.com - Austin events**

<https://www.americantowns.com/austin-tx/events/sunset-valley-artfest-2022-04-30-austin-tx.html?radius=10>

## **Sunset Valley website and landing page**

## **Sunset Valley Arts Facebook and Instagram pages**

## **Sunset Valley newsletter**

## **A few of the vendor calendars with graphics:**

athena silversmith - vendor

<https://www.athenasilversmith.com/blogs/news/march-april-2022-newsletter>

Bruce Bitter - vendor

<https://www.brucebitter.com/blog/144386/sunset-valley-artfest>

Leslie Kell – artist

<https://lesliekell.com/exhibit/14th-annual-sunset-valley-artfest-2022/>

Rick Loudermilk - vendor

<https://www.rickloudermilk.com/schedule>

# 14th Annual Sunset Valley ARTFEST 2022

Vendor Names and Booth #s



Booth #	Business Name	Vendor Last Name	Vendor First Name
<b>Art Vendors</b>			
1	Elisa Alvarado	Alvarado	Elisa
2	FairyTale Vision	Baskett-Griffin	Billie
3	Art Bags by Felisa	Thibodeaux	Felisa
4	Nancy Hallmark Pottery	Hallmark	Nancy
5	Zirenart	Reategui-Zirena	Evelyn
6	Floralie	Coever	Melissa
7	Amy's Art	Remondi	Amy
8	Ella Rain	Afnan	Maryam
9	Dirt Divas Pottery	Crowe	Mindy
10	Dirt Divas Pottery	Murphy	Becky
11	Art by MKP	Patel	Mira
12	Keeley Bee Ceramics	Wright	Keeley
13	Ozark Impressions Jewelry	Roberts-Biely	Deitra
14	AnessaV Artistry	Scully	Vanessa
15	Nancy's Crafts and Finds	Stallup	Nancy
16	Joyce LaBaw Art	LaBaw	Joyce
17	Willow Tree Works	Shortt	Crawford
18	Hooting Buddha Pots	Levinson	Leila
19	Ari's Treasured Gifts	Rangel	Juanita
20	LS Ceramics	Slegeir	Lizzie
21	Arte Para la Vida	Zappler	Amanda
22	Kinne Kollections	Kinne	Tiara
23	Inge Bakker	Bakker	Inge
24	Panache Boutique	Kshipra Kapoor	Sadhana
25	Julia Jacobson Art	Jaconson	Julia
26	Creating Cute	Gaddis	Stacy
27	Laurabead	Haislip	Laura
28	Lyle Adair	Adair	Lyle
29	Cara Carter Jewelry	Carter Shackelford	Cara
30	Bee Curious Candles	Williams	Melody
31	Maria Horrigan	Horrigan	Maria
32	Northshore Industrial Sculpture	Ledesma	Richard/Deborah
33	Leslie Kell	Kell	Leslie
35	Luna Loca Creations	Stratton	Julie
36	Tekara	Neberman	Iain
37	Stones Throw Studio	Gross	Kyle
38	Lela & Hyde Candle Co.	Berry-Hyde	Leighann
39	Mandala Jewels	La Gitana	Natasha
40	Sacred Illuminations	Nikolova-Houston	Tatiana

41	LaSujet Designs	Simon	Mariana Sujet
42	Sterling Friendship Designs	Shaffner	Kimberly
43	LT Art	Trigilio	Lisa
44	Holly Glenn Arts	Glenn	Holly
45	Granny GoodFish Ceramics	Armistead	Brenda
46	Zuri Styles	Katumba	Lily
47	Haley ATX Art	Noble	Haley
48	Nature Mom's Collections	Kuhn	Krista
49	Monroe Barta	Barta	James/Rosemary
50	Camille Woodward Art & Design, LLC	Woodward	Camille
51	Rosemary's Textiles	Rosch	Ariele
52	Jo Etta Jupe Designs	Jupe	Jo Etta
53	Linda Draper Jewelry	Draper	Linda
54	Loudermilk Etchings, Inc.	Loudermilk	Rick
55	Charley Mango Media	Wilson	Blake
56	Fleegal Farms	Fleegal	Elly
57	Supriya Kharod	Kharod	Supriya
58	VIBRANCE	hau	Cindy
59	Kali's Eye Stained Glass	Chronister	Lisa
60	ADHD Sketcher	Pierce	Addie
61	Glenspens	Alexander	Glen
62	Master Pieces by Michiel	Rushing	Michiel
63	Republic Square Books	Meeks	Amy
64	M Design Studio, Inc.	Long	Marnie
65	Athena Silversmith	Lopez	Claudia
66	Jewelry by Carianne	Shultz	Carianne
67	Bri Janes Art and Photography	Janes	Brianna
68	Mitch London	London	Mitchell
69	McKenzie Clayworks	McKenzie	Robb
70	Stone Carver Cat's Art Studio and Sculpture	Quintanilla	Cat
71	Gypsy River Silver	Medicus	Karen
72	Gypsy River Leather	Frick	John
73	Vianney Lopez	Lopez	Vianney
74	Matthew Young Fine Art	Young	Matthew
75	Richard Leigh	Leigh	Dick
76	Designs by Debbe	Kucaj	Debbe
77	Dream Bijoux	Dubuisson	Georges and Marie
78	Philorganic Sustainable Care	Simon-Castro	Elena
79	EarthArt Austin	Fernandez	Jaime
80	Katharine Turner Art	Versacci	Lisa
81	Alcasa Art Design	Casarez	Al "Butch"
82	Morehead Media	Morehead	Paul J.
83	Katy Woodbury	Woodbury	Katy
84	Sweet Sparrow Studio	Johnson	Laurence and Alexa
85	White Tee LLC	Salisbury	Jordan

<b>Tree area by round metal border</b>	Hairbraiding by Deni	Hodge	Deni
<b>Grass by Adventure Build</b>	Snapology	Katanick	Kristi
<b>Kids' Tent area</b>	Twistin' Art	Emma	Victoria

**Food Vendors**

<b>F1</b>	Jim- Jim's Water-Ice	Moy	Jim
<b>F2</b>	Chicken Fried Austin	Lerner	Michael
<b>F3</b>	ATX Sliders, Little Beast Sliders	Lerner	Michael
<b>F4</b>	Nothing Bundt Cakes	Nelms	Tyfani
<b>F5</b>	Gold Star Kettle Corn	Buettner	Eric
<b>F6</b>	Heros Gyros	Nuwash	Laurence
<b>F7</b>	Smart Drinks	McDade	Brittany
<b>F8</b>	OJ's Red Hot BBQ	Johnson	Oran

## Q1 If this was your first year as an ARTFEST vendor how did you hear about us?

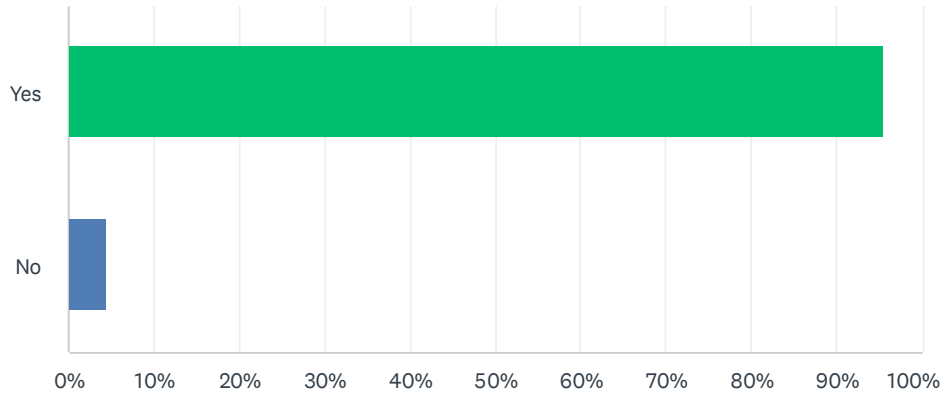
Answered: 29 Skipped: 16

#	RESPONSES	DATE
1	Not my first year. I don't think I have ever not known about Artfest. It is famous among local artists.	5/15/2022 11:45 AM
2	no	5/12/2022 12:57 AM
3	Through Google. I looked up "2022 craft fairs near me"	5/10/2022 11:43 AM
4	Social media & google search	5/10/2022 10:11 AM
5	yes	5/9/2022 1:29 PM
6	n/a	5/7/2022 9:35 PM
7	Not my first	5/7/2022 7:09 PM
8	Other artists who had been in the show	5/6/2022 10:56 AM
9	Online	5/6/2022 9:50 AM
10	Facebook.	5/5/2022 7:27 PM
11	4th year return vendor	5/5/2022 5:33 PM
12	Not my first year and not my last!	5/5/2022 5:21 PM
13	Georges	5/5/2022 10:36 AM
14	Via Google	5/4/2022 5:13 PM
15	Google search for Austin area art and craft fairs.	5/4/2022 4:10 PM
16	From Cat Quintanilla and Karen Medicus	5/4/2022 3:18 PM
17	This was my third year	5/4/2022 12:52 PM
18	Googling art markets	5/4/2022 12:00 PM
19	My daughter	5/4/2022 11:46 AM
20	facebook	5/4/2022 11:45 AM
21	Online	5/4/2022 11:35 AM
22	I live in Austin and have been before. Chronicle, drive-by, Instagram	5/4/2022 11:29 AM
23	NA	5/4/2022 11:21 AM
24	Online	5/4/2022 10:48 AM
25	Facebook	5/4/2022 10:25 AM
26	Prior attendance as a visitor	5/4/2022 10:11 AM
27	From a friend	5/4/2022 10:11 AM
28	I was a vendor in 2019	5/4/2022 10:06 AM
29	Looked up nearby art fairs online.	5/4/2022 10:03 AM

## Q2 Was the timing of the show good for you, 9 am - 4 pm?

## Post Event Vendor Survey 2022

Answered: 45 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	95.56% 43
No	4.44% 2
TOTAL	45

#	OTHER (PLEASE SPECIFY)	DATE
1	It is very early to start setup and lasts an hour longer than most shows	5/6/2022 10:56 AM
2	I could have used another hour of set up time	5/4/2022 3:18 PM
3	Starting later and ending later would be better. The younger large population of Austin seemed to show up after noon.	5/4/2022 11:35 AM
4	I don't mind going from 9 am - 6 pm.	5/4/2022 10:09 AM
5	It could go a little longer, maybe until 5pm.	5/4/2022 10:06 AM

## Q3 What did you like most about the event?

Answered: 44 Skipped: 1

#	RESPONSES	DATE
1	As always, it is so well organized. The volunteers are so helpful and kind. I LOVED the 11' footprint. Nobody else does that and it makes a big difference in our comfort. My vendor experience is always the best at Artfest.	5/15/2022 11:45 AM
2	Lots of people came to shop	5/12/2022 12:57 AM
3	seeing old friends and customers being next to SVFarmers market	5/10/2022 7:32 PM
4	the amount of people! hosting it on the same day as a farmers market was smart. also appreciated the amount of staff available and how organized the process was.	5/10/2022 11:43 AM
5	coincided with farmers market	5/10/2022 10:11 AM
6	great artists high standard quiet and friendly	5/9/2022 1:29 PM
7	Before the weather sapped everyone's energy- the crowd's and staff's enthusiasm. People really seemed to enjoy how special and varied it was.	5/7/2022 9:35 PM

## Post Event Vendor Survey 2022

8	Good travel	5/7/2022 7:09 PM
9	Good advertisement and good turnout.	5/7/2022 10:42 AM
10	The variety of artists, music and food vendors.	5/6/2022 10:56 AM
11	The event was so organized. The team on the ground was helpful. They helped with unloading and putting up the tent. Loved it	5/6/2022 9:50 AM
12	We really like the spot that we've had the past few years and thought that the setup was much smoother this year (the wider walkways may have helped with this.)	5/6/2022 9:23 AM
13	Exceptionally organized; very well advertised; crowds were great! One of the best results I have had!! I always do very well at this event and am quite impressed with the process of application and paying! The snacks and especially, water bottles, are so appreciated!!	5/5/2022 8:39 PM
14	I liked everything: organization, friendliness, the venue, artists, the high traffic of visitors and their interest in art, the music, the closeness of the farm market.	5/5/2022 7:27 PM
15	Music and always a fun event	5/5/2022 5:33 PM
16	How well everything was planned and organized! You all did a great job.	5/5/2022 5:21 PM
17	To see all of you	5/5/2022 10:36 AM
18	It was so well run. The staff was so helpful and were there to direct us to our booth etc.	5/5/2022 7:47 AM
19	Jazz music was good for shoppers mood.	5/4/2022 10:13 PM
20	Very well run.	5/4/2022 8:07 PM
21	As a vendor, I appreciated the clear communication and well planned event. The marketing and music kept steady flow of people through.	5/4/2022 5:13 PM
22	The number of people that attended and how well organized it was.	5/4/2022 4:10 PM
23	How well organized everything was	5/4/2022 3:18 PM
24	Info and well organized	5/4/2022 2:29 PM
25	# of people attending, music, organization and unloading and loading at booth	5/4/2022 2:12 PM
26	Everyone was so organized! Check in was smooth, parking went well, staff and volunteers all knew their roles! The other vendors were fun to interact with as were the attendees:) Thank you!!	5/4/2022 12:52 PM
27	Meeting people!	5/4/2022 12:00 PM
28	Friendly support and great attendance	5/4/2022 11:46 AM
29	it was FUN!! Great group of vendors - fun mix of great art.	5/4/2022 11:45 AM
30	The ease of setting up ! Y'all are organized!	5/4/2022 11:35 AM
31	The music and festive atmosphere.	5/4/2022 11:29 AM
32	The art-loving crowds.	5/4/2022 11:21 AM
33	Great south austin vibe	5/4/2022 11:08 AM
34	Good crowd!	5/4/2022 10:58 AM
35	Great crowd, friendly staff	5/4/2022 10:48 AM
36	Great attendance Affordable booth fee	5/4/2022 10:39 AM
37	Everyone was very nice especially the staff	5/4/2022 10:25 AM
38	All the different types of vendors	5/4/2022 10:11 AM
39	Friendliness and helpfulness of the volunteers	5/4/2022 10:11 AM
40	I love the vibe. SV does a great job hosting and it feels very friendly and community-oriented.	5/4/2022 10:09 AM

## Post Event Vendor Survey 2022

41	It was well organized and all the signs were very clear.	5/4/2022 10:06 AM
42	The very friendly, local crowd!	5/4/2022 10:04 AM
43	The atmosphere	5/4/2022 10:03 AM
44	Great communication	5/4/2022 10:02 AM

### Q4 What would you add or change to improve the event?

Answered: 41   Skipped: 4

#	RESPONSES	DATE
1	Let the middle school stage band play LONGER! They were great.	5/15/2022 11:45 AM
2	It was great, I would not changed anything!	5/12/2022 12:57 AM
3	more advertising- There is usually an ad in the Austin Chronicle and I did not see one this year	5/10/2022 7:32 PM
4	a little more space between vendor booths	5/10/2022 11:43 AM
5	advertize that there are gallery high end artists showing who are actually there to talk to (the artists can usually give more insight into theri work and it's a privilidge to meet them)	5/9/2022 1:29 PM
6	More food vendors, please. Maybe not let the vendor pool get larger for a couple years. Otherwise, it's such a great show.	5/7/2022 9:35 PM
7	I would love to see elements from the famous folklife festival in san antonio. Would definitely like to have seen more cultural representation with Latino music maybe native american performances etc.	5/7/2022 7:09 PM
8	From a vendors prospective: I would add a few more trash bins at the ends of the rows. Having someone offer to be a booth sitter so that vendors could run to the bathroom would be nice. Offering the vendors water more than once would have been nice on such a hot day. I dislike how often I see vendors with tiny little weights on their tents. This will be a hazard one day if it is not better enforced. Tent manufacturers suggest a minimum of 40lbs of weight per leg for a 10x10.	5/7/2022 10:42 AM
9	Choose an earlier date. Conflicts with Eeyor's Birthday party.	5/6/2022 10:56 AM
10	nothing I can think of for now.	5/6/2022 9:50 AM
11	We didn't really enjoy being right next to a good before that needed a generator running for most of the show. Maybe the show can require generators to be placed a further distance from the vendors or behind some that provides sound dampening.	5/6/2022 9:23 AM
12	My only complaint is about a food truck that ran a loud generator the entire 8 hours! My wife and I both had headaches at the end of the event from just trying to talk above the noise! You must find a way to alleviate this problem. Suggest either situating trucks like this so that the generator is away from the crowds, or, what I would strongly suggest is that you require any generators to be surrounded by some type of noise suppression. They could easily use thick insulation from Home Depot/Lowes to construct a simple blocking wall around the generator. Anything would help! The noise was deafening for 8 hours!!	5/5/2022 8:39 PM
13	maybe more cold water, trash cans.	5/5/2022 7:27 PM
14	Nothing	5/5/2022 5:33 PM
15	Nothing!	5/5/2022 5:21 PM
16	None,always well organized	5/5/2022 10:36 AM
17	It was perfect!! Maybe more food vendors with more variety, if possible.	5/5/2022 7:47 AM
18	A good shopping music band in the last hour and a half, that keeps shoppers in a shopping mood. People stay longer and shop more when there's hoppin music.	5/4/2022 10:13 PM



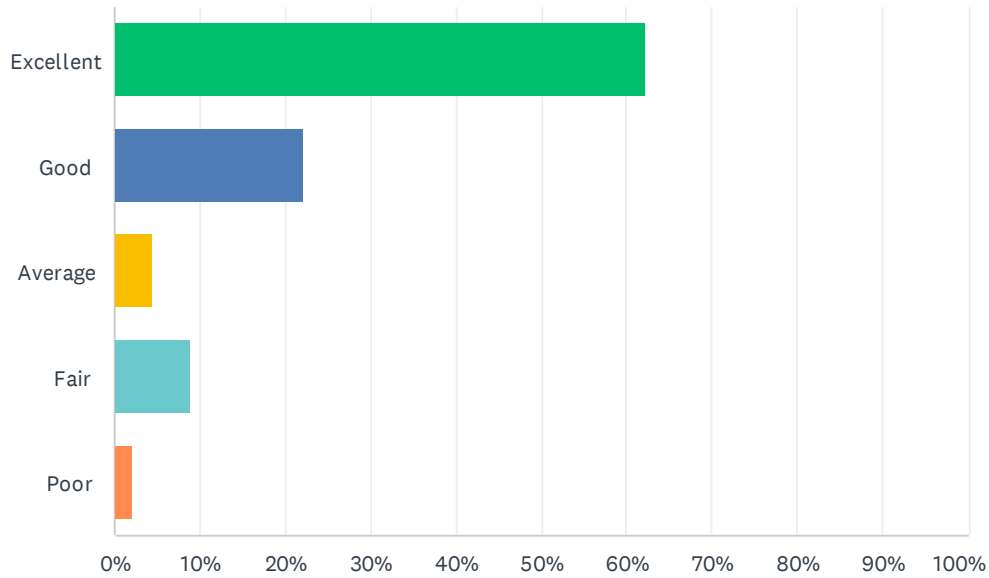
## Post Event Vendor Survey 2022

19	Any way to add more water stations? By the last hours of the show I was worried about some people and many dogs.	5/4/2022 8:07 PM
20	It was so well planned - I wouldn't change anything.	5/4/2022 5:13 PM
21	N/A	5/4/2022 4:10 PM
22	From a selfish perspective I'd delete the childrens activities. I felt like most folks were just there for an outing rather than buying.	5/4/2022 3:18 PM
23	nothing	5/4/2022 2:29 PM
24	Not having it on the parking lot pavement	5/4/2022 2:12 PM
25	I think you should keep up the great work!!!	5/4/2022 12:52 PM
26	Creative ways to Advertise	5/4/2022 12:00 PM
27	Nothing it was great	5/4/2022 11:46 AM
28	two days?	5/4/2022 11:45 AM
29	Well it looks like you have a lot of space it would be nice to have larger booth sizes for the same price. It would allow more people to actually have time to view the products . 11x11 works for small items but not for paintings or larger pottery	5/4/2022 11:35 AM
30	Add move food trucks. The long lines were prohibitive for vendors to get refreshments.	5/4/2022 11:29 AM
31	No change.	5/4/2022 11:21 AM
32	Option for electricity at booth for additional charge (no pun intended)	5/4/2022 10:58 AM
33	Shade would be nice, but I don't know how you would easily achieve this and still keep costs down (low booth cost is more important than shade to me).	5/4/2022 10:39 AM
34	More power outlets for the vendor's	5/4/2022 10:25 AM
35	More food/drink vendors. Also, I could not find the bathrooms - were there any?	5/4/2022 10:11 AM
36	Can't think of snything	5/4/2022 10:11 AM
37	Would love it if we have a few signs scattered around with a QR code that leads to a webpage where visitors can see a map of the vendors? I had some friends tell me they looked for me, but didn't see me. Maybe my booth had many people when they passed by and I was hidden :)	5/4/2022 10:09 AM
38	I was so busy I didn't have a chance to go around all the booths but my family and I enjoyed some food and drinks from the food trucks. Everything was great!	5/4/2022 10:06 AM
39	Early in the month please.m!! This was my 3rd year doing it and while I love this market it is always SO HOT on the pavement by early afternoon.	5/4/2022 10:04 AM
40	I'd have it on grass. Idk how realistic that is tho. Would make it much cooler temperature wise.	5/4/2022 10:03 AM
41	N/a	5/4/2022 10:02 AM

### Q5 How were your sales in relationship to the length of the event and booth cost?

Answered: 45   Skipped: 0

## Post Event Vendor Survey 2022



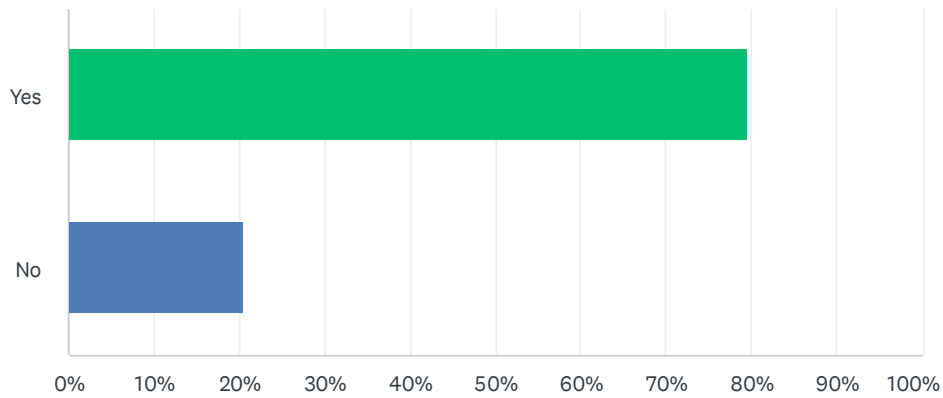
ANSWER CHOICES	RESPONSES	
Excellent	62.22%	28
Good	22.22%	10
Average	4.44%	2
Fair	8.89%	4
Poor	2.22%	1
<b>TOTAL</b>		<b>45</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	See comments above	5/4/2022 3:18 PM
2	I'm happy to share b/c I think it's important - I sell tea towels - \$18 and I sold \$550.	5/4/2022 11:45 AM
3	I showed paintings and as I observed the crowd, it didn't seem like they were purchasing any paintings.	5/4/2022 11:35 AM
4	My best year yet!	5/4/2022 10:39 AM
5	Thanks to my face painting, it was a very productive day.	5/4/2022 10:06 AM

**Q6 If this event expanded to a two day event would you participate?**

Answered: 39 Skipped: 6

## Post Event Vendor Survey 2022



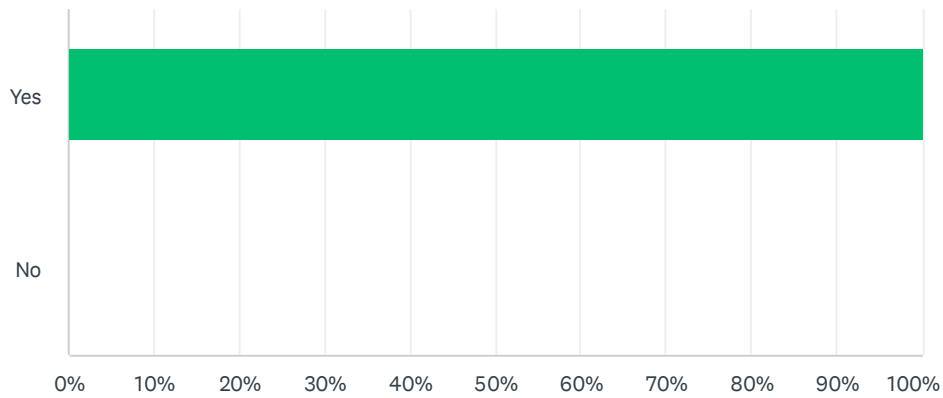
ANSWER CHOICES	RESPONSES	
Yes	79.49%	31
No	20.51%	8
<b>TOTAL</b>		<b>39</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	unsure	5/7/2022 9:35 PM
2	I would prefer it to be optional. I am not always available. Plus the heat kinda was an issue with this ol gal. Maybe if it as earlier in the month. I know Easter needs working around.	5/7/2022 7:09 PM
3	Due to weather and security issues, I would not feel comfortable leaving my art and tent set up. Nor would I want to take down and reset two days in a row.	5/6/2022 10:56 AM
4	Two days is too long!! Set up and take down is too much!! This is a hobby for me---not a job!!	5/5/2022 8:39 PM
5	I can't make enough for a two day show. I can do one day.	5/4/2022 8:07 PM
6	It would depend on whether I had to take down and reset. I come from San Antonio and it makes a long day with the set up time required.	5/4/2022 3:18 PM
7	Maybe	5/4/2022 2:12 PM
8	I'm not sure	5/4/2022 11:35 AM
9	Not likely. Setup, loading and transporting inventory, and tear down is too much for two days.	5/4/2022 11:29 AM
10	Depends on overnight security	5/4/2022 11:08 AM
11	Im not sure. I come from San Antonio and that would be a lot. As it is I had to leave home at 5 am for set up. I was beat after 1 day. But I did enjoy the event	5/4/2022 10:11 AM
12	This is a very interesting idea, and we would be able to leave our booth setup and just cover it for the night?	5/4/2022 10:06 AM

### Q7 Do you plan to participate in ARTFEST next year?

Answered: 40   Skipped: 5

## Post Event Vendor Survey 2022



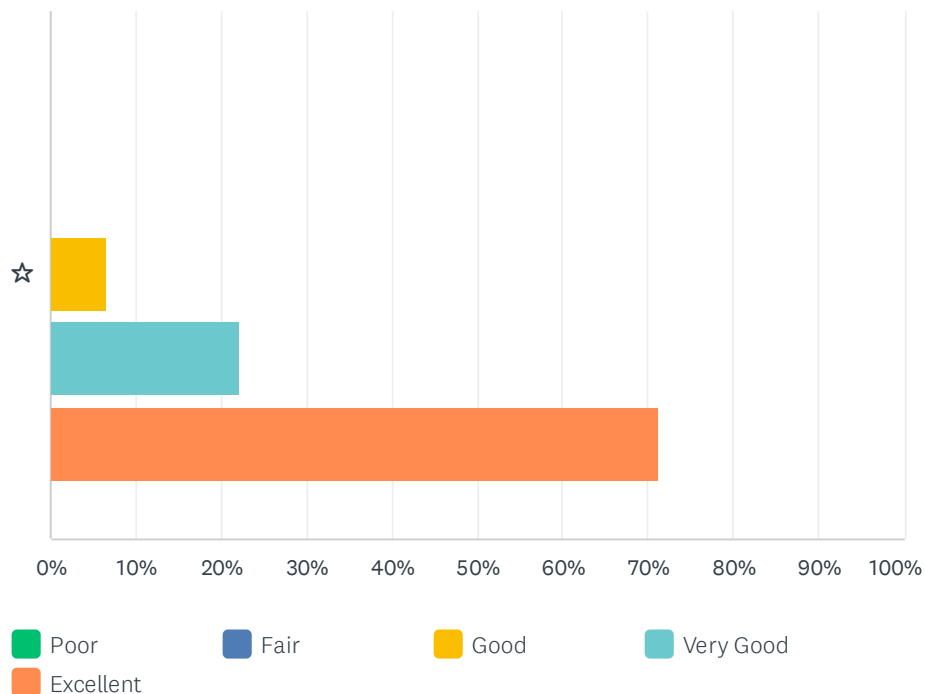
ANSWER CHOICES	RESPONSES	
Yes	100.00%	40
No	0.00%	0
<b>TOTAL</b>		<b>40</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	Considering it	5/10/2022 10:11 AM
2	If we're available, yes, please!	5/7/2022 9:35 PM
3	Yes at this point. As to the popup question below. Bare in mind the West Austin Studio Tour goes 3 weeks, starts the first weekend of Nov. the first two weekends are west. So a popup would need to not compete?	5/7/2022 7:09 PM
4	I look forward to this every year.	5/4/2022 8:07 PM
5	Very possibly but not certain.	5/4/2022 3:18 PM
6	Not sure	5/4/2022 2:29 PM
7	Will be moving to Florida but if it is in alignment to traveling, I would love to join	5/4/2022 12:00 PM
8	Maybe	5/4/2022 11:35 AM
9	Regarding the potential Fall pop-up mentioned below, I would be available if it does not conflict with the EAST/WEST Studio Tour	5/4/2022 10:39 AM
10	Absolutely! Best event ever!	5/4/2022 10:09 AM

### Q8 Overall how would you rate this event?

Answered: 45   Skipped: 0

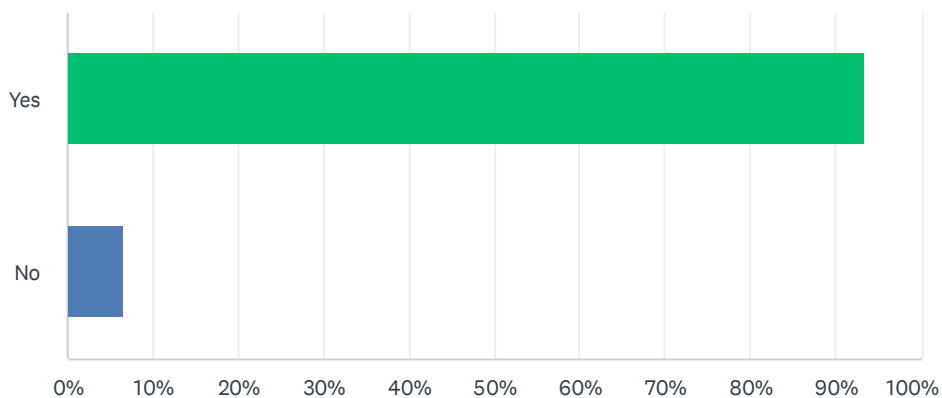
Post Event Vendor Survey 2022



	POOR	FAIR	GOOD	VERY GOOD	EXCELLENT	TOTAL	WEIGHTED AVERAGE
☆	0.00% 0	0.00% 0	6.67% 3	22.22% 10	71.11% 32	45	4.64

Q9 Would you be interested in participating in a small pop-up art show this fall?

Answered: 45 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	93.33% 42
No	6.67% 3
TOTAL	45



## SUNSET VALLEY ARTS COMMISSION

### General Fund Budget Request

FY 2022-2023

Established in 2006 and 2007, by Ordinance #061205 and #070717, the Sunset Valley City Council established a special commission of the City of Sunset Valley to be called the Sunset Valley Arts Commission.

#### **Purpose**

To serve in an advisory capacity to assist and make recommendations to Council and department heads to research, develop, implement, and evaluate policies, programs, and projects related to the Arts, and encourage and promote tourism in the City.

#### **Mission**

The mission of the SVAC is to serve the city and its citizens as advisors and advocates for the enhancement and integration of the arts in the community. We believe that a creative cultural environment is essential to the City's well-being.

#### **Focus Areas**

The Arts Commission focuses on two primary areas: 1) Cultural Tourism with Sunset Valley ARTFEST a regional art and music event that celebrated its 14<sup>th</sup> year on April 30, 2022. The event featured two music stages, 93 vendors, 4 local business sponsors, and brought 7,856 attendees to our city. This event is funded by the Hotel Occupancy Tax Fund 2) Community art events for residents to experience and enjoy.

#### **Community Art Events FY 2022/2023**

Since its formation, the commission has produced various community art events: summer concert series; world art and culture experiences; movie nights; art workshops; and more funded by the general fund for the benefit of residents. These events were typically held at City Hall. Pandemic restrictions put a hold on these social gatherings for past two years. The commission shifted focus to building an online presence with the Sunset Valley Arts Facebook page and developed "Bringing Art Home" a collaborative program with SVPD to serve residents that were confined to their homes due to the pandemic.

With pandemic restrictions easing the commission looks forward to bringing back multiple opportunities and new programs for residents to experience and enjoy the arts in the next fiscal year. Events and programs will be designed pending joint meeting and collaboration with CED and P&E.

**FY 22/23 GENERAL FUND BUDGET REQUEST: \$31,000**

FY 21/22 GENERAL FUND BUDGET APPROVED WAS \$26,400





# SUNSET VALLEY ARTS COMMISSION

## General Fund Budget Request

### FY 2022-2033

### Sample Event Production

Sunset Valley Arts Commission  
Proudly presents:



Sunset Valley Arts Commission  
Proudly Presents An Evening With  
**Turk Pipkin**



Author, filmmaker, and co-founder of the Nobelity Project, Turk will speak and share clips of his new film on school construction in Kenya, *Building Hope*.  
**7:00 p.m. Friday October 14<sup>th</sup>**  
Sunset Valley City Hall 3205 Jones Road

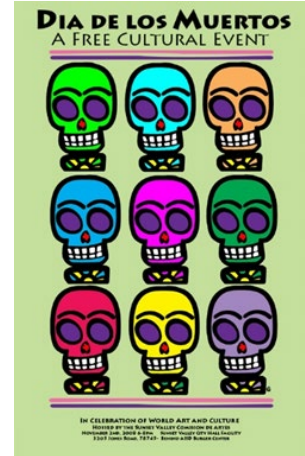


### Argentinean Tango & Culture

**Saturday, Oct 23<sup>rd</sup>**  
6:00 pm – 8:00 pm  
Sunset Valley City Hall  
3205 Jones Road

Agenda:  
6:00-6:10 Intro  
6:10-6:40 Tango by Gustavo Simplicis & Mónica Calvano  
Esquina Tango Managers & Directors  
6:40-6:50 Food Samples  
6:50-7:20 Tango by J. Colby Adams & Marina Filder  
7:20-7:30 Socializing  
7:30-8:00 Tango Class  
Michele Kreyenbuhl

A World Dance & Culture Event hosted by the  
Sunset Valley Arts Commission and the City of Sunset Valley



Sunset Valley Arts Commission  
2012 Free Concert Series



**Texas Swing Kings**  
**Firey Fiddlin' from the Heart of the Lone Star!**


**Sunday April 15th 7:00 pm**  
Sunset Valley City Hall  
3205 Jones Road

SUNSET VALLEY ARTS COMMISSION  
Proudly presents Movie Night



6:30 Refreshments Movie Starts at 7 pm  
**Saturday December 15**  
Sunset Valley City Hall 3205 Jones Road

SUNSET VALLEY ARTS COMMISSION  
**Art Workshop**  
Saturday, July 19, 2014 - 9:30 am – 3:00 pm



Would you like to learn a new hobby or skill in a fun, creative time with your Sunset Valley neighbors? The Arts Commission is offering nine classes, each class can have up to ten folks per session. Sign-up opens 30 minutes before each class and only the person taking the class can register.

Classes –

Session 1:	Session 2:	Session 3:
10 to 11:30	12:00 to 1:30	1:30 to 3:00
Making a Succulent Garden	Stringing & Wire Wrapping Jewelry	Drawing
Designing with Duct Tape	Clay Objects	Soda Straw Weaving
Leather Craft	Rubber Band Weaving	Collage

(Suggested age: 6 to 99)  
Coffee & Muffins 9:30 AM Lunch served 11:30 to 12:00.

Sunset Valley City Hall 3205 Jones Road





# SUNSET VALLEY ARTFEST

## Executive Summary

The Sunset Valley Arts Commission has produced the Sunset Valley ARTFEST for 14 years. The first festival held on the grounds of City Hall had twelve vendors. On April 30, 2022, seven thousand eight hundred and fifty-six (7,856) people attended the event that featured ninety-three (93) artisan and food vendors including two music and entertainment stages. The popular Adventure Build hosted by Sunset Valley Public Works Department was back this year in full swing with over 1,000 participants. The success of the event is a result of collaboration between the Council, Police Department, Public Works, Arts Commission members, Special Event Coordinator-Michele Golden (Golden & Co.), community volunteers, and our sponsors. Funded by Hotel Occupancy Tax and revenue generated by the event it is well known in the region as a fun-filled, family friendly event with a great vibe.

The COVID19 pandemic resulted in two years of cancelled events, 2020 and 2021, and changed our world. The 2022 event was produced with a budget estimated for the 2020 event and we had no idea how the new reality of increased prices, supply chain issues, and labor shortages would impact the event expenses. Council approved a pilot program to solicit sponsors for the 2022 event and the Arts Commission secured sponsorships from Home Depot, Central Market Westgate, Doc's Backyard Grill, and TexaScapes. Final reconciliation of revenue and expenses on 5/31/22 resulted in a surplus of \$588.31.

The budget request for ARTFEST 2023 takes into consideration the increased costs of operational expenses and the need to streamline event site planning/coordination and vendor registration with online tools.

### Comments from Kellie Nutt-Robinson, Selling & Events Manager, Central Market Westgate:

*We had an absolute blast at the ARTFEST and look forward to next year! We also each bought lots of great local art! The community involvement was planned to be part of our TX local event, so the timing was perfect! Everyone created a scale that went on to our giant armadillo. It really was a treat to be able to involve our shoppers in something they can see when they're here. Thanks for hosting us and look at the fun pics we took!*







City of Sunset Valley  
3205 Jones  
Sunset Valley, TX 78745  
(512) 892-1383

## ***CITY OF SUNSET VALLEY HOT FUND GRANT APPLICATION***

### ***Organization/Business Information***

**Today's Date:** May 31, 2022

**Event Date:** April 29, 2023 (tentative)

**Name of Organization/Business:** Sunset Valley Arts Commission

**Mailing Address:** 3205 Jones Road

**City, State, Zip:** Sunset Valley, TX 78745

**Contact Name:** Karen Medicus, Chair, Sunset Valley Arts Commission

**Contact Phone #:** 512-970-1791

**Contact Email Address:** kmedicus@austin.rr.com

**Website:** www.sunsetvalley.org/artfest

**Is your organization/business:** City of Sunset Valley appointed commission

**Purpose of your organization/business:** Promote the arts, cultural tourism, and promoting Sunset Valley

### ***Event, Program, or Activity Description***

**Name of your event:** Sunset Valley ARTFEST

**Which expenditure category/categories from Two-Part Test apply to your funding request?**

- Funding the establishment, improvement or maintenance of a convention center or visitor information center.
- Paying administrative costs for facilitating convention registration.
- Paying for tourism-related advertising and promotion of the city or its vicinity.
- Funding programs that enhance the arts.
- Funding historical restoration or preservation programs.
- Sporting events which majority of participants are tourists in cities located in a county with a population of a million or less.

**Location of event:** Toney Burger Center and city property at the end of Horrigan Trail

**How many years have you held this event?** 14

**Have additional activities been added or expanded?** Yes

**If yes, please explain:** 20 additional vendors, open mic, and adventure build

**Do you have other sponsors?** If yes, please list their names: Home Depot, Central Market Westgate, Doc's Backyard Grill, and TexaScapes

### ***Tourism Outcomes***

**Number of total persons expected to attend this event:** 8,000

#Sunset Valley Residents: 200

#Outside Sunset Valley Area: 7,800

**How will the proposed activity enhance and promote tourism in Sunset Valley?**

The Sunset Valley ARTFEST completed its 14th successful year in 2022 and is the signature event for the city drawing

people from the Central Texas region and beyond. This event has grown from a small art event at City Hall with 12 vendors to the largest event of the year drawing over 7,800 attendees, 93 vendors, 2 stages, local business sponsors, and 30 community volunteers. It is now recognized as an annual family-friendly event people look forward to attending and spending the day in Sunset Valley.



The production of the Sunset Valley ARTFEST is a collaboration between the Council, city staff, community volunteers and the Sunset Valley Police Department. Event promotion includes the Holiday Inn logo to promote overnight accommodation in the city.

**Amount Requested HOT Grant: \$ 144,640**  
**Estimated Event Revenue: \$ 17,400**

Amount granted in past for same event or expenditure: \$ 81,350 (based on the estimate from the 2019 actuals. Event was postponed for two years due to COVID19). Plus actual event revenue that is received via the general fund to offset event expenses \$13,476.

Do you anticipate requesting a HOT Fund Grant next year? Yes If so, for what amount? That will depend if the city decides to expand the event.



REVENUES						
General Fund	2022 Budget	2022 Actual	Notes	2023 Estimated	Commission Notes	Budget & Finance Notes
Income - Art booth sales	4,000.00	5,625.00		6,750.00	90 art booths @\$75 ea	
Income - Food booth sales		840.00		950.00	5 food booths, 5 food trucks	
Income - Merch sales		911.00		2,100.00	50 volunteers/parking, 100 vendors, 250 to sell @\$15 each, Vintage \$10 ea	Update merch available for sale
Income - Sponsorships		3,500.00		5,000.00		
Income - TCA music grant		2,600.00		2,600.00		
<b>TOTAL</b>	<b>4,000.00</b>	<b>13,476.00</b>		<b>17,400.00</b>		
Hot Fund	2022 Budget	2022 Actual		2023 Estimated	Commission Notes	Budget & Finance Notes
	<b>81,350.00</b>	<b>81,359.00</b>		<b>144,640.00</b>		

**TOTAL REVENUES      85,350.00      94,835.00      162,040.00**

EXPENSES						
Operation Budget	2022 Budget	2022 Actual	Notes	2023 Estimated	Commission Notes	Budget & Finance Notes
Bands/Music Production	13,750.00	16,700.00	Offset by TCA Grant funds	25,000.00		Talent upgrade
Special Event Coordinator	14,000.00	14,000.00	Special event coord. Incl Advertising mgmt	36,000.00		Last increase 2018, incl. approx. 680 hours of work. Incl production of calendar listings, media alerts, press releases re:dates, bands, event
Stages, sound equipment & engineers	7,700.00	7,700.00		10,000.00		
Onsite entertainment (Balloon/FP, Emcee)	1,350.00	1,350.00		2,300.00	Have entertainers for longer period of time	Addtl entertainers for longer period of time
Installation for Art Seen/Dining Tent, entry flags, new set up	2,700.00	2,750.00	Includes Warren Décor	8,000.00		Additional infrastructure
Porta Potties/Handwash Rentals	950.00	670.00		900.00	More potties	Negotiate into city contracts
Dumpster	290.00	175.00		350.00	2 dumpsters	Negotiate into city contracts
Temporary Paid Labor	1,025.00	0.00		600.00	Helpers for set up	Negotiate into city contracts
Refreshments	350.00	398.00		500.00		
Misc on site labor, merch seed money, onsite expenses	900.00	813.00		900.00		
Overnight Security	300.00	510.00		1,200.00	2 guards	Adding addtl guard
Acadian EMT	500.00	575.40		600.00		

Operation Budget	2022 Budget	2022 Actual	Notes	2023 Estimated	Commission Notes	Budget & Finance Notes
Parking Management	3,000.00	5,400.00	Includes previous offset from reveue	7,000.00	More parking staff and light tower 2 days	More parking staff and light tower 2 days
Radios				500.00	Purchase six two-way radios	Purchase six two-way radios
Tents/tables/chairs	5,600.00	6,615.00	Includes previous offset from reveue	8,500.00	(4) 30'x120' tent w/barrels plus base order of \$7000	Additional tents needed for dining, set up, pop ups
Décor		235.00		500.00		
Golf Carts	500.00	200.00		400.00	2 gas carts	Additional golf cart
Water Tanks				1,650.00	3 tanks/ice/cups	Hydration for cooling stations
Event planning and registration software				2,740.00	Maps \$840, Regist \$1900	Automate layout/coordination of event design and registration process
Health Permits for Food Booths	200.00	684.00	Offset by food booth fees	950.00	Offset w/food booth fees	Offset w/food booth fees
Paid Media and Street Banner	26,850.00	26,022.76		33,500.00		
Advertising Production	3,000.00	3,875.00		8,000.00		New creative for media
Merchandise for sale	700.00	2,294.00	revenue; increase in vendors and 2-sided printing with new city	5,000.00	#400 shirts front and back print	Update merch available for sale
Fast Signs	750.00	2,532.53	revenue; increase due to new city branding, signage redesign	2,500.00		Improve event signage at event site
Printing	600.00	550.00		650.00		Postcards, posters, badges, etc.
Photo booth				3,500.00		Selfies for attendee promotion on social media
Motorblade	135.00	197.00		300.00	Extra flyers	Flyer distribution service to increase locations
<b>TOTAL</b>	<b>85,150.00</b>	<b>94,246.69</b>		<b>162,040.00</b>		
<b>Surplus/Deficit</b>		<b>588.31</b>		<b>0.00</b>		



Client: City of Sunset Valley Arts Commission  
 Campaign: 2023 Sunset Valley Artfest  
 Run Dates: April 19 - 29, 2023  
 Budget: \$33,500  
 Demo: Women 25+

MEDIA PLAN			
CHANNEL	NOTES	RUN DATES	COST
<b>RADIO</b>			
KUT-KUTX-FM	:15 Underwriting	April 19 - 29, 2023	\$2,500.00
<b>DIGITAL</b>			
Austin Chronicle Display	Banner Ads; Home Page and Run Of Site	April 19 - 29, 2023	\$1,905.00
Programmatic - Display/Banners	Desktop, Tablet, Mobile; W25+, behavior targeted; zip code target	April 19 - 29, 2023	\$4,000.00
Programmatic - Spotify	Desktop, Tablet, Mobile; W25+, behavior targeted; zip code target	April 19 - 29, 2023	\$3,800.00
Programmatic - Connected TV	Smart TV; W25+, behavior targeted; zip code target	April 19 - 29, 2023	\$6,000.00
Programmatic - Video	Desktop, Tablet, Mobile; W25+, behavior targeted; zip code target	April 19 - 29, 2023	\$4,500.00
<b>SOCIAL</b>			
FB/IG - Display	Desktop, Tablet, Mobile; W25+, behavior targeted; zip code target	April 19 - 29, 2023	\$3,500.00
FB/IG - Video	Desktop, Tablet, Mobile; W25+, behavior targeted; zip code target	April 19 - 29, 2023	\$4,000.00
<b>OUT OF HOME</b>			
City of Austin Street Banner	1216 ½ S. Lamar	April 19 - 29, 2023	\$600.00
<b>PRINT</b>			
Community Impact SW Edition	1/2H four color ad	Delivers 4.21 - 4.24	\$2,695.00
<b>TOTALS</b>			<b>\$33,500.00</b>

<b>Timeline for 2023 ARTFEST</b>	
<b>2022</b>	
<b>May</b>	Recap from any participants and summarize survey
	2022 Budget review and finals
<b>July</b>	Finalize date for 2022 show with City Administrator and AISD - SVAC
	Confirm 2023 budget & booth rates -SVAC
	Review sponsor packets/rates - SVAC
	Finalize sponsor packets and begin reaching out to possible sponsors - SVAC
	Save the Date to area print media for calendars; social media, email former vendors -MG
	Send date to SFC and other service vendors as FYI - MG
<b>September</b>	Review basic items for 2023 show
	Provide updated information to city contact for date postings on website and social media
	Send 2023 dates to media & vendor list & SFC contact again as reminder
	Budget approved by SVAC and City
	Send the block copy of the event to City of SV for website
	Need creative elements for web, posters, postcards, tshirts, etc.
<b>October</b>	Review music options and talent check TCA on available grants
	Send food vendors date information for 2023
	Confirm promo rates with Holiday Inn and block out rooms/link - TBD
	Get new Call for Artist postcards made for November distribution – update creative
	Update art and food registration forms/work with city for pay online options until form approved
	Send Call to Artist release to print media for Nov start
	Add sponsor logos to items as needed - posters, release, media alerts, website, etc.
	Confirm COSV activity onsite with Carolyn/Sam
	Get updates on possible sponsorships from arts commission
	Print call for artist postcards and distribute to area galleries and arts commission
	Music reviews/costs/TCA deadlines
<b>November</b>	Deliver postcards for artist call/post on website/send to media for print
	Confirm parking company bids and overnight security
	2023 changes to SVPD
	Send information to bi-monthlies for 2023 dates
	Make sure all posts are written for social media to go out simultaneously
	Start calls on food trucks about date for 2023
	Check Community Impact, Texas Monthly to see if we can add event to calendar
	Check calendar listings to see if there are any updates
	Update FB page with vendor information/link to forms
	Send email to main vendor database with copy of registration form
<b>December</b>	Get with SVPD on new event summary and emergency/Covid plan
	Promote SVAF through social media – city contact
	Call to artists postings - online calendars & art spaces
	Work on any TCA grants and information
	Send to monthly publications event listings/dates
	Confirm music acts and fill out grant applications with TCA



Sunset Valley ARTFEST 2023

<b>2023</b>	
<b>January</b>	Call Food vendors and get new ones - work w/Farmers Market
	TCA grant information to City Council meeting by first days of January
	TCA grant forms due the 2nd
	Finalize acts for street vendors and face painter
	Get with Warren on kids area and arch/flags and build outs
	Submit for event listings/new media alert for call for artists
	Set up Med Tech EMS with Acadian
	Finalize emcee for event
	Create site and parking layout
	Order: EMS, Dumpster, Potties, Parking, Call SFC contact about food vendors & electricity, Balloon artists
	Rent golf carts for Fri and Sat for event with delivery and pickup
<b>February</b>	T-shirt bids/order and change art for 2023 merchandise – need creative if changed from logo on shirt
	Event programming confirmed (entertainment, layout, activities, food)
	Confirm tents, chairs, toilets, radios
	Meet with Chief Carter SVPD for officers/times and plan
	Produce tv & radio commercials, print ads
	Finalize advertising plan & place media
<b>March</b>	Reminder for vendor deadline for forms on April 1
	Call for temp labor with Centex Labor - also check with Sam Cantu
	Send release or media alert out after SXSW about event to media
	Design posters, flyers after bands selected - rush
	Print posters, flyers, flyers for Sunset Valley Elementary (to Kim)
	Separate flyers to SV Elementary- English and Spanish
	Posters, flyers to retailers, motorblade, etc.
	Confirm volunteers and staff
	Submit first round of check requests and spreadsheet to accounting; include food permit check needed
<b>April</b>	Order extra A frames and new signs if needed - posters, band lineups/two stages, parking, etc.
	Confirm food vendors needing permits and get their forms back/signed to apply for permits
	<i>The following dates to be determined based on the date of the event and updated once date selected</i>
<b>1-Apr</b>	All Registration closes
<b>4-Apr</b>	Send email to all vendors that final approvals and booth information distributed week of April 17/payments due April 1
<b>7-Apr</b>	Deadline for vendor booths all paid
<b>10-Apr</b>	Signs to SFC for posting and banner for weekend before and day of
<b>12-Apr</b>	Booth Assignments
<b>13-Apr</b>	Make vendor map changes to artist for revisions ad layout
	Submit Temp Food Permits - fill out forms, get check, drop to Austin Health Dept. and get permits
<b>17-Apr</b>	Send emails to vendors with packet of information/tips/maps/booth #
<b>20-Apr</b>	Send out Run of Show to crew, revise Emcee notes, other excel sheets

Sunset Valley ARTFEST 2023

<b>26-Apr</b>	Mark site and vendor booths week of event Wed or Thursday – confirm with AISD
<b>28-Apr</b>	Load in -- 8 am to 5 pm - set up stages, bathrooms and dumpster delivered, set up
	Entrance, all tents, chairs and tables set up, parking racks and cones set up
<b>Day of event</b>	ESP and Volunteers onsite at 5:30 am to prep for vendor check-in
	Vendor Check In Starts at 7:30 am/Complete by 9:30 am
	Event 10 am - 6 pm
	Music stops 5:45 pm
	Load out 6 pm
	Tents/Chairs picked up 6 pm; Potties picked up
	Turn off electric; clean up; items back to COSV
	Get signs back from SFC and take to SVAF storage
<b>Monday after event</b>	Dumpster picked up
	Golf cart picked up
<b>May</b>	
<b>Week after event</b>	Finalize outstanding details
	Meet with committee on follow up
	Send survey & thank you to all vendors
<b>2<sup>nd</sup> week post event</b>	Make sure all invoices paid and event summaries completed
	Recap event/ Ideas for next year
	Update sheets and timeline
	Budget updates/planning for 2024
	Send in TCA grant summaries with city
	Meet with SVPD post summary
	Inventory signs and items in storage room
	Wrap up event details for the year



290

COVID-19 Testing

TWO WAY TRAFFIC

ONE WAY

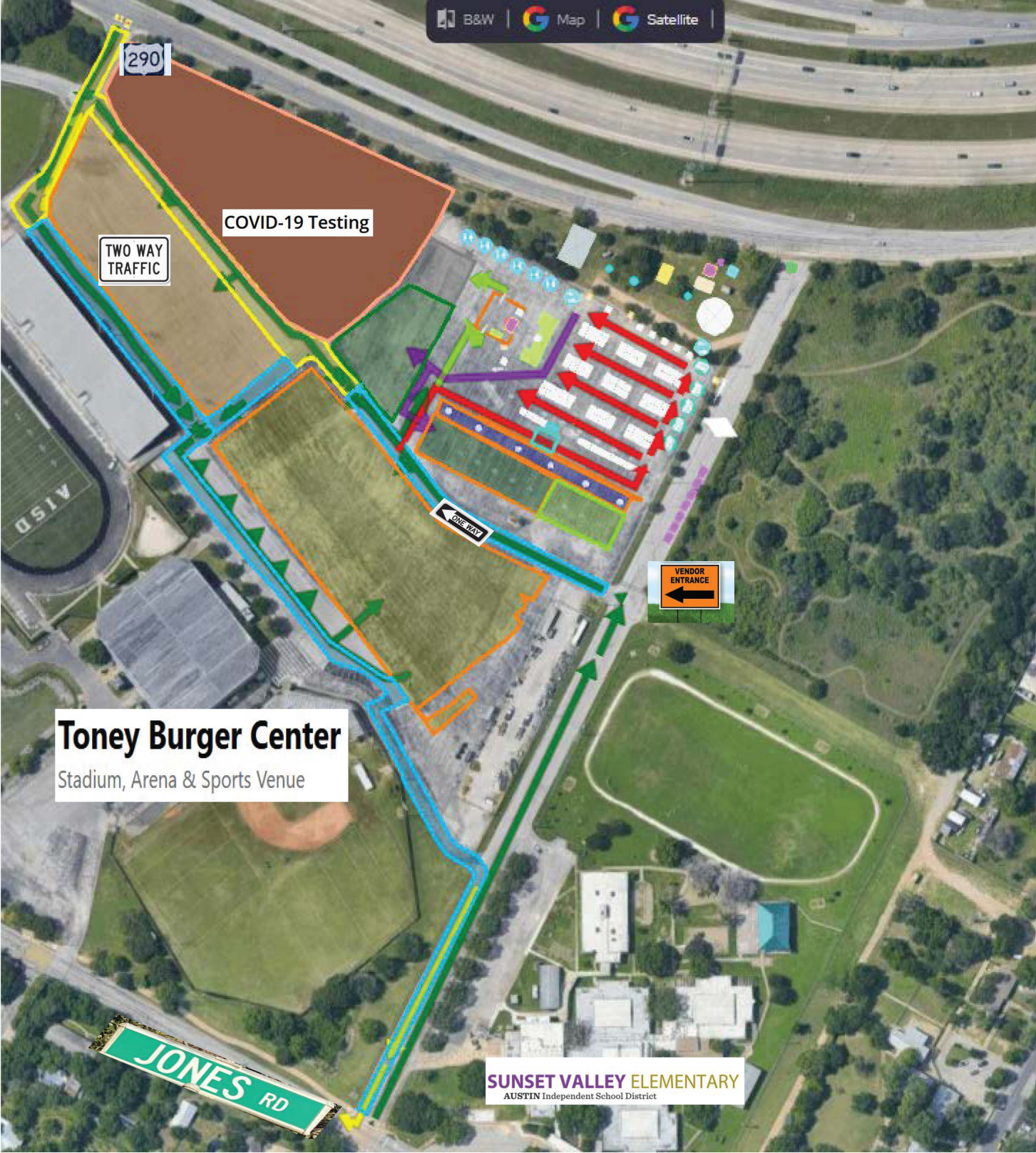
VENDOR ENTRANCE

# Toney Burger Center

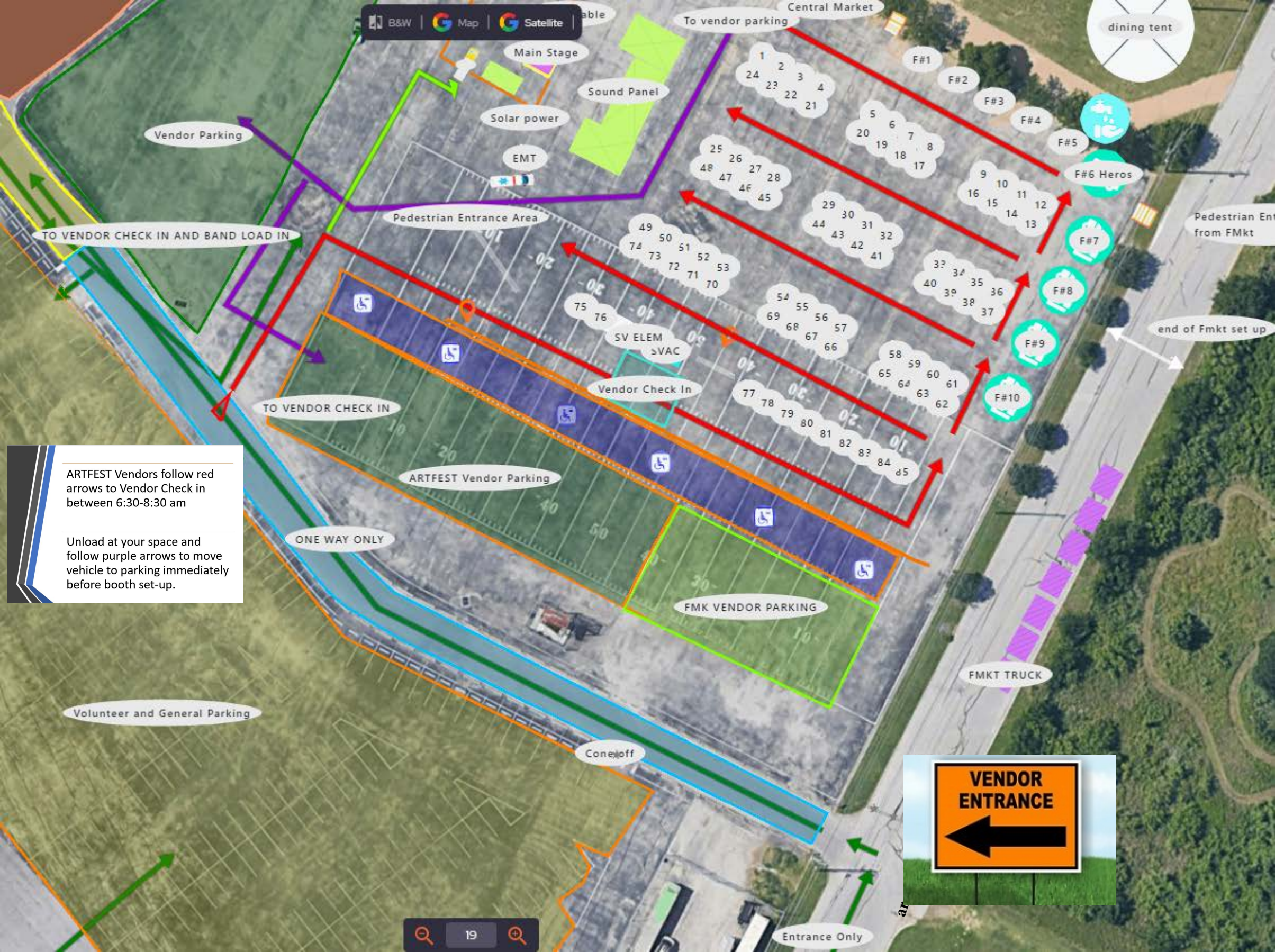
Stadium, Arena & Sports Venue

JONES RD

SUNSET VALLEY ELEMENTARY  
AUSTIN Independent School District







dining tent

Vendor Parking

Main Stage

Sound Panel

Solar power

EMT

Pedestrian Entrance Area

TO VENDOR CHECK IN AND BAND LOAD IN

TO VENDOR CHECK IN

ARTFEST Vendor Parking

ONE WAY ONLY

FMK VENDOR PARKING

Volunteer and General Parking

Cone off

Entrance Only

To vendor parking

Central Market

F#1

F#2

F#3

F#4

F#5

F#6 Heros

F#7

F#8

F#9

F#10

Pedestrian Entrance from FMkt

end of Fmkt set up

FMKT TRUCK

ARTFEST Vendors follow red arrows to Vendor Check in between 6:30-8:30 am  
Unload at your space and follow purple arrows to move vehicle to parking immediately before booth set-up.







## **Emergency Information and Event Summary for Sunset Valley Police Department**

**15<sup>th</sup> Annual Sunset Valley ARTFEST 2023**

**April 29, 2022 (Saturday) from 10 am – 6 pm**

**Hosted by the City of Sunset Valley Arts Commission**

### **Event Summary and Emergency Information**

The event will be hosted in the same location as in the previous years at the Toney Burger Center northeast parking lot area (north of the main bandstand fixture there now) using the green grass area and main parking area north of the stadium. The SFC Farmer's Market will also be operating from the 9 am - 1 pm that day off Robert Horrigan Road, with their tents put on both sides of that street to create a long row of tents for shopping, but further up more near their barricade on that street as they did before. All their vendors will be parking in the southern lot past the area where our tents are set up in Vendor Parking, and we have advised the SFC Farmers' Market folks to tell them not to block the curbs inside the parking lot. They will have a volunteer at their parking area to help let the vendors for sfc know where to park as well.

### **Emergency Planning Considerations and Staff Briefing**

**We are working with a new parking contractor this year, Turnkey Operations.** They manage parking at many area events and are familiar with the process needed from their attendants. A grounds layout/traffic flow and timeline for the event day and activities will also be sent to them and you, to review with staff prior to the event.

With SVPD officers also onsite at the event, festival organizers can go to those officers in case of any emergency; unusual package found, lost child, security problem, crowd control issue, unruly customer issues, medical situation, or other circumstance that might arise at the event.

All parking personnel will have radios so they can communicate with each other, as well as festival officials and SVPD. Turnkey Operations parking contact will be available to meet with SVPD and festival officials prior to the event for overall review of plans, and at post-event meeting, if needed.

### **Credentials**

Event staff will have a black lanyard with the event name and date and marked as STAFF for recognition by festival guests if they need anything and the photographer will have one with PHOTOGRAPHER to identify him as a safe person for guests to know can take photos for the event. This year, we are implementing a VENDOR lanyard as well, to help all of us identify the vendors. We have a record 92 vendors this year, up from about 70-72 annually, with many new faces, so this will help identify them more easily.

## **Event Cancellation/postponement**

If, due to extremely bad lightning or weather, and the event needs to be cancelled, announcements will be made from the Main Stage area by our Emcee/Announcer and Festival officials. The weather will be monitored through the event day, but otherwise, we are a rain or shine event.

## **Medical Personnel/First Aid/Ambulance**

An EMT for the event is Acadian and are stationed by the Main Stage area in a tented area with an ambulance available. An opening in the hard perimeter will allow easy access to get an ambulance in and out in case of a medical emergency if any transport is needed. This is also noted on the maps for staff and vendors, so they know the location. This area is also visible with a white A frame sign that says FIRST AID. We will tell Acadian to let us know if they will be switching out personnel during the day, so we are aware. A cooling tent with a water station will be available for people who become overheated. Additional water stations will be set up at various locations in the event.

## **Covid Protocol**

With the ever-changing status of Covid protocols, Austin being listed now as a Stage 2 area, and the fact that this is an outdoor event, we will not require any masks to be worn at the event. They will be optional for guests, staff, and vendors. We will have 8 standing hand gel sanitizers located at various points throughout the festival grounds, two hand-wash stations and 2 hand sanitizer stations next to the main restroom facilities.

## **Public Access**

The attached maps show the two main entry/exit areas into the parking area for vendors that morning and for guests during the day. A designated person will be at each location to help direct parking until 4pm. There will also be a person at the main vendor check-in that morning (located at the Sunset Valley Arts Commission tent) to help direct cars to the two designated aisles for vendor set up. This is a drive-thru check in. Vendors always arrive early so usually there is a line of cars for this, but we will start check in at 7:30 am and we will have one parking attendant at the check-in entry point to help direct this. One person will be at the end of each vendor aisle (three aisles) to help direct vendor cars and set up from 7:30- 9:30 am. The attendants will also assist with clearing cars from the area by 9:30 am. Please note: vendors are asked to pull alongside their booth number, quickly unload their items, placing them inside the space allocated to them, and then moving their car to the vendor parking, noted with signage and parking attendants. The main thing is to direct farmers' market vendors directly to the parking lot for unloading and the ARTFEST vendors to go through the line and check-in process. Since this area has a huge amount of activity before the event starts, having a police officer nearby would be helpful if that is possible.

The attendant positioned at the end of the Vendor Parking area/sign from 8- 9 am to help further direct Vendors to park in those marked areas and can then be relocated to assist on Horrigan Road entrance area once most vendors are parked, if needed. Cones will be used to block off the two elementary school parking entrance areas off Robert Horrigan Road.

Aisle ways at the festival will be 30' across again this year, to provide an easier flow of guests and a better turn range for vendor cars as they come in that morning to unload. There will also be 30' from the end of the tents to the Main Stage area and a 30' area for dancing in front of the stage and main tent located there as guests listen to the music.

Main Stage side and back area will be surrounded by a hard bike rack perimeter. Backstage access and band load-out for that area will be 60' x 56' with musician parking behind and noted with A-frame signage. Our parking personnel will be noted of that area. The perimeter will be metal bike rack and sawhorse barricade combination for exit and entry to the area.

The general parking lot will be marked and coned off on Friday, the 28th. Cones will be used to set up lanes for cars from before the first entrance to the exit of Horrigan Road and set out for areas where cars are not allowed to park. We will have their supervisor on-site in a golf cart and on radio to help with any changes during the day, as needed.

Handicap spaces will be set up a few feet from the front hard perimeter again this year, marked by the arched entrance with colorful flags and extended West so that those guests can enter from the Main Stage/EMT area or in the front by the arch. A hard perimeter of connecting metal bike racks will be placed in front of the first handicap row to ensure additional safety close to the tents by the Entrance area, in addition to the area around the Main Stage, side stage and area by where guests walk in the event coming in from the South, as we did in 2022.

### **Event Maps**

Attached is the Grounds Map that shows location of the main parking entrances and staff there, handicap areas, hard perimeter areas for handicap and stage area, and general vendor location.

### **Event Notification of Crowd**

Since this is an outside and open, free festival, there are several places for the public to leave in existing aisle ways, if needed for an emergency.

Any emergency announcements would come from the PA system at the Main Stage from the festival announcer and officials, at a higher volume to attract the attention of all festival-goers. There is also a PA system at the Kids Stage if additional announcements would need to be made for that area.

### **Security and Overnight Security**

The festival will have SVPD officers onsite during the day to assist with crowd control, parking issues, emergencies, and overall security of the area. A separate paid unarmed security officer from Sentry Security will be located onsite from 5:30 pm Friday night through 7:30 am Saturday morning for security of the items and staging already loaded in and set up that day. They will alert festival officials and work with the SVPD to report any problems that might arise during that time. SVPD will do close patrols of the site during the evening.

### **Food Drinks/Water**

Guests will have the opportunity to purchase only non-alcoholic beverages from food vendors and farmer's market vendors as well as food options during the day. The food vendors will sell waters,

lemonade, teas, or soft drinks in addition to their food products. All food truck vendors will have current health or mobile health permits from the City of Austin and the tented food areas will have temporary food permits set up onsite for any health inspectors which I will give to them the morning of the event.

### **Venue Cleanup**

This is overseen by the festival staff and paid laborers that evening starting at 6 pm. Most everything should be off the grounds Saturday evening, except the dumpster which is at the end of Robert Horigan Road, the 4 regular and 2 ADA porta-potties, 2 washstands and 2 sanitizer stands, all which Texas Disposal will pick up Monday morning.

### **Debriefing Meeting**

Meetings can be held pre-event with the SVPD, festival organizers and parking contact, to go over general flow, and a separate meeting with the same group can be held post-event to review specific details and suggestions to the upcoming year, as needed.

Thank you again for your continued support.

Michele Golden/Golden & Co. and the SV Arts Commission



## Sunset Valley Arts Commission

### 2022 Member Contact List

1	Karen Medicus, Chair	<a href="mailto:kmedicus@austin.rr.com">kmedicus@austin.rr.com</a>	512-970-1791
2	Sasha Russell, Vice-Chair	<a href="mailto:Sashafree0@gmail.com">Sashafree0@gmail.com</a>	512-619-1277
3	Joe Hutson	<a href="mailto:Joehutson56@gmail.com">Joehutson56@gmail.com</a>	512-360-7776
4	John Frick	<a href="mailto:johnfrick@austin.rr.com">johnfrick@austin.rr.com</a>	512-560-8233
5	Ruth Pifer-Hutson	<a href="mailto:Pifer.hutson@gmail.com">Pifer.hutson@gmail.com</a>	512-961-0613
6	Myles Fox	<a href="mailto:mylesfox@mac.com">mylesfox@mac.com</a>	512-666-5350
7	Julie Kestner	<a href="mailto:juliekestner@gmail.com">juliekestner@gmail.com</a>	512-919-2221
8	Barbara Wilson	<a href="mailto:Wilsonbarbara655@gmail.com">Wilsonbarbara655@gmail.com</a>	512-590-9448
ALT	James Hart	<a href="mailto:jameshart@austin.rr.com">jameshart@austin.rr.com</a>	512-516-19966
	ARTFEST Event Coordinator Michele Golden	<a href="mailto:michele@goldenandco.com">michele@goldenandco.com</a>	713-252-6464

## **STATEMENT ABOUT IMPORTANCE OF SUNSET VALLEY ARTS**

### **SOCIAL MEDIA, SUBMITTED BY MYLES FOX, MAY 9, 2022**

What guides the Arts Commission?

The mission of the Sunset Valley Arts Commission is to serve the city and its citizens as advisors and advocates for the enhancement and integration of the arts in the community. We believe that a creative cultural environment is essential to the City's well being.

Based on experience and observations about the world outside Sunset Valley, I urge the Arts Commission to support the reactivation and growth of arts related social media under its wing. We should consider it a "year-long ARTFEST." Arts related social media accomplishes nearly everything that ARTFEST does and achieves other ends as well. It deserves commission members' respect, which has been lacking. And it deserves city funding to make it work right.

A vibrant and continual social media presence centered on the arts meets every point in the mission statement and more. A third party vendor should be hired to provide content and grow the platforms.

The Sunset Valley Arts Facebook page is a magazine type website about the arts both inside and outside SSV. Sunset Valley residents and people outside the city are enriched by the content, whether it is local area events and talent or something happening on the other side of the world. Art is art. People learn things and they are encouraged to bring art into their lives. That is what the Commission says it wants to do in the mission statement.

Just like sculpture and art throughout the city would support our cultural environment, Sunset Valley Arts social media does the same. The difference is it can be in every Sunset Valley household and beyond, at any time and at little cost.

What does Sunset Valley Arts social media do?

1) It directly promotes ARTFEST (although not in every keystroke) throughout the year and heavily in the run up weeks.

2) It brings art into focus in people's lives, which meets the mission mandate.

3) It achieves other desirable ends:

\* supports the artistic pursuits and livelihood of resident artists.

\* shines a light on the city as a creative place and supporting the city brand.

\* promotes Sunset Valley businesses (e.g. live music at CRUZTECA and Brodie Homestead event center).

###



Social Media Proposal Communication 5.26.22

nice speaking with you yesterday, sylvia.

as discussed, i propose the arts commission launch a program to continually maintain sunset valley arts social media with a goal of increased reach and impact far exceeding what has been done. in addition to populating the pages(s) with content, this requires sophisticated strategy such as search optimization, paid ads, FB boosts, email collection and much more from an experienced person.

i believe that a third party vendor is the best way to go. i have sourced several companies and will present proposals at the next arts commission meeting on monday, june 13. naturally, council funding is needed. the dollar value to the city of a year-long, thriving social media platform will be tremendous. i understand if the costs are over \$10,000, then an RFP is required.

we discussed that this program necessitates someone to oversee and participate with the vendor. once the program is launched by the arts commission, that someone must have some degree of digital literacy, be available to approve posts presented to him or her on a monthly basis, keep an eye on the program and be available for special inquiries by the vendor and the commission.

your response is that the new staff position to be formed could be that person. given how much i believe in this, i am very pleased to hear that... unless the arts commission thinks it has someone to do it. we shall find out if: 1) the commission shares my vision and interest in such a program, and 2) the commission thinks it can be the intermediary with the vendor or if the new staff person is the best one to do it.

thank you.

myles fox

volunteer, sunset valley arts commission