

*ART, SIP &
STROLL
2024*



62 Artists

- Driveway 17
- Plaza 12
- Lawn 12
- Estate 22



14 WINERIES

COMMUNITY CENTER 7
ESTATE 7



SALES

TASTING PACKAGES – 938 SOLD / 44 COMP

ARTIST RESPONSES TO SURVEY – 41/62

- 46% SOLD OVER 20 ITEMS
- 32% SOLD 11 – 20 ITEMS
- 9% SOLD 10 ITEMS OR LESS



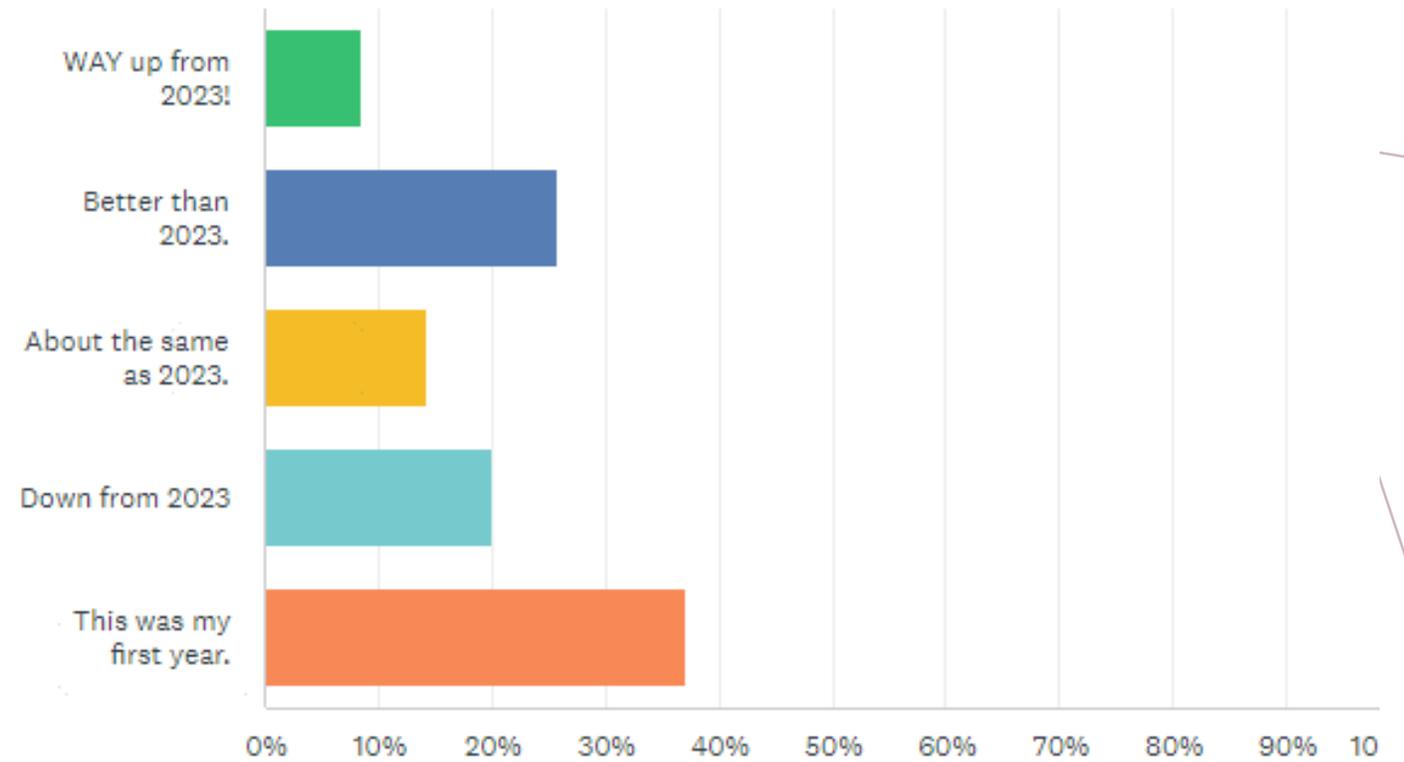
SALES

ARTIST RESPONSES TO SURVEY – 41/62

ANSWER CHOICES	RESPONSES
▼ None of the above	2.44% 1
▼ Under \$500	12.20% 5
▼ \$501 - \$999	17.07% 7
▼ \$1000-\$1499	24.39% 10
▼ \$1500-1999	9.76% 4
▼ \$2000-\$2999	9.76% 4
▼ \$3000-\$3999	14.63% 6
▼ \$4000-\$4999	4.88% 2
▼ Over \$5000	4.88% 2

SALES

ARTIST RESPONSES TO SURVEY – 35/62



ANSWER CHOICES	RESPONSES
▼ WAY up from 2023!	8.57%
▼ Better than 2023.	25.71%
▼ About the same as 2023.	14.29%
▼ Down from 2023	20.00%
▼ This was my first year.	37.14%
Total Respondents: 35	

BUDGET

EXPENSES - \$63,698

REVENUES- \$67,376

NET - \$3,677

LARGEST EXPENSES

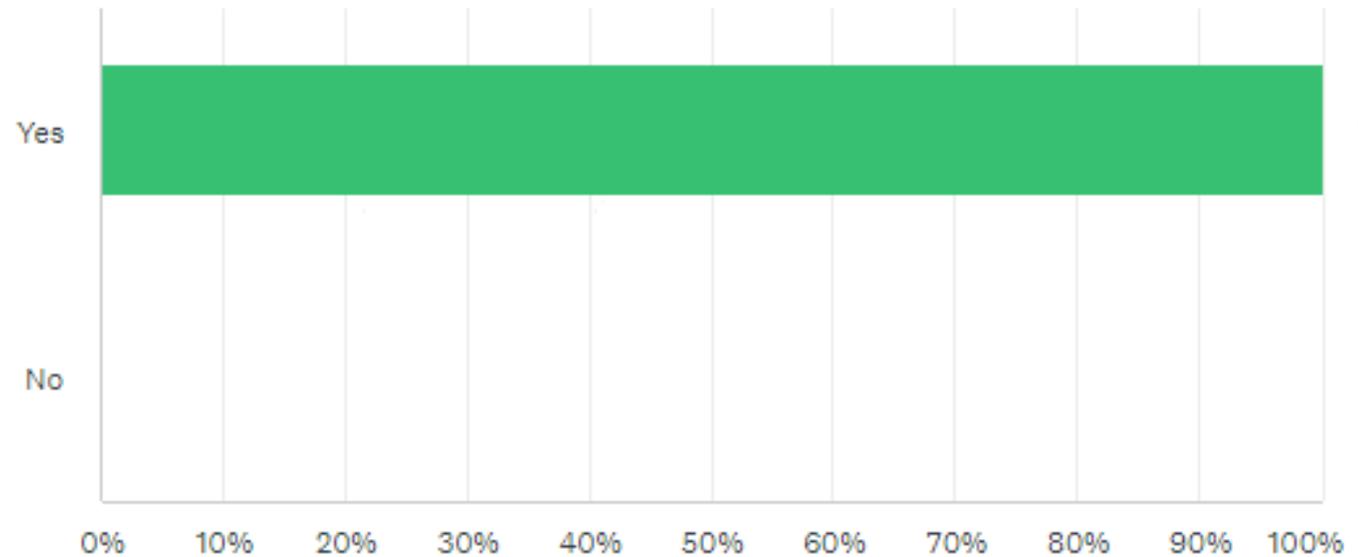
- MARKETING - \$10,605
- TENTING & RENTALS - \$32,535

FEEDBACK

ARTIST
RESPONSES
TO SURVEY
– 40/62

Would you want to return again next year?

Answered: 40 Skipped: 1



FEEDBACK

POSITIVES -

- WINE AMONGST ARTISTS AGAIN THIS YEAR
- GREAT MUSIC
- LOTS OF FOOT TRAFFIC
- FRIENDLY ATMOSPHERE
- THOUGHTFULLY PRODUCED EVENT
- STRONG SALES

FEEDBACK

THINGS TO WORK ON-

- RESTROOM ACCESS AT ESTATE YOUNTVILLE
- PARKING
- PREFER SPACE BEHIND BOOTHS FOR STORAGE
- WATER STATIONS
- CEMENT TENT WEIGHT LOCATIONS
- END TIME
- TASTING PACKAGES SOLD OUT



SAVE THE DATE

MAY 17, 2025