

Email sent 2.25.23

Artists,

Happy Spring! Arizona is gorgeous this time of year and we are anxious for your arrival. We are about five 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:

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

Tents, Tables and Chairs – Do you have your own equipment? We can facilitate 3rd party rentals if you need them. Please go into Zapp and purchase what you need by March 15th. We will not be able to guarantee any equipment ordered after that date. We can offer the following items, anything not listed below is unavailable 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

Taxes – 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 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. Often asked – yes there is enough street lighting for your basic load-in Thursday evening.

Hotels – Finding a place to stay is a bit more difficult during the Spring festival, because Spring Training creates a buzz in the Valley. But 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 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. 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 28 – full refund less \$75 processing fee
- Cancel by March 15 – 50% refund
- No refunds after March 16

New Artist? Join one of our informational Meetings. In the past we have only offered these to Emerging Artists, but we find that artists who have never done this festival might also have some questions. Anyone is welcome to join:

- Option 1: IN PERSON – Thursday, March 2, 6:30 pm
 - 1 W Rio Salado Parkway. You can park at 201 S. Ash and we can validate your parking.
- Option 2: ZOOM – Friday, March 3, 10am
 - <https://us02web.zoom.us/j/86129631302>

Director Transition – This will be my last festival as Director/Artist Relations. I have accepted a position as the President of University Circle Inc. in Cleveland, OH. Yes, I know it snows there :) I will miss you all so very much. This festival has been an absolute joy for me, and it is hard to give it up. Kim DeMeritt on our team will take over in my role. She is the Director of Events for our organization and will take this position to new levels, I'm certain. You've seen her at the festival for years and she will try and stop by to meet you all at this festival. She's transitioning her other duties to team members but will be dedicated to you by the Fall event. I have loved working with you all, watching your work evolve, knowing your families, and sharing stories. We are kindred and I hope you stay in touch. I'll give you my personal info at the festival.

Five weeks and counting! If you need anything at all, 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