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Good morning! I am so anxious to see you all, meet the new artists, and spend time hearing about the last 2 years. It's been too long since we have been together. Also, very much looking forward to seeing your new work ~ I'm sure some increased home time generated new works and processes.

We are under four weeks and I'm sure you all have questions. I'm cramming lots of information into this email. If you need clarification, don't hesitate to call, text or email me. You all have my cell – 480.309.3235. Don't know about you, but I'm feeling a bit out of “festival shape”, as if I'm dusting off some under used muscles. Let's stretch together and get ready for this...

Section 1 - BEFORE YOU GET HERE

This is the check list for now, pre loading the car. This is the business side of things.

- **For Artists** – This is your page on our website. All the links that are mentioned below are also on the page. You can find info, forms, maps, these emails, it will all be stored there. <https://tempefestivalofthearts.com/the-art/forartists>
- **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. You can apply for your license here: <https://www.aztaxes.gov/Home/Register>
- **Tents, Tables and Chairs** – As you know, booths are just the space. We don't provide any tents or equipment. If you need to rent equipment from us, this is the last chance to do so. Please email by November 15th. We will not be able to guarantee any equipment ordered after this. We can offer the following:
 - 10x10 White Canopy Tent with 4 sidewalls - \$240
 - Set of Sandbags - \$40
 - 6' Banquet Table - \$10
 - 8' Banquet Table - \$10
 - Folding Chair - \$5
- **Marketing Kit** – Please spread the word. Start marketing your presence at the festival now. The marketing kit is on the website and linked here: <https://ctycms.com/az-tempe-arts/docs/2021-fall-tfa-marketing-kit.pdf> and you can get logos, photos, and more.
- **Artist Statement** - This isn't required but I think 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. You will hold us harmless when you check-in.
- **Parking** – If you live in the area then you know that the lot we used previously for artist parking is no longer available to us – there is a building there now. We have rented a parking lot .7 miles away from the festival. You can drive into the festival grounds to unload your work and then go park at the lot. We will have a trolley service for two hours each day at the start and end of the show. This lot will be \$30 for the duration of the festival. There are other parking options, but they will be shared with the public and you may have more difficulty. Parking options can be found at our website <https://www.downtowntempe.com/get-around/parking> and more info will be sent in the next email.
- **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.

Section 2 - LOAD IN

- **Digital Access Pass** – We are no longer doing an in-person check in process. Rather, I will email you an access pass to show to security for vehicular entry and we will deliver your badge and booth sign to your booth. This is a new process, attempting to save you time and eliminate a step. But with all new processes, there will be growing pains, so feel free to share with me any improvements that you see possible. Your access pass will be for your entry location, so please don't forward it to anyone else.
- **Booth Packets** will be delivered to your booth and will include:
 - Name badge – credentials that get you into hospitality
 - Booth Sign – this is a laminated sign that has your name, booth number, category, city, state. It is up to you to attach it to your booth or display it somewhere on the edge of your booth. We also ask that you put your cell phone on the back of the booth sign in case we need to get a hold of you in the middle of the night

- Any refund/invoice – if applicable
- **Young Collector's Program** – If you are new to the festival, this is a program that encourages our young community members to create their own art collection. It's a simple concept and so well received, but it relies on your donations and I realize that's a big request. Here's how it works: We ask you to donate a piece of artwork > festival attendees (12 and under) can select a piece of art after making a \$5 donation > we then encourage these youngsters to find you and thank you for the donation > I ask you to grab a selfie with the young collector and text it to me > 100% of the money donated (the \$5 from each kiddo) goes to local art teachers for art supplies. We will give you a sticker to put on your booth sign that indicates you donated to the Young Collector's program. I realize you get asked a lot, so no pressure. Your donations can be smaller pieces, maybe seconds with imperfections, older items, etc. Thank you in advance for your donations.
- **Load In** – Load-in times and digital passes will be sent 10 days (ish) before the festival. The load-in can get a bit hectic, so take some deep breaths. Some booth sections load-in Thursday morning and others don't load-in until Thursday evening. Your load-in time indicates when you get access – you are welcome to come any time after that, just not before. 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.

Section 3 - DURING THE SHOW – THINGS TO KNOW

- **Jury** -There is an awards jury that will be on the grounds all day Friday and Saturday. They will place a dot on your booth sign to indicate that they have seen your booth. If you do not display your booth sign, you will not be eligible for an award. Please do not be offended if the jury doesn't chat long – they have 2 days and approximately 360 artists to see. Awards are given for best in each category, one for best in show, and one for best booth display.
- **Awards Reception** - Saturday evening we will have an artist reception at Low Key Piano Bar. Every artist is invited to the reception, which will include food and beverages. Guests can attend, but will be \$13 each. I will send an Eventbrite link in the next email so you can purchase any guests tickets. There is no need to RSVP as an artist, just come with your name badge.
- **Buy/Sell** – As you know, this is an issue we would love to eradicate from the festival. We don't want resellers or commercial sellers or people misrepresenting their wares as handmade. We want quality, and we exist to support working artists. If you see something that you think appears to be buy/sell, LET US KNOW. We won't reveal our source, and you will be making this festival better.

- **Security** – The festival provides overnight security and daytime security. Please don't leave anything valuable exposed overnight.
- **Nighttime Tips** – As noted above, we do have security and they roam in the evenings. However, even our large security crew can't be everywhere at every minute so it's important to take appropriate precautions since you are participating at your own risk. Follow these tips to better secure your work in the evenings:
 - Make sure you have a tent with sidewalls so that you can close it up at night. Or if you don't use a tent in your display– another option is to purchase tarps and pull everything to the center and tarp it up at night.
 - Jewelry artists – take everything with you in the evenings. Petty crimes are usually thefts of convenience, so don't leave items in your booth that are easy to grab and stash.
 - Get everything off the ground that could be damaged by water. Place items on a higher level and eliminate the possibility they might get water damaged. Even better, store everything in plastic bins rather than cardboard so items are double protected from weather, restaurants dumping water, etc.
 - Don't leave anything in your booth that resembles a cash box or a register system. And certainly don't leave mobile devices or tablets. I know ... sounds obvious ... but it happens!
- **Artist Hospitality** – Snacks and water will be available at the info booth on 4th and Mill.
- **Water Deliveries** – Throughout the day, volunteers are roaming the area offering waters to artists. They will stop and ask you if you need anything, but they won't disturb you if you are with customers.
- **Final Suggestions** – How to make the show even better! These are my tips to keep things running smoothly.
 - Be neighborly to the artist next to you. You can do each other favors such as running to the restrooms, grabbing a second snack from hospitality. But even more than that, you can help each other as artists grow to be better artists. The community of artists is one of the most enriching components of this life you have chosen.
 - Keep your area clean. Remove garbage and debris from your booth – If you have boxes that you need to cart stuff in and out, figure out a way to hide them under a table, behind a booth, make them a functional display piece with a decorative cloth over them. No one wants to see your mess, it reflects poorly on you and the festival.

- Art Demos in your booth – We encourage these very much because they really get the audience connected to the work. It hits home the point that you are literally "Working" artists. However, if your work requires harsh chemicals or scents, it can cause great discomfort for artists around you. Be kind and don't do that kind of work.
- It's always great to make time to roam the show. You want to go out and see what other artists are doing, how they are selling, how they do their display, what is the rest of the footprint of the festival like? So, it's great if you can have a friend, partner or colleague with you at the festival so you can get out and see some best practices. Whether you have been doing the circuit for 20 years or this is your first show – there's always something to learn!
- Don't stay quiet ... if something is bothering you or hampering your success, let me know. I want to fix it. Obviously I might not be able to get there right away, but I will get there. Best way to reach me is text – 480.309.3235. I am on site the entire run of the show and can't wait to solve problems and get time to chat with you.
- Stay hydrated and eat often! It's the desert, and it's drier than you might think. Make sure you have water and snacks with you always so you can grab something when hunger strikes. Getting hangry or having low blood sugar can make you sick, we see it every festival.

That's all for now. Any other questions, concerns, ideas, suggestions – send them my way. I'm so grateful for each of you and the diversity of talent that you bring. Can't wait for you to get here, it's been too long!

Warmly,
Kate
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