



# Artists: Sales Report

## An Occasion for the Arts 2019

**64.58%** Total Responses 93 of 144 artists

### Goal 1: Show perceived as art centric with quality artists and good sales potential.

1. Was the quality of art at the show strong? On a 5 pt scale (5 = highest) artists ranked AOFTA: **4.57**

2. Would you return to AOFTA if invited? Tally of Artists who said Yes or Probably Yes: **81.72%** (76)  
Overwhelmingly positive, artists expressed praise for communication, organization and volunteer/staff support.

### Goal 2: 75% of artists will reach their personal Average or Above Average sales goal.

- Total Count of Artists with sales Above Average: **30**
- Total Count of Artists with Average Sales: **28**
- Total Count of Artists with sales Below Average: **35**

Percent of Artists Meeting Personal Sale Goals of Average or Above Average: **58 of 93**      **62.37%**  
Missed 75%, but sales trending up; decreased from 65.81% in 2018 of artists with sales avg. & above.

### Goal 3: To increase sales potential until we reach our maximum sales potential for our market. (see page 2 for breakdown by 2D and 3D categories)

In addition to learning how sales compared by artists' goals, we wanted to see the average for all artists. Though a modest increase, it is encouraging that for 4 yrs we are trending up. Increase by > 1K from 2017.

- Average Sales All Artists: **4,010.87** Trending Up (Avg. Sales 2018= \$3804; 2017 = \$3562; 2016 = \$3075)
- Median Sales Range: **\$2000 - \$2999**

Sale Ranges (dollars \$)    # Artists Reporting in Each Range: 93 (1 not reporting sales)

15,000 - 15,999	1
14,000 - 14,999	1
12,000 - 12,999	3
11,000 - 11,999	1
9000 - 9999	1
8000 - 8999	3
7000 - 7999	4
6000 - 6999	2
5000 - 5999	9
4000 - 4999	13
3000 - 3999	10
2000 - 2999	16
1000 - 1999	14
500 - 999	9
00 - 499	5



# Sales between Show Sections

An Occasion for the Arts 2019

Sales comparisons between Blue, Green and Orange sections

Response Rate (92 of 144 artists)

**Goal 3: The layout of the show should foster sales evenly between sections. Average gross sales should not vary between sections by more than 15%.**

• **Blue Section Section (14 of 20 Artists) Average Sales: \$4,232**

Sales Above Average: 3 • Average: 5 • Below Average: 6

• **Green Section Section (42 of 63 Artists) Average Sales: \$4,089**

Sales Above Average: 15 • Average: 15 • Below Average: 12

• **Orange Section Section (36 of 61 Artists) Average Sales: \$3,833**

Sales Above Average: 11 • Average: 8 • Below Average: 17

We did meet our goal of fostering sales evenly across the show's layout in 2019.

**Blue Section and Blue Section:** In 2019 there was a difference of 3% in average sales between the Green and Blue sections.

**Blue Section and Orange Section:** Average sales between the Green and Orange sections was 9%.

Sales between all sections was pretty even and less than the benchmark of 15%

# Sales by 2D and 3D Art Categories

## An Occasion for the Arts 2019

**Goal 3: To increase sales potential in (2D and 3D) categories until we reach our maximum sales potential for our market.**

### Sales Summary for 2D Art Categories

Artists Reporting 39    Average Sales 2D: \$3,327    | Artist's Sale Goals: Above Avg 11 • Avg 13 • Below Avg 15

Sale Ranges	# of Artists
00 - 499	3
500 - 999	4
1000 - 1999	5
2000 - 2999	8
3000 - 3999	6
4000 - 4999	6
5000 - 5999	2
6000 - 6999	1
7000 - 7999	2
8000 - 8999	1
9000 - 9999	1

### Sales Summary for 3D Art Categories

Artists Reporting 53    Average Sales 3D: \$4,514    | Artist's Sale Goals: Above Avg 18 • Avg 15 • Below Avg 20

Sale Ranges	# of Artists
00 - 499	2
500 - 999	5
1000 - 1999	9
2000 - 2999	8
3000 - 3999	4
4000 - 4999	7
5000 - 5999	7
6000 - 6999	1
7000 - 7999	2
8000 - 8999	2
11,000 - 11,999	1
12,000 - 12,999	3
14,000 - 14,999	1
15,000 - 15,999	1

Average Sales (All Artists): \$4,011    Total Responses 92 of 144 artists (1 artist's survey did not report sale totals)

This survey has been conducted for the last five years and sales continue to trend up, though modestly. In 2019 the average of sales for all artists was approx. \$4,011, up from 3800 in 2018. We believe there is still room for increases in sales potential for our market. The sale ranges for product sold was revealing; product sales were strongest in middle ranges, followed by lower range; upper range sales were limited. This is an area that needs to be looked at

144 Artists from 24 states exhibited in all fine art categories in 2019. Virginia artists comprised 36% of the total. Other states represented were AL, CA, CO, CT, DC, FL, GA, IA, IN, KY, MD, MI, MN, MS, NC, NJ, NY, OH, PA, SC, TN, TX and UT.