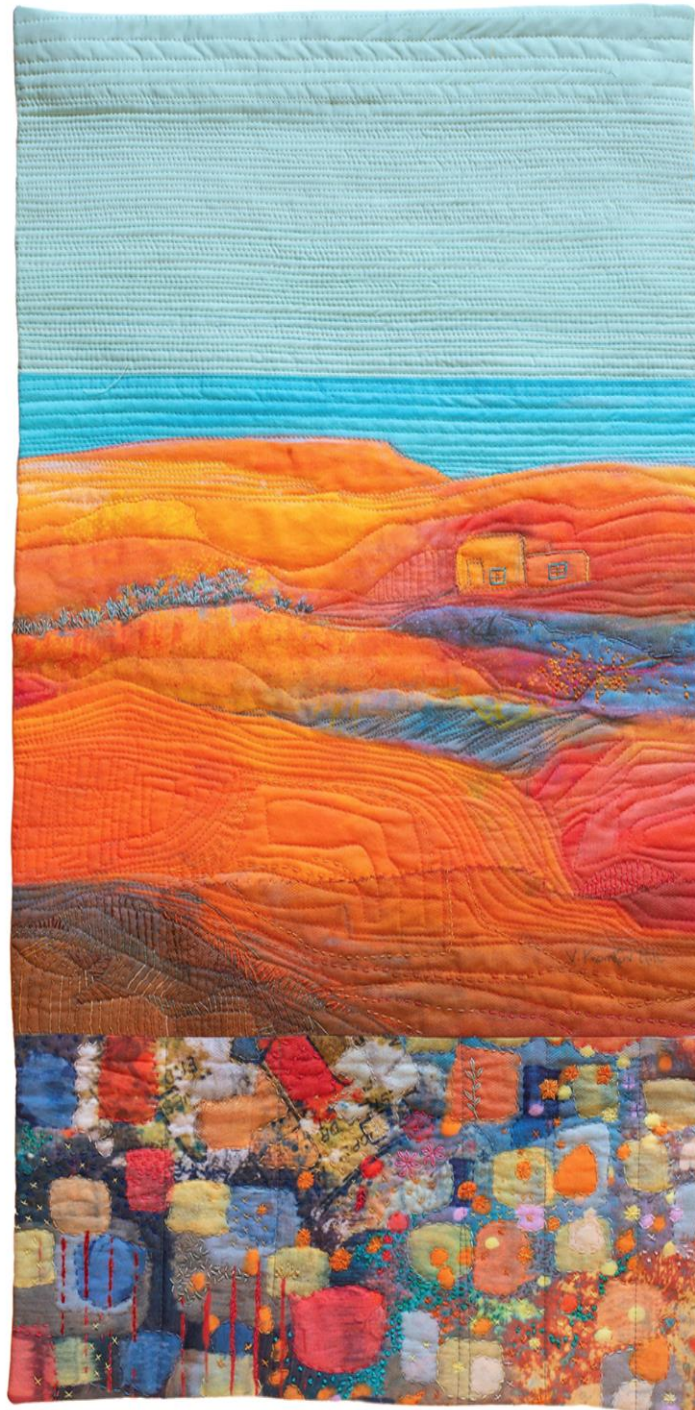


Lubbock
Arts
Alliance
Art for All!

Mission:

Fostering the creation, understanding,
and enjoyment of the arts



Valerie Hill, Fiber Art, 2024 Lubbock Arts Festival Juried Gallery

Lubbock Arts Alliance

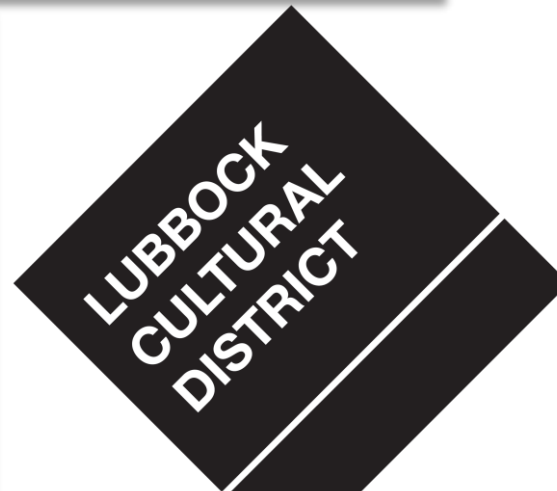
- Independent, non-profit organization
- **55 years** of service to region
- 21-year tenure for executive staff
- **19,500** individuals directly served each year



Lubbock Arts Alliance

Programs

- **Lubbock Arts Festival**
- **SmART! Education & Outreach**
- **PDA (Public Display of Art)**
- **Lubbock Cultural District**



Lubbock Arts Festival | Goals

- Attract visitors to the region
- Create art education opportunities
- Highlight national, regional, and local artists & performers
- Develop positive support and publicity for the arts



Lubbock Arts Festival

Multi-faceted event

- 150 different visual artists
- 100 different performers
- Juried Gallery
- Demonstrating Artists
- Children's Arts



LUBBOCK Arts Festival reNEW!

Theme: “reNEW” *Raising awareness about sustainability in the arts. By merging art and the environment, we will showcase talented artists who create special exhibits using repurposed, recycled, and reused materials, as well as natural and found objects.*

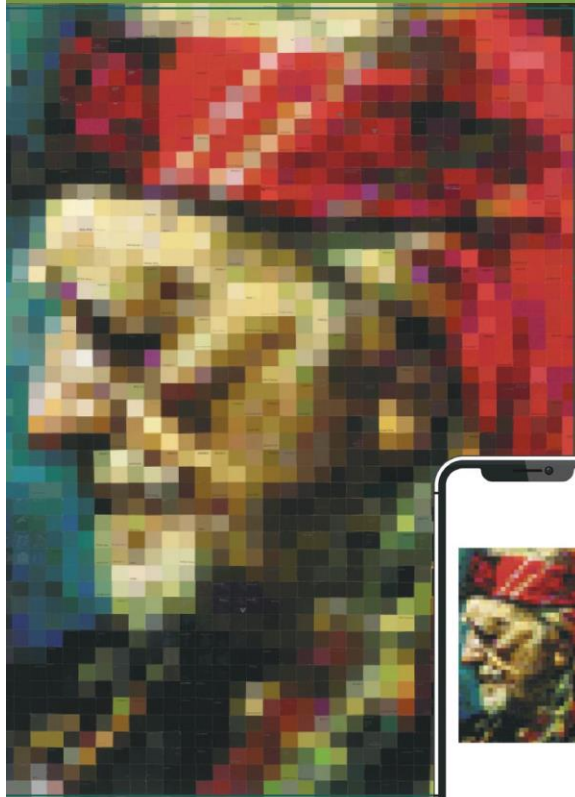


Plans for 2025!

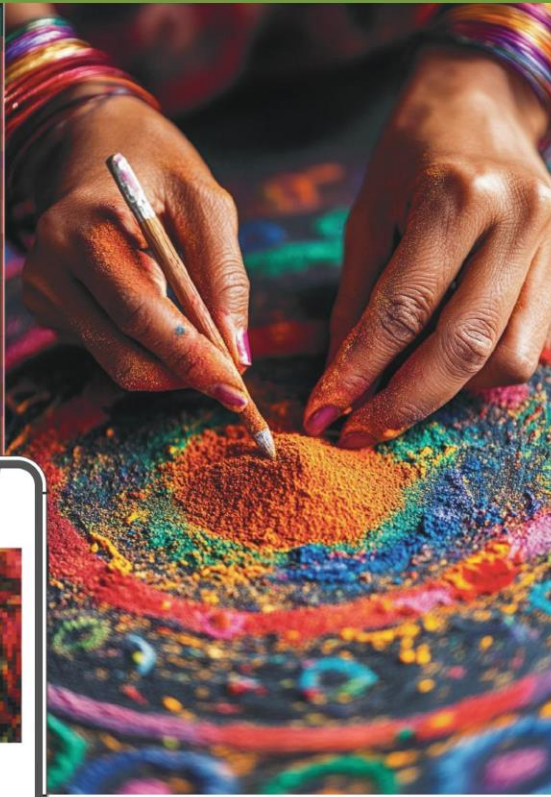
Lubbock Arts Festival | Plans for 2025

- **47th** annual event
- **April 12-13, 2025** (two days)
- Attendance of **13,000+**
- Admission: \$5 for adults online | Children 12 & Under FREE
- Held at the **Lubbock Memorial Civic Center**
 - Accessible Public Venue





Paint Chip Art
JENNIFER LASHBROOK



Rangoli- Colorful Powders in Patterns
SANGITA BHUTADA



Great Promise for American Indians
PERFORMANCE



Miniatures & Mixed Media Works
PAT MAINES, Featured Artist

Results! Lubbock Arts Festival

- Attendance
 - 7,500 (2021)
 - 12,000 (2024)
✓ 60% increase
- Economic Impact
 - \$1.2 million (2016)
 - \$1.9 million in (2024)
✓ 58% increase
- Hotel Room Nights
 - 121 (2021)
 - 189 (2024)
✓ 56% increase



2024 Lubbock Arts Festival

TOURISTS WHO TRAVELED
50 MILES +

ALASKA

- Anchorage

ARIZONA

- Buckeye
- Tucson
- Yuma

CALIFORNIA

- Anaheim
- Los Angeles
- Rancho Santa Fe

COLORADO

- Broomfield
- Cascade
- Colorado Springs
- Cortez
- La Veta

FLORIDA

- Parrish

GEORGIA

- Atlanta

ILLINOIS

- Oakley

KANSAS

- Spring Hill

MICHIGAN

- Madison Heights

MISSOURI

- Blue Eye
- Saint Peters
- Stella

NORTH CAROLINA

- Charlotte

NEW MEXICO

- Albuquerque
- Carlsbad
- Clovis
- Hobbs
- Holloman Air Force Base
- Las Cruces
- Lovington
- Pecos
- Placitas
- Portales
- Rio Rancho
- Roswell
- Santa Fe

NEW YORK

- Brooklyn
- Fulton
- New York

OKLAHOMA

- Guthrie
- McAlester
- Mountain View
- Norman
- Oklahoma City
- Poteau
- Tulsa
- Wilburton

TEXAS

- Allen
- Amarillo
- Anderson
- Austin
- Bartonville
- Big Spring
- Boerne
- Borger
- Brownwood
- Buda
- Canadian
- Canyon
- Canyon Lake
- Cedar Hill
- Cedar Park
- Colorado City
- Cypress
- Dallas
- Denver City
- Dumas
- Farwell
- Fort Worth
- Frisco
- Georgetown
- Gonzales
- Hart
- Hemphill
- Hereford
- Houston
- Ingram
- Irving
- Katy
- Keller
- Kerrville
- Lamesa
- Lefors
- Liberty Hill
- McKinney
- Midland
- Midlothian
- Mineral Wells
- Missouri City
- Muleshoe
- Odem

- Odessa

- Pampa
- Pittsburg
- Plano
- Point
- Pottsboro
- Quitaque
- Rockport
- Round Rock
- San Antonio
- Seagraves
- Seminole
- Sherman
- Snyder
- Spring
- Tahoka
- The Colony
- Valley View
- Wichita Falls

WASHINGTON

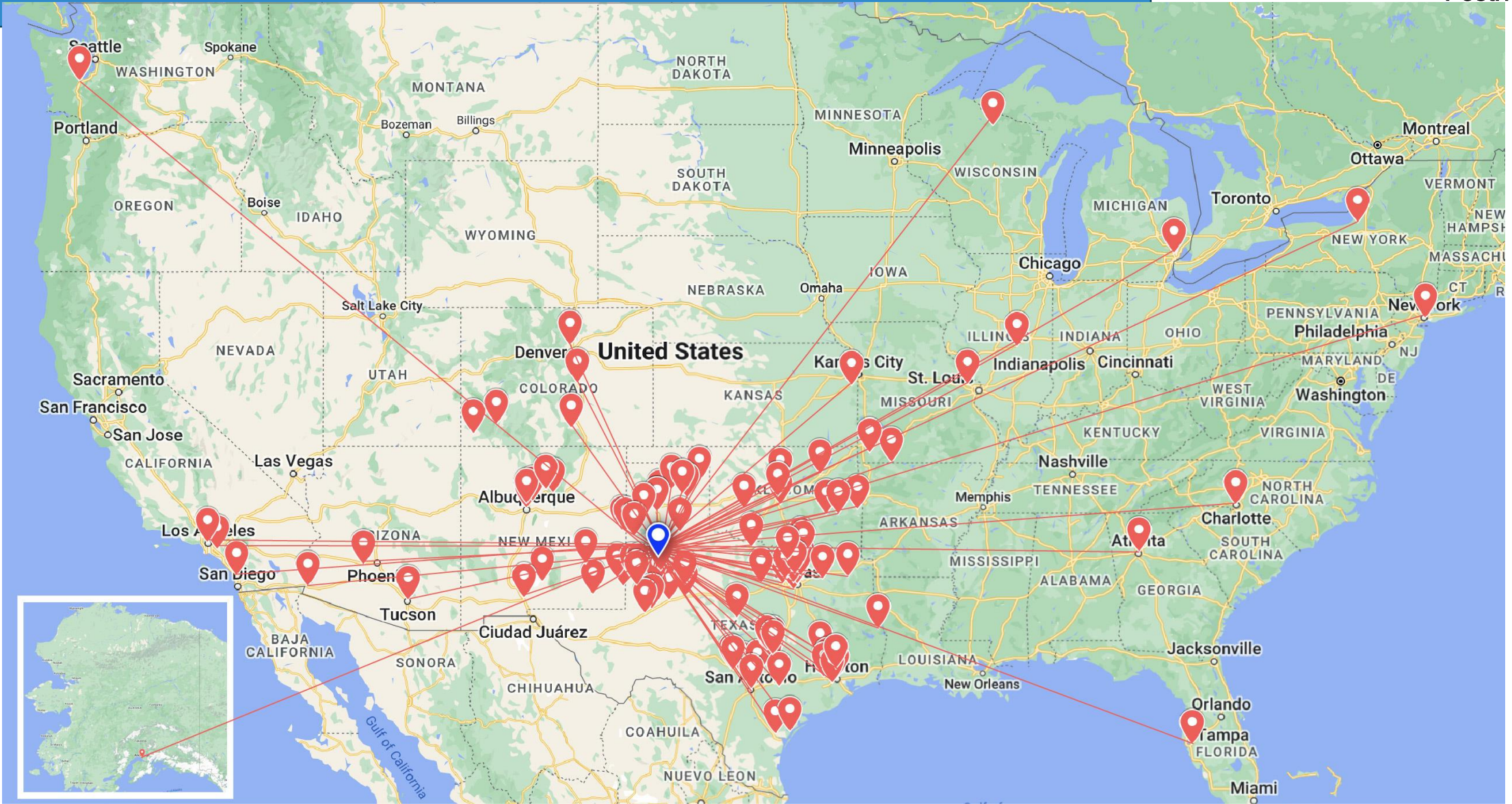
- Olympia

WISCONSIN

- Woodruff

Map of Cultural Tourists in 2024

Red pins indicate travel from pinned location to
Blue pin (*Lubbock, TX*)
signifying the Lubbock Arts
Festival!



Results! Lubbock Arts Festival

Award winner!

“Best in Texas”

2021

2022

2023

2024

Texas Festivals & Events
Association





**Fostering the creation, understanding,
and enjoyment
of the arts.**

LubbockArts.org | LubbockArtsFestival.org | LubbockCulturalDistrict.org