

Mission:

Fostering the creation, understanding, and enjoyment of the arts



Destinee Townley, Mixed Media, 2025 Lubbock Arts Festival Juried Gallery

Lubbock Arts Alliance

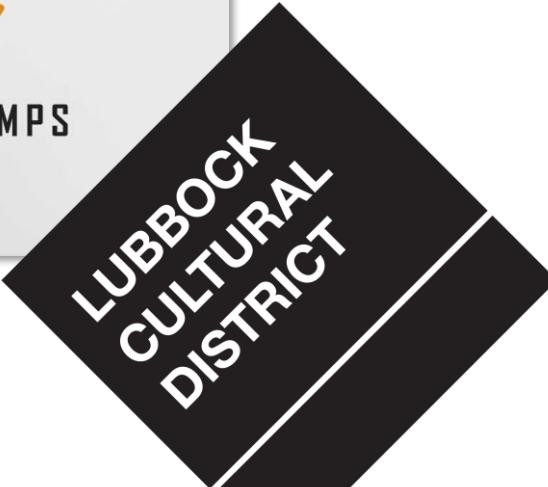
- Independent, non-profit organization
- **59 years** of service to region
- 22-year tenure for executive staff
- **19,500** individuals directly served each year



Lubbock Arts Alliance

Programs

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



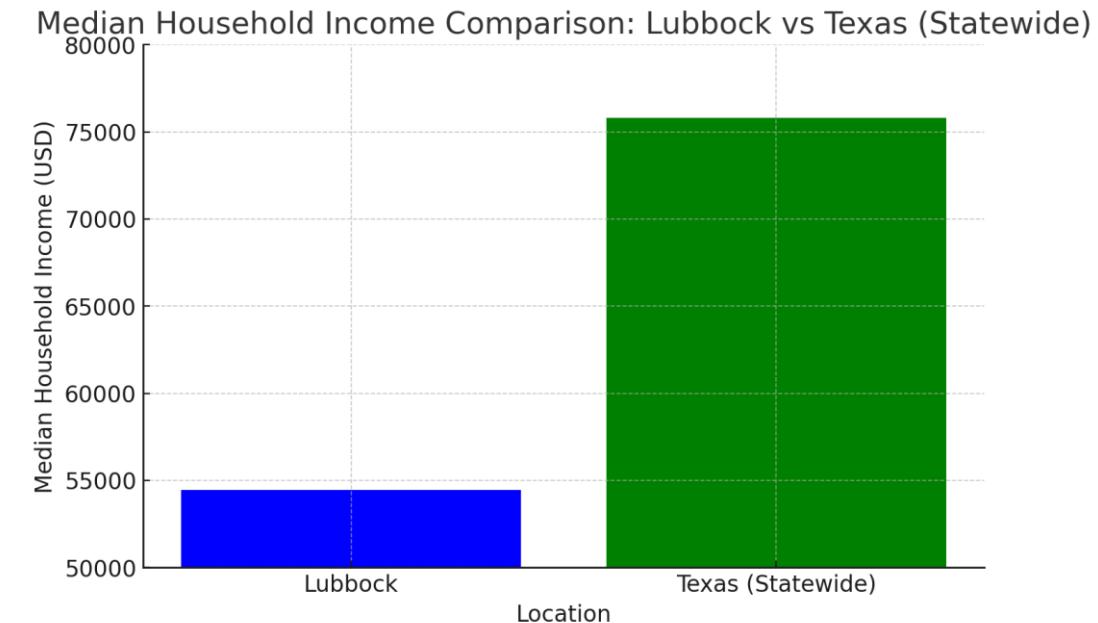
Lubbock Arts Alliance

- **Five(5)** direct grant awards from the **National Endowment for the Arts** for reaching underserved audiences and artistic excellence
- **Three (3)** grant awards from **Texas Women for the Arts** for excellence in arts education



Why our work is needed in our community

- **Disparity in income:**
 - \$54,451 median household income in Lubbock
(Compared to \$75,780 statewide) ([Census Reporter](#))
 - 18.7% poverty rate in Lubbock
(Compared to 13.7% statewide) ([Census Reporter](#))
- **Disparity in Lubbock Independent School District:**
 - 72.2% of students are economically disadvantaged
 - 73.7% of students are Latino or Black ([Data USA](#))
- **2nd highest rate of child abuse in Texas** ([Texas Standard](#))





The biggest barriers to engagement with the arts are time and cost, location, perception, and not having someone to go with to an art event.

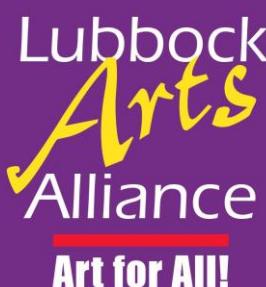
Source: National Endowment for the Arts

"When the Going Gets Tough: Barriers and Motivations Affecting Art Attendance."



How we address disparity & barriers

- All programs of the Lubbock Arts Alliance are **low cost** or **FREE**
- Held in **accessible public locations**
- Showcase **artists of diverse backgrounds**,
- Have a **strong educational component**



Our Motto: ART FOR ALL!



Our Partners

- Lubbock Independent School District
- Texas Tech University
- One Heart Lubbock (*Foster Alliance*)
- Guadalupe-Parkway Sommerville Centers
- Buddy Holly Center
- Silent Wings Museum
- Lubbock Community Theatre
- West Texas Watercolor Society

- Lubbock Independent School District
- Lubbock Community Theatre
- Lubbock Parks and Recreation
- Texas Tech University



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 *Bloom*

THEME: “BLOOM” celebrating the beauty and symbolism of flowers and botanicals—and their ability to enrich the arts with inspiration, aesthetics, and lasting meaning.



Plans for 2026!

Lubbock Arts Festival | Plans for 2026

- 48th annual event
- **April 18-19, 2026** (two days)
- Attendance of 10,000+
- Admission: \$5 for adults online | Children 12 & Under FREE
- Held at the **Lubbock Memorial Civic Center**
 - Accessible Public Venue



Lubbock Arts Festival | Artistic Highlights 2026

“New Floral” Special Visual Art Exhibit by Mariam Dubinsky

- **Qualifications:**

- The School of the Art Institute of Chicago: Bachelor of Fine Arts, Printmaking (2012)
- Painter & printmaker utilizing screen printing as well as several types of water-based media in her art practice.
- Creating a new body of hand cut, screen printed and painted paper collages inspired by florals and lively color combinations.

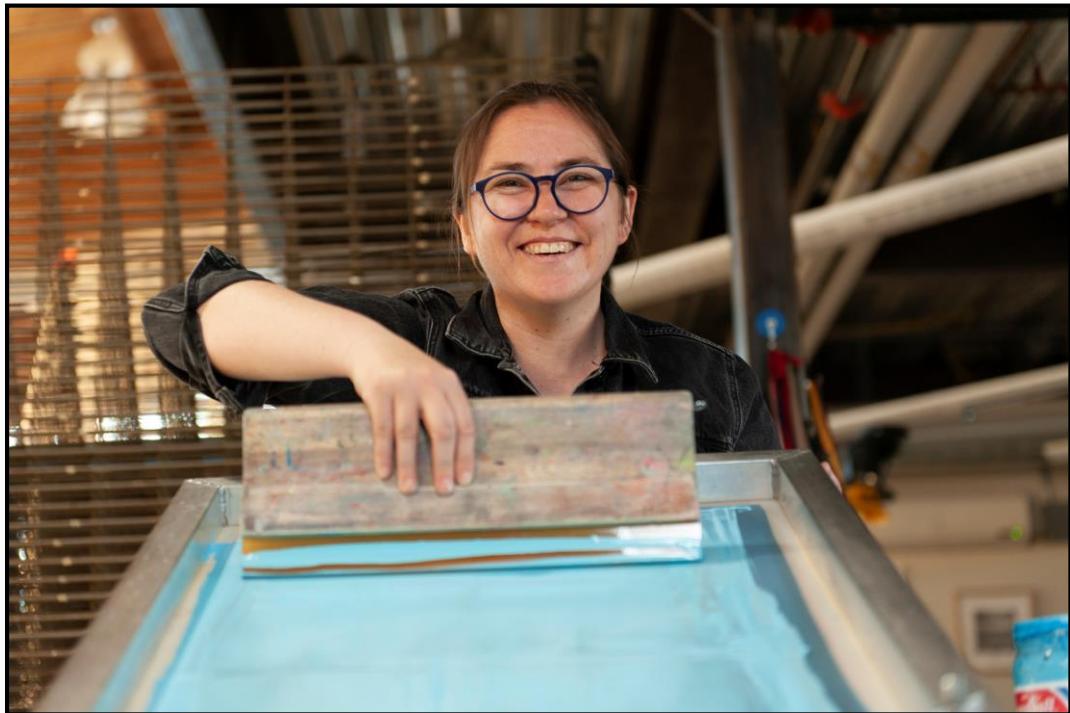
- **Professional Experience:**

- Full time working artist based in Denver, Colorado
- Arts Festival/Fairs: Ann Arbor Street Art Fair - The Original (Ann Arbor, MI); Cherry Creek Fine Arts Festival (Denver, CO) ; One of a Kind (Chicago, IL); Renegade Craft (Chicago,



Lubbock Arts Festival | Artistic Highlights 2026

“New Floral” Special Visual Art Exhibit by Mariam Dubinsky



Lubbock Arts Festival | Artistic Highlights 2026

ARTRAGEOUS

Blending visual art, music, and dance into one electrifying show, Artrageous transforms the stage into a live gallery—creating art in real time with a high-energy mix of choreography and sound.

About the Performers:

- Originated in the 1980s near Albuquerque, NM
- Evolved from street and children's theater into a global sensation
- **Mission:** Use art and energy to unite communities

Performance Highlights:

- Carnegie Hall
- NBA All-Star Halftime Show (center court)
- Private event for Sir Richard Branson (Necker Island)
- World Cup Soccer Finals, Paris
- Performed in **49 U.S. states & 10 countries**, including:



Lubbock Arts Festival | Educational Highlight 2026

“The Bizzee Bee”

- Designed & facilitated by “Blooming with Birdie”
 - Ashley “Birdie” Bird, Educational Experience Designer & Certified Montessori Educator
- **“The Bizzee Bee” Experience**
 - Children become bumblebees and explore a larger-than-life Texas prairie filled with 3- to 5-foot replicas of native flowers. Wearing Velcro bee costumes and UV-simulating goggles, kids collect colorful wool “pollen” balls in a timed mission to nourish their hive.
 - Includes hands-on art projects, an educational study guide, and a packet of wildflower seeds with a planting card for each participant.
 - Provided FREE of charge



Lubbock Arts Festival |

Educational
Highlights 2026

“School Day”

- 1,600 2nd grade students from **Lubbock ISD**
- Provided at no cost to students, their parents, or the school districts
- Special outreach to outlying rural counties including **Hale, Crosby, Lynn, Hockley, Lamb, Terry, Garza, and Floyd Counties**



ART-LINX NATIONAL ART SHOW CONFERENCE

- Two-day professional development event for art show and festival organizers
- Open to directors, staff, board members, and volunteers
- Held in conjunction with the **2026 Lubbock Arts Festival** (April 16–18)
- Expected to attract over 20 participants, generating 60+ hotel room nights

ART LINX
Your Art Show Connection

Lubbock Arts Festival | Results

SUCCESS!

- Attendance
 - 7,500 (2021)
 - 9,000 (2025)
✓ 20% increase
- Economic Impact
 - \$1.2 million (2016)
 - \$1.9 million in (2024)
✓ 58% increase
- Hotel Room Nights
 - 121 (2021)
 - 170 (2025)
✓ 40% increase

Information provided by: Select-A-Seat Lubbock

Economic Impact Study by Art of Events, LLC, Visit Lubbock



2025 Lubbock Arts Festival

CITIES IN **RED** INDICATED
NEW ATTENDEES

Abernathy, TX
Abilene, TX
Alamogordo, NM
Albuquerque, NM
Allen, TX
Amarillo, TX
Anacoco, LA
Arboles, CO
Artesia, NM
Aubrey, TX
Austin, TX
Baton Rouge, LA
Belton, TX
Big Spring, TX
Blue Eye, MO
Borger, TX
Bovina, TX
Brownfield, TX
Brownwood, TX
Buda, TX
Bulverde, TX
Canandaigua, NY
Canton, GA
Canyon, TX
Carlsbad, NM

Cedar Park, TX
Celina, TX
Charlottesville, VA
Cheyenne, WY
Clayton, NM
Cloudcroft, NM
Clovis, NM
Colorado Springs, CO
Copperas Cove, TX
Cropwell, AL
Crosbyton, TX
Cypress, TX
Dallas, TX
Denton, TX
Denver, CO
Dickens, TX
El Paso, TX
Flint, TX
Florence, WI
Flower Mound, TX
Floydada, TX
Fort Collins, CO
Fort Worth, TX
Fountain Hills, AZ
Garland, TX

Georgetown, TX
Goodyear, AZ
Greenwood, SC
Hale Center, TX
Hereford, TX
Holyoke, CO
Houston, TX
Huntington Beach, CA
Hutto, TX
Idalou, TX
Irving, TX
Johnson City, TX
Katy, TX
Lafayette, LA
Lamesa, TX
Las Cruces, NM
Levelland, TX
Lewisville, TX
Littlefield, TX
Lockney, TX
Lorenzo, TX
Lovington, NM
Lubbock, TX
Magnolia, TX
Manfield, TX

Matador, TX
Meadow, TX
Melrose, NM
Memphis, TN
Midland, TX
Midlothian, TX
Mineral Wells, TX
Missouri City, TX
Muleshoe, TX
Mullin, TX
Nacogdoches, TX
New Braunfels, TX
New Deal, TX
New York, NY
Odessa, TX
Odonnell, TX
Oklahoma City, OK
Olton, TX
Omaha, NE
Pagosa Springs, CO
Pecos, TX
Pecos, NM
Petersburg, TX
Pinedale, WY
Placitas, NM

Plains, TX
Plainview, TX
Plano, TX
Portales, NM
Post, TX
Poteau, OK
Prairieville, LA
Ralls, TX
Ransom Canyon, TX
Richardson, TX
Rio Rancho, NM
Ropesville, TX
Round Rock, TX
Salinas, CA
San Angelo, TX
San Antonio, TX
Sanger, TX
Santa Fe, NM
Seminole, TX
Shallowater, TX
Slaton, TX
Snyder, TX
Spade, TX
Sudan, TX
Sundown, TX

Tahoka, TX
Taos, NM
Tucson, AZ
Tulsa, OK
Washington, DC
Whitehouse, TX
Whitney, TX
Wichita, KS
Wilburton, OK
Wilson, TX
Wolfforth, TX
Woodruff, WI
Woodway, TX



2024 attendance vs. **2025** attendance

2025 Lubbock Arts Festival

TOURISTS WHO TRAVELED
50 MILES +

ALABAMA

- Cropwell

ARIZONA

- Fountain Hills
- Goodyear
- Tucson

CALIFORNIA

- Huntington Beach
- Salinas

COLORADO

- Arboles
- Colorado Springs
- Denver
- Fort Collins
- Holyoke
- Pagosa Springs

GEORGIA

- Canton

KANSAS

- Wichita

LOUISIANA

- Anacoco
- Baton Rouge
- Lafayette
- Prairieville

MISSOURI

- Blue Eye

NEBRASKA

- Omaha

NEW MEXICO

- Alamogordo
- Albuquerque
- Artesia
- Carlsbad
- Clayton
- Cloudcroft
- Clovis
- Las Cruces
- Lovington
- Melrose
- Pecos
- Placitas
- Portales
- Rio Rancho
- Santa Fe
- Taos

NEW YORK

- Canandaigua
- New York

OKLAHOMA

- Oklahoma City
- Poteau
- Tulsa
- Wilburton

SOUTH CAROLINA

- Greenwood
- Johnson City
- Memphis

TEXAS

- Abilene
- Allen
- Amarillo
- Aubrey
- Austin
- Belton
- Big Spring
- Borger
- Brownwood
- Buda
- Bulverde
- Canyon
- Cedar Park
- Celina
- Copperas Cove
- Cypress

Dallas

- Denton
- Dickens
- El Paso
- Flint
- Flower Mound

Fort Worth

- Garland
- Georgetown
- Hereford
- Houston
- Hutto
- Irving
- Katy
- Lamesa

Lewisville

- Magnolia
- Mansfield
- Matador
- Midland
- Midlothian
- Mineral Wells
- Missouri City
- Muleshoe
- Mullin
- Nacogdoches
- New Braunfels

Odessa

- Pecos
- Plains
- Plano
- Richardson
- Round Rock
- San Angelo
- San Antonio
- Sanger
- Seminole
- Snyder
- Sudan
- Whitehouse
- Whitney
- Woodway

VIRGINIA

- Charlottesville

WASHINGTON DC

WISCONSIN

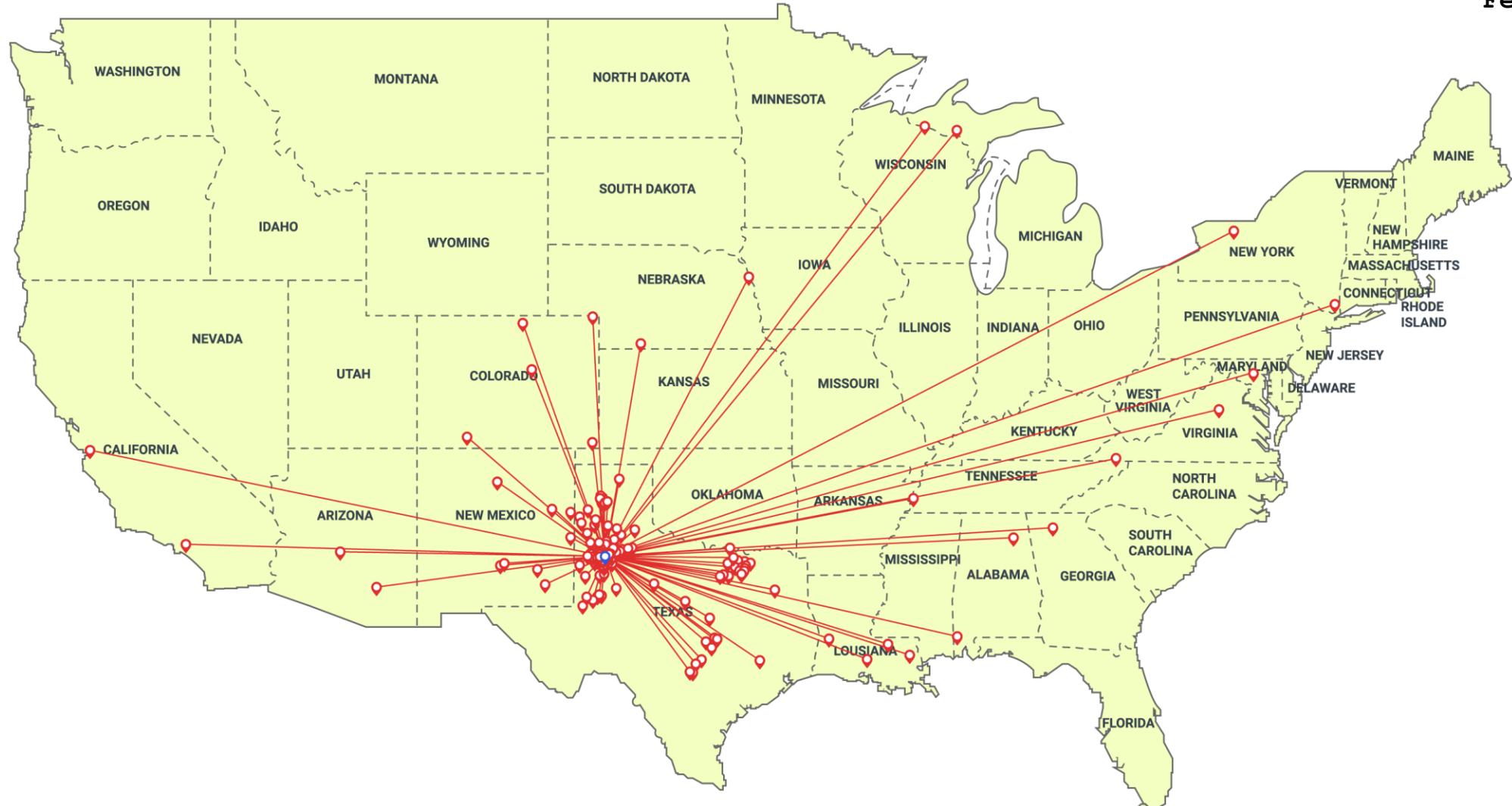
- Florence
- Woodruff

WYOMING

- Cheyenne
- Pinedale

Map of Cultural Tourists in 2025

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



Lubbock Arts Festival |

Awards & Accolades

“GRAND PINNACLE”

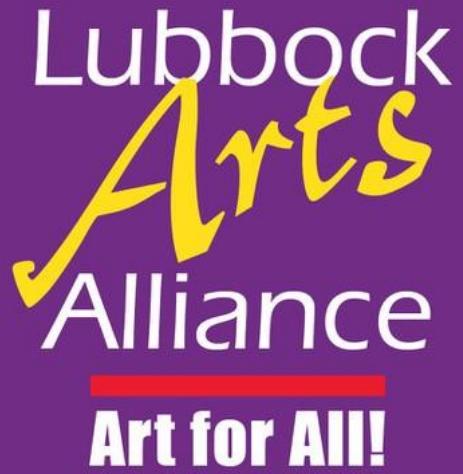
International Festivals & Events Association
2021 & 2023

“BEST IN TEXAS”

Texas Festivals & Events Association
2021, 2022, 2023, 2024

Both awards recognize the **Lubbock Arts Festival** as the **“Best Overall Event”** in its budget category.





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

P.O. Box 5092
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(806) 744-ARTS
lubbockarts.org | lubbockartsfestival.org | lubbockculturaldistrict.org