



The Event

America's largest FREE arts festival: July 16-18, 2010

350,000 visitors / 260 exhibitors / 225 volunteers / 35 food and beverage vendors

Total economic impact on the City of Baltimore: \$25.97 million

Top attractions:

- music and outdoor concerts (68.2%)
- food and beverage vendors (56.8%)
- fashion (47.4%)
- performing arts – dance, opera, theater, film, etc. (33.7%)

The Audience

72% can identify two or more Artscape sponsors

89% have a positive attitude about Artscape sponsors because of their association

64% are more likely to purchase the brands of Artscape sponsors

2009 attendees spent \$9,256,046 with Artscape vendors

54.9% female

62% - Caucasian

28% - African-American

5.8% - Asian

4.2% - Hispanic

49% - single

33% - married

8.5% - partnered

24% - live with dependent children

16.5% - visited Artscape with children

22.8% - have earned an undergraduate degree or higher

51% - household income is \$60,000 and above

28% - age 18-24

25.6% - age 25-34

22.8% - age 35-49

20.1% - aged 50-64