

Email sent 11.7.22

Artists,

Good evening! I am so anxious to see you all, it's been a long, hot summer and our team looks forward to this event all season. It is always a treat to see what you have been up to and meet new artists. We currently have 360 artists and 90 are first-timers. We are under four weeks from move-in day and I'm sure you all have questions. Here's what you can find in this email ...

- Rental equipment
- Parking
- Tax/TPT
- Load-In General Info
- Spring 2023 reminder
- Some helpful reminders for preparation

Tents, Tables and Chairs – As you know, booth fees cover only your 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 go into Zapp and purchase what you need by November 17. We will not be able to guarantee any equipment ordered after this date. We can offer the following. Anything else is not available through the company we work with.

- 10x10 White Canopy Tent with 4 sidewalls and tent weights - \$450
- Set of Sandbags (Weights) - \$100
- 6' Banquet Table - \$13
- 8' Banquet Table - \$13
- Folding Chair - \$5

Parking – You do not have to purchase parking from us. You can park anywhere during the festival that works for you. Parking options can be found at our website <https://www.downtowntempe.com/get-around/parking> and the majority of you end up parking on your own. If you WANT to park in our coordinated lot, we have a limited number of spaces. This is a new lot, closer than last year and we will not be providing trolleys. If you have a standard vehicle that can go into a parking garage then you will likely be happier finding a spot near your booth. If you have an over-sided vehicle or a very tall vehicle that can't go in a standard garage, then consider parking with us. The rates are similar in the entire downtown. The parking lot is indicated on the map **HERE** with a star. The beginning of the festival is indicated with an arrow. If you DO want to utilize this lot, you can purchase "Parking" in Zapplication for \$30. Keep in mind that you need one spot for each space you will be using. If you need two spaces to unhitch a vehicle from a trailer, you need to purchase two parking passes. Our parking will be valid for three days and four nights, Thursday-Sunday. If you have additional parking questions, let me know. If you purchase parking through Zapp, I'll follow up with instructions.

Taxes – Most of you have your TPT number and have sent it to me. If you haven't yet, 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>

Spring 2023 – The application is open for the Spring festival. If you would like to join us, keep in mind that the application closes December 20th. As always, past participation doesn't guarantee an invitation, but I hope you will apply. <https://www.zapplication.org/event-info.php?ID=10404>

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. 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 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.

Other things to consider:

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.

In the next email, you will get the following:

- Marketing kit
- Jury information
- Festival best practices
- Hospitality information

Let the countdown begin! If you need clarification, don't hesitate to call, text or email me. You all have my cell – 480.309.3235. This email, along with everything

that we send you is always stored at <https://tempefestivalofthearts.com/the-art/forartists>

Warmly,

Kate

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480.309.3235