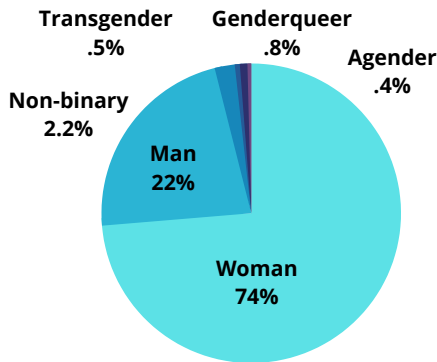


2022 Art-A-Whirl Visitor Facts & Demographics

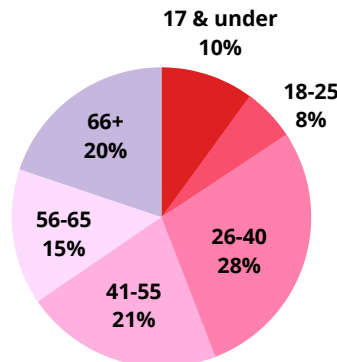
Estimated in-person attendees: 60,000—70,000
Website visitors during the week of Art-A-Whirl (May 15—22): 85,000+

- 16% attended Art-A-Whirl for the very first time. Of all attendees, 98% plan to come back next year.
- 96% listed viewing artwork as *important or the most important* reason to come to Art-A-Whirl.
- 47% plan on purchasing art from an Art-A-Whirl artist later in the year. 46% indicated that they might.

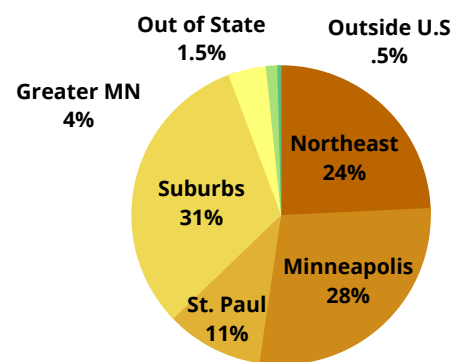
Gender:



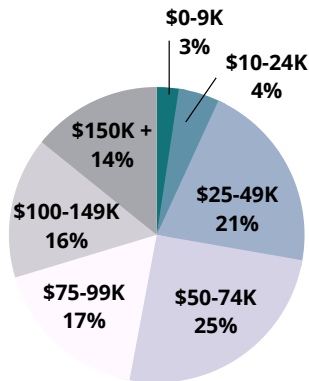
Age:



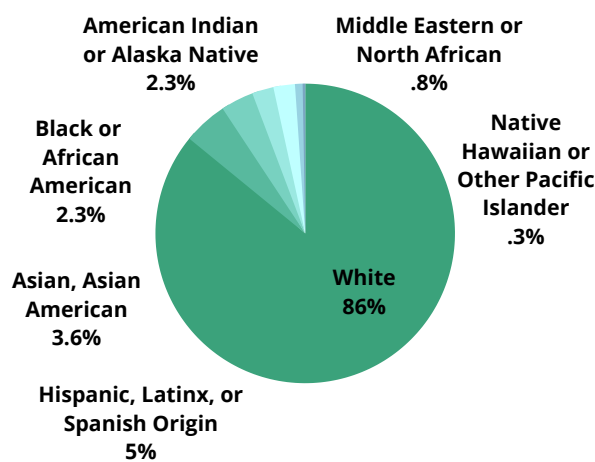
Home Address:



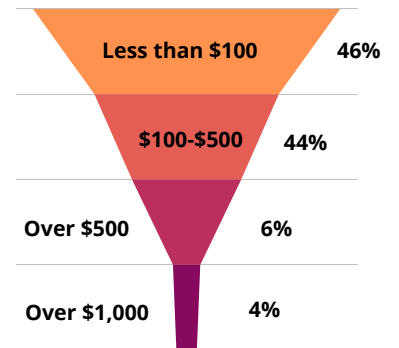
Annual Income:



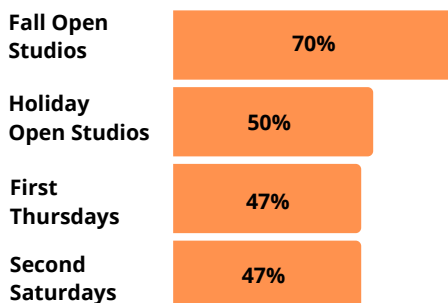
Race:



Spent on art: Art-A-Whirl:



Visitors will return to NE for...



What visitors used to navigate Art-A-Whirl:

- Website: 65%
- Printed Directory: 36%
- Social Media: 48%
- Nothing: 13%

Visitor Suggestions:

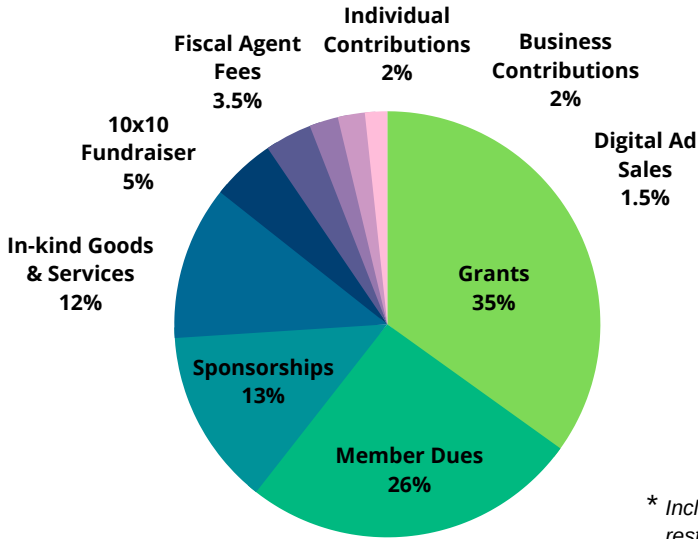
- Place more benches in buildings to allow people to rest.
- Designate quiet rooms for those with sensory overload.
- Install baby changing stations in bathrooms (all genders).

NEMAA 2021 Financial Summary

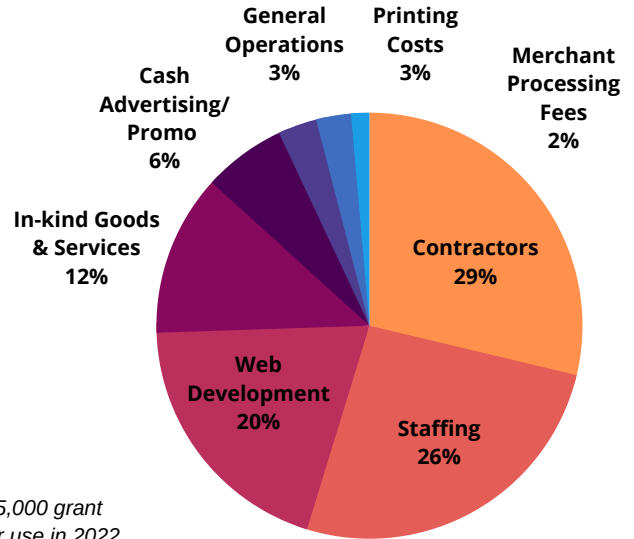
Total income for the 2021 Fiscal year was **\$328,492.97**. Total expenditures: **\$257,933.02**
 Leaving a net revenue of **\$70,559.95.***

Checking balance as of 12/31/2021: **\$108,141.88** | Savings balance as of 12/31/21: **\$50,016.86**

2021 Income:



2021 Expenses:



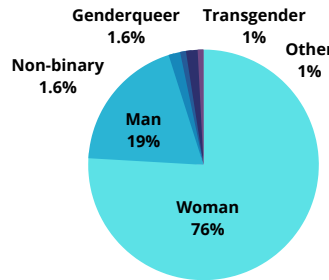
* Includes \$15,000 grant restricted for use in 2022.

NEMAA Members

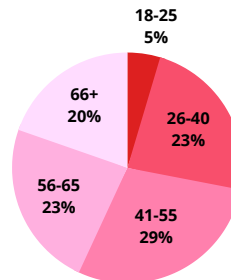
Members: 995

- Artists: 649
- Emerging Artists: 112
- Student Artists: 64
- Galleries: 29
- Businesses: 89
- Non-profits: 35
- Community Friends: 11

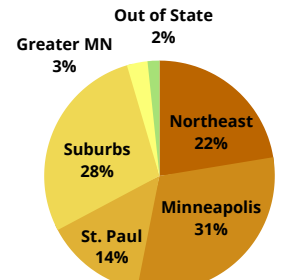
Gender:



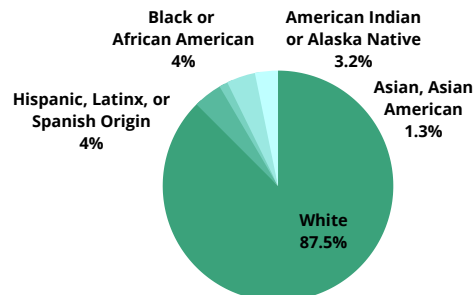
Age:



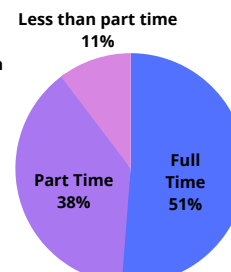
Home Address:



Race:



Career:



Studio status:

