

# ST. LOUIS EARTH DAY

## FESTIVAL 2014 EVENT REPORT

The 25th annual St. Louis Earth Day Festival was held Sunday, April 27th in Forest Park on the Muny grounds. Around 30,000 people joined in celebrating our common ground while experiencing a variety of hands-on activities for all ages, free yoga, demonstrations from the World Bird Sanctuary, exploring over 200 local businesses and organizations, and so much more. The Honorable Mayor Francis G. Slay of St. Louis recognized the anniversary of this community tradition by presenting a Proclamation and announcing the City's focus on promoting native plants that attract monarch butterflies.

**30,000 FESTIVAL ATTENDANCE**    **231 TOTAL VENDOR/EXHIBITOR BOOTHS**



**23 EDUCATIONAL ACTIVITY BOOTHS**

**28 FOOD & BEVERAGE VENDORS**

### FESTIVAL FEATURES

**Three stages of entertainment** featuring local bands, regional talent, Circus Flora performances, live birds of prey from the World Bird Sanctuary and community dance troupes.

**Diverse cuisine from local vendors**, showcasing vegetarian, locally-sourced and organic options.

**Earth Day Challenge** recognizing and rewarding visitors who bring their own water bottle or shopping bag and use low-impact transportation to and from the Festival.

An **eco-art activity** using repurposed materials from the Teachers' Recycle Center.

**Free bike valet** by Trailnet.

**Peace Garden** area for reflective communion through activities like meditation and ceremonial drum circle.

**Free yoga**, henna, face painting and crafts from 10 a.m. to 11 a.m.

**All Species Parade** for pedestrians to unite in celebrating the interdependence of all species, led by Joia World Percussion Ensemble.

**Recycling Extravaganza** collection event for hard-to-recycle items on the St. Louis Community College-Forest Park campus.

[www.stlouisearthday.org](http://www.stlouisearthday.org)



## EARTH DAY ACTION GRANT PROGRAM

The community groups and organizations at right represent our second class of Earth Day Action Grant recipients. We received 12 proposals and were able to fund 5, awarding a total of \$6,000 to support grassroots initiatives that share the mission and vision of Earth Day. Recipients were recognized during the Opening Ceremony at the Festival.



## EARTH DAY EVE

For a second year, we hosted Earth Day Eve the Saturday night before the Festival, 4 p.m. to 7 p.m. on the event grounds. Festival vendors, sponsors and volunteers were encouraged to attend as an opportunity to mix and mingle. The public was invited to attend for a suggested donation of \$5 as a fundraiser for St. Louis Earth Day, enjoying food and drinks from a selection of vendors and entertainment by T&A of the Geyer Street Sheiks and Miss Jubilee & The Humdingers. Attendees to Earth Day Eve donated \$2,000 to support the organization's year-round programming.



"Thanks for a great event this year! It always gets better every year. Our family brought some new attendees to the festival and they had a ball."  
– Trish Rose-Sandler

## 2014 RECIPIENTS

### **Forest ReLeaf of Missouri**

Bike Rest at CommuniTree  
Gardens Nursery

### **St. Anthony Food Pantry**

Container Garden Educational  
Program

### **Francis Howell Middle School**

Parking Lot Native Landscaping

### **Sustainable Backyard Tour**

### **Gateway Greening**

Vegetable Starts Here



## RECYCLING EXTRAVAGANZA IMPACT

For a fourth year, in partnership with St. Louis Community College - Forest Park, we held a collection event for hard-to-recycle items on the same day as the Festival. This year, 643 vehicles took advantage of the opportunity to unload obsolete objects with a clean conscience while supporting the work of 19 businesses and organizations that focus on reuse, recycling or appropriate disposal. Over 87,000 total lbs. of waste was kept out of the landfill:

- 62,197 lbs.** electronics/appliances
- 1,200 CFL bulbs, 700** various-sized fluorescent tubes
- 40** bicycles
- 303 lbs.** pharmaceuticals
- 40 cu. yds.** expanded polystyrene
- 62 items** used medical equipment
- 62 lbs.** of Mardi Gras beads
- 1,290 lbs.** misc. creative supplies: wood, books, corks, furniture, etc.
- 11,000 lbs.** of building materials & tools
- 1012 lbs.** used shoes
- 3,000 lbs.** yard waste and wood waste
- 200 lbs.** holiday lights and 1500 lbs. plastic pots
- 320 lbs.** plastic bags & film
- 2013 lbs.** clothing to be reused or repurposed
- 1500 lbs.** carpet and carpet padding

## RECYCLING EXTRAVAGANZA PARTNERS

Ameren Missouri  
BWorks  
US Drug Enforcement Administration  
EPC  
Eye on Design  
Flooring Systems, Inc.  
HELP - Health Equipment Lending Program  
Making Music Matters  
Mardi Gras, Inc.  
Midwest Recycling Center  
Perennial  
Refab  
ReStore / Habitat for Humanity  
Shoeman Water Projects  
St. Louis Composting  
St. Louis Green  
St. Louis Teachers' Recycle Center, Inc.  
Trex Company  
USAgain

## FESTIVAL SUSTAINABILITY

Through recycling and composting, the majority of waste produced at the Festival was kept out of area landfills.

**Diversion by weight = 91%**

**Diversion by volume = 84%**



"Proud to be involved in this world-class event. The City of St. Louis is lucky to have this group of dedicated individuals run this organization. Thank you for all you do!" – Julio Zegarra-Ballon, Zee Bee Market

## COMMUNITY ENGAGEMENT

- 250 Volunteers
- 870 Total volunteer hours
- 600 Eco-Art Activity participants

## EMAIL MARKETING

- 987 Average readership, monthly e-newsletter, Jan-April
- 257 Average click through rate, monthly e-newsletter, Jan-April

## IMPRESSIONS

- 2,080 @stlouisearthday Twitter followers, April
- 3,339 Facebook likes, April
- 9,715 Facebook post impressions, daily average, Jan-April (Organic: The number of impressions from posts in News Feed or on Page.)
- 14,668 Facebook post impressions, daily average, Jan-April (Total: Includes data from organic, viral & paid posts.)

## PROMOTIONAL IMPACT

14.7 million estimated total impressions  
\$177,000+ total marketing value

## EVENT COVERAGE

\*Media Partner

### COMMUNITY

CBS Billboards | Lambert-St. Louis International Airport | MetroBus & MetroLink

### ELECTRONIC

ALIVE Magazine\* | Sauce Magazine\*  
Spirit Seeker Magazine | Yelp\*

### PRINT

ALIVE Magazine\* | Edwardsville Intelligencer  
Ladue News | Memphis Democrat  
R3\* | Riverfront Times | Sauce Magazine\*  
South County Times | St. Louis Magazine\*  
St. Louis Post-Dispatch | The Gateway Gardener\*  
The Healthy Planet Magazine\*  
Town & Style Magazine | USA Today  
Webster-Kirkwood Times | West End Word  
Where Magazine | Women's Journals\*  
Yoga & Spa Magazine\*

### RADIO

88.1 KDHX\* | 90.7 KWMU\* | Fresh 102.5  
KMOV | KTRS | Y98

### TELEVISION

KPLR 11\* | Fox 2\* | KSDK 5

## SPONSORS

### PLATINUM

Ameren  
Metro Transit / Bi-State Development

### GOLD

Chipotle  
City of St. Louis

### SILVER

Missouri American Water  
Missouri Department of Conservation  
Republic Services  
Schlafly  
USAgain

### BRONZE

The Advertisers Printing Company  
Fabick  
Honest Tea  
Laclede Gas  
RideFinders  
Saint Louis University - Center for Sustainability

### AREA/ACTIVITY PRESENTING SPONSORS

Great Rivers Greenway  
Lambert - St. Louis International Airport  
Metro Lighting  
Nature's Variety  
Trailnet  
Whole Foods Market

### SUPPORTING SPONSORS

Better Life  
Blue Skies Recycling  
Brightergy  
Buzzbold  
Fields Foods  
Folk School  
Green B.E.A.N. Delivery  
Kaldi's Coffee  
Mallinckrodt  
Midwest Recycle Center  
Missouri Department of Natural Resources  
The Munny  
Pedro's Planet  
Pure Power  
St. Louis Jefferson Solid - Waste Management District  
Vine Vitality

## WEB TRAFFIC



	visits	unique visitors	page views
December	1,997	864	2,956
January	2,111	1,581	4,862
February	2,504	1,879	6,053
March	5,345	3,994	12,114
April	25,729	19,110	66,015

## FESTIVAL ATTENDEES

### WHERE DO YOU LIVE? SURVEY RESPONSES

