



## **Survey of show sales – 2008 Coconut Grove Arts Festival**

In February 2008 The Miami Herald said the following about the 2008 Coconut Grove Arts Festival:

"Monty Trainer, president of the Coconut Grove Arts Festival, said sales appeared to be on pace with last year, when exhibitors reported selling between \$6 million and \$8 million worth of art. Final results were not immediately available".

Based on those numbers, with 336 booths, that would make the average sales per booth \$17,800 to \$23,800.

Some members of the NAIA that had participated in this year's show did not feel those numbers were correct and called on the NAIA to do a survey of sales figures of exhibitors in the show. We hope by doing this it will help the show know what their exhibitors are actually doing in gross sales and help the artists themselves.

We collected the e-mail addresses of all participants from the last 3 years and sent them an invitation to take the anonymous survey. We had complete responses from 150 people of which 41 were NAIA members, 88 were not members, 12 didn't know and 9 didn't answer.

We asked for gross sales figures for 2006 (which we didn't use due to the lack of responses), 2007 and 2008, medium and price range. We asked two questions: Any comments relating to your sales numbers and any comments about the show that you think we should know.

In this survey the one conclusion we immediately came to was that, based on the people who responded to our survey who did the show this year, the actual sales figures were much lower than what Monty Trainer implied in his statement.

The average sales per our survey for artists that reported sales figures for both years were \$11,950 for 2007 and \$7,720 for 2008.

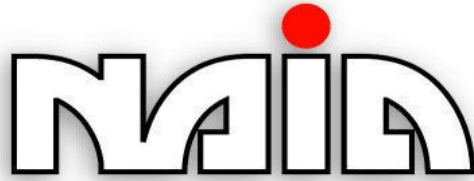
We ask that you read all the following information and make your own conclusions. You will find:

- 2008 sales per booth pie chart
- 2007 sales per booth pie chart
- 2007 and 2008 bar graph of median sales by media
- Complete text of the answers to the two questions (as written)

We have invited the Coconut Grove Art Festival to respond and we will apprise recipients of this e-mail of any further developments as well as post it on our website ([www.naia-artists.org](http://www.naia-artists.org)).

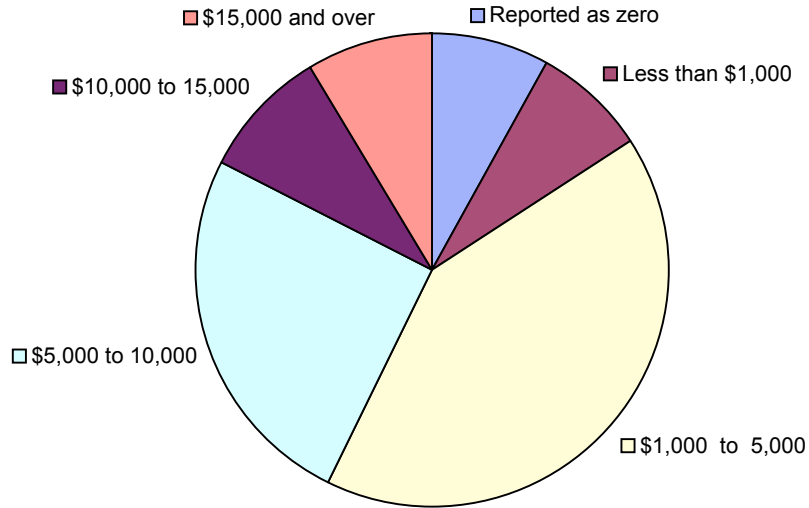
Bonnie L. Blandford – NAIA Board Member

Sally J. Bright – NAIA Board Chair



National Association of Independent Artists

## NAIA Survey of 2008 Coconut Grove Art Festival Sales



### Sales per Artist by Sales Range

Reported zero sales	10	8%
Less than \$ 1,000	10	8%
\$ 1,000 to 5,000	52	41%
\$ 5,000 to 10,000	32	25%
\$10,000 to 15,000	11	9%
\$15,000 and over	11	9%
	126	<u>100%</u>

Did not respond 21

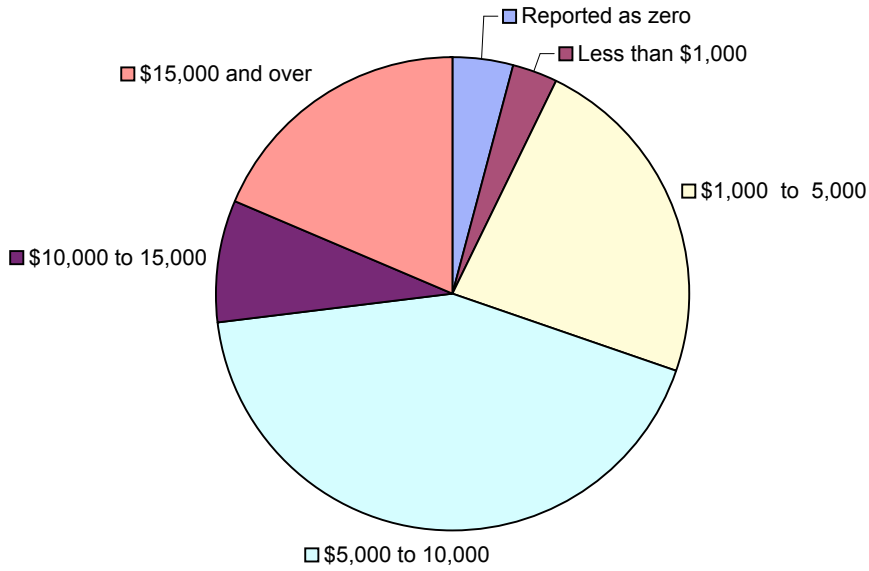
Total responses to survey 147

March 2008



National Association of Independent Artists

## NAIA Survey of 2007 Coconut Grove Art Festival Sales



### Sales per Artist by Sales Range

Reported zero sales	4	4%
Less than \$ 1,000	3	3%
\$ 1,000 to 5,000	22	23%
\$ 5,000 to 10,000	41	43%
\$10,000 to 15,000	8	8%
\$15,000 and over	18	19%
	96	<u>100%</u>

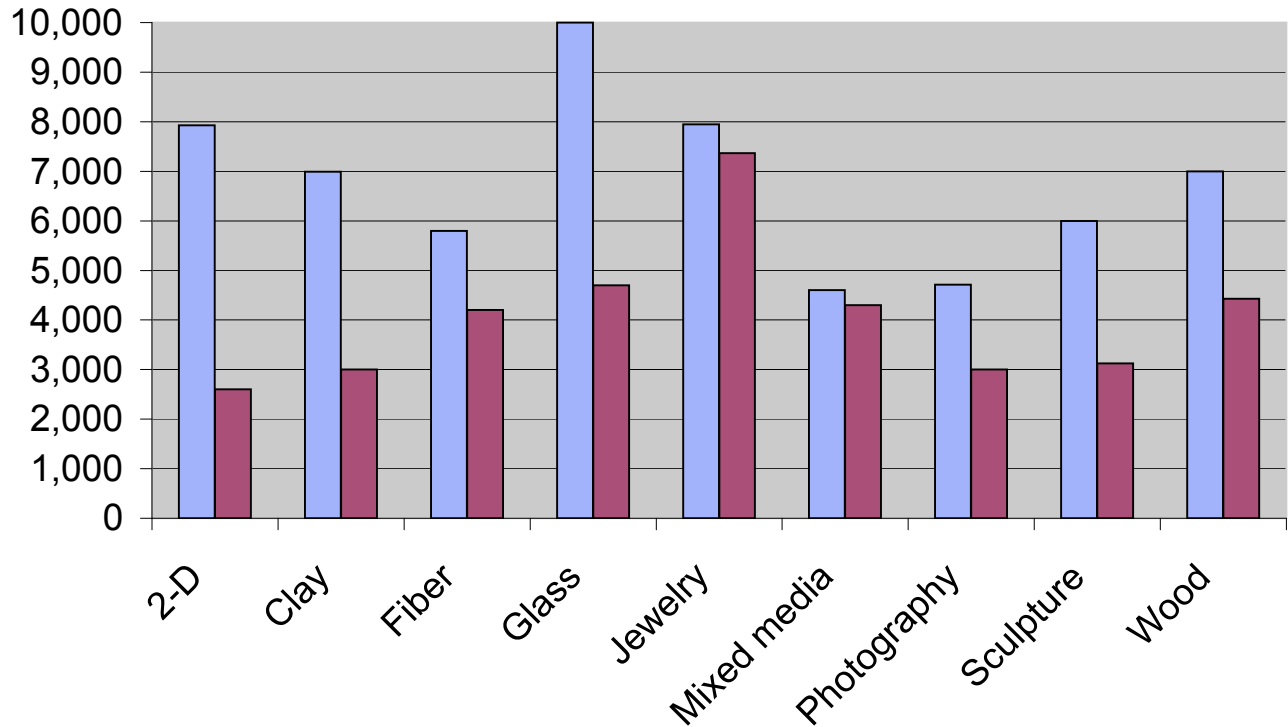
Did not respond or did not do show in 2007	<u>51</u>
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Total responses to survey	<u><u>147</u></u>
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March 2008



## NAIA Survey of Coconut Grove Art Festival - Median Sales per Artist



**Median 2007 Sales per Artist**

2-D	7,925	24
Clay	6,990	10
Fiber	5,800	7
Glass	10,000	3
Jewelry	7,950	20
Mixed media	4,600	11
Photography	4,710	15
Sculpture	6,000	3
Wood	7,000	3

Total number of responses 96

**Median 2008 Sales per Artist**

2-D	2,600	34
Clay	3,000	9
Fiber	4,200	10
Glass	4,700	5
Jewelry	7,368	24
Mixed media	4,300	12
Photography	3,000	16
Sculpture	3,125	10
Wood	4,430	6

Total number of responses 126

Note: If there were only one or two responses in a category, they were added to the most similar category.

March 2008



## NAIA Survey of 2008 Coconut Grove Show – Exhibitor comments

### Question 1: Any comments relating to your sales numbers? Below are the actual answers.

Disappointing due to \$2,500 investment. Low attendance. Weather impacted sales 2 days. Most attendees were not high quality art buyers. We did about the same as St. Stephens last year and Arti Gras the previous 4 years.

Many of my friends share sales figures with each other. I know many of the award winners for the last 10 years. No one I know is averaging even a third of these numbers. Most are just doubling their break even point!

Although our sales were down significantly, we seemed to be doing much better than most of the people we talked to. I would guess the Grove's sales figures are grossly exaggerated.

broke even, can't stay in business this way

Very slow - down from all shows.

Weather def hurt somewhat this year, but if you go back 5 yrs in totals--I was making \$12,000 at grove.

In 2007, I sold out of all but my highest priced works, leaving five pieces out of 170. So, my sales would have probably been higher. In 2008, I returned home with some inventory. I'm sure the weather was a factor in 2008.

The rain especially on Sunday cut sales. Without the rain my sale would probably have been about \$4500 or so.

My sales are made up in 2007 and 2008 from one main buyer. When he does not buy then I would be much lower than previous years.

Our buying crowd was not there. Young Latino crowd, paid \$5. to get in, received a few trinkets from the advertising vendors, listened to music, bought a beer and went home happy.

Sales numbers dropped drastically. We believe this drop was due to the show committee not keeping the patron's program. The people who were sponsors of that program no longer come to the festival. We have a large mailing lists from many of these folks & they no longer attend.

This was actually the worst three day art festival for sales I have ever done. There was only one artist around me who was doing okay, and she had done the festival for 15 years. The woman across from me did zero sales! The weather played a role, but people were just not buying. I have never experienced anything like this, and since I was new this year I didn't know if it was the festival or a combination of the weather and the economy. Even prior to the weather, I was not doing that well. So even though the weather contributed, it was not the reason for low sales. In the end I covered my expenses because I won an award, but that was it! People in the show I talked to who had done it previous years said their sales were down up to two thirds from previous years. I thought it might have been my location, but I talked to an artist who had a prime spot and had done the fair for 20 years and was down by 50%. I think the sales figure quoted could not possibly be accurate. I talked to an artist who was at the Baltimore ACC Show the next weekend with me and he had done well and so had his neighbor. So apparently some artists did fine. Others said their buyers weren't there this year.

They are dead accurate. Frankly, I was very worried to see such bad sales at the Grove. My freight bill was greater than my profit. I do not think the weather had that much to do with it. Maybe a little, but not 40 to 50% reduction. I know the local economy has been severely threatened and the wealthy are the first to close their purse strings.

Down, down ,down....

First time, had a lot of close quality contact s but few sales for such good interest.

My 3rd show ever. I am very pleased

Awful.

I didn't see much in sales with other artists in my area. How are they coming up with such high numbers? That's what made me think this would be a good show.

They keep going down. Many customers want to bargain even on reasonably priced pieces.

My first year, so can't compare, but I thought sales would have been better if it hadn't rained

When the weather is rainy and HOT, my sales are down. My worst Grove shows have been on a corner just when the people get distracted by food and beer.

For the past three attendances my sales have declined. This used to be my best show with sales always in the \$8 - 10,000 range.

The frequent heavy rain downpours did not help. Had to totally close my booth several times to keep my work safe from wet people who were not interested in buying anyway.

Sold very few large pieces in relation to 2007. Interest was down. Very favorable comments on larger pieces. My opinion is that the work was not affordable to many attendees.

We did not expect to do the same in '08 as in '06 due to the economy. But this year's figures for a 3 day show were a disaster. We read the article in the Herald and feel Marty does not listen to his staff or artists which keep him in his position!

They were about the same as last year, maybe slightly down, but still waiting on a few sales.

Before the show was gated my sales figures were five figures consistently. I have been doing the show since 1988. The year the show was gated was an off year. An off year would be in the range of 6500 to 7500. I heard many artists and patrons making negative comments about the gating of this highly rated and prestigious show. Many patrons said that they would not return as long as it was gated.

Did not sell any high end pieces this year. This used to be a show where I could sell pieces in the 2000+ range.

as a percentage of the fee charged for the show this year's results are borderline at best. A reduction back to a \$400 fee would be in line with sales. What is this money going for anyway?

Down by 1/3 Very few impulse buys. Many of my regular customers told me they would wait a year due to the economy.

Sales were affected by rain only slightly-people were not shopping to buy.

majority of sales came on Friday

we felt it was due to the downturn in the economy we sent out 500 cards and saw fewer old customers than usual. The number of folks attending definitely seemed down from previous years, many fewer...

I have no complaints. Dropping \$1,000 in the last three years is nothing to worry about.

DOWN!

I sold work throughout my price range. I sold what I expected to sell in my upper price range. My low end,\$46.00, was not as robust as in other shows.

I was satisfied with sales and would love to come back.

2005...\$10,513 2008...\$2580

THIS YEAR 95% OF SALES WERE BELOW \$50.00

But for one customer who spent about \$5,000.00 I would barely have broken even. I just did the indoor Palm Beach Fine Craft Show and my sales there were much, much better.

I only sold big to 2 clients and everything else was in the 80.00 - 270.00 range.

This would be on the low side of any show I have done in the last 10 years.

SHOW HAS ALWAYS BEEN STRONG, SPONSORSHIP ONLY HELPS WITH EXPENSES OF A SHOW OF THIS TYPE. RAIN PROBABLY SLOWED SALES AS IT WOULD IN ANY SHOW.

This year was way down. Rain may have played a small part.

I know the weather/rain hurt my sales, but it also seemed people weren't spending as much money. I do think the slow economy is at play, too. Yes, the Verizon tent was totally cheesy along with the other sponsor crap - very distracting from the art, which should be the focus. Every time I was in line for the bathroom I heard artists complaining about their sales being off.

I guess, it's the economy, but also the crowd that came was different from last year.

Less than I expected for this caliber show

They've been consistent since 2004- 1st year for me. I consider it a great show!

rain hurt sales, maybe could have done 1000 more if weather was better

I blame the economy and the rain for poorer sales. This was my 5th show in 2008 and the first show that I made money at! So-the economy is #1 on my list.

People are very cautious about spending. They ask for smaller sizes and prints.

Definitely a very low price point sales average. I would have sold next to nothing if not for a new line of work that is very low end.

I was actually pleased with my sales considering it rained for a day, which the festival cannot do anything about.

My sales hinged on one customer who spent 4000. Sales are down the last few years. This year was very down.

economy?

Just can't compete if the crowd is buying ash trays and coloring books from the booth across from me. Not one original in the whole double booth!

My sales have plummeted at the CGAF the past two years. They were down 92% in 2007 and down 75% in 2008. Driving over 1800 miles to sell an average of only \$1900 the past two years makes this show no longer worthwhile, with expenses for booth fees, parking, hotels and gas totaling \$2400, doing this show was a loss for my business. For the eight years prior to 2007, I averaged \$9500 at this show.

Personally I think your whole approach to this subject is backwards and wrong. If you think show fees are too high, say show fees are too high and let's try doing something about it. Attacking a press release is petty and serves no purpose!

I didn't even make expenses. People weren't really interested in buying art, just looking and some not even that. It was one of the worst shows I did this year so far.

Not surprising, considering the economic and political dishonesty and incompetence of the last seven years

I had my best ever year last year. The upper east coast ice storm had people down in the area that have 2,3or 4 houses. This year only my regulars were the majority buyers.

Other show sales are still strong

I spoke to three of my buyers by phone and they told me they would not attend the festival. It was not an atmosphere to purchase large artwork any longer. I resent the "freebies" and the commercial booths associated with the festival. It reminded me of Sunfest or any other of the beer consuming shows

ouch! did not see the size crowd on pan american that would correspond to the amount of expense and effort it cost me to be there.

I took 30 paintings to the show this year, of them 23 were less than \$1,000. and of those, 12 were less than \$200. Not everyone takes expensive items.

I felt lucky this year. I had one higher priced painting sell, which made for most of the total.

It's just like you mentioned, all of the above. With a poor economy you would think they would work with the artist.

We took a large commission in 2006 and 2007. Had a \$25,000 sale this year.

WAY DOWN FOR ARTIGRAS LAST YEAR SHOW I DID \$24,000

Rain on Sunday and Monday killed any potential for additional sales, Economy, tough to set the hook, lot of talk

I truly believe that it's the economy. I attend other shows and the trend has been the same. Much lower sales in all.

Why it is OK to sell prints, posters and T-shirt? And it is not OK for artists to sell their own prints. sponsor infringement into artist areas, a carnival atmosphere, marketing

Great Show

Rain did not help. Hispanic audience in majority even beer sponsor geared to Hispanics. Loud music. Art was not the main event.

2006 sales was an outlier. However this years sales suffered because of the weather mainly and secondly because of the economy.

I CANNOT COMPARE SINCE IT WAS MY FIRST

Down because of the economy, the rain, the squatter show at the library, and not having as good of a selection of work as I usually do.

No serious buyers. Patron program seems defunct. No advertising to speak of.

First zero at an artfair source top 300 show in eight years of doing festivals.

They have been dropping over the last three years.

they suck

Did not cover expenses (costly booth fees, lodging, travel expenses of food and gasoline, art supplies, shipping, etc.)

commission work could up the numbers as time goes along for 2008; otherwise the numbers tell the story

At most shows I average 3-4 times what I did at Coconut Grove this year. With the high cost of doing the show (booth fee, hotel, etc.) I cannot afford to do this show again. BTW, my sales numbers reflect only 2 sales the entire show !

I have been showing in art festivals for 3 years. My last show in Rittenhouse Square, Phila. I grossed \$3600. I thought Coconut grove would be at least that, but I was wrong.

I've watched them drop for 4 years and I will not be applying to the show again.

Not what one would expect from a national ranked show? Well below expectations.

The traffic in my booth seemed down from last year

Like pulling teeth Monday useless

Way down. I felt lucky to make what I did when I talked to others.

Miami Herald article, dated February 19, 2008. said that I'm doing \$ 28,000 for 2007 that is so not true. How can anyone believe the media. I need to till the true.

I was satisfied - it was up from last year - not many shows are up. From what I gathered, most artists did NOT do well - many had very bad shows and will not return. I felt fortunate to do so well.

People were more reluctant than last year to pay for quality work, and most wanted a deal of some kind. I talked with other artists and many of us agreed that we need to focus on refining our sales technique and exert more sales pressure in order to push people enough to purchase the work. This is neither easy nor natural for someone like me.

Very Very Disappointing!! I have done the show before about 5 times and have always done well.

Declining every year. The buyers are just not attending like they used to.

rain hurt a little. not having a double or corner space always hurts

Pathetic. My expenses were at least twice that. I was in a bad section of the show. 100 postcards to old customers netted 0 response.

THE CROWD WAS DOWN AND NO ONE WAS SPENDING MONEY.

I was lucky to do what I did

Down for 2008. Didn't do 2006 show. Had a client who saw me in 2007 and bought two weeks after the show commission work before the 2008 show, so those figures are not included.

lowest ever

I had only 2 customers though they bought a lot I will probably not go back, because they're done and there was no feeling of broad interest just luck that my one big spender came

I have done the Grove in previous years and on the average sold about \$20,000.00. (This year zero.)

These numbers reflect what was done the weekend of the show. Further sales often come months later as a result of being seen there.

way down

Sold two \$10,000. pieces, plus many in the \$3,000 to \$4,000. range.

My sales for 2005 were 18000. There seems to be an up-down cycle in the last 4 years, at least for me.

The weather was bad, sales down everywhere, very young crowd pushing baby strollers - these people can't afford art. What happened to the collectors Saturday AM - never saw one.

Not only were the sales down but the # of people was way down and I don't think the weather was the reason. After talking to others that zeroed or didn't even make booth fee I felt lucky with what I did.

last time I did the grove was in 05 and I did 12k I was very disappointed this year giving the both cost and overall expenses involved in doing this show

I have done the Coconut Grove Show for 11 years, unfortunately the economy and any show go hand and hand. Talk to any artist and the sign is the times! It's not the show, it's the economy!!!

Sucked

## **Question 2: Any comments about the show that you think we should know? Below are the actual answers.**

Why in the world do they have Plant vendors and imported pottery? There must have been 50 of them. It did not seem like a high class art show. Sponsors get best locations. Police wouldn't let us in one day at 8:05 even though we paid for parking. Need more hotel options. Show hotel was gone when I opened up my mail.

There seemed to be plenty of people, but not a very serious audience. We thought the gate fee would limit the riff-raff, but not this year...we even had more theft than ever. It's a shame.

Too much merchandising of posters/t-shirts, people feel they "got something" at the art show and don't need to buy art. "Every year I come here and get a t-shirt", I heard.

I think the staff is trying to help but the board is into the carnival feeling---staff moved almost all of the commercial stuff up onto sidewalks out of street to relieve congestion

Although the crowds seemed okay there seem to be a smaller number of people actually looking at the artwork.

I think the weather was the biggest factor hurting sales and the economy in decline comes in second.

Did not see much of a VIP crowd this year, question the award jury for the last 2 years, feel if they can fill the booths with anything they will still have a financially successful show. Do we matter at all?

The beer hawkers & loud music volume are not conducive with showing art. The ambience of the show is changing more & more each year into a carnival.

I just hope we can bring it back. Before we blame the show, let me tell you that among my top ten from the early 1990's, at least half are no longer worth doing

The demographics of the show are WRONG for the show, it's not the buying crowd.

With arrangement with participating artists, print coupons of price discount in local newspapers. That may generate a "must go" to show incentive. Also a purchasing push.

The Grove show has become a carnival of sponsors, the attending artists merely presenting artwork for viewing pleasure. I will never apply to the show again.

20 year old kids don't buy art from us. they drink beer. The show needs more marketing to the 40 to 70 year olds. This year the crowds were young and Hispanic. They need to change to more of a older wine drinking art buying customer. They need to decrease artists booth fees to \$500 form \$800 and increase the gate fee by \$1.00 to make up the difference. They need to decrease security by one-half. This saves them \$40,000. Get rid of the lunch coupons. Artists can bring there own lunch. This saves them another \$15,000. One dollar increase in the gate fee X 125,000, or more, customers, generates them another 125,000 dollars.  $125,000 + 40,000(\text{security decrease}) + 15,000(\text{lunch coupons}) = \$180,000$ . By lowering our booth fees to 500.00 they lose  $(330 \text{ booths} \times \$300) = \$99,000$ . They would still

enjoy a \$81,000 dollar revenue increase per show by lowering our fees by \$300 each and changing security and lunch coupons. I think they should increase the gate fee by \$2.00 each making it \$7.00 to get in. At only 125,000 people coming in, (I'm sure their gate is more than that) they generate another \$250,000 dollars. They need to change their marketing to more of a wine drinking (40 to 70 year old) customer, instead of a younger hip Hispanic customer who only drinks beer. Their sponsors are also a big problem for us. They are every where, and interfere with our sales. Also a problem for us is the show's booths (many of them too) selling framed poster (reproductions) for \$40.00, and the vintage poster booths, and all the booths selling their T-shirts. They need to sell their posters and T-shirt over the internet and not at the show while we are there. Monty Trainer has taken the show in the wrong direction. The Grove has become just another Florida show. Make the show 250 booths only instead of 330 and the layout becomes much better. There are many bad spots in the show. The layout is not good.

The bathrooms for the public were a joke! There were none in my area, and on Sat. I waited 4 hours for a volunteer and had to wait until after I got my booth closed somewhat for the day. The artist bathrooms were already locked (5 min. after the close of the show) and I went to the public stalls to be horrified that they were almost filled to the seat and it had only been 1 of 3 days of a show! I heard MANY visitors asking Where are the Bathrooms!! I felt the same way! Load in was a mess, but the load out was easy.

There is a lot of corporate advertising and free products that are showered upon the customers. It is commercializes the event and art.

Very artist-friendly--volunteers, cash prizes, lunch coupons, awards dinner.

When the weather is cool and terrific the people with money come out. The Grove now has SERIOUS competition with Art Basel. the new shiny VERY CHIC event. That's the way Miami is... the newest trendiest spot wins. Unfortunate, but true.

Sales have dropped since they gated the Show. They seem to target a different demographic now.

Foot traffic was down. Crowds seemed largest around the main food court area. The show does not seem to be attracting the well dressed crowds like it use to 10 plus years ago.

Although the weather obviously hurt us, the energy level of the crowd before the rain was noticeably down. I never felt the "quality" buyers were present.

When it costs more to buy a beer than to get into one of the, purportedly, biggest shows in the country, there is something wrong. Yes it was more of a carnival atmosphere and too many misc. vendors. Biggest complaint was that some of the misc. vendors (not food) had microphones which drew lots of people and they encouraged cheering when someone won a free cell phone. We were 1/2 block away and it was noticeably obnoxious. We felt sorry for the artists closer by.

Rain actually helped on a few sales as I had a captive audience!

Ann Arbor festivals are a perfect example of how badly a show can evolve. Too many artists on the street, with way too many distractions. Coconut Grove Association has lost control of the entire area and consequently many other shows and distractions have moved in. It is all about making \$\$\$\$\$\$ and not about bringing 300 or so artists into the community to communicate the beauty and dedication of art and being an artist. The human psyche can only take so much information and stimulation. Events like these must be looked as sampling of the arts not a gluttony of over stimulation.

I think the weather (rain) cleared the show out early on Sunday, but it would not have made much of a difference. People are reluctant to come to the Grove because they anticipate that parking and driving are going to be too much trouble. I blame the economy for the drop in sales. I know of some artists who did not sell anything at the show, or one painting. I think Monty Trainer's figures are out of whack, even for last year. He may be including food sales in his totals.

way too much extraneous activity, esp. amplified booths such as phone companies

It's still a great show but expensive so hard to have my sales down by 1/3.

The carnival atmosphere is becoming overwhelming-the beer folks hawking beer from a wagon; "ICE cold beer here" and the ZOO in the middle with salespeople hawking sponsor wares chases away high end buyers. You can have great numbers at the gate and still ruin a quality show.

The Vendors: Verizon, tea sales make the show look cheap/trashy

I would like to see an income & expense statement from the show (I think ALL shows should do this!) to justify a \$100 booth increase from last year. With 325 artists, that's a 32,500 increase in their income.....what increase in expenses did they have to justify this?????

I thought the economy and the weather contributed to my slower sales on Sunday and Monday. I would like to see affordable lodging options and parking for artists near the show.

Nothing negative -I think "down" is a pattern right now.

The first year getting in I won 1st place jewelry! 2 years in a row I had the same requested spot on 150ish Bayshore Drive. 2nd year I rented a tent as my husband could not come to help, which proved dark and short, with water barrels cutting my frontage access by 4'. 2007 so, I requested a corner the next year thinking there would be more room for the barrels and ended up on Panama Drive & bayshore, this past year I was waitlisted then called and ended up down Panama Drive at 169...was it the location? Was it the weather? Was it the times? Was it that I need to give this show a rest? It seemed that people were tired by the time they got to my booth! Other shows like Longs Park are I have been doing consecutively for the same number of years and are very consistently the same (8-9000) for me. so who knows!!

THE LAST YEAR I HAD A GOOD SHOW HERE WAS THE YEAR BEFORE THEY CHARGED ADMISSION. ONCE THE FENCE WENT UP, THE SALES WENT DOWN. I WON'T BE BACK

Did not have the big hitters out. Mainly lookers! A lot of my clients I see every year were not at the festival. I do think weather played a part along with the economy. I also heard that the Naples show the weekend after was way down.

This show is advertised as one of the best. 80% or so of the Artist I talk with seemed very disappointed. I didn't see many patrons carrying any purchased items around  
I WALKED THIS SHOW AND SAW A MAJORITY OF ARTIST SITTING ON THEIR BUTTS IN BACK OF THEIR DISPLAY, INSTEAD OF SELLING THEIR PRODUCT. ARTIST IN MY AREA DID VERY WELL EXCEPT FOR ONE PERSON WHO HADN'T DONE THE SHOW IN TEN YEARS AND FROM LOOKING AT HER PRODUCT IT LOOKS LIKE ANOTHER BLACK MARK FOR ZAPP AND A REAL PLUS FROM PHOTOSHOP TOUCH UP

I was unhappy with the crowd, not necessarily the size but the income level or artistic knowledge of most of my customers

Why is the show so freaking expensive to do? The booth fee went up over \$100!? Also, I didn't notice any hotel deals - paying over \$200/night for a basic room is ridiculous - and that room was by the university, a good 10 - 15 minute drive. Why should we have to cram a bunch of artist's in a room to be able to afford to stay close by? I really don't know if want to try it again next year, don't know if it's worth the "gamble".

I feel this show will always have a carnival atmosphere and not focus on being a venue of high quality work.

circus! need more breathing room between booths

I think that a lot of the folks who are negative about it aren't actually participants- red the AFSB forum and it's mostly exh. from St. Stephens, or "what someone heard"...

home show carnival atmosphere

Their sales numbers a bogus ,I'm sure .The show began drowning in commercialism years ago .Now it's a beer and sausage festival and the crowd comes for the entertainment ,and that's us The serious buyers stay at home or shop at the West Palm Show (Betsy Kuby ) or at ACC Sarasota . A quality show needs a different environment .You

cannot sell Bergdorf Goodman merchandise at a Walmart Store . But this will not change unless the promoter changes .It's a shame !

Lose the Verizon guy with the microphone yelling "Hey we're gonna have a DANCE party CONTEST over here, hey, you in the red shirt!" (cue the canned applause and screaming...) I don't know what you do to attract a better clientele, that's your job, maybe it's not possible once the whole thing starts to go. Maybe just start over in a new place with a fresh focus on art, then add more money gradually until the corporate stuff creeps in more and more and makes the show environment cheesier and cheesier until it slowly dies a bloated death. Takes a while though. Maybe you should put it out of its misery, cut your losses and start over fresh while you can, I don't know. Maybe it IS simply an economic downturn, but I don't think I've been to shows with partial rain, fairly soon after 9/11 that were fine sales-wise. I haven't been to the grove in 4 years and it's a different place, I don't think I can afford to come back anymore.

Watch out for theft.

I think it was a very well run show, and I think for a show of this magnitude, it was very well done, the volunteers were coordinated very well and the artist services and dinner were exceptional. I have to say that I really don't have any negative complaints other than weather and perhaps the economy and real estate market being so shaky, which certainly is out of the control of the show organizers.

I think the CG committee always inflated the supposed sales numbers every year.

I don't think gating the show has negatively impacted artist's sales, but I do think that sponsors booths, armed with microphones, hawking their products and passing out "freebies" that end up as trash in the streets -seriously impacts the quality of the artistic event. In addition, the stage performances with excruciating decibel levels, make it impossible to conduct sane conversations with interested patrons without yelling. I would like to pose two questions, as a business person, would you like to conduct business in this type of atmosphere? What if the artists armed themselves with their own microphones and stood outside their booths yelling "Step in to see my newest paintings, ceramics, etc. and grab a free postcard!" - with each of us playing our own choice of music at full blast. Pure insanity. That is what this show has become near the sponsors or entertainment booths. Some parts of the show are not as affected by this distraction, but when ALL artists pay over \$800 for a booth in this show we ALL deserve the opportunity to present our work in an atmosphere that is professional and culturally inviting to our patrons. Isn't this show supposed to be about the art? Or is it about the food, beer and other alcohol, stage shows and sponsors booths doing what they want, to gain the eyes and ears of the attendees? Sadly, the serious art collectors appear to have fled this show the past two years. Is it too late to make this show, once again, one of the best in the country to collect wonderful art?

It's still a quality show and we love doing it. Yes, show fees are getting too high, let's do something constructive about it.

I just don't think that the buyers attended this year.

Too many carnival elements

I have been in the show 16yrs and have watched it change, the cramming of commercial booths and beer hawkers. I was also near BRITTO and what is up with giving an artist a double booth for employees to sell fabricated in China goods. I watched a ton of BRITTO shopping bags go past my artist booth.

It's way to big. It has become an event, not an art show.

the show lacks the sophistication required to lure the art buyers we need

most artists did not use or care about the food stamps; better prize money would have been a better choice, especially a show of this caliber

My customers, age 50-65 no longer attend the Grove show. Because of the festival atmosphere, too much music and drinking along with the high cost of everything. The show does not need to be run by saloon keeper, 35 beer booths and roving guys hawking beer out of wheel barrels.

The beer guy shouting in front of my display for 45 minutes was over the top. I had hoped that the change in location would lessen the carnival atmosphere, but it seems to grow each year. My overhead expenses, for gas, show fees, and very high hotel rates, was over \$2000. Then it rained for a day and a half. This business is high risk, and when the cost increases the risk, there is a breaking point. Also, the artists selling back door reproductions should just be eliminated. Let them sell, truthfully, at St. Stephens. I had customer after customer ask about 'prints' and "what other sizes did a piece come in?". I told them about the rule, but they all seemed bewildered and surprised. That is disappointing for me, as I only do shows with Original work only. Most of the others are reproduction mills--- disposable art, anyone?

The greed of some show promoters are hearting the artist. Prices going up, the economy going down. With hearing that this show is going up next year, again to 900.00 for space, I'm not going to apply for next year.

Concerned that Britto's sales team could sell giclees inside the show and we could not.

I'VE NEVER HAD SO MANY CLIENTS TRYING TO BARGAIN OR OFFER 30% OR MORE OFF MY PRICES

A lot of my neighbors sold nothing as they were participating for the first time

The show is a High Quality show and I don't blame them for the lower sales. I think it was a combination of the economy and bad weather.

Please make it FINE ART SHOW. Limit the poster, prints and party.

The show has been great for us, the security and staff are wonderful they have a class act show!!!!

Parking is prohibitive for many, especially when combined with the entrance fee.

THE STAFF IS EXCELLENT AND THE ARTIST ARE TREATED EXCELLENTLY

Someone should be inspecting the painting booths for embellished giclees

Can't park near the show for less than \$20.

Crowd was large, but not interested in buying.

None of our mailing list patrons would come to the show. Beer was sold by people pushing wheel barrows filled with ice and beer with loud hawking...:BEEA HEEIA! This and the kind of music they played became attractive only to curiosity seekers rather than buyers.

Many former patrons have told me that they no longer attend due to gate fee, high food & parking costs & excessive commercialism.

I feel it is a lot of the economy. People sure buy a lot of your posters, though, instead of our originals.

The show is a farce. All hype no substance. The qualified buyers are gone. It's all beer and BLING! An "art-on-a-stick" crowd. And a director that tries to spin reality to everyone. His numbers for this show cannot possibly be real. The main impression I got from the director is that they are doing us (artists) a favor by working SO-O-O very hard to put on this carnival-like event and we should be grateful for their (expensive) generosity! .... NO THANKS !

Architects, builders and landscape designers like my work. Everyone I talked to said the South Florida economy is in a nose dive. This must be true, because all the artists around me didn't make their booth fee. Those sales numbers in the article have to be bogus. I was also surprised at the level of non art displays. I thought it diluted the fine art aspect of the show.

I've done the show for 12 years and the whole show is so bad now I will not go back.

With the numbers they are releasing, they are way out of touch with what the artists are experiencing.

When I complained to the standards committee about the buy-sell and sales reps and factory products, they grilled me relentlessly about my work and did nothing about the offending exhibitors.

Other than that, we think it's a well run show. It's the best one of our season so far and slower sales are by no means unique to the grove

Not worth the jury won't apply again parking impossible staff rude and or indifferent

I think it is a well organized and managed festival. Great to be a part of

Great show and people's very helpful. Thank you so much.

High end buyers are gone. the old "collectors" who used to tour the show in small buses - are gone. Crowd is interested but not knowledgeable or sophisticated. Major problem - the old attitude - where customers asked each other "what did you buy this year at the grove" is gone - its a mass marketing show - closer to a carnival - art is receding into the background as sponsors, plants, music and food take the center stage.

The staff is really helpful, and they do try to take good care of us. I just wish I enjoyed the crowd that has been coming to the show in recent years. They are not generally pleasant to deal with.

An Art Festival should be just that. An opportunity to experience ART - not a PLANT show or NEW CAR show - ART. Too many exhibitors, too many T-Shirt booths - The effort to make money by the committee far exceeded the efforts to show appreciation to the artists.

It is getting too expensive. One more bad year and I will probably call it quits.

way overpriced over rated show with the most disinterested crowd imaginable. This show is turning into a decorative products show. The exhibitors selected display mostly cliché sales products rather than actual creative art that might appeal to collectors. I doubt that at this point it can still attract people who wish to be exposed to new creative art that could have a collector's appeal. My feeling is that the reputation for this show is irreversibly ruined.

Bathrooms were far away. Beer, food and plant vendors had best spots in show. In previous years the Grove had signs up warning against photographing artwork. Not this year. This created problems. Portajohns were a long walk from my area of the show. Dinner was quite good. Unless they were wearing President beer uniforms I didn't see any staff members in my area.

WILL NOT DO THE SHOW AGAIN.

What can you say, it's borderline, probably a decent local show. Maybe that's the future. I think other venues in the area have taken our audience... and they won't be back

It's turning in to a three ring circus. Tons of food vendors, too much "music", and the location isn't very pretty!

Too many beer & commercial booths attract the wrong crowd

Since I haven't done the show since 2005, I really felt a different pulse to the show. The patrons of old don't seem to be coming out as much and I don't know if it can be contributed to the economy or the cancellation of special treatment that they used to get. The music by the food booths is very unnecessary as it is very distracting to talk to clients. The beer hawkers are not necessary. It makes the show feel like a carnival. Beer booths are fine, though I noticed not many people were drinking because the cost was so obnoxiously high. As you already know, the perks that we used to get as artists have disappeared. It used to be nice to go inside the convention center and cool off, be able to sit down and eat a nice lunch and visit with other artists. I feel the show has really dropped the ball. Heading in the wrong direction. A lot of new stuff that did not belong quality wise, unprofessional, not up to the Grove's high standard

As first time participants, we were surprised organization didn't seem up to par with other top-rated shows.

I'm not sure the promoter's comments are such a big deal-unless he actually believes them. If he doesn't, he's just promoting the show (and us). If he does believe them, then he's probably out of touch with reality, unless there are a few really big sellers driving the average up.

Keep the meal tickets and spend it on advertising. I do shows to make sales not eat!

The commercial Booths were as bad as I have seen at the grove. One of the artist booths by the new Pepsi product spent extra for a corner to have them set up a table behind their layout with piles of crap not 3 feet from the art. Made the corner booth not only unusable but cheapened the whole surroundings. The beer hawker Yelling in the middle of the road reminded me of the worst Ann Arbor like setting not to mention the circus like Verizon booth that gets louder every year. The only thing that improved was the Bacardi booth wasn't as bad as past years mostly because no one was even buying there. I really have to re-think this show as sales go down and cost go up.

This show is way over rated and too costly to do, the attitude of raising tons of money for the grove because the artists will pay anything to do the grove-stinks. The grove use to think of the artist first. When artists stop doing these over rated and too expensive shows, the show declines. These shows seem to have the attitude that government has, just charge them more and more and they will just raise their prices and get more money from the public, but as most artists are experiencing now that just stops working at some point. I had three neighbors this year that had zero sales.

The conversion to a beer, wine, food fest is nearly complete