



2013
INTERNATIONAL
KINETIC ART
EXHIBIT and SYMPOSIUM
BOYNTON BEACH, FLORIDA

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KINETIC SURVEY FACT SHEET

The first-in-the-nation year-long 2013 International Kinetic Art Exhibit and Symposium in Boynton Beach, Florida was a success from the great VIP kick off reception to the indoor and outdoor exhibit, presentations, panel discussions, youth workshops, sponsor experiences and vendor presence.

Estimated the attendance over the two days was approximately 2,000 + people with an additional 3,000 participating in the year long activities leading up to the event weekend. Nearly 500 surveys were collected.

Community Economic Impact

Businesses increase revenues during the event weekend and throughout the year long activities

- **Restaurants**

Sailfish Cafe - Saturday increased revenues four fold.

- Sunday, a typical day that they are not open, they were as busy as a productive weekday.

Hurricane Alley, The Little House, The Backyard, Cafe Frankies, Banana Boat, Two Georges and The Living Room experienced increased business.

Prime Catch - Artists dinner for 40 sponsored by the Kinetic Art Organization.

- **Hotels**

Marriott of Boca Town Center - 4 artists stayed 2 nights

Boynton Beach Marriott - 9 artists and 2 presenters stayed 2 nights

Lorraine Hotel - 4 artists stayed 2 nights

- **Service Businesses**

Ace Hardware and Home Depot - Businesses increased from artwork installation supplies.

- **Local Job Impact**

Beau Lieu Studios - Employed 4 individuals to install artwork

Graphic Plus - Gained exposure and awareness of its design services.

Alpha Graphics - Print production of 1,000 Kinetic Showbooks with DVD's

Stellar Concepts - Printed 20,000 promotional postcards

- **Sponsor Business Impacted**

Boca Bearings - Made five new contacts for product sales and exposed to many for increased product awareness

FPL - Gained exposure and awareness of solar plant

Digital Arts Media College - Engaged students in filming artwork installation and video production. College gained exposure and awareness of its educational services.

Winn Dixie - Gained exposure and awareness of new store format

Due South Brewery - Gained exposure and awareness of its new location

Secret Garden Cafe - Gained exposure and awareness of its location and services

Kinetic Art Organization, International Sculpture Center, David Bermant Foundation and Arts and Science Collaborative - Gained exposure, increased membership and awareness of its programs and services.

The **International Kinetic Art Exhibit and Symposium** stimulated engaging conversations connecting artists with the public, students, educators, art patrons, vendors and sponsors. Pre and post event highlights are:

- 120 students from West Palm Beach's Oxbridge Academy visited Boynton Beach to tour the outdoor kinetic exhibit for their physics assignment.
- As part of the Culinary/History/Cultural programming Museum of Lifestyle and Fashion History conducted outdoor kinetic art exhibit tours for nearly 1,000 visitors.
- Community organization groups, plus public and private educational tours, were conducted.
- Solar Tree Project kinetic artist, Rein Treifeldt, skyped a virtual tour of the outdoor kinetic exhibition for students from the country of Cyprus school curriculum.
- Kinetic artist, Mary Ditmers, donated a lighted kinetic sculpture to the Galaxy E3 Elementary School that includes a curriculum for the students.
- Six indoor and outdoor kinetic artworks were purchased by event patrons with four additional artworks commissioned.

Survey results

The following is the summary of the attendees responses to individual questions.

- 70% of the attendees were between 45-65+; 30% between 18-44
- 92% of attendees were from South Florida; 4% out of state; 2% from abroad.
- 40% of attendees stayed or lived in Boynton Beach
- 26% of attendees experienced Boynton Beach for the first time.
- 55% of attendees have an income of over \$75k; 35% between \$35,000 - \$74,999.
- 50% of attendees spent up to \$50.00 during event; 42% spending over \$100.00!
- 49% of attendees dined in Boynton Beach during the event weekend.
- 50% of attendees heard about the event from print media, 25% word of mouth and 17.5% from social media
- 62% of the attendees enjoyed the outdoor and indoor kinetic exhibition; followed by 17% who enjoyed the presentations; 15% enjoyed meeting the international kinetic artists.
- 97% of attendees rated the event as excellent and good.