

BRITE WINTER

PRESENTED BY
Hyland

FEBRUARY 26, 2022

WEST BANK OF THE FLATS | CLEVELAND, OH







“Lucky” may not be a word that most people would use to describe the last two years. But we at Brite Winter do, indeed, feel fortunate. Our February 2020 festival was one of the last large events to take place before the pandemic changed all of our worlds completely. Fast forward two years to February 26, 2022, and we were fortunate to host our Lucky 13th Brite Winter festival - in person, safely, and with 10,000 enthusiastic Clevelanders eager to celebrate what makes our city great year-round - music, art, and community.

We are grateful for being part of Cleveland’s greater story, and part of the story of so many of our friends and neighbors. Over the years, dozens of first dates, engagements, birthday parties, and too many new friendships to count have been celebrated at Brite. Brite 2022 was a joyous return to those priceless, in-person moments we all have missed. Hugs. Playing skeeball with a stranger. Head banging to the same song next to a new friend. Creating art with a neighbor. We are thankful to all of you for allowing us to be a part of your story.

- Brite Cleveland’s Board and Staff

BOARD OF DIRECTORS

- Doni Bulea, *Board Chair*
- Loren Anthes
- Jonathan Dominy
- Nick Faehnle
- Jul Green
- Candice Hardin
- Scott Hubay
- Jul Huntley
- Krista Macomber
- Michael McMahon
- Sunny Nixon
- Shelly Norehad
- Morgan Passek
- Nwaka Onwusa

BRITE CLEVELAND STAFF

- Emily Hornack, *Managing Director & Co-Founder*
- Brian Horsburgh, *Festival Director*
- Emily Appelbaum, *Artistic Director*
- Mariah Becker, *Festival Production Manager*
- Lauren Barbour, *Festival Ticketing Manager*
- Russa Wenzel, *Volunteer Coordinator*
- Music Liaisons:* Brent Kirby, Jason Patrick Meyers, Wallace Settles

MUSIC

After a year away from our typical programming we were excited to continue our efforts to recruit talented musicians and artists to apply to play Brite, with over 350 bands submitting applications. Each band was reviewed at least five times by our 50-member music review committee.

It was a year of firsts! We were pleased to see Northeast Ohio turn up! Apart from our headliners, the Brite Winter 2022 lineup featured 29 additional artists all with ties to Cleveland, Akron and NEO. Additionally, we introduced three quarters of these musicians to the Brite Winter stage for the first time.

Brite-goers were free to mingle between all four of our outdoor stages, but as the sun went down the lights came on in the Asian lantern inspired tent that framed the Stage in the Lot and we knew The Buffalo Ryders would bring the party. All eyes were set on the Hyland Stage in anticipation for Nashville-based headliners, Colony House, to round out the night with a killer set that left everyone dancing.

COLONY HOUSE GUMBO DANCE PARTY
OREGON SPACE TRAIL OF DOOM THE ROSIES
CHANELLE KAZADI THE CORDIAL SINS PARKER LOUIS
GRUMPY PLUM WAVE MAGNETIK AND ROWANNE ATALLAH
HEART & LUNG MC TAE THE BUFFALO RYDERS

R THE CZAR KING BUU FREE BLACK!

TAYLOR LAMBORN LILIEAE CORRY MICHAELS

BEN GAGE BAND CRAZY8THEGREAT

MOISES BORGES BRAZILIAN JAZZ

LIZ BULLOCK HALLIE WHO SAVED WHO

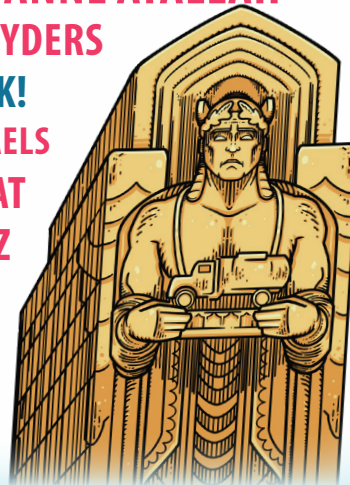
INDRÉ THE SUPER BABES SWAP MEET

ANGELA PERLEY WHISKEY DAREDEVILS

SCHOOL OF ROCK HEADLINERS

"I THINK I CAN SAFELY SAY THAT OF ALL THE SHOWS WE'VE PLAYED, THIS ONE WAS WITHOUT QUESTION ONE OF OUR FAVORITES. THANK YOU AGAIN FOR GIVING US THE OPPORTUNITY TO SHOWCASE OUR MUSIC TO THE TRULY AWESOME AUDIENCE AT BRITE WINTER THIS YEAR. WE APPRECIATE Y'ALL!"

- KING BUU





ART

Looking back on our journey over the years, we knew it was the perfect time to count our blessings and reflect on luck, gratitude, and reflect on the idea of joy along our pathway! To bring this vision to life, Brite Winter partnered with Ingenuity Cleveland, Cleveland Metropolitan School District and multiple community groups, as well as volunteers from presenting sponsor Hyland Software, to hold art workshops that would create the visual landscape of Brite Winter Festival. Workshops took place at IngenuityLabs at the Hamilton Collaborative in January and February and emphasized the collaborative process - each installation was visioned by a lead artist and co-created with as many as a dozen members of the community, with nearly 100 individual participants joining in over the 8 workshops, totalling more than 1000 (wo)man hours of creative magic! Participants experimented with circuits and sensors, welding and machining, lumber and paint.

Once onsite, guests were welcomed on a whirlwind journey to visit 13 completed installations honoring traditions of luck and gratitude from across the globe, including a larger-than life slot machine complete with all the whistles and bells; a pot of gold at the end of the rainbow big enough for the whole crew; an Asian-inspired pavillion blooming with lanterns and cherry boughs, borrowing from traditions across the East; and a bejeweled Lucky the Elephant, large enough for a pack of riders, inspired by Thai and Hindu imagery.

"BRITE WINTER HAS BEEN A STAPLE IN OUR FAMILY SINCE 2011 WHEN WE FIRST ATTENDED. IT GIVES US A CHANCE TO EXPLORE OUR CREATIVE AND MUSICAL AMBITIONS, GIVE BACK TO THE CLEVELAND COMMUNITY, AND ENJOY THE COLLABORATIVE CREATIVE PROCESS WITH AWESOME PEOPLE!"

— MELISSA MOON, ART LEAD



INSTALLATIONS

Lucky The Elephant Art Lead: Melissa Moon

Rock N' Roll: The Plinko Game of Life Art Lead: Michael Harms

Madame Sascha: Living Automation Art Leads: Sadie Woflkitten & Arron Bound

Pot O Gold: Rainbow Cafe & Cauldron Lounge Art Leads: Russa Wenzell, Ethan Hines, Alyson Hand and Emma Sarkissian

Seafaring Superstitions: Luck on the High Seas Art Leads: Leah Brow & Paul Beaver

God's Eye Tabernacle: Projection Lounge & Creative Station Art Leads: @JEDIJOSHUABE, Creator Carla & Ross Bochner

Lunar Lantern Pavilion: Asian-Inspired Celebration Station Art Leads: Andrew Kalleta, Amanda Nyx & Michael McFarland

Crystal Cave: and Stalacmite Seating Art Lead: Amanda Nyx

Dream Gate: Good Luck Gathering Space Art Leads: Amanda Nyx, Michael McFarland & John Kasunich

Ice Eyes of Providence: Giant Totems & Watchful Pyramids Art Lead: Jessica Sheeran

Lucky Stars: When you Wish Upon A Star... Art Leads: The Students of New Tech West High School

Gigantic Slot Machine: Ka-Ching! Art Lead: Ed Morra

Press Buttons: Luck & Gratitude Art Leads: Randy Crider, Ross Bochner & Stephan Manchir

MEMORIES CREATED BY:

Paul Beaver
Ross Bochner
Arron Bound
Megan Caraballo
Carla Carpenter
Nathan Clark
Nancy Dzienny
Andy Dzienny
Eric Eisenberg
Conor Emser
Nick Faehnle
Tiffany Gibson
Mark Gibson
Roscoe Grimes
Jacci Hammer
Alyson Hand
Sam Harmon
Colleen Heine
Ethan Hines
Scott Hubay
Matt Hummel
Brian Johnson
Alan Jordan
John Kasunich
Hisao Kato
Ian Keating Mullaney

Ryan Kinney
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Stephan Manchir
Michael McFarland
Bill McReynolds
Sara Millington
Ed Morra
Jennifer Nickler
Amanda Nyx
Robert Olexa
Morgan Passet
Grace Piscura
Phoenix Rahmani
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Emma Sarkissian
Joshua Sears
Kristin Santarelli
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Tom Stoll
Russa Wenzel
Bridgit Wyrock



ART PARTNERS

Ingenuity Cleveland Engineers

Baldwin Wallace Arts Management
Students

Light Up Labs

New Moon
Contrast High

Cool Critters

New Tech West High School Students
Hyland Team Members



BY THE NUMBERS

MARKETING

TV:

WOIO, WKYC, WEWS, WJW, Spectrum

RADIO:

WMJI, WDOK, WNWV, WCPN, WKSU

PRINT/ONLINE:

The Plain Dealer, Cleveland Scene Magazine, Cleveland Magazine, Fresh Water Cleveland, Cleveland Jewish News, The News Herald, Medina Gazette, Elyria ChronicleTelegram

BLOGGERS/INFLUENCERS:

Crave CLE, The Cleveland Bucketlist, Cleveland East Side Moms, Guiltless Podcast, LoCLE Grown

2022 MEDIA PARTNERS:

Cleveland Magazine, Cleveland Scene, Tremont West Development Corporation, Northwest Neighborhoods CDC, Ohio City Incorporated, Yelp, ClIFF, Cleveland Jewish News, Jason Nicholas at WOIO, Orange Barrel Media, Whistle Communications

2022 MEDIA IMPRESSIONS:

54,199,378 (Estimated media value: \$545,510)

68%

of guests have been to more than one Brite Winter

42%

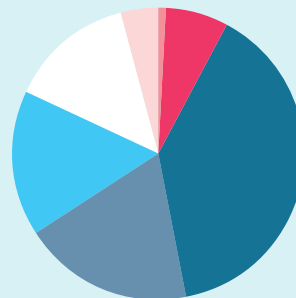
said Brite helped them discover a new visual artist or group

85%

said Brite helped them discover a new musician or band

"TWO YEARS AGO I ATTENDED UNTIL LATE AT NIGHT DRINKING WITH FRIENDS...THIS YEAR I ATTENDED EARLY WITH MY WIFE AND OUR BABY IN A STROLLER. BOTH VERY DIFFERENT EXPERIENCES, AND BOTH WERE VERY ENJOYABLE! THE PRESENCE OF BOTH FAMILIES AND A PARTY ATMOSPHERE DO NOT TAKE AWAY FROM EACH OTHER!"

— BRITE 2022 GUEST



HOW OLD ARE YOU?

- 1% – Under 18
- 7% – 18-24
- 39% – 25-34
- 19% – 35-44
- 16% – 45-54
- 14% – 55-64
- 4% – 65-74

10,000

unique visitors

20%

of guests said they got to Brite by foot or public transit

3%

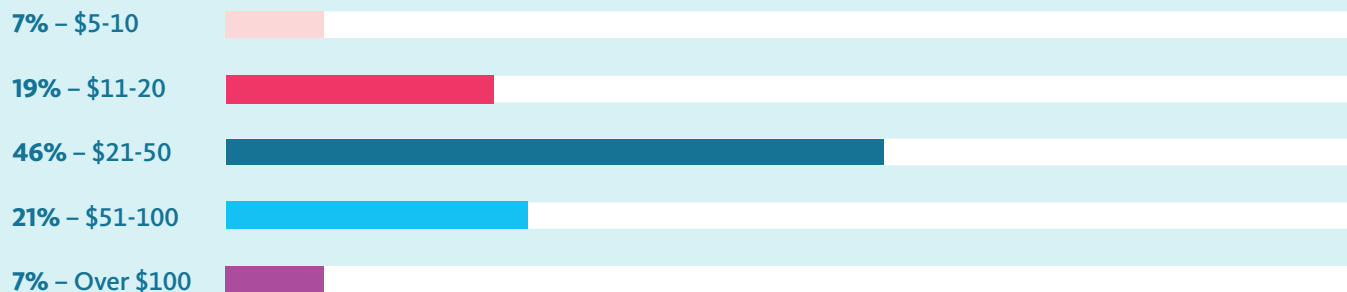
of attendees identify as being a person with a disability

11%

identify as being part of the LGBTQIA+ community



HOW MUCH DID YOU SPEND?



FACEBOOK:

- 17,000 post engagements
- 9,438 followers (up 12%)



TWITTER:

- 3,578 followers
- 60,000 impressions

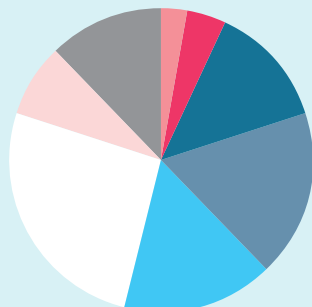


INSTAGRAM:

- 4,870 followers (up 27%)
- 8,000 engagements
- 265,000 impressions (up 60%)

93%

would pay more than the \$5 Brite charged this year



WHAT IS YOUR ANNUAL HOUSEHOLD INCOME?

- 3% - Under \$15k
- 4% - \$15-24k
- 13% - \$25-49k
- 18% - \$50-74k
- 16% - \$75-99k
- 26% - \$100-199k
- 8% - Over 200k
- 12% - Prefer not to say

"IT TRANSFORMS AN AREA DOWNTOWN INTO A CREATIVE, FUN, ECLECTIC ENVIRONMENT."

— BRITE 2022 GUEST

SUPPORTERS

A SPECIAL THANKS TO THE FOLLOWING:

SOLD OUT STADIUM (\$1,000+)

Michael Burns
Aaron Cornell and Sunny Nixon
Shibani and Nick Faehnle
James Harris
Shelly Norehad

ARENA TOUR (\$500-\$999)

Jonathan Dominy
Emily Hornack
Kip and Jean Horsburgh
Scott Hubay

HEADLINER (\$250-\$499)

Thomas Bulea and Emily Edelman
Donald and Sara Bulea
Tricia Hester
John Hannon
Krista and Jon Macomber
Lakshman Tavag

OPENING ACT (\$100-\$249)

Kerry and Craig Bulea
Dominic Buccilli
Kristina Cahaney
Pam and Bob Faehnle
Jerry and MaryLou Fasko
Grzegorz Filip and Lauren Kemink
Rebecca Garazatua
Johanna Gregory
Alicia Groh
Manju Gupta

Brian Heath
Janice Hornack
Michael McMahon
Morgan Passek
Thomas Passek
Tom and Terri Pasadyn
John Ramsey
Katherine Reed
Andrew Singer
Derek Standish
Mark Stypczynski
Kurt and Chris Treu

LOCAL GIG (\$50-\$99)

Heather Alley
David Arters
Charlene Coughlin
Enio Dajko
Michael Gibbons
Craig Heitger
Rachel Kacencjar
Katie Mollman
Stacey and Phil Nye
Christine O'Keefe
Beth Piotrowicz
Adam Saurwein
Rocco Whalen
Carolyn Y

JAM SESSION (UP TO \$50)

Gayle A Taylor

Liz Conway
Michael Gibbons
D Gioe
Thomas Guastini
Chris Hart
Diana Jacobs
Sophia Loferski
Patrick Lougheed
DeAnna McCarrell
William McReynolds
Kelly Norris
Lydia Puccini
Victoria Rowney
Cynthia Shirk
Hank Thomas
Collin Tubic

PREFERRED VENDORS

Apparel: Pulse Promotions
Artist RVs: Cruise America
Backline: Woodsy's Music
Cleaning: JV Janitorial
Communication: Communication Rental Service
EMS: Physician's Ambulance
Firepits: North Coast Event Services
Fuel: Ports Petroleum
Ice Carving: Elegant Ice Creations
Insurance: Evarts Tremaine
Power / HVAC: Ohio CAT
Public Relations: Whistle Communications

Restrooms: Miller & Co.
Signage Printing: Repros Inc.
Sound/Lights: Vertical Sound
Stages: Flyspace Productions
Tents: Sportsplex Rentals
Traffic Control/Barricade: North Coast Event Services
Transportation: Precious Cargo

SPECIAL THANKS TO

Baldwin Wallace University Arts Management Program
Cleveland Division of Building and Housing
Cleveland Division of Fire
Cleveland Division of Police
Cleveland Division of Special Events
Cleveland Division of Streets
Cleveland Improv
Cleveland Lumber
Cleveland Ward 3 Councilman Kerry McCormack
Chrissie Gribble
Brent Lewanski
Donna Votow
Eric Turk
LaFarge
Marci Rigda
Partners in Bulk Logistics
Randy Murphy
Rob Cummings
Topnotch Management



FESTIVAL OPERATIONS TEAM

Bobby Thom
Elliot Nuss
Wally Starcher
Brandon Youmell
Stephanie Melik
Emily Kruger
Monica Gustin
Ahmad Ghanim

ASSISTANT ART DIRECTORS

John Kasunich
Andrew Kaletta
Amanda Nyx

GRAPHIC DESIGN

Randy Crider, Illustration
Mariah Becker, Festival Signage
Hannah Hitchcock, Graphic Designer

PHOTO CREDITS

Robert Muller
Daniel Segal
Arron Bound

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Brite Winter is cultivated by Brite Cleveland, a 501(c)3 organization

