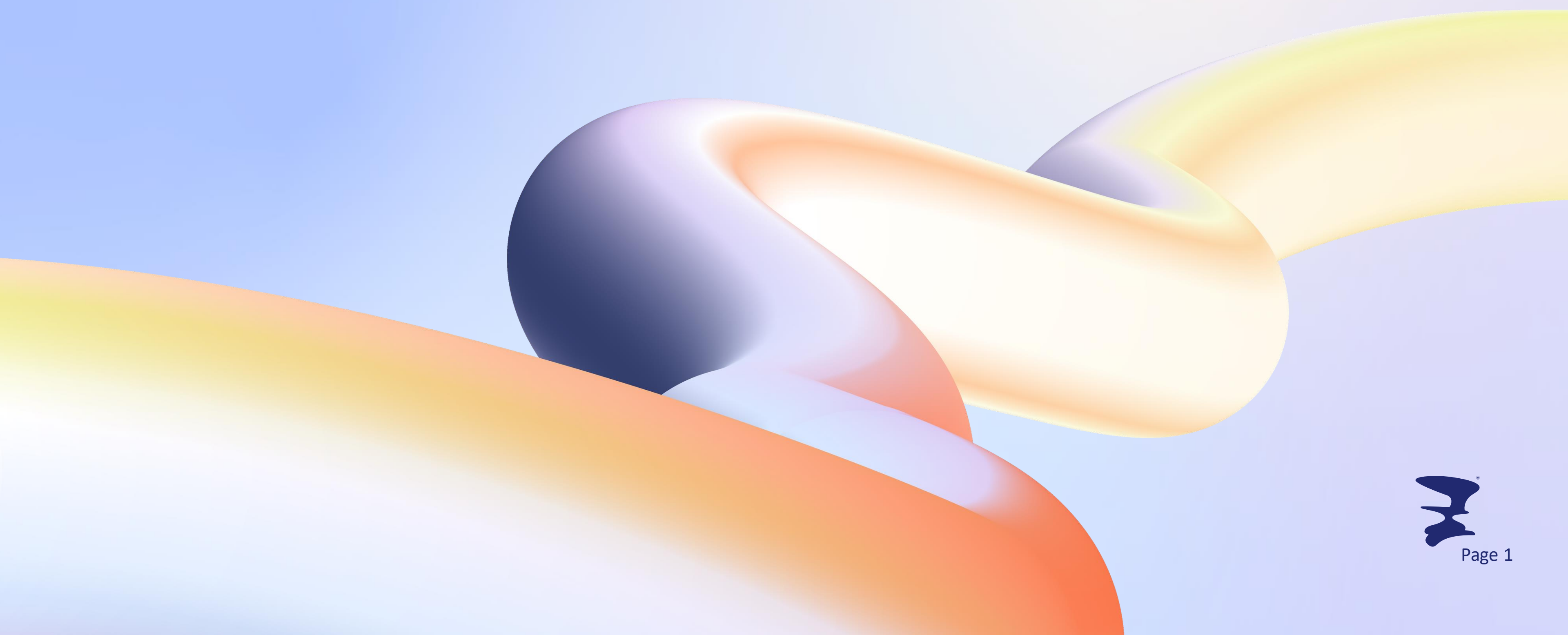
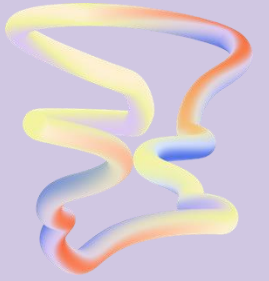


ARTPRIZE 2025

RECAP



2025 OVERVIEW



967k+

↑ 21.6%

Visitors engaged with artists
and their work

1.1k

↑ 11.9%

Artists from across the
globe

110k+

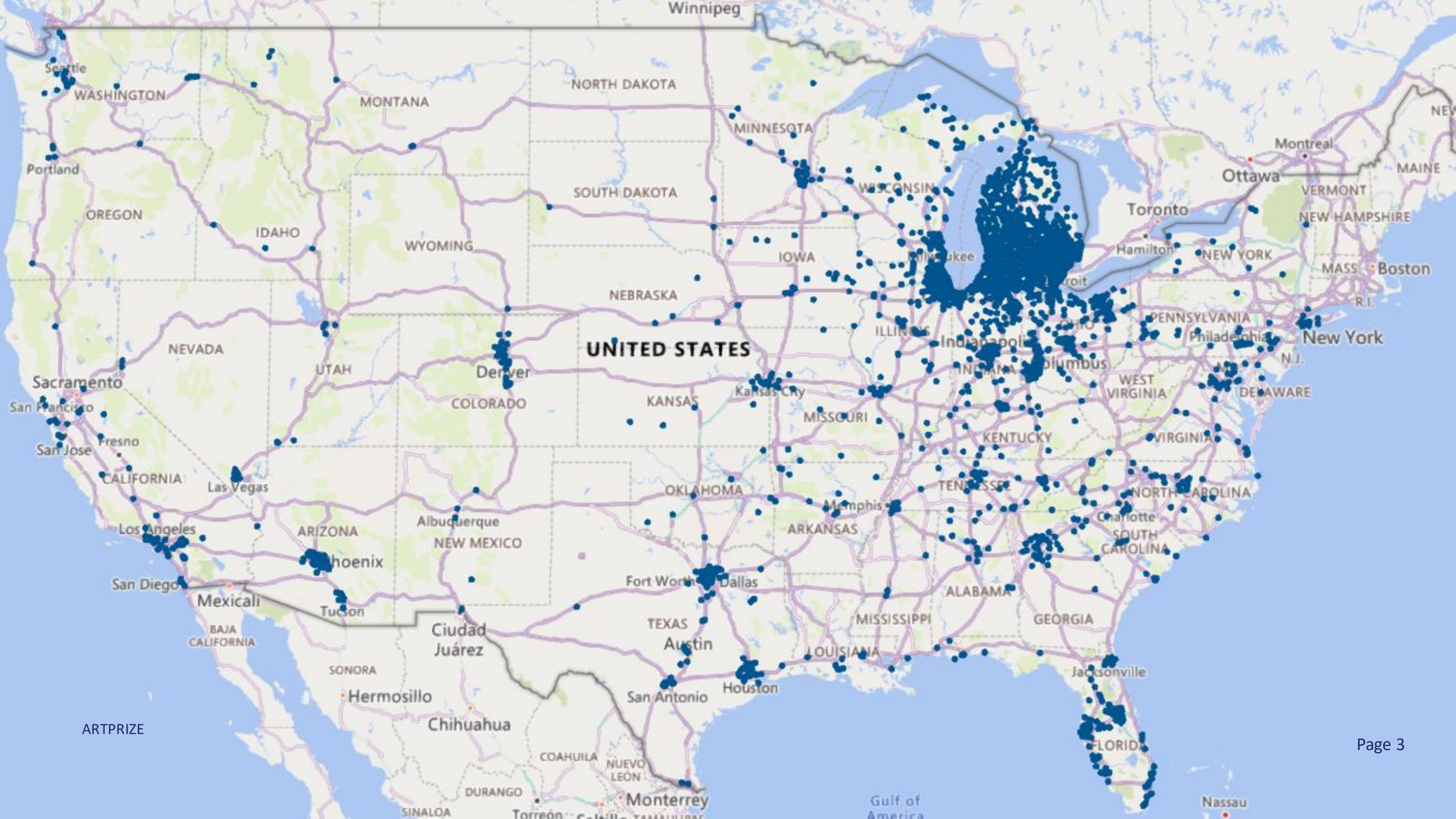
↑ 26.4%

Votes were cast in favor of art that
spoke to Visitors

155

↓ 6.6%

Venues activated
throughout the city



ECONOMIC IMPACT

\$82.6M

Regional Economic impact

\$7.1M

City, County, State
Fiscal Impact

629

Jobs Supported

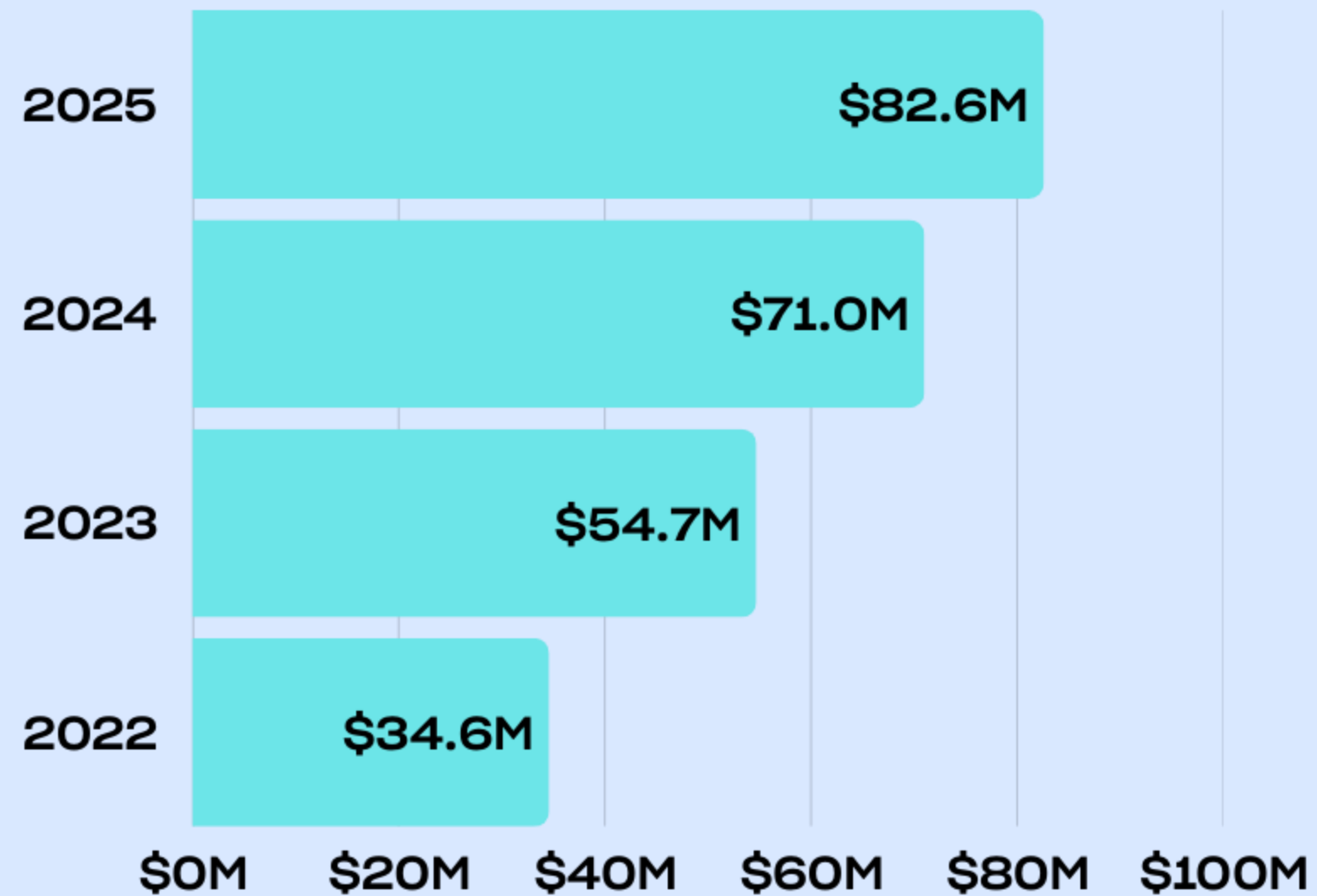
“It’s a huge economic driver and an amazing community builder... [The] public-private partnership... speaks to the character of Grand Rapids.”

Rep. Carol Glanville (D), District 84

“Kudos to Grand Rapids for being such a model for investing in contemporary public artists and investing in a portfolio of accessible public art for the GR community 🙌”

Kit Collins, city council member / artist, Medford, MA

ECONOMIC IMPACT



\$208.3M

Total Economic Impact since 2023

138%

Increase under new leadership

ArtPrize edu

11.2k

ArtPrize edu magazines distributed to 12 institutions

16

WorkShops held in collaboration with 11 partner organizations

3k+

K–12 Students through the field trip program

11

Bus grants distributed



SIGNATURE EVENTS

Opening Celebration

↑ 63.1%

22,484 Attendees

HalfTime Show

↑ 175.9%

2,969 Attendees

Closing Awards Ceremony

↑ 27.8%*

2,191 In-Person Attendees

*NEW: 2,000 Viewers on the Livestream

ARTPRIZE

PHOTO CREDIT: AUSTIN COYER + ELLEN DZIUBEK



SOCIAL MEDIA

Jan. 1, 2025 – Oct. 28, 2025

Facebook + Instagram

4.9M

Views

121k

Visits

843k

Reach

59k

Interactions

240k

Total Followers on
ALL Platforms

+10.2k

Followers Gained

WEBSITE

1M

Total
views

↑ 2.7%

246k

Total active
users

↑ 53.4%

NEWSLETTERS

70.4%

Open
rate

↑ 19.7%

87k

Active
subscribers

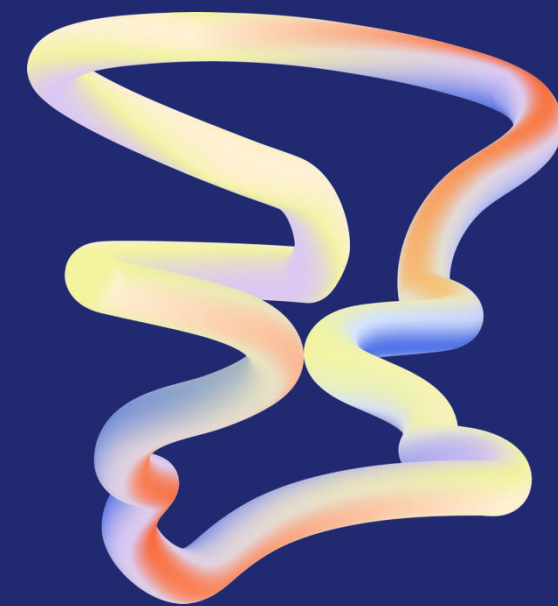
EVENT GUIDE

36k

Guides
distributed

62.5%

Increase in
distribution



Our thanks to the many departments and commissions that make ArtPrize possible.

Office of the City Manager	Mobile GR
Cemeteries	Parks and Recreation
Communications Department	Office of Special Events
Community Development	Planning
Development Center	Historic Preservation Commission
Downtown Grand Rapids Inc. (DGRI)	Public Works Department
Engineering Department	Police Department
Fire Department	Risk Management
Economic Development	



ARTPRIZE 2026

September 17 – October 3

Signature Events (subject to change)

ArtPrize Eve	Sept. 17
Opening Celebration	Sept. 18
HalfTime Show	Sept. 25
Closing Awards Ceremony	Oct. 2

Programs + Activations

<u>Cūra</u> Gallery	Artist Grants
ArtPrize Exchange	Pitch Nights
ArtPrize ClubHouse	Volunteer Program
ArtPrize edu	Artist Awards





ARTPRIZE 2026

SEPTEMBER 17
OCTOBER 3, 2026