



# Chain of Parks

## ART FESTIVAL



**BRANDING MEDIA KIT**

# 25TH ANNUAL CHAIN OF PARKS ART FESTIVAL DOWNTOWN TALLAHASSEE

**APRIL 26 & 27, 2025**

**PRESENTED BY**



Save  
the  
Date



Chain of Parks  
ART FESTIVAL

Celebrating 25 Years!

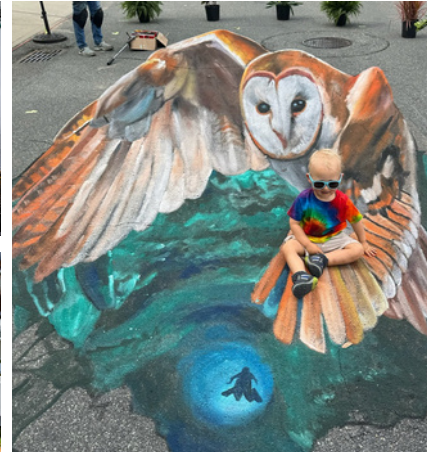
APRIL 26 & 27, 2025 SATURDAY (10AM-5PM)  
SUNDAY (10AM-4PM)

The Big Bend's Premier Annual Outdoor Fine Art Festival

DOWNTOWN TALLAHASSEE



CHAINOFFPARKS.COM



Expect to have a first-class, fun-filled outdoor cultural experience at the Chain of Parks Art Festival, in downtown Tallahassee! Visitors can view and purchase unique works of fine art from over 150 national juried artists in a delightful Southern outdoor setting, while enjoying a weekend filled with live 3-D street art, live entertainment by local bands and performing arts groups, children's art activities and family fun, local heritage re-enactments, delicious local food, craft beer & cocktails.

**The Festival is FREE and open to the public!**

March 25 – April 25: Art in Bloom  
Pop-Up Downtown Planter Exhibit

Thursday, April 24: 6:30PM

FSU's Opening Nights Presenting Artist Partnership Featuring  
Andra Douglas at the Jim Moran Building

Saturday, April 26 from 10AM – 5PM  
Festival Fun & Artists in the Parks!

**NEW! Ticketed Concert Featuring WILCO  
with Special Guest WAXAHATCHEE**  
Adderley Amphitheater at Cascades Park | 8PM

Sunday, April 27 from 10AM – 4PM

Festival Fun & Artists in the Parks!

Artist Awards Announced | 10AM

Art in Bloom Silent Auction Closes | 2PM

Jazz Band Procession in the Parks by Pharaohs of Funk | 2:30PM



#7 in the Nation  
#1 in Florida



Produced By:



Presented By:



Additional Support From:



Visit  
Tallahassee  
Pretty. Unexpected.

# MEDIA CONTACTS

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**Kelly Dozier, Festival & Sponsorship Chair**

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# MEDIA ADVISORY

**24th Annual Chain of Parks Art Festival**  
~North Florida's Premier Fine Art Festival~

**TALLAHASSEE - The 25th Annual Chain of Parks Art Festival will be held on Saturday and Sunday, April 26-27, 2025. Visitors can view and purchase unique fine art creations from more than 150 artists from throughout the United States while enjoying a weekend filled with interactive children's art activities, mouth-watering food, live entertainment, street art, heritage art, and local heritage re-enactments.**

**WHO:** LeMoyne Arts

**WHAT:** 25th Annual Chain of Parks Art Festival

**WHEN:** Saturday, April 26, 2025, 10:00 a.m. to 5:00 p.m. and Sunday, April 27, 2025, 10:00 a.m. to 4:00 p.m.

**WHERE:** Downtown Tallahassee Chain of Parks along Park Avenue, east of Monroe Street

**PRICE:** FREE

## **FESTIVAL MISSION**

The Chain of Parks Art Festival is established to present an outdoor festival of high-quality original artwork and entertainment for the enjoyment of our Tallahassee area residents and visitors while fostering the careers and financial support of local and regional artists and raising needed funds for the operation of LeMoyne Arts

For more information on the 2025 Chain of Parks Art Festival, including photos from past festivals, visit the website [www.ChainofParks.com](http://www.ChainofParks.com). Receive the latest Festival social media updates on [Facebook](#), and [Instagram](#) (@ChainofParks).

# FESTIVAL BACKGROUND

## **IN THE BEGINNING**

Started in 2001, the Chain of Parks Art Festival was designed to offer the Tallahassee community an outdoor, diverse fine art experience previously not found in the region, adopting the name of the beautiful downtown Chain of Parks in which it is held. Mary Beth Foss, LeMoyne Arts' Executive Director in 2001 initiated the Festival by starting with about 50 local and regional artists.

## **TIME TO GROW**

After eight years of holding the Festival, a small group of LeMoyne volunteers saw the potential for growing the festival into a larger, regional event. The Festival transitioned into a volunteer-driven event with Co-Chairs Charles and Cynthia Tunnick and Kelly S. Dozier, bringing new ideas to take the Festival to new heights. More artists were added to the event, expanding the variety of quality art by broadening the marketing efforts and personal outreach by the committee to traveling fine artists.

Kelly S. Dozier joined the Festival planning committee in 2006 and has served as the Festival Chair since 2009, bringing several initiatives to the Festival, adding interactive opportunities and depth to the experience. Some of those initiatives include expanding the children's activities offered, now called "The Children's Park" which was beautifully planned by artist and art educator Kathleen Carter, the Jacques Le Moyne Living History Encampment which was brought to life by Theater with A Mission, developing the Greening the Festival initiative, adding "BetheArt" photo opportunities, and Pop-up Entertainment.

The Festival's growth required more sponsor support which saw a 75% increase under Kelly's leadership and the creation of the VIP Experience. As the Festival grew, experience in event management was needed and Sheri O. Sanderson joined the Festival Committee as its Event Manager starting in 2008. Sheri brought exceptional event management skills to the team and developed important guidelines for participants.

## **AN ESTABLISHED SUCCESS**

With over 160 artists and a growing fan base, Powell K. Kreis joined the Festival in 2019 as its full-time Festival Manager as Sheri transitioned to Artist Relations Manager so that she could focus on recruitment and management of participating artists and Kelly could continue her volunteer effort as the Chair. Powell brought new ideas and partners to the Festival, realizing some long-dreamed-of features such as the 3D Street Artists and the Heritage Arts sections, as well as an annual Pop-up Exhibit of upcycled art held in downtown Tallahassee 30 days before the Festival.

Supported by an incredible group of returning volunteers and committee members, the team evaluates the Festival each year and seeks to continue to improve the visitor experience while also providing the best opportunity for fine artists to show their works to a delighted public. In 2021 Visit Tallahassee recognized the Chain of Parks Art Festival as a Legacy Event, noting the number of out-of-area visitors it draws in and its significant positive economic impact for the community.



# Chain of Parks

## ART FESTIVAL

# FESTIVAL PRESS RELEASE

**FOR IMMEDIATE RELEASE:**

**April 21, 2025**

**Media Contact: Taylore Maxey | (850) 212-5034 | Taylore\_m@yahoo.com**

**Kelly Dozier, Festival Chair | (850) 544-6399 | Kelly@morethanbuildings.com**

### **Chain of Parks Art Festival Marks 25th Celebration in 2025**

**TALLAHASSEE, Fla. – Celebrating 25 years, LeMoyne’s Chain of Parks Art Festival returns on Saturday and Sunday, April 26 & 27, 2025, in downtown Tallahassee’s “Chain of Parks”.** LeMoyne’s nationally acclaimed Chain of Parks Art Festival will mark 25 years of excellence on April 26 and 27, 2025. This iconic annual event transforms downtown Tallahassee’s Chain of Parks into a vibrant outdoor gallery, celebrating fine art, live entertainment, and community spirit. Drawing over 35,000 attendees, it’s a highlight of the Southeast’s cultural calendar.

Since its inception in 2001, the Festival has provided art lovers with an unparalleled experience to view and purchase original works from over 150 nationally juried artists. The event also features professional 3-D street art, live music, children’s activities, historical reenactments, and culinary delights from local vendors.

“The Chain of Parks Art Festival has become a treasured tradition for Tallahassee,” said Festival Chair Kelly Dozier. “Its continued growth and national recognition are a testament to our community’s passion for art and culture, and the uniquely engaging cultural experiences that bring folks back to the Festival year after year.”

#### **National Recognition**

Consistently ranked among the Top 100 Fine Art Festivals by Sunshine Artist Magazine for the past decade, the Festival has been recognized as Florida’s #1 Fine Art and Design Festival multiple times. The team is especially proud of our top 10 rankings, notably #1 in 2017, #5 in 2018, #3 in 2019, top 10 in 2020-2021, #7 (#1 in Florida) in 2022 and #7 (#1 in Florida) again in 2024. This prestigious ranking reflects its dedication to showcasing world-class art and creating an unforgettable visitor experience.

#### **Economic Impact**

According to the Leon County Division of Tourism/Visit Tallahassee, the 2024 Festival generated an economic impact of over \$1.7 million. Participating artists collectively earned more than \$250,000, underscoring the event’s role in supporting the arts and the local economy.

**Cover Art and Artist: Stephen Koury, Title: Kestrels and Jessamine**

This year's cover artist is painter Stephen Koury. A celebrated wildlife artist and Florida native, Stephen has been part of the annual Chain of Parks Art Festival since the beginning. His artwork invites viewers to immerse themselves in the vibrant world of nature through his masterful use of vivid colors and intricate textures. His unique medium, creamy gouache mixed with a clear acrylic binder creates luminous works that capture the essence of the flora and fauna he loves. Praised by U.S. Art Magazine as one of the world's finest contemporary wildlife artists, Stephen's pieces have been showcased globally, earning accolades from art institutions and collectors alike.

**Kickoff Event**

The art-filled long weekend will begin on Thursday, April 24, 2025, in partnership with FSU's Opening Nights with a presentation by the 25th annual Chain of Parks Art Festival Presenting Artist, Andra Douglas. A Florida State University alumna, Douglas will discuss her new art show, "Exit 65," at the Jim Moran Building in downtown Tallahassee starting at 6:30PM. This event is presented by the Laurie and Kelly Dozier Endowment for Opening Nights and Chain of Parks Art Festival Collaboration.

**NEW Musical Performance Event**

In partnership with Leon County and Scott Carswell, the Chain of Parks Art Festival is bringing an exciting new musical performance event to Tallahassee during the Festival weekend. On April 26, musical group WILCO with special guest WAXAHATCHEE will delight attendees at the Adderley Amphitheater at Cascades Park with an unforgettable night of music. Gates open at 7:00PM, with the show time starting at 8:00PM. Visit [TheAdderleyAmphitheater.com](http://TheAdderleyAmphitheater.com) for tickets and more information.

**Join the Celebration**

The 25th Annual Chain of Parks Art Festival is free and open to all, open from 10AM-5PM on Saturday, April 26, and from 10AM-4PM on Sunday, April 27. This year's festival promises to delight with new partners adding to an immersive experience that will engage the senses – from sight, to sound, to touch, and to taste. This year's festival includes beloved features and adds new experiences that continue to elevate the participant and visitor experience.

The Festival is back with an exciting new pop-up public art exhibit and competition leading up to the festival weekend called "Art in Bloom"! To celebrate 25 years, up to 25 local and regional artists will create upcycled planter sculptures, to display throughout Downtown Tallahassee from March 25 – April 25, 2025. All sculptures will be transferred to the Festival for the exhibit conclusion and silent auction in our "Chalk Art Oasis" area, benefiting LeMoyne Arts.

The community will get to enjoy PROOF Brewing's new custom beer and can art by painter Beverly Hardy, which commemorates the Festival's 25th year. Visitors will also be able to view a special exhibit at LeMoyne's gallery, showcasing 25 years of Festival posters and original Cover Art.

New elements added this year will set the stage for the next 25 years! The long weekend of events will celebrate the history and traditions that patrons have come to know and love such as live local entertainment, the culinary arts, and kid-friendly interactive artistic and educational activities; by popular demand, the Retired Art Teachers of Tallahassee group returns to support the Children's Park. Visitors can expect to see enhancements and expansions in the fan-favorite Chalk Art Oasis and Community Corner zones, along with the Heritage Art Row which has become a permanent feature of the event. To close out the weekend of festive fun, visitors will be energized by a jazz-style procession through the Parks at 2:30PM by the Pharaohs of Funk.

Mark your calendars for April 26 and 27, 2025, and visit [www.ChainofParks.com](http://www.ChainofParks.com) for more information. Follow us on Facebook and Instagram for the latest updates.

###

## **2024 Fun Facts:**

- Est. attendance over the weekend: 35K
- Est. collective sales for the participating artists: \$250,800
- \$10,400 prize money awarded to artists
- Overall Economic Impact = \$1,767,300
- Out-of-County Visitors = 4,133
- Visitors outside of Leon County spent \$1,077,600 in our community
- 78 unique volunteers and 23 volunteer committee members
- National Recognition: The Chain of Parks Art Festival continues to grow in quality and notoriety. Starting in 2015 the Festival has been recognized as one of the top 100 Fine Art Festivals in the nation by Sunshine Artist Magazine, and every year since. The team is especially proud of our top 10 rankings, notably #1 in 2017, #5 in 2018, #3 in 2019, top 10 in 2020-2021, #7 (#1 in Florida) in 2022 and #7 (#1 in Florida) again in 2024.

# 25TH COVER ART



**Artist: Stephen Koury**

**Title: Kestrels and Jessamine**

**Medium: Acrylic Gouache on Gessoed Hardboard**

**Size: 16" x 20"**

## **Cover Artist Bio- Stephen Koury**

This year's cover artist is painter Stephen Koury. A celebrated wildlife artist and Florida native who has been with the Festival since its inception, Stephen invites viewers to immerse themselves in the vibrant world of nature through his masterful use of vivid colors and intricate textures. His unique medium, creamy gouache mixed with a clear acrylic binder creates luminous works that capture the essence of the flora and fauna he loves. Praised by U.S. Art Magazine as one of the world's finest contemporary wildlife artists, Stephen's pieces have been showcased globally, earning accolades from art institutions and collectors alike.

Koury's artistic journey began after earning a master's degree from the University of Wyoming. Transitioning from coaching baseball to pursuing art full-time, he quickly established himself as a leading voice in wildlife art. His accomplishments include being named Florida Ducks Unlimited Artist of the Year three times and publishing the influential book *Painting Nature Little Creatures*. His work has been juried into prestigious exhibitions such as the Society of Animal Artists Art and the Animal and featured in high-profile venues like the London Rainforest Exhibition.

Known for his dedication to conservation and education, Koury has led photo safaris in Africa and Central America, taught workshops at the New York Botanical Gardens, and been featured in major publications like *Wildlife Art: 60 Contemporary Masters and Their Work*. His collectors include luminaries like Clint Eastwood and the Turner family, underscoring his standing as a true master of his craft.



# EDITORIAL IDEAS



## NEW Musical Performance Event

In partnership with Leon County and Scott Carswell, the Chain of Parks Art Festival is bringing an exciting new musical performance event to Tallahassee during the Festival weekend. On April 26, musical group WILCO with special guest WAXAHATCHEE will delight attendees at the Adderley Amphitheater at Cascades Park with an unforgettable night of music. Gates open at 7:00PM, with the show time starting at 8:00PM.

Visit [TheAdderleyAmphitheater.com](http://TheAdderleyAmphitheater.com) for tickets and more information.

## Chalk Art Oasis:

The Festival features four nationally recognized street artists who create “3D” anamorphic masterpieces from temporary paint and chalk during the festival weekend, underwritten by Visit Tallahassee. These live-action works of art create a lot of excitement amongst the visitors and offer interactive photo opportunities, ideal for sharing on social media in our “Chalk Art Oasis”. This section of the Festival is located at a key entrance, surrounded by donated plants, live entertainment, food vendors, a silent auction, and more!

Like our previous Rainbarrel, Birdhouse, and Chair upcycled sculpture projects, the Chain of Parks Art Festival is back with an exciting new pop-up public art exhibit and competition leading up to the festival weekend! To celebrate 25 years of the Festival, we will select 25 local and regional artists to create upcycled planter sculptures, to display throughout Downtown Tallahassee from March 25 – April 25, 2025. All sculptures will be transferred to the Festival for the exhibit conclusion and silent auction in our “Chalk Art Oasis” area, benefiting LeMoyne Arts



Chalk Art Oasis artwork, photos by Bob O'Lary

# EDITORIAL IDEAS

## Live Entertainment:

The Chain of Parks Art Festival is delighted to offer a wide variety of FREE live local entertainment all weekend long! As visitors explore the Festival, they are met with upbeat entertainment from local bands & dance groups at the Main Stage, kid-friendly entertainers & educational demonstrations at the Children's Park, and inspiring pop-up acts at the Chalk Art Oasis. There is also a marching band procession through the parks to close out the Festival weekend on Sunday.



## 2024 Main Stage Performances, photos by Bob O'Lary

### Craft Beer & Culinary Arts Lovers:

The Festival strives to have a wide variety of wholesome and delicious food with a preference for local food vendors who provide grab-and-go meals and snacks for visitors to enjoy throughout the day! Adults can also enjoy libations by PROOF Brewing, Distillery 98, and specialty cocktails by McKibbon Hospitality.

To commemorate the Festival's 25th year, PROOF Brewing is creating a custom beer with can-artwork by painter, Beverly Harding, with an image of the Festival.

This beer will be launched at the Festival, on tap at the Main Festival Bar, and in cans at the VIP Experience Bar.

### Musical Procession:

To close out the weekend of festive fun on Sunday, April 27, visitors will be energized by a jazz-style procession by the Pharaohs of Funk starting at 2:30PM! The band will play throughout the Festival starting at the Chalk Art Oasis on Van Beck Lane, Center Court, down Zerbe Lane, then to the Children's Park, concluding on Tunnicliff Lane at LeMoyne Arts.



Original oil painting by Beverly Harding



Pharaohs of Funk Band

# EDITORIAL IDEAS

## **The Community Corner:**

The Community Corner features our Community Partners (local non-profits), Brand Ambassadors (local businesses), and Host-level Sponsor Booths that provide FREE interactive activities and information. These participants are located at the key entrance to the Festival on our Reid Gunn Lane. The purpose of this area is to promote non-profit organizations that promote sustainability and support the arts & culture in our community. As part of our "Greening the Festival" effort, visitors can learn about environmental sustainability from organizations like the FL Dept. of Environmental Protection and Sustainable Tallahassee. We loved seeing visitors walking around with their FREE reusable tote bags from Rags 2 Bags full of festival goodies!



**Community Partner, featuring the Black History Alliance interacting with 2024 Festival visitors. Photo by Bob O'Lary**

## **Children's Park:**

The Children's Park is a highly interactive part of the Festival that provides opportunities for community connections with our visitors. We want to get children excited about the arts and give their families an opportunity to learn about what our community has to offer.

The Children's Park is facilitated by the Retired Art Teachers of Tallahassee group and incorporates Pop-Up Studios, Interactive Art Vendors, Heritage Booths, the historical Jacques Le Moyne Encampment, Pop-up Entertainers, fun snack foods, and more!



**Members of the RATTs, photo by Powell Kreis**



**Kids crafting at a "Pop-Up Studio" in the Children's Park, photo by Gerald Grow**

# POSTER & KEY GRAPHIC


**Chain of Parks**  
**ART FESTIVAL**  
 TALLAHASSEE • FLORIDA  
*Celebrating 25 Years*  
*April*  
**26 & 27, 2025**  
 DOWNTOWN TALLAHASSEE  
 ChainofParks.com

**Artists in the Parks**  
 Saturday, 10am - 5pm | Sunday, 10am - 4pm  
**Opening Nights Presenting Artist - Andra Douglas**  
 Thursday, April 24 | 6:30pm

Produced by  **LeMay Arts**  
 Presented by  **MADDOG CONSTRUCTION**  
 Additional Support from:  **CITY OF TALLAHASSEE**  **LEON**  **Tallahassee**


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 Additional Support from:  **CITY OF TALLAHASSEE**  **LEON**  **Tallahassee**

# Chain of Parks Art Festival

(Please note the Festival's name is "Chain of Parks Art Festival" or "the Festival" for short-hand, please do not call it "Chain of Parks").

## Logos



**Chain of Parks**  
ART FESTIVAL



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**Presenting Sponsor: Mad Dog Construction Logo**



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CONSTRUCTION