



**IFAA**

International  
Folk Art Alliance

PHOTO: EDWARD ADDEO

2016 Innovations and Milestones

# Impact

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## 2016 Innovations and Milestones

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*Innovation Inspiration* Presented by Founding Sponsors JoAnn and Bob Balzer

International Folk Art Market | Expansion Markets

For 13 years, the International Folk Art Alliance has empowered artists and changed the lives of communities around the world by serving as a catalyst that strengthens communities and revives traditional art forms.

#### Since 2004, the International Folk Art Alliance has:

- Hosted 800 master folk artists at IFAM | Santa Fe from 90 countries and across six continents.
- Generated \$25 million from artist sales, 90 percent of which has gone home with the artists and their organizations
- Provided close to \$1 million in direct financial support to new artists to attend the International Folk Art Market | Santa Fe.
- Offered business-development and entrepreneurial education workshops and support to 930 artists and their representatives from more than 40 countries
- IFAA has supported New Mexico, and New Mexico has supported the IFAA: *Over 193,000 visitors have attended the International Folk Art Market | Santa Fe, with an estimated economic impact of \$112 million on our local community.*
- *The International Folk Art Market | Santa Fe has generated \$1.6 million in GRT, contributions, and fees to the State of New Mexico, the Museum of New Mexico Foundation, and state museums.*
- More than 6,700 volunteers, many from New Mexico, have given 188,000 hours of their time to support IFAA over the past eleven years. These volunteer hours are valued at over \$6 million.

First-time Market artist Tarek Abouelenin, who represents the Tentmakers of Cairo, plans to help his own community through education.

“My hope is to establish a school for the children of the families that create the tent textiles. They presently do not have an opportunity to be educated.”

PHOTO: MICHAEL BENAVIA



# International Folk Art Market

## Santa Fe

### 2016 in numbers

180 artists  
from 60 countries

24,000  
attendees

\$2.85M  
in artist sales

10,000  
transactions in  
21 hours

2,100  
volunteers

3Bn  
customer  
impressions through  
earned media

In 2016, more than 180 artists participated in the International Folk Art Market | Santa Fe, including 50 new artists, setting in motion profound positive social change. Even as we honor the dignity of the handmade, IFAA increases individual and community impact through an exchange of riches unlike anything else in the world. Because artists retain 90% of

their earnings, the lives and communities impacted are truly breathtaking.

The 2016 International Folk Art Market | Santa Fe, as always, highlighted what the world looks like when we're at our best; it provides so much to celebrate, so many beautiful stories of human enterprise resulting in what's genuinely good, beautiful, and inspiring.

### Social Innovation and Cross-Sector Solutions

Jeff Snell, CEO at the IFAA, led an interview and discussion with three distinguished guests on the topic of social innovation, a field dedicated to solving social problems by attacking root causes through novel approaches, shifting away from a conventional charity approach of managing conditions. Guests included New York Times best-selling author, David Bornstein, and immediate-past CEO of Philanthropy Northwest, Jeff Clarke, and Market artist Meeri Tuya, representing the Kenyan artist cooperative, Maji Moto Women's Project.

### International Folk Art Alliance Artist Awards

Among the many innovations, improvements, and changes at the 2016 International Folk Art Market | Santa Fe, the establishment of the 1st Annual International Folk Art Alliance Awards is perhaps the most profound, as it recognizes life-long contributions and commitments to the creation and support of folk art. Ambassador Melanne Verveer presided over the event.

### Local Economic Impact

Nearly 63% of attendees were from outside of Santa Fe, and 41% from outside New Mexico. According to a study conducted by Southwest Planning and Marketing, local and out of town attendees generated an \$11.4 million economic impact to our local community. This includes \$226,914 in Gross Receipts Taxes collected on sales at the International Folk Art Market | Santa Fe, and paid directly by IFAA to the State of New Mexico.

### Economic Impact to the New Mexico Region

GRT Folk Art Purchases	\$236,165
Out-of-town Visitor Spending Outside the Market	\$8,980,327
Resident Visitor Spending Outside the Market	\$773,327
IFAA Job Impact	\$1,475,000
<b>Total Economic Impact</b>	<b>\$11,464,819</b>

# 2016 Total Revenue

## \$3.03M

44% Earned

13% In-Kind

12% Foundation

3% Government

24% Individual

4% Business



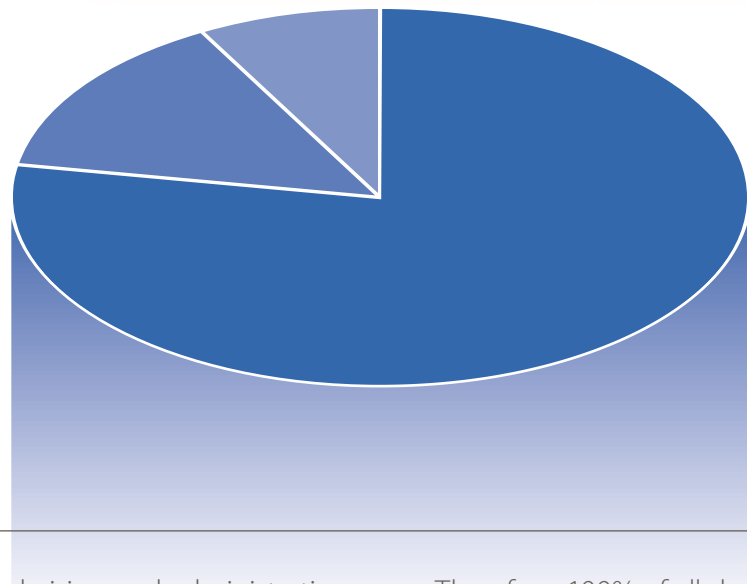
# 2016 Total Expenses

## \$3.02M

78% Programs

14% Fundraising

8% Administration



### Charity Navigator Rating

97.74 (out of 100)

★★★★ (out of four stars)

All fundraising and administrative costs are covered by IFAA's earned revenue, which includes ticket sales, fees collected, distributions from endowments, and other revenue streams.

Therefore, 100% of all donations support programs for artists. Expenses shown do not include non-cash expenses such as depreciation.





## Folk Artist Demonstrations and Community Celebration: Artist Procession and Concert

As part of the much beloved Community Celebration: Artist Procession and Concert, which moved back to the Santa Fe Plaza, five downtown business partners welcomed folk artists for live artist workshops and demonstrations. The event was a tremendous success, and set the tone of the Artist Procession and Musical Performance, where artists were greeted by a record crowd that exceeded 7,000.

## Global Youth Ambassadors

In 2016, IFAA partnered with Mandela International Magnet School in Santa Fe, NM to create the Global Youth Ambassador Program, which was sponsored by Los Alamos National Bank. This program provides transformative intercultural experience for students and artists by establishing a connection between IFAA artists and students through an exceptional educational opportunity in global cross-cultural education.







# Entrepreneurship Education: Mentor to Market



IFAA's Mentor to Market Programs provide business and marketing workshops, hands-on skill building, peer-to-peer learning, and long-term support for folk artists to help them improve their livelihoods and participate more effectively in the global marketplace. Through M2M, artists develop valuable new skills to improve their businesses, build assets, and gain economic security for themselves and their families.

The skills and knowledge learned in the Mentor to Market curriculum can be immediately applied by artists' participation in IFAA markets.

## Workshops include:

### Welcome to the Santa Fe Retail Market

This full-day introductory program is for first time Market artists. It takes place just prior to the Market and involves 90-95% of the new artists attending the Market. In 2016, 55 new artists participated, over half of them women.

### Reaching New Markets Conference

This full day session, offered to all artists attending IFAM | SF, is designed to help folk art entrepreneurs navigate expansion into new markets and the development of sustainable business. In 2016, 85 artists participated, along with family members. Over half of the participants were women.

### Reaching Back Home: An Artist Resource Fair

The newly established Resource Fair connected folk artist entrepreneurs with people, processes, and organizations that can help the artists to improve life in their communities back home. IFAA provided access to Kiva loan applications, free eye exams and eyeglass distribution, consultations on pulmonary and dental health, introductions to Pro Mujer and intellectual property attorneys, an introduction to make a business promotion video about their artwork, as well as opportunities to participate in a phone app that would link folk artists to tourists.







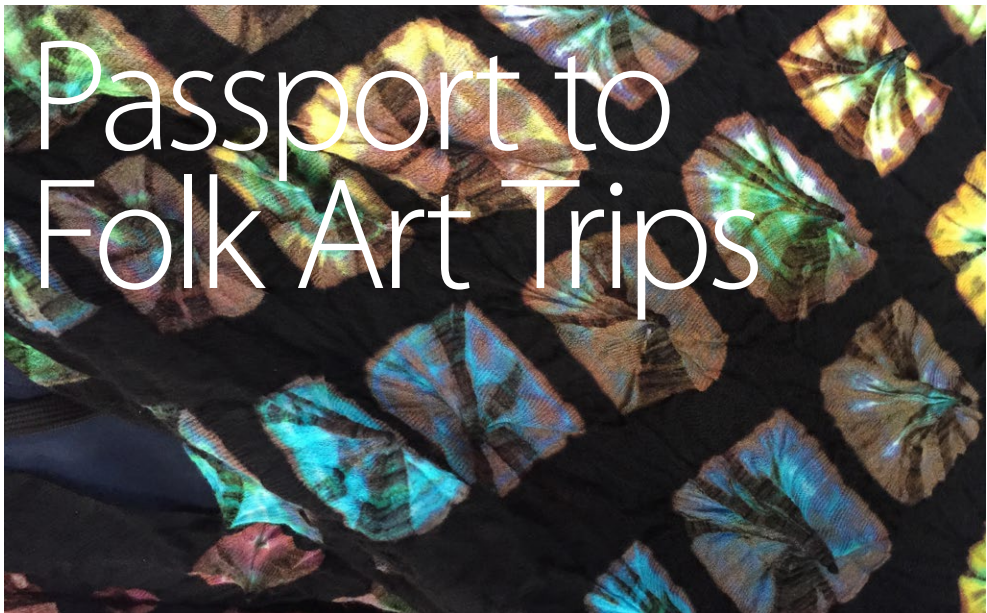
# International Folk Art Market Online

**The International Folk Art Market | Online** is a hands-on artist education program for veteran IFAA artists interested in entering the global wholesale and export marketplace. It currently provides 31 groups representing 26 countries with an opportunity to sell through our exclusive online store and earn year-round income. IFAA works with artists to create collections that will meet the needs of buyers across the world. Online sales have exceeded \$180K in two years.



# International Folk Art Market Collection at the Dallas Market Center

**The International Folk Art Market | Collection** at the Dallas Market Center encourages sustainable and dignified livelihoods by connecting artists with wholesale buyers. Over five days, two-dozen artists receive booth space and hands-on training at the Dallas Market Center, one of the largest home and gift shows in the country. Over five years, 57 artists have earned more than \$800,000 from immediate sales and hundreds of thousands of dollars more from wholesale orders.



# Passport to Folk Art Trips

**Passport to Folk Art Trips** are a life-changing opportunity to meet master folk artists in their home countries, experience rich histories and traditions firsthand, and witness how folk art helps create better futures. In 2016, trips to Cuba and South Africa blended visits to folk artists' homes and workshops with tours of private collections and museums – and even an African safari. Groups of avid travellers and collectors saw firsthand the power of handmade to change the world.





# Looking Forward

## *New to the 2017 International Folk Art Market | Santa Fe!* Innovation Inspiration

**Presented by Founding Sponsors JoAnn and Bob Balzer**

The creation of folk art shows us how the past meets the present with ongoing exploration of ancient stories. Folk art also shows us how the future emerges from the past, with folk artists infusing their community's cultural assets with personal expression, modern day messages and bold experimentation.



With the support of Founding Sponsors JoAnn and Bob Balzer, International Folk Art Market | Santa Fe debuts a new 30-booth tent dedicated to innovative folk artists and their ground-breaking work.

## International Folk Art Market | Expansion Markets

Since its inception, the International Folk Art Alliance has envisioned the creation of expansion markets throughout the country, based on IFAA's mission to provide opportunities for artists to help establish them within the global marketplace. Likely partner communities are global in their cultural outlook, are a destination for culture-attuned travelers and consumers, and endowed with an active and enthusiastic volunteer base. As we look to expand to include additional communities, the Santa Fe Market will remain our flagship, premier event.



PHOTOS: EDWARD ADDEO

**IFAA** International Folk Art Alliance

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