Who Is ArtFest Fort Myers?
Southwest Florida’s largest weekend event & premier art festival

Always the 1st weekend in February
Staff – 3
Intern 1 or 2
Steering Committee – 40
Weekend Volunteers – 300+
Sponsor – 18
Media Partners – 12
Road To Success
Always Under Construction
Festival & Event Pillars

- The Experience
- Pay For It
- Market It
- Build It
Why create the Experience?

What is the Experience?

Who is the Experience for?

How is it going to compete?
Pay For It
Sponsors
Space Fees
Beverage Sales
Merchandise Sales
Admission
Market It
Who is the target attendee?
Where do they find out about events?
Build It
City Relationship
Lots of Friends
Can You Deliver It?
The devil is in the details!
Questions for You

What is your time worth?

Are Your Tools Up To Date?

Do You Plan On Small Paper?

Who Do You Play With?

IFEA.com    FFEA.com
Questions for Us?

We Are Always Under Construction