

2019 SOUNDS & SIGHTS

SUMMER CONCERT SERIES **RECAP**

\$500,000+

ANNUAL TOURISM SPEND
IN OUR COMMUNITY*

BASED ON 2014 TOURISM IMPACT REPORT

\$500
ANNUAL ARTS
SCHOLARSHIP
TO CHS
STUDENT



2,331 SOCIAL TENT ATTENDEES



127
MICHIGAN CITIES
26+ STATES



OVER \$50K PAID TO LOCAL ARTISTS

KEEPING THURSDAY

NIGHTS FREE

**SOUNDS
SIGHTS**

ON THURSDAY NIGHTS

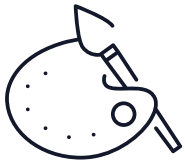
THE SOCIAL TENT
GENERATES **50%**
OF THE FUNDS NEEDED
TO PAY PERFORMERS
ON THURSDAY NIGHTS



501(c)3
NON-PROFIT

THAT REINVESTS BACK INTO OUR
COMMUNITY. OUR MISSION IS TO
ENRICH THE CHELSEA AREA
THROUGH QUALITY PERFORMING
AND VISUAL ARTS.

REVITALIZED VISUAL ARTS



20

ART MARKET
VENDORS &
PERFORMERS



135

PAID
ACTS



69

CHALK
ARTSTS



43rd

ANNUAL
SIDEWALK
SALES



7

FOOD
VENDORS



50

PETS @
PET PARADE



18

KIDZONE
ACTIVITIES



150

COMMUNITY
VOLUNTEERS



329

CAR SHOW
VEHICLES



119

BUSINESS & COMMUNITY SPONSORS
12 NEW SPONSORS | 9 IN-KIND

2020 EVENT INFORMATION

CHELSEA AREA FESTIVALS & EVENTS (CAFE)

CAFE is a non-profit 501(c)3 organization that enriches Chelsea, and the surrounding communities, by promoting the presentation of and participation in quality performing and visual arts throughout the year.



JUNE 4 - AUGUST 13

- ★16th Annual FREE Summer Concert Series
- ★10 Entertainment Stages
- ★11 Weeks
- ★22 Hours of Live Music
- ★120+ Paid Local Artists
- ★“Learn to Chalk Series”



Photo Credit: Burrill Strong Photography



Photo Credit: Burrill Strong Photography



JULY 24 - 25

- ★44th Annual Event
- ★Live Music
- ★30+ Art Market Vendors
- ★Professional Chalk Artists
- ★Performance Artists
- ★15+ KidZone Activities
- ★300+ Classic Car Show
- ★Pet Parade
- ★2,500 Social Tent Guests
- ★Food Court
- ★150 Volunteers



YEAR ROUND JUNE-MAY

- ★11th Exhibition
- ★13 Sculptures
- ★Acclaimed Artists
- ★Sold Sculptures sustain
- ★13 Sponsors
- ★5 Docent Led Tours



Photo Credit: Crystal Scott Designs



DEC 4-6, 2020

- ★34th Annual Event
- ★27 Free Family Events
- ★Holiday Concerts
- ★100 Gingerbread Houses
- ★16th Light Parade
- ★Toys for Tots & Teens



Photo Credit: Kate Zurenko Photography

