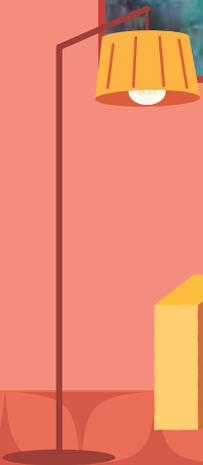


2025 SUMMARY REPORT

SAINT LOUIS
ART FAIR
presented by EMERSON



Commemorative Print:
“Terry” by Sharon Spillar

2025

AT A GLANCE



All photos enclosed are courtesy of Judy Barnard & ProPhotoSTL

SLAF



BY

THE

NUMBERS



130,000+ Attendees



205 Artists

192 Booths

330+ Volunteers



27 Team Leaders

29 Board Members



4 Interns

2 Full-Time Staff

2025

BEHIND THE SCENES



2025

EVENT MANAGEMENT TEAM

Kyle Andrews - Landscaping
Marianne Baer - Artist Relations
Ronnie Barrett - Guest Relations
Cynthia Billingsley - Jurying
Lorna Brown - VIP/Special Events
Kristen Buckles - Artist Relations
Patty DeForrest - Volunteers
Emily Dent - Merchandise
George Hettich - Jurying
Bruce Kothe - Concessions
Susan Kronemer - Jurying

Darby Latham - VIP/Special Events
Michelle Maue - Creative Castle
Alexis Moore - Guest Relations
Kim Rayford - Performances
Scott Sarandis - Artist Relations
Eboney Shaw - VIP/Special Events
Sherry Shuman - Artist Relations
Stacey Tull - Jurying
Nancy Yawitz - Artist Relations
Sean Zaranek - Concessions



2025

ART

FAIR

STAFF

STAFF MEMBERS

Kathy Ann Duffin
Community Art Project Coordinator

Becky Genoways
Beverage Specialist

Erin Jackson
Volunteer Coordinator

Stephen King
Emerging Artists Coordinator

Daniel Lewandowski
Operations Specialist

Brittany Lavy
Quartermaster

Sarah Umlauf
Executive Director

Megan Zaranek
Associate Director

2025 INTERNS

Fiona Ferguson
Social Media & Communications

Theo Kronemer
Operations

Morgan Sirota
Operations

Niki Taylor
Graphic Design



2025

BOARD OF DIRECTORS

Suzanne Dalton Kearins
Board Chair

Curran Coulter
Vice Chair

Patty Kellerhals
Vice Chair

Kimberly Rayford
Secretary

Chris Schmitt
Treasurer

Kristyn Dunlap
Vice Treasurer

Board Members:

Greg Belger
Dean Boeschen
Doug Carroll
Sean Doherty
Ellen Gale
Abigail George
Becky Hadfield
Michelle Harris
Tracey Harris
Darby Latham
Ebonee Shaw
Andre Stevens
Angela Strum
Jaime Curry Welker
Stacy Engles Wipfler
Tracie Wolfmeyer
Thomas Zetlmeisl

Emeritus Board Members:

Alex Berger III
Marian Nunn
David Smith
Dr. Susan Uchitelle

Ex-Officio Board Members:

Gary Carter
Mayor Bridget McAndrew
Dr. Nisha Patel



2025



SLAF

OUTREACH



Our **PUBLIC ART COLLECTION** is a permanent collection of artworks purchased from the Art Fair over the years. This unique collection is loaned to organizations for display at no cost and continually tours public spaces such as schools, libraries, and community centers.

154

WORKS OF ART



New in 2025, SLAF launched an **ART KIT** initiative to expand creative opportunities beyond Clayton and into underserved communities. Through a “Buy One, Give One” model, every kit purchased provides an identical kit to the Ferguson-Florissant School District, with a minimum of 350 kits pledged. The program strengthens SLAF’s connection to local education and reinforces our commitment to making art accessible throughout the greater St. Louis community.



2025



EMERGING

ARTISTS



The Emerging Artists as Entrepreneurs Program prepares independent, up-and-coming artists for careers in the Arts Festival industry. It offers collegiate and rising artists the chance to explore the business side of the arts through education on copyright law, financial consulting, and portfolio development, while gaining firsthand experience at the annual Saint Louis Art Fair presented by Emerson. The program aims to inspire creativity and jump-start the careers of the next generation of independent artists.

12

First year Emerging Artists mentored by 40 exhibiting artists, led by coordinator, Stephen King.

12

Second year Emerging Artists exhibiting in the Emerging Artists Booth.



Portfolio Development • College Credit Earning Potential •
Mentorships from Independent Artists • Awards & Recognition • Exhibition Opportunities

2025



EXHIBITING

ARTISTS



\$14,379

AVERAGE SALES PER ARTIST

\$2M+

TOTAL ARTIST SALES

1,089

APPLICATIONS
REVIEWED BY JURORS



192

BOOTHS

205

JURIED ARTISTS

27

AWARD WINNERS

2025

EXHIBITING

ARTISTS

23%

OF ARTISTS
NEW TO SLAF

98.9%

RATED THE ART FAIR
EXCELLENT/GOOD



33

STATES
REPRESENTED

30

ARTISTS FROM
MISSOURI

2025

PLEASURES OF THE PALATE

RESTAURANT ROW

Clementine's Creamery
Deli Divine
FUFU n' Sauce
Drunken Fish & Kimchi Guys
MacShak
Pappy's Smokehouse
Sedara Sweets
The Capital Grille
Tivanov Catering



FOOD TRUCK ALLEY

Doughboy's Pizza
Go Gyro Go
Mr. Noodle
The MOObile
Wok-O Taco



CREATIVE CASTLE

Colleen's Cafe
Scoops N' More

2025

BEVERAGE PARTNERS

NOT FOR PROFIT PARTNERS:

Ivy Foundation of St. Louis | 100 Black Men of Metropolitan St. Louis | Omega Psi Phi | Epsilon Lamda Charitable Foundation | Lift for Life Gym



OMEGA PSI PHI
FRATERNITY, INC.



OFFICIAL BEER SPONSOR:

Grey Eagle Distributors | Stella Artois



OTHER BEVERAGE SPONSORS:

Butter Wine | Gin and Juice | Nutrl



GIN & JUICE
BY DRE AND SNOOP

NÜTRL
Vodka, Softener, Best Juice

A percentage of sales was donated to each not-for-profit organization that staffed the six beverage booths during the weekend.



\$20,109

PROCEEDS TO
NONPROFIT PARTNERS

6

BEVERAGE BOOTHS

2

TEAM LEADERS

Volunteer water provided by: **Schnucks**

2025

LIVE ART EXPERIENCES

47 STAGE PERFORMANCES

Main Stage presented by  Enterprise Mobility™

Performing Arts Stage supported by The William T. Kemper Foundation

Independent Artist Stage presented by  NEWGROUND
Strategy | Design | Build | Interiors



OTHER LIVE ART:

Balloon Parade



Buskers Club



Floral Installation



2025

MAKERSPACE

NEW THIS YEAR! Presented by



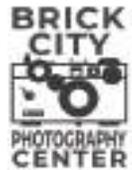
AMY JOY POTTERY

Live pottery wheel and hand-building demos by Amy Joy Pottery in the MakerSpace presented by NewGround.



BRICK CITY PHOTOGRAPHY CENTER

Analog photography demonstrations by Jeff Sass, Executive Director of the center, and traditional photography enthusiast.



COMMUNITY ART PROJECT

Kathy Ann Creative and thousands of Saint Louis Art Fair patrons collaborated on a one-of-a-kind abstract artwork throughout the weekend.



LIVE AERIALIST

The MakerSpace presented by NewGround featured the Fair's first-ever aerialist performance.

2025



CREATIVE CASTLE



Presented with support from The William T. Kemper Foundation

NOT FOR PROFIT PARTNERS:

- Canvas for Kids
- Contemporary Art Museum
- Craft Alliance
- New City School
- Rohan Woods School
- St. Louis Artist's Guild
- St. Louis Art Fair presented by Emerson
- The Magic House
- The Wilson School



8,000+ CHILDREN CREATED ARTS & CRAFTS



2025



ACCESSIBILITY

FEATURES



WEBSITE ARTIST LIST MADE
SCREEN READER-FRIENDLY



MEET THE ARTIST
AUDIO-DESCRIPTIVE TOURS

Presented by:  MindsEye



LIMITED MOBILITY TOURS

Presented by:  SMITH MOORE
Providing National advice since 1923



BENCH LOCATIONS ON
INTERACTIVE MAP



RESERVED SEATING
AT STAGES



SCAN TO LEARN
MORE ON OUR
WEBSITE:



2025



MERCHANDISE



Sharon Spillar
2025 Commemorative
Print Artist

Ed Pribyl
2025 T-Shirt Artist



SAINT LOUIS ART FAIR
SEPTEMBER 5-07 2025



2025

ATTENDEE

INSIGHTS



AGE

21 AND UNDER	7%
22-35	36%
36-49	21%
50-69	31%
70 AND OVER	6%

94%

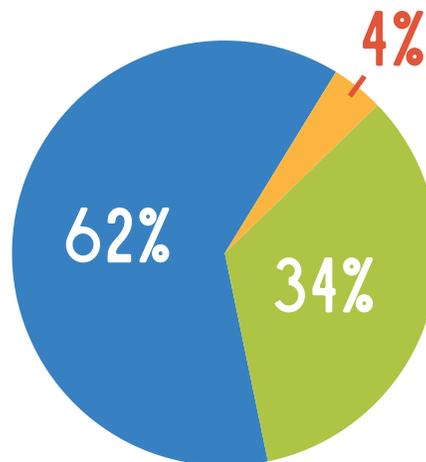
ATTENDEES HAVE COLLEGE OR POST GRADUATE DEGREES

46%

ATTENDEES WITH AN ANNUAL INCOME OVER \$125,000

ETHNICITY

CAUCASIAN	67%
AFRICAN AMERICAN ..	18%
ASIAN	9%
HISPANIC	5%
OTHER	2%



- FEMALE ATTENDEES
- MALE ATTENDEES
- OTHER ATTENDEES

2025

ADVERTISING

MAKING HEADLINES: SLAF IN THE NEWS!

ARTS AND ENTERTAINMENT

Local artist Sharon Spillar to exhibit at Saint Louis Art Fair

by: [Stephanie Knight](#)
 Posted: Sep 4, 2025 / 10:30 AM CDT
 Updated: Sep 4, 2025 / 10:30 AM CDT



33,000
 REACHED DURING
 EMAIL CAMPAIGNS

SPIRIT OF ST. LOUIS

St. Louis Art Fair Returns to Downtown Clayton

by: [Joran Wise](#)
 Posted: Aug 28, 2025 / 04:00 PM CDT
 Updated: Aug 28, 2025 / 04:00 PM CDT



7,500
 PROGRAMS
 DISTRIBUTED

ARTS AND ENTERTAINMENT

Don't miss the 32nd annual Saint Louis Art Fair!

by: [Stephanie Knight](#)
 Posted: Aug 14, 2025 / 10:32 AM CDT
 Updated: Aug 14, 2025 / 10:32 AM CDT



6,000
 LINKS CLICKED

MEET THE ARTISTS PRESENTED BY HEC MEDIA'S SPOTLIGHT STL:



2025

SOCIAL MEDIA

AUDIENCE REACH

1.6M

UNIQUE USERS

5.1M

TOTAL USERS

2M+



Reddit

286,000



YouTube

747,500



Instagram

240,000



Facebook

313,000

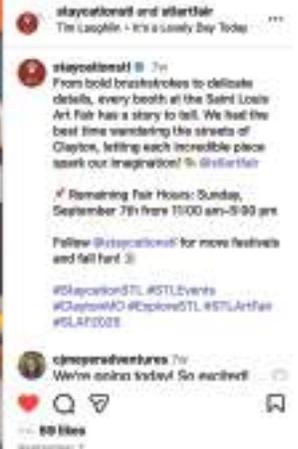
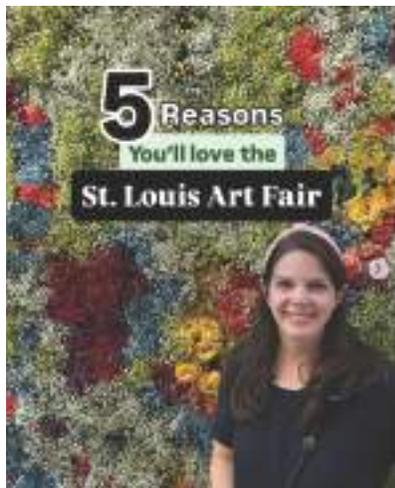


X/Twitter

2,200



TikTok



14 INFLUENCER COLLABORATIONS!

2025



VOLUNTEER

THANKS



Thank you to all the amazing volunteers who make this annual event possible!



CONNECT WITH US



@STLArtFair



@STLArtFair



info@saintlouisartfair.com



saintlouisartfair.com



SAVE THE DATE FOR NEXT YEAR'S ART FAIR!



SEPTEMBER 18, 19, 20, 2026

THANK YOU TO OUR SPONSORS!

PRESENTING SPONSOR



OFFICIAL SPONSORS



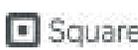
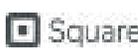
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