

TEMPE FESTIVAL *of the* ARTS

Email sent 11.21.21:

Artists –

Happy Sunday! We are less than two weeks out from the Fall 2021 Tempe Festival of the Arts. Around here, the weather is gorgeous and we are getting ready for our holiday parade this coming Friday. If you are in town, come check it out! And then we will clean up parade glitter and sweep the streets for your arrival. As usual, this email is packed with details, so let me know if you have questions. Also, visit the For Artists page on the website for all the important documents, rules, past emails, maps, etc. <https://tempefestivalofhearts.com/the-art/forartists>

Images - All of your images have been uploaded to our website. Please make sure that the information (booth number and spelling of your name) is correct and send me any corrections as soon as possible. <https://tempefestivalofhearts.com/the-art/artists>

Artist Reception – We are looking forward to getting together Saturday after the festival at the Low Key piano bar. All artists are welcome to attend and any artists' guests are \$10. You can reserve your artist ticket and guest tickets through this [LINK](#).

Young Collector's Program – This is the fourth festival for this program and it is one of the most heart-warming events at the festival. Young festival attendees (12 and under) pay a \$5 donation and are able to select a piece of art to take home. The art comes from artist donations and we are so grateful for anything that you can bring. Your donations can be smaller pieces, maybe seconds, older items, etc. and our volunteers will pick them up from your booths on Friday of the festival. Thank you in advance for your donations.

Load In – Load-In times are on Thursday throughout the day and vary based on your location. Load-In times are the START of when you can load in, but you are welcome to load in later than those times, just not before. If you are a morning person, consider waiting and loading in early Friday morning after everyone else is done. If you like the idea of being done Thursday night, then be prepared for a later night. All load-in times are in this document which is also on our website: https://ctycms.com/az-tempe-arts/docs/booth-location--load-in-information_f21.pdf

Parking – This is a constant challenge in an urban environment. If you have a smaller vehicle that can be in a garage, you have all the options. Check out the parking garage and lot options and make plans to use the closest lot to your booth – map and pricing are [HERE](#). If you have a larger vehicle and/or trailer and want to purchase parking from us in a nearby lot, you can purchase it through Zapplication. There is a product available for purchase titled "Offsite Parking" through Zapplication for \$30. This allows you to park in an uncovered lot that is .7 miles from 3rd/Mill located at the SW corner of Rio Salado and Rural. I will send a pin to all who purchase parking. The lot is available to you starting at noon Thursday. We will provide a trolley service Friday, Saturday and Sunday from 8:30-10:30am and from 4:30-6:30pm.

Artist Hotline – During the festival, you can use the artist hotline for assistance or volunteers to booth sit. It is best to text the line with your booth number and what you need. Hotline is 480.229.4689.

COVID-19 Protocols – We are not requiring any specific behavioral changes but rather encouraging self-assessments and distancing when possible. All the specifics can be found <https://ctycms.com/az-tempe-arts/docs/covid-19-prevention.pdf>

A few items that bear repeating ...

Taxes – Make sure to complete a Transaction Privilege Tax Form and list Tempe as a place that you do business in AZ. When you are here, collect 8.1% tax and remit to the state on your own. I do not need to see any of your paperwork or your business license. Still have questions? Ask the AZ Department of Revenue. <https://www.azdor.gov/>

Marketing Kit – Please spread the word. Start marketing your presence at Tempe Festival of the Arts now, and really hit it after Thanksgiving. Tweet, Insta, FB, LinkedIn, Emails, Newsletters, do it all. Use our marketing kit for ideas, images, logos. Get it by clicking this link:

<https://ctycms.com/az-tempe-arts/docs/2021-fall-tfa-marketing-kit.pdf>

Put away your Jewelry (unless of course you are a jewelry artist :) - If you applied in jewelry and got accepted, then I'm not talking to you. If you applied in any other category, please do not bring jewelry to sell. Some of you applied in Jewelry and another category and got accepted in both. If that's the case, your booth sign will indicate both categories. If your booth sign does not state "JEWELRY" as your category and you have jewelry in your booth, we will ask you to remove it. Please respect this rule because it's only fair to the jewelry artists.

Night routines – Here are the things to reminder when you button up your tent before leaving the festival grounds for the evening:

- Do not place non-waterproof items directly on the ground - rain can do lots of damage
- Tuck in all sign poles, flags, etc. so they aren't broken or damaged by the street sweeper during the night
- Button up your tent, either close tent walls or tarp your space

Travel safely. I'm very much looking forward to seeing each of you. Have a great week and enjoy the start of the holiday season.

Warmly,
Kate ~ 480.309.3235