Spring Lincoln Roscoe Art + Craft Fair

2023 Recap

Basics

- May 13 & 14, 2023
  - Saturday 10am - 7pm
  - Sunday 10am - 5pm
- Mother's Day Weekend
- Weather was 52 - 59 degrees on Saturday and Sunday with slight wind

Overview

65 Artists
6 Sponsors
Mobile Music Stage
Cafe Tola
Soul & Smoke Barbeque Truck
Chills Italian Ice
Beer & Wine from Friends of Lakeview
Paint with Me
Kids Zone
Selfie Stations
Graffiti Walls



The Art: From Jury to Fair

Painting, 2D, Photography, Jewelry, 3D Functional, & 3D Non Functional

Call for Artists & Jury



Call for Artists

November 2022-January 2023

- 15,000 Prospectuses Mailed to artists around the country including Spring Lincoln Roscoe Art + Craft Fair
- 12,000 Artist Emailed
- Extra Promotions through Art Fair Calendar

Jury

January 2023 - February 2023

- 12 Art Professionals Scored each Application
- Top 70 Artists were Chosen

2nd Annual

LINCOLN ROSCOE SPRING ART + CRAFT FAIR

May 13-14, 2023
Chicago, Illinois

Jury Fee: $25
Space Fee: $365
Double Deal: $565

Apply today at
AmdurProductions.com

This Chicago northside festival returns to Lincoln Avenue, near the festival loving and diverse neighborhoods of Lakeview, Roscoe Village, the Southport Corridor and Lincoln Park. Artists, Artisans, and Makers of all types are featured. Easy in and out. $25 city permit required. No buy/sell.










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LAS VEGAS


Mom,
thanks for keeping
me alive.




DINKEL'S





The Food

Cafe Tola, Soul & Smoke Barbeque Truck, & Chills Italian Ice


SOUL & SMOKE
FEEDING THE
SOUL
OF THE
CITY
MENU
SIDES
DESSERT
DRINKS


Pinto bean
w/ cheese
Steak bean
w/ potato


Chills
ITALIAN ICE
ALIAN ICES
Made with real fruit
LEMON CHILLS
STRAWBERRY VIBES

The Music

The String Shedders & Sing N' Strings



Kids Zone

Professional Face Painter and Local Participation from Macaroni Kids, Kids Create, TuTu School, & Minds Eye Art Studio






Kid's
Art
Tent!



Paint with Me

$20 Painting Class Included Canvas, Personal Instructions, & All Painting Materials









Marketing

Multi-Layered Market Plan

Street Banners

On Display from
April 13 - May 15



Posters & Flyers

Designed, Printed & Distributed
3 Weeks Prior to the Fair





Digital “Event Geo”

Messaging to 10,000 Devices in Surrounding Area







Do 312 &
GAY Do 312

E-blast, Social Media & Featured Ads



BlockClub Lakeview

Digital Listing & Photo



Direct Mail

Distribution of 10,000





Total Paid Impressions

2,298,000

Public Relations & Social Media

Total Reach 57,703++

Emails from Amdur Productions

- May Shows Preview Email Reach: 14,061
- Tuesday E-Blast “This weekend” Reach: 14,096
- Friday E-Blast “Friday Forecast” Reach: 14,147

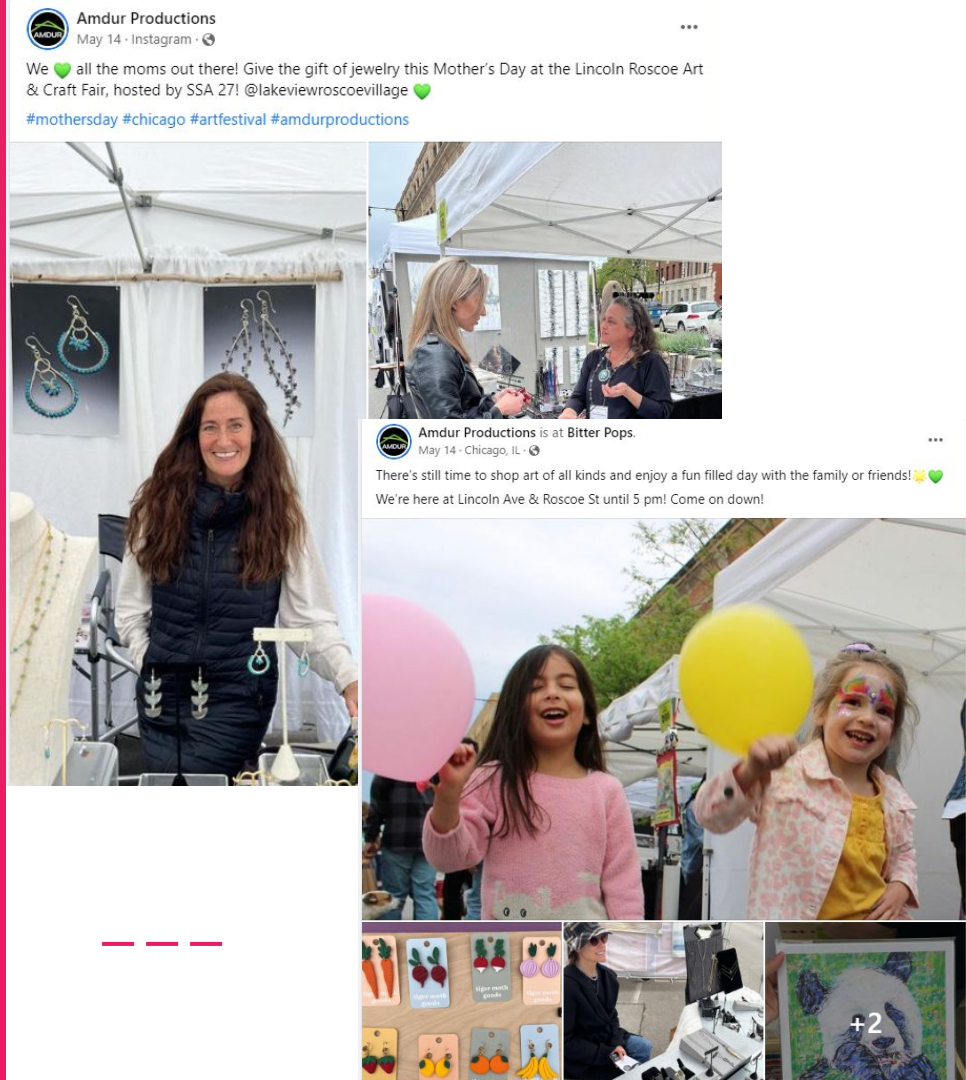
FOX TV Segment



Click to Watch

Instagram & Facebook

- Social Media Content
  - Instagram / Facebook
    - Posts: 21
    - Stories: 50
    - Boosted Ad: 1
    - Event Page Reach: 261
  - Facebook Reach: 9,894
  - Instagram Reach: 1,533
  - Paid Reach: 2,979



Eventbrite



- Eventbrite Event Reach: 993
  - We gave away $100 through the Eventbrite event that was used to purchase art at the art fair!

Calendar Listings

AARP:
https://local.aarp.org/event/spring-lincoln-roscoe-art-and-craft-fair-2022-05-21-chicago-il.html
https://local.aarp.org/event/spring-lincoln-roscoe-art-and-craft-fair-2022-05-22-chicago-il.html

Allevents.in:
https://allevents.in/chicago/lincoln-roscoe-spring-art-and-craft-fair-chicago-illinois/80002041910992?ref=manage-events

American Towns:
https://www.americantowns.com/event/spring-lincoln-roscoe-art-and-craft-fair-2022-05-21-chicago-il.html
https://www.americantowns.com/event/spring-lincoln-roscoe-art-and-craft-fair-2022-05-22-chicago-il.html

Chalkbeat:
https://events.chalkbeat.org/event/lincoln-roscoe-spring-art-craft-fair-chicago-illinois/
https://events.chalkbeat.org/event/lincoln-roscoe-spring-art-craft-fair-chicago-illinois-2/

Chicago Kids:
https://www.chicagokids.com/calendar/Detail/57148/lincoln-roscoe-spring-art-craft-fair?date=20220521
https://www.chicagokids.com/calendar/Detail/57148/lincoln-roscoe-spring-art-craft-fair?date=20220522

Chicago Parent:
https://www.chicagoparent.com/events/lincoln-roscoe-spring-art-craft-fair-in-chicago/

Choose Chicago:
https://www.choosechicago.com/event/lincoln-roscoe-spring-art-craft-fair-chicago-illinois/

Daily Herald:
https://www.dailyherald.com/calendar/#!/details/Lincoln-Roscoe-Spring-Art-Craft-Fair-Chicago-Illinois/10183103/2022-05-21110

Do312:
https://do312.com/events/2022/5/21/lincoln-roscoe-spring-art-craft-fair-chicago-illinois-tickets

Evensi:
https://discover.events.com/us/illinois/chicago/e/music/lincoln-roscoe-spring-art-craft-fair-chicago-illinois-avenue-school-424242616

Eventrii/Evvnt:
https://app.evvnt.com/events/1056271/manage

Hulafrog:
https://hulafrog.com/chicago-north-shore-il/lincoln-roscoe-spring-art-craft-fair-chicago-il-e1c8/

Jorlio:
https://www.jorlio.com/Events/Details/Lincoln-Roscoe-Spring-Art-Craft-Fair-Chicago-Illinois?pr=Y

Metromix/Tribune Local:
https://www.chicagotribune.com/entertainment/things-to-do/ct-things-to-do-in-chicago-htmlstory.html#!/details/Lincoln-Roscoe-Spring-Art-Craft-Fair-Chicago-Illinois/10183103/2022-05-21T10

Natural Awakenings Chicago:
https://www.nachicago.com/events/230973/lincoln-roscoe-spring-art-craft-fair-chicago-illinois

Oaklee's Guide:
https://oakleesguide.com/calendar/#!/details/Lincoln-Roscoe-Spring-Art-Craft-Fair-Chicago-Illinois/10183103/2022-05-21T10

Patch:
https://patch.com/illinois/chicago/calendar/event/20220521/1831971/lincoln-roscoe-spring-art-craft-fair-chicago-illinois

https://patch.com/illinois/chicago/calendar/event/20220522/1831972/lincoln-roscoe-spring-art-craft-fair-chicago-illinois

Shaw Local:
https://www.shawlocal.com/my-suburban-life/local-events/#!/details/Lincoln-Roscoe-Spring-Art-Craft-Fair-Chicago-Illinois/10183103/2022-05-21T10

Spin Go/ Events.com:
https://discover.events.com/us/illinois/chicago/e/music/lincoln-roscoe-spring-art-craft-fair-chicago-illinois-avenue-school-424242616

Step Outside:
https://stepoutside.org/event/spring-lincoln-roscoe-art-and-craft-fair-2022-05-21-chicago-il.html

https://stepoutside.org/event/spring-lincoln-roscoe-art-and-craft-fair-2022-05-22-chicago-il.html

WGN TV:
https://wgntv.com/community-events/#!/details/Lincoln-Roscoe-Spring-Art-Craft-Fair-Chicago-Illinois/10183103/2022-05-21T10

WGN Radio:
https://wgnradio.com/community-calendar/#!/details/Lincoln-Roscoe-Spring-Art-Craft-Fair-Chicago-Illinois/10183103/2022-05-21T10

WikiDo:
https://www.wikido.com/us/il/chicago/event/lincoln-roscoe-spring-art-craft-fair-chicago-illinois-16498051072/21021

Yelp:
https://www.yelp.com/events/chicago-lincoln-roscoe-spring-art-and-craft-fair-chicago-illinois

Zapp:
https://www.zapplication.org/event-info.php?ID=9927

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Thank You!

AMDUR PRODUCTIONS

40TH ANNIVERSARY