



Chain of Parks

ART FESTIVAL



BRANDING MEDIA KIT

26TH ANNUAL CHAIN OF PARKS ART FESTIVAL DOWNTOWN TALLAHASSEE

APRIL 18 & 19, 2026

PRESENTED BY





Chain of Parks

ART FESTIVAL

MEDIA ADVISORY: EVENT BASICS

Powell K. Kreis – Festival Director, primary contact for interviews
850-445-6367 (cell) or email: Powell@lemoyne.org

Kelly Dozier – Former Festival Chair & current Sponsorship Chair
(850) 544-6399 (cell) or email: Kelly@morethanbuildings.com

26th Annual Chain of Parks Art Festival
~North Florida's Premier Fine Art Festival~

TALLAHASSEE – The 26th Annual Chain of Parks Art Festival will be held on Saturday and Sunday, **April 18-19, 2026**, in downtown Tallahassee. Visitors can view and purchase unique fine art creations from over 160 juried artists from throughout the United States while enjoying a weekend filled with interactive children's art activities, delicious food, craft beer, live entertainment, street art, heritage art, local culture re-enactments, and more!

WHO: LeMoyne Arts

WHAT: 26th Annual Chain of Parks Art Festival (the Festival's name is "LeMoyne's Chain of Parks Art Festival", "the Chain of Parks Art Festival" or "the Festival" for short-hand, please do not call it "Chain of Parks," that is the location).

WHEN: Saturday, April 18, 2026, 10:00 a.m. to 5:00 p.m. and Sunday, April 19, 2026, 10:00 a.m. to 4:00 p.m.

WHERE: Downtown Tallahassee Chain of Parks along Park Avenue, east of Monroe Street (Bloxham, Lewis, and Randolph Park).

PRICE: FREE

FESTIVAL MISSION

The Chain of Parks Art Festival is established to present a free, 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 2026 Chain of Parks Art Festival, including photos from past festivals, visit the website www.ChainofParks.com. Receive the latest Festival social media updates on [Facebook](#), and [Instagram](#) (@ChainofParks).



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ART FESTIVAL

MEDIA ADVISORY: FESTIVAL HIGHLIGHTS

The Festival Experience:

Expect a high-quality, fine art exhibition under the beautiful oaks of downtown Tallahassee, featuring over 160 juried artists from across the nation. Visit our Heritage Art Row featuring self-identified folk and heritage artists along Tunnicliff Lane, leading to LeMoyne's gallery and gardens.

Expanded Festival Events:

"Garden Guardians" Upcycled Sculpture Exhibit & Auction

March 17 - April 17, Tuesdays - Saturdays from 11AM - 6PM

LeMoyne Arts' Garden

FSU's Opening Nights Presenting Artist Series with Noah Verrier

Thursday, April 16, from 6:30-8:30PM

Ticketed event at the Jim Moran College Building

Presented by the Laurie and Kelly Dozier Endowment for Opening Nights and Chain of Parks Art Festival Collaboration.

Festival Weekend: Artists in the Parks

Saturday, April 18, from 10AM - 5PM

2:30PM: Puppet & Musical Procession by Linda Hall and Friends

Sunday, April 19, from 10AM - 4PM

10AM: Artist Awards Announced

2PM: Upcycled Sculpture Silent Auction Concludes

2:30PM: Rickards High School Marching Raider Band Procession

2025 Festival Impact:

- The total economic impact of the 2025 Chain of Parks Art Festival on the Tallahassee community was \$2.37 million (33.8% increase from 2024).
- Direct spending by people from outside Leon County was \$1.4 million With 5,800 unique visitors (40.2% increase) & A total of 2,670 room nights (60.6% increase).
- The overall attendance figure for the festival was 42,000 (+20% increase).
- Over 70 volunteers supported this community event.



Chain of Parks

ART FESTIVAL

MEDIA ADVISORY: PRESS RELEASE

FOR IMMEDIATE RELEASE: Jan. 16, 2026

Media Contact: Mrs. Powell K. Kreis, Festival Director | (850) 445-6367 |

Powell@LeMoyne.org

Tallahassee's Own Chain of Parks Art Festival, Ranked #3 Fine Art Festival in the Nation

TALLAHASSEE, Fla. – Following a record-breaking 25th year, LeMoyne Arts is proud to announce the 26th Annual Chain of Parks Art Festival, taking place Saturday and Sunday, **April 18-19, 2026**. Recently ranked the #3 Fine Art Festival in the Nation (including #1 in Florida) by Sunshine Artist Magazine, this beloved Tallahassee tradition transforms the downtown "Chain of Parks" into a premier outdoor gallery under the city's majestic live oaks. The Festival welcomes an average of 42,000 attendees over the weekend and generates an estimated \$2.37 million in economic impact from tourism for Tallahassee's local economy.

"The Chain of Parks Art Festival has become a treasured tradition for Tallahassee," said former Chair, long-time Festival Steering Committee Member, Kelly Dozier. "Its continued growth and national recognition are a testament to our community's passion for art and culture."

2026 Cover Artwork & Artist Announced: "Heart of the Universe" by Curtis Whitwam: This year's Festival features the work of watercolorist Curtis Whitwam. Born and raised in the uplands of Tampa Bay, Curtis Whitwam merges his formal education in earth science and art with a deep-seated connection to Florida's wild ecosystems. Whitwam's signature "liquid light" style captures the sacred rhythm of Florida's wildlife and has created a special piece to reflect Tallahassee's signature cypress trees, rivers, and springs. Whitwam's work has earned prestigious accolades from both the American and Florida Watercolor Societies.

About the Festival:

The festivities begin early with the "**Garden Guardians**" upcycled sculpture exhibit in LeMoyne's expanded new gardens from March 17 through April 17. The exhibit will then be transferred to the Festival for a special exhibit conclusion and silent auction. To kick off the long Festival weekend, a special ticketed event and presentation will feature nationally recognized painter **Noah Verrier** on Thursday, April 16, in partnership with FSU's Opening Nights.

Set under the majestic live oak trees of downtown Tallahassee's Bloxham, Lewis, and Randolph "Chain of Parks," this beloved, **free**, two-day event transforms the parks into a vibrant tapestry of creativity, community, and culture. Slated for **April 18-19**, the Festival will

welcome thousands of visitors to view and purchase unique works of fine art from over 160 national juried artists, while enjoying a weekend filled with live 3-D street art, folk and heritage art, live local entertainment, musical processions, children's art activities, local cultural re-enactments, community connections, delicious local food, craft beer, and more.

The weekend's programming offers an immersive experience that extends beyond fine art to showcase various exciting art forms. On Saturday, April 18, at 2:30 p.m., visitors can witness a whimsical theatrical procession of larger-than-life puppets and masks envisioned by renowned local artist **Linda Hall**, accompanied by musicians and community artists. This performative parade will wind through the parks, concluding with an interactive play in the Children's Park. On Sunday, April 19, the energy continues at 2:30 p.m. with a celebratory performance by the **Rickards High School Marching Raider Band**, showcasing the immense talent of local Leon County students.

Families and art lovers will find a variety of dedicated zones to explore throughout the weekend. The **Children's Park**, hosted by The Apalachee Center in partnership with Leon County Schools, offers free interactive art studios, educational tents focused on Tallahassee's local heritage, and live historical reenactments.

Meanwhile, the **Chalk Art Oasis** features a decorated space filled with interactive activities and four professional street artists creating 3-D anamorphic art on the pavement, underwritten by Visit Tallahassee and generously hosted by Ron Sachs and Gay Webster Sachs. The Festival also highlights community organizations and local sustainability efforts at the **Community Corner**. For those looking for a culinary experience, the event features a wide array of local **food vendors** alongside adult libations by PROOF Brewing at the **McKibbon Hospitality Bar**.

For more information about the Chain of Parks Art Festival's programming, participation, sponsorship, or volunteer opportunities, please visit www.ChainofParks.com and follow [@ChainofParks](https://www.facebook.com/ChainofParks) on Facebook and Instagram.

2026 Cover Art & Artist



Headshot:



- Artist: Curtis Whitwam
- Title: Heart Of The Universe
- Medium: Watercolor on Cotton Paper
- Size: 40"Lx30"W

About the Cover Artist:

Born and raised in the uplands of Tampa Bay, Curtis Whitwam merges his formal education in earth science and art with a deep-seated connection to Florida's wild ecosystems. Following an apprenticeship in Appalachian stained glass, he transitioned into watercolor, developing a signature "liquid light" style that has earned prestigious awards from the American Watercolor Society and the Florida Watercolor Society.

His work focuses on natural patterns—the reach of roots, the rhythm of schooling fish, or swirls on a water's surface. These forms anchor a sense of presence, expressed through a layered painting technique that builds color and value to capture the resonance of a place. Curtis feels compelled to find a way to honor these sacred places and share their beauty to help foster the protection of Florida's natural environment.

Working on the "Heart of the Universe" painting for the 26th Annual Chain of Parks Art Festival was a powerful process for Curtis, "I pushed my technical painting skills, and during the process, felt a deep communication of the life force and love pouring through the piece."



Media Advisory: 2026 Editorial Ideas

Live Local 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 and dance groups at the **Main Stage**, kid-friendly entertainers & educational demonstrations at the **Children's Park**, and surprise pop-up acts at the **Chalk Art Oasis**. *Visitors can preview the lineup ahead of time at ChainofParks.com.*



2025 Main Stage Performances, photos by Bob O'Lary

Puppet & Musical Procession by Linda Hall and Friends:

On Saturday, April 18, from 2:30–3:00pm, the Chain of Parks Art Festival will feature a theatrical procession of larger-than-life puppets, masks, and headdresses envisioned by renowned local artist, **Linda Hall**, who will be accompanied by a group of professional musicians and volunteer artists. This performative parade will showcase abstract, global figures and North Florida-inspired creatures, made of recycled, colorful, mixed-media materials. This whimsical procession will travel through the Festival, starting at the Chalk Art Oasis entrance on Van Beck Lane, to the Center Court, down Zerbe Lane, then to the Children's Park, where there will be a brief interactive play. Follow this magical artistic experience through the parks to experience something truly unique!



2023 Linda Hall and Friends Performance at LeMoyné Arts, photo by Katie Clark

Rickards High School Marching Raider Band Procession:

The Chain of Parks Art Festival is delighted to welcome back the Rickards High School Marching Raider Band to energize festival-goers on Sunday, April 19 from 2:30–3:00pm. Starting at the Chalk Art Oasis entrance on Van Beck Lane, to the Center Court, down Zerbe Lane, then to the Children's Park, concluding on Tunnichiff Lane, this celebratory, community performance is an exciting way to wrap up the Festival weekend and witness the talent of our local Leon County School students.



Rickards marching band performance in 2024. Photo by Bob O'Lary



Media Advisory: 2026 Editorial Ideas

The Community Corner:

The Community Corner is all about making community connections! This key entrance of the Festival features Community Partners (local non-profits) and Brand Ambassadors (private businesses) who interact with thousands of visitors through **free**, educational, and hands-on activities, with a focus on sustainability and arts & culture in our community. As part of our "Greening the Festival" effort, visitors can learn about environmental sustainability from organizations such as Sustainable Tallahassee in this area. Visitors can often be seen walking around the Festival with their complimentary reusable tote bags from Community Partner, Rags2Bags, filled with festival goodies!



2025 Festival attendees learning about local offerings with Visit Tallahassee in the Festival's Community Corner area. Photo by Bob O'Lary

The Children's Park:

Hosted by The Apalachee Center and in Partnership with Leon County Schools, the Children's Park (located in Randolph Park) is one of the most popular, family-friendly sections of the Festival! This free, interactive area is designed for thousands of kids to run, play, and use their hands to create their own works of art. This decorated area is facilitated by the Retired Art Teachers of Tallahassee group and is comprised of organizations that create engaging Pop-Up Art Studios, educational Local Culture tents, and features the historical Jacques Le Moyne Encampment with live historical reenactments by Theater with a Mission. Children can also enjoy performances and educational demonstrations by live entertainers, purchase refreshing snacks, experiment with chalk art, get their face painted, and more!



Jacques Le Moyne Encampment performed by Theater with a Mission. Photo by Bob O'Lary



Getting creative in the Children's Park. Photo by Bob O'Lary.



Media Advisory: 2026 Editorial Ideas

Craft Beer & Culinary Food 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 refreshing snacks for visitors to enjoy throughout the day! Adults can also enjoy libations by PROOF Brewing, Distillery98, and specialty cocktails by McKibbon Hospitality at the Main Festival Bar.



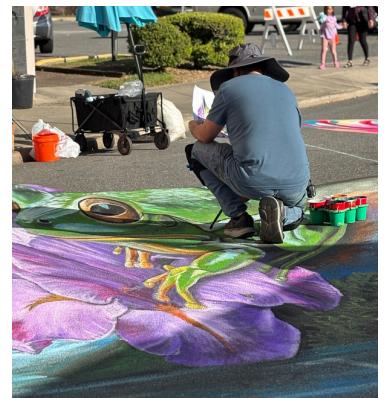
*Fina Italian Ice cart in the Children's Park.
Photo by Bob O'Lary.*

The Chalk Art Oasis:

Immerse yourself in the vibrant Chalk Art Oasis section of the Festival all weekend long; there, you can observe four professional street artists create stunning "3D" anamorphic art on the pavement, underwritten by Visit Tallahassee and generously hosted by Ron Sachs and Gay Webster Sachs. Watch their creative progress all weekend long and then pose with the completed pieces on Sunday around lunchtime!

Located at a prime entrance of the Festival, the Chalk Art Oasis also features food vendors, cooling stations, live music, and is decorated with lush plants donated by Just Fruits & Exotics, creating a refreshing "Oasis" in this sunny area. Be sure to stop by the LeMoyne Arts Outreach tent, where you can learn about membership, summer camps, enter a raffle, create unique scratch art pieces, contribute to a collaborative chalkboard masterpiece, and bid on the "Garden Guardians" upcycled sculpture exhibit & silent auction.

The Chalk Art Oasis will be the starting location for the Puppet & Music procession by Linda Hall and Friends on Saturday at 2:30pm and the Rickards High School Marching Raider Band procession on Sunday at 2:30pm.



Chalk Art Oasis masterpieces. Photos by Bob O'Lary.



Chain of Parks ART FESTIVAL

Media Advisory: 2026 Graphic Branding Guide





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MEDIA ADVISORY: 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 Tunncliff 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 150 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. As of 2025, Kelly is still heavily involved in the planning process, as former Chair, and Powell is continuing to grow in her role as Festival Director, with the support of Amanda K. Thompson, the Festival's new Operations Manager.

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.



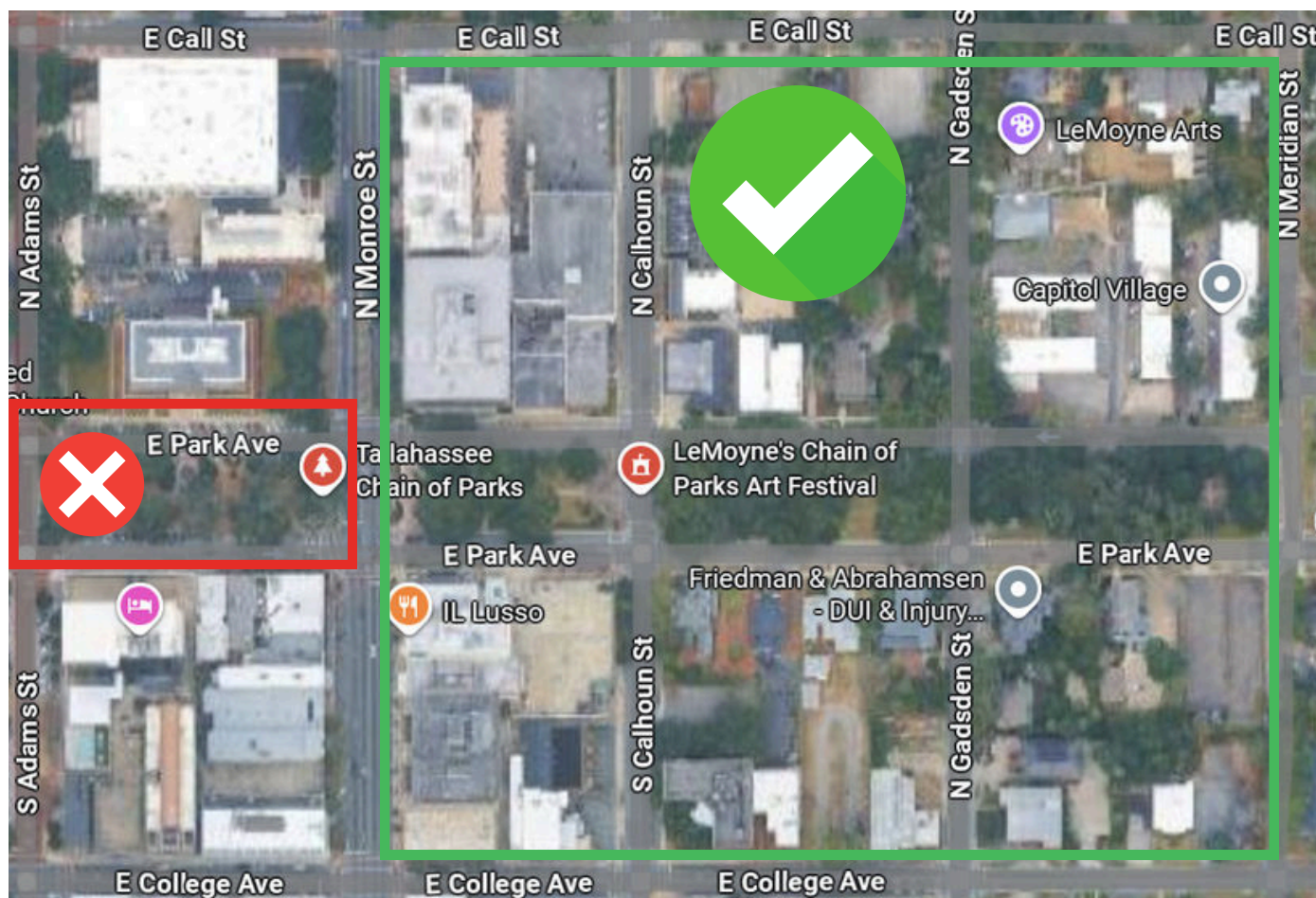
Chain of Parks

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MEDIA ADVISORY: LOCATION

WHERE: Downtown Tallahassee Chain of Parks along Park Avenue, east of Monroe Street (Bloxham, Lewis, and Randolph Park).

**Please do not film, photograph, or interview vendors at the Saturday Downtown Market in Ponce de Leon Park, that is a separate event. Please call or text someone from our team so we can greet you and make sure you are in the right place. Festival Director, Powell K. Kreis, can be reached at 850-445-6367.*



Parking:

- Street meter parking is free on the weekends.
- \$5 Shuttle Pick-up Locations (Parking Garages): Kleman Plaza Garage. & Eastside Garage.
- \$5 Shuttle Drop-off Locations at the Festival: Monroe St. & E. Park Ave. (for Kleman Plaza riders). & Calhoun St. (for Eastside Garage riders).
- Cascades Garage – a short walk to the Festival (please note: this location is not served by the shuttle).
- Accessible parking is available on South Gadsden Street, marked with bagged blue meters. Show your handicap placard to the TPD officer at the barricade for entry.

Chain of Parks Art Festival: Logos

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



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Occasionally, we separate and use the tree/ words from the logo independently

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