

TEMPE FESTIVAL *of the* ARTS

Hello Artists,

We are about four weeks from the festival and load-in day will be here before we know it. This email is intended to help you prepare for the festival and get all set with any pre-event needs. You can expect a couple other emails from me with marketing info, load in times, etc. But for now, the following details are included in this email:

- Hotels
- Tax/TPT license
- Insurance
- Informational Meetings
- Load-In General Info
- Cancellation policy

TPT License – Most of you included your TPT license number in your application. This week, I will send an email to everyone who hasn't provided it yet. If you don't have a license at all, you can apply for one at: <https://www.aztaxes.gov/Home/Register>

Load In – Load-in times and digital passes will be sent 14 days (ish) before the festival. The load-in can get a bit hectic, so take some deep breaths. For the most part, if you are on Mill Avenue or 5th Street you have an evening load in on Thursday night. If you are on Maple (Emerging Artists), 6th Street or 7th Street you will have a daytime load-in on Thursday. Your specific load-in time will indicate when you get access. You are also welcome to load-in early Friday morning if you prefer. If you like the idea of being done Thursday night, then be prepared for a later night. All vehicles must be off the grounds before 9am Friday morning. Often asked – yes there is enough street lighting for your basic load-in Thursday evening.

Hotels – If you need a place to stay, we have a few hotels offering you a better rate than what's published. They are listed on our For Artists page: <https://tempefestivalofthearts.com/the-art/forartists>

Artist Statement - This isn't required but it's such a great idea. Some artists put together a very nice page with their photo and a description of the work process. They laminate it and place it somewhere in the booth that's very visible. People love to know how you do the work and WHY – what's your passion, what drew you to this field. These conversation starters get people engaged with you and lead to higher sales. That's also why we put city/state on the booth signs, it's a great connector. If you don't already have an updated Artist Statement, consider doing that.

Insurance – Make sure your liability insurance is current. You are not required to have liability insurance, but you will be liable if something happens due to your negligence. By applying and purchasing a booth, you are agreeing to hold our organization and our assigns harmless.

Cancellation deadlines – Not that I want any of you to cancel, and I can't wait to see all your faces, but if something comes up ...

- Cancel by February 9, 2024 - full refund less \$75 processing fee
- Cancel by February 21, 2024 - 50% refund
- No refunds after February 21, 2024

New Artist? Join our informational Meeting. This meeting is geared towards those who have never participated in TFA or is an Emerging artist; however, anyone is welcome to join our informational on Wednesday, February 14, at 2PM on Zoom

<https://us02web.zoom.us/j/83440498780?pwd=aGtSR2dId1RBWUtQbFZJMENTWHdwUT09>

Four weeks and counting! If you need anything at all, don't hesitate to call or email me. This email, along with everything that we send you is always stored at <https://tempfestivalofthearts.com/the-art/forartists>

Have a great weekend!

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Tempe Festival of the Arts - Spring 2024

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