STATEMENT OF NEED

The Ann Arbor Street Art Fair, the Original (AASAF) has run a budget deficit for the past five years and is rapidly approaching a financial crisis.  The shortfall has been covered by reserve funds, but at the current rate, the reserve will be depleted in the very near future.  The deficits are as follows (financial statements included.)

2013 – ($8,000) Estimated
2012 – ($6,316)
2011 – ($5,769)
2010 – ($6,040)
2009 – ($33,693)

The reason that the AASAF continues to experience a deficit is largely the result of the free programs that we offer during the Art Fair.  These fun, and often educational, programs invite participation from the community and showcase the vitality of the arts in the area to the visiting audience.  These include the Art Demo Zone, Art Activity Zones, College Student Mentoring Program, Street Painting Exhibition, and the Fountain Stage (community and student presentations.)  These activities not only fulfill the AASAF's mission as a 501(c)3 arts organization, they add tremendous value to the overall Ann Arbor Art Fair.  The AASAF is the only one of the fairs to present this type of programming.  The direct cost to present these programs is approximately $11,000, not including staff time.  (See budget document included.) For more information on these programs, please visit our website at, www.artfair.org.

The AASAF works hard to fund these programs each year, but a significant portion of our footprint is on University of Michigan property.  Not only does the AASAF pay a supplemental lease fee to the University, but the University's no-solicitation policy prevents the AASAF from placing sponsors on their property.  This severely limits the AASAF's ability to secure outside sponsorship; our only major revenue source beyond artists' fees.

Support from the Community Events Fund will allow the AASAF to continue to present free, family friendly programming during the annual Ann Arbor Art Fair.