



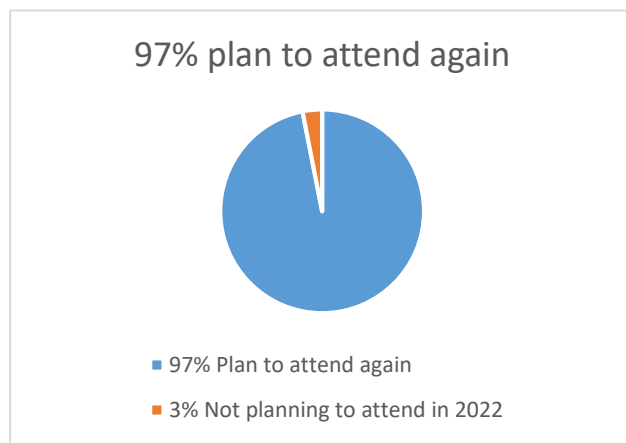
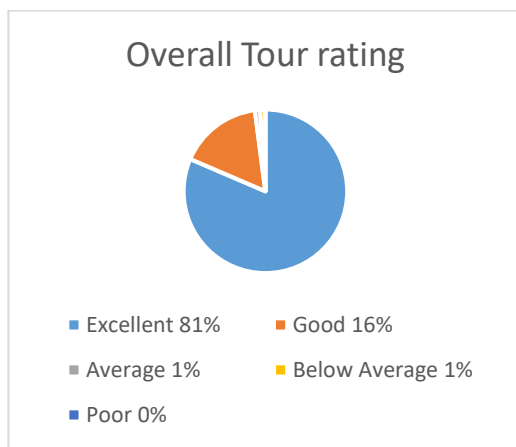
Placer Artists STUDIOS TOUR

PlacerArtistsTour.org

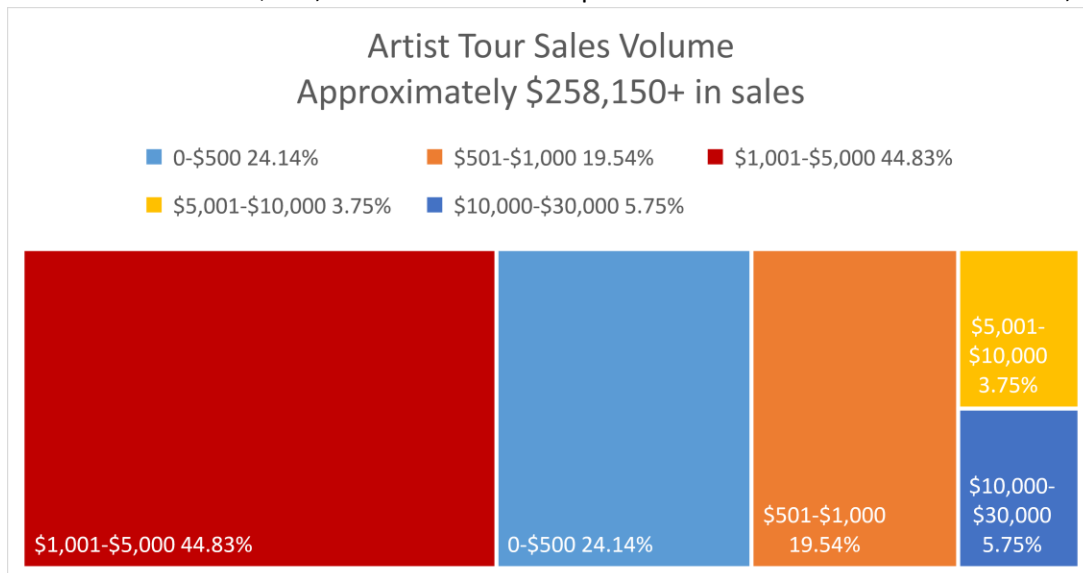
2021 Results, from Public & Artist Surveys

- 1,601 new email subscribers
- 926 tour attendees from studio sign-ins that were turned in. Estimated tour attendees in 2021 were 5,506.
- \$258,150+ in art sales and \$1,623+ in restaurant spend.
- We will be expanding the tour to two weekends based on popular support from artists and tour-goers.

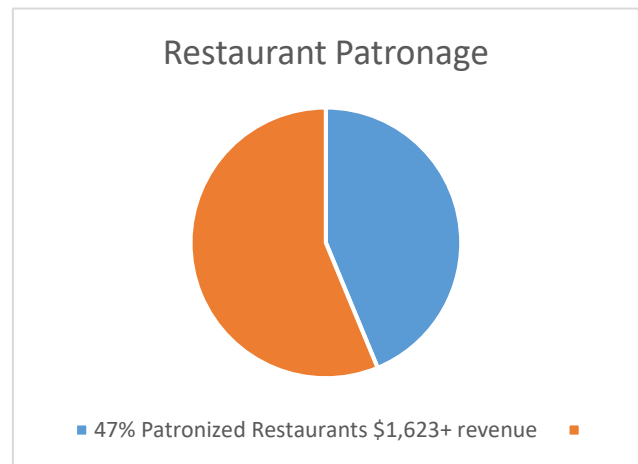
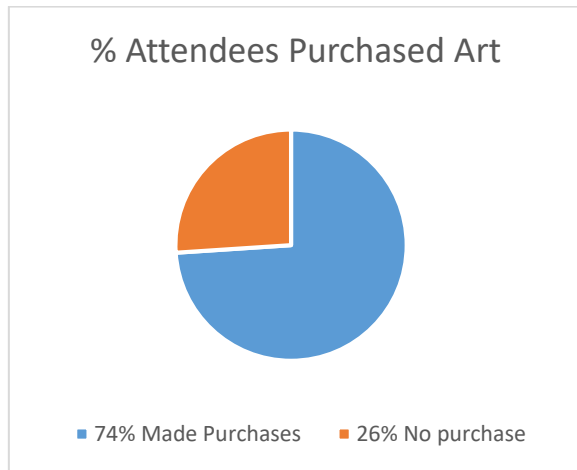
Public Satisfaction: Public Survey data indicates a high satisfaction rate, and that most plan attend the Tour again in 2022. 81% rated 5 stars, and 16% rated 4 stars.



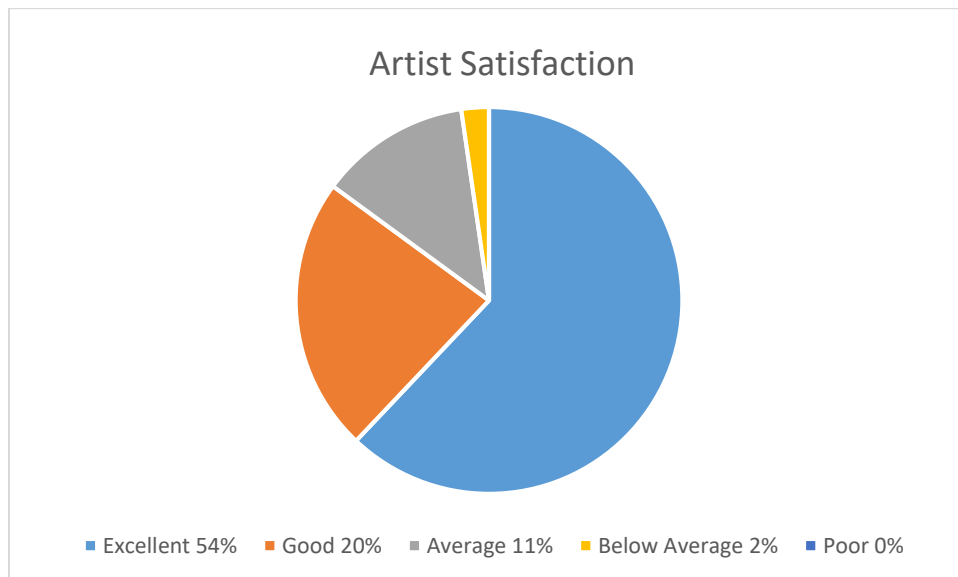
Sales Volume: Based on survey data, and the median in each category, sales are approximated at \$258,150+ for the 2021 Studios Tour. Included in the \$258,150+ is the sale of 17 pieces from the Taste of the Tour Exhibit, at over \$5,000)



A majority of attendees purchased art, and almost 50% patronized restaurants: 74% of Tour attendees made art purchases, and 46.67% patronized restaurants. Survey respondent's responses reporting their restaurant spend totaled \$1,623+ in revenue for restaurants over the tour weekend.



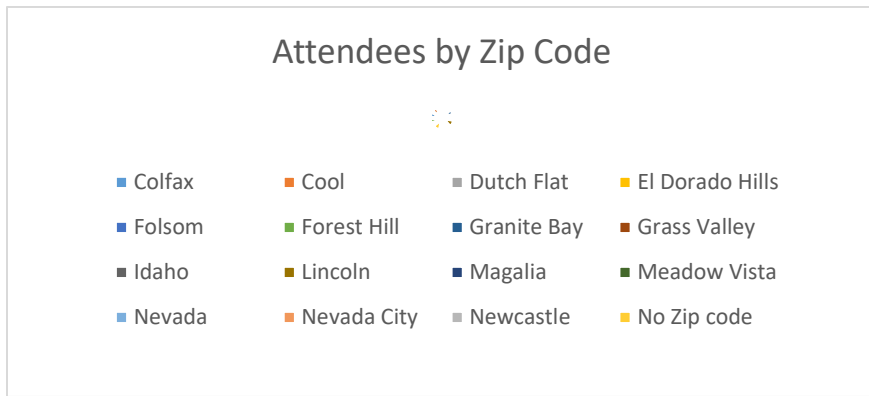
Artist Satisfaction: Artist survey data indicates a high satisfaction rate, and majority intend to be on tour next year.



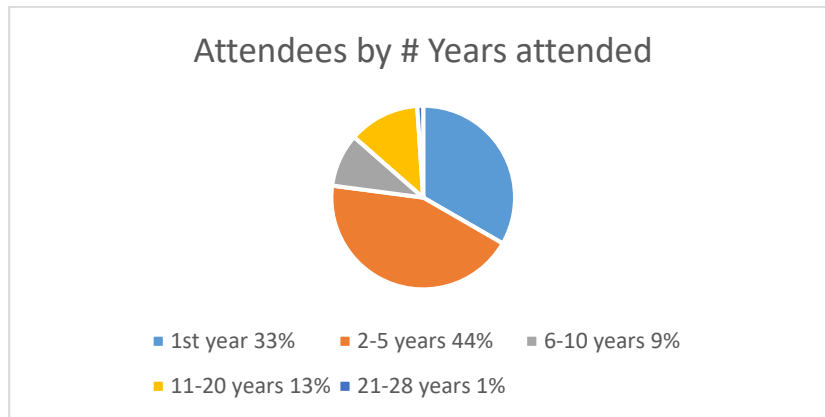
**"WONDERFUL COMMUNITY OF ARTISTS! THANK YOU SO MUCH!
I LOVED EVERYTHING ABOUT IT!"**

Matthews

Wide Geographical reach: The tour generated a wide geographical reach. Survey respondents were asked to input their zip code. See Appendix “A” also.



More first-time tour attendees than any prior year. Many 25+ year tour artists remarked that they have never seen so many new faces. Survey and sign-in data showed that the majority of attendees, although they see information about the tour in many places, attend at the invitation of a tour artist(s). This is a testament to the 2021 Tour marketing committee – they got the word out in print, billboards, website, social media, flyers & postcards.



ATTENDEES BY ZIP CODE

Applegate	2.08%
Auburn	16.67%
Colfax	2.08%
Cool	1.04%
Dutch Flat	1.04%
El Dorado Hills	2.08%
Folsom	1.04%
Forest Hill	2.08%
Granite Bay	7.29%
Grass Valley	3.13%
Idaho	2.08%
Lincoln	9.38%
Magalia	1.04%
Meadow Vista	3.13%
Nevada	2.08%
Nevada City	2.08%
Newcastle	3.13%
No Zip code	9.38%
Oregon	2.08%
Rocklin	7.29%
Roseville	7.29%
Sacramento	7.29%
San Jose	2.08%
Weimar	1.04%
Woodland	1.04%
Yuba City	1.04%
	100.00%

In conclusion the 2021 tour was highly successful; in the words of many long-time tour artists and patrons, “the best year ever”. We are pleased we had so many new tour attendees this year, and plan to strengthen the correlation between the tour and tourism to Placer County.

The mission of the Placer Artists Studios Tour:

To showcase the vast array of talented visual artists throughout Placer County

To celebrate visual artists creating works in all mediums

To educate the community and visitors on how artists create their works

To offer opportunities to purchase art

Appendix A

Please see this complete list of geographies from Artist Studio Sign-ins; this shows the complete current geographic reach the Placer Artists Tour has, including many out-of-county regions.

Chico
Citrus Heights
Danville
Dixon
El Dorado
Fairfield
Folsom
Fresno
Grass Valley
Boise, Idaho
Lodi
Los Gatos
Medford, OR
North Highlands

Oakland
Placerville
Pleasanton
Portland, OR
Redding
Reno
Sacramento
San Andreas
San Diego
San Jose
San Rafael
Sutter Creek
Woodland
Yuba City



"We made many purchases on the tour and enjoyed supporting local businesses."

Elkins

"I was really impressed with Jaime Baxter's art and the patience she displayed with my grandchildren was great! She spent 45 minutes walking them through the steps involved in painting pysanky eggshells"

Allen