

date: March 24-27 and March 31- April 3
show: Tower City Arts Festival
location: Cleveland, Ohio
contact: Lisa Nemeth of Northcoast Promotions
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Cleveland, Ohio 44109
phone: 216-570-8201
e-mail: northcoastpromo@hotmail.com
website: <http://northcoastpromo.com/>
space fee: \$175-\$400 per weekend
space size: 2- 8 ft. tables for basic price or 10x10' for \$275 and up
exhibitors: approximately 60 different vendors combined between weekends
hours: wed - saturday 11-8 pm & sunday 11-5 pm
admission: \$0

By Kristina Malcolm
Ohio Reporter
E-mail: fluxusmetalworks@gmail.com
Medium: Silversmithing

It was brisk and sunny day on the lake in Cleveland, Ohio for the fourth annual Tower City Arts Festival. The Festival is a juried art show that runs in conjunction with the International Film Festival for two weekends. The dates for the shows are scheduled for the last two weekends in March. Applying artists could choose to vend at either or both weekends (Friday through Sunday) and could also choose to vend on Wednesdays and Thursdays both weeks for an additional fee. Accepted artists were arranged around the central fountain area close to the food court and represented many different fine art media (including glass, fiber, photography, ceramics, painting, jewelry, mixed media and woodworking).

The Arts Fest is organized by Northcoast Promotions (www.northcoastpromotions.com) that organizes several Cleveland events every year. Lisa Nemeth of Northcoast says that she advertised diligently for the show in the Plain Dealers' Friday Magazine, with postcards, and with banners throughout the mall. I have participated in this show for three years and the Northcoast staff is always congenial and continually available, asking if anyone needs a break and passing out snacks.

Set-up for this event was smooth and well organized. The promoters clearly marked every table with each vendor's name. Load in and breakdown, however, was a challenge from the valet drop off in the parking garage (where RV's are not allowed).

In prior years, artists were happy with this show and my sales had exceeded \$1200 for a single weekend. But this year was a different story. With just under \$400 in theft, I was too busy guarding my booth to talk to many other vendors for long. The artists I did speak with agreed that sales were down but attendance was up from last year. A few artists, including myself, stated that expenses exceeded sales.

Overall, the show is well promoted, well organized, and well attended. It just seemed to not be a buying crowd and circumstances made for an expensive weekend for some vendors.