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Sunday Funday's Economic Impact

STARKVILLE, MS -

Sunday Funday (a fiscally-sponsored project of Starkville Area Arts Council) is a community-driven event that celebrates and supports artists and musicians! This monthly event creates an informal, fun environment for young artists to congregate, gather, sell, and share their work with the public.

"It's exciting to see how well the artists have done at Sunday Funday over the past few months," says SAAC E.D. John Bateman. "This simply confirms what we've always known: art creates economic impact, even once each month. With the collection and reporting of sales taxes, we can now quantify what these artist's sales contribute to tax revenue."

Jennifer Prather from The Partnership says: "The creation of Sunday Funday has allowed for a unique opportunity for arts in Starkville to be promoted. Not only does this event offer a platform for local artisans to promote the thriving creative assets of our community, but it serves as an economic engine through the sale of goods that contribute to our sales tax base. Artists operate independently as small businesses and events like Sunday Funday are a wonderful way to support the this sector of creative entrepreneurship."

The following table shows the gross revenue received by the artists each month. Average across the previous five months is nearly \$2500 per afternoon event.

Month	Gross Revenue:
May 2018	\$ 2,036.43
June 2018	\$ 2,366.11
July 2018	\$ 2,706.61
August 2018	\$ 2,881.80
Sept 2018	\$ 2,288.57



Sales taxes collected and paid for this period exceed slightly more than \$900. Donations received by Sunday Funday have been used for minor overhead expenses, including fees paid to musicians, who perform during each event at no cost to the public.

The last Sunday Funday for the season will be held on October 28, 2018, from 3 p.m. until 9 p.m. on University Drive in front of The Parthenon.

About SAAC

Now commencing its third decade, the Starkville Area Arts Council sponsors the Cotton District Arts Festival, runs various outreach programs, and awards almost \$25,000 each year in grants and scholarships throughout Starkville and Oktibbeha County in its mission to build a strong, creative, connected community through the arts. The Starkville Area Arts Council (SAAC) appreciates the support of the City of Starkville and the Greater Starkville Development Partnership, Oktibbeha County, National Endowment for the Arts, Mississippi Arts Commission, Visit Mississippi, Del Rendon Foundation, 4-County Electric Foundation, and various local businesses and individuals. Additional information about SAAC can be found at www.starkvillearts.org.

Contact: John W. Bateman, Executive Director
director@starkvillearts.org