



MERCHANT EXTENSION OF PREMISE INFORMATION

Required for participation in Tempe Festival of the Arts

FESTIVAL DESCRIPTION

The Annual Spring Tempe Festival of the Arts will take place March 8-10, 2024 in Downtown Tempe. This well-loved and award-winning event is among the oldest and largest festivals of its kind in the Desert Southwest. It is routinely ranked among the top art festivals in the nation, and draws artist participation from all 50 states and Canada.

The Festival traditionally attracts more than 150,000 guests during its three days in Downtown Tempe. More than 25% of the patrons who attend are from outside Phoenix and Arizona. More than \$1.6 million of original art is sold on average at each Festival. Downtown Tempe shops and restaurants routinely report as much as a 45% increase in sales during the Festival.

HOW TO APPLY

Downtown Tempe businesses that are within the event perimeter (3rd Street to University, Ash to Myrtle) and are holding current and valid long-term leases as regularly-operating Downtown Tempe businesses can apply to sell their regular-inventory products and services (**no performers or art allowed in your extension**) in the public rights of way that are directly adjacent to their interior storefronts/front doors during this event through these permitting processes:

- Current Permanent Extension of Premise/Patio Permit through the City of Tempe (**if you have a patio/extension already, you will utilize that space as your extension for this event. No additional temporary extensions may be added to existing permanent extensions.**)
- This Temporary Extension of Premise Permit furnished through the Tempe Festival of the Arts and Downtown Tempe Authority, Inc. upon approval of this application, and in accordance with the rules listed in this form (p. 2).

DISPLAYING OR SELLING ART IN EXTENSION IS PROHIBITED

The artists in the festival have special event City Sales Permits and have been selected to show their artwork through a long jury process through which they survived elimination rounds; **they are the only artists permitted to display or sell within the event perimeter.**

- If approached by “outside businesses or vendors” to set up outside your business, please contact ally@downtowntempe.com immediately. These are vendors who either did not apply or may not have been accepted into the festival and who want to find guerilla marketing tactics to associate themselves improperly with the Festival. **These operators are NOT permitted to set up within the festival.**
 - **Please do not cooperate with them** as it undermines the credibility of the festival, damages the reputation of downtown Tempe businesses, and this decades-old Southwest treasure. **Any unauthorized sidewalk art exhibits will be removed by the festival.**

If you regularly sell any art that has not been juried by the festival process for this show, it can only be done **INSIDE** the walls of your permanent establishment, without any display extending beyond your front door.

APPLICATION DEADLINE

February 26, 2024



[Click Here to Complete the Application Form](#)

MERCHANT EXTENSION OF PREMISE PARTICIPATION GUIDELINES

*Applications are subject to DTA approval and are due **by the stated deadlines***

- You may be required to provide proof of a *valid long-term lease agreement* to qualify for participation.
- Displays must be set-up by **10:00 am** and taken down after **5:30 p.m.** all three days of the Festival.
- Due to City Codes, **you must leave a 6-foot walkway between your display and any curb obstruction** (i.e. tree planters); extensions are permitted only within 10 feet of your business' façade or front door.
- Businesses are only permitted to sell items regularly featured in their stores; you may NOT sell anything that is not a regular part of your inventory and no performers or art are allowed in the extension. If you choose to exhibit any art that has not been juried by the Festival process for this show, it can only be done **INSIDE** the walls of your permanent establishment, without any display extending beyond your front door.
- If you already have a permanent extension permit through the City of Tempe, this temporary extension applies **ONLY** to the façade of your business and not to the perimeter of your permanent extension. **If you already have an outdoor patio, this application will not apply. You will not be granted additional outdoor space.**
- No alcohol may be served in the Temporary Extension of Premise areas even if you have completed a special event liquor license application and received permission from the City of Tempe. Restaurants with current and permanent Extension of Premise permits may serve if their existing license permits it.
- You may not sell anything outside of your existing patio or Temporary Extension.
- All businesses must abide by Health Department Codes and Fire Codes.
- All businesses are encouraged to promote their business through signage- approved by event and city codes. No 3rd Party banners can be hung in or on extensions without Festival organizer's approval.
- Businesses are encouraged to provide an event special, or a return coupon for local patrons to encourage return business.
- **Roaming and flyering at the Tempe Festival of the Arts are not permitted and roamers will be escorted off-site by Festival Security.**
- **No Outside, 3rd Party or Sub-leased space is allowed; you may not fill your Extension with any 3rd Party vendor, supplier, or non-selling entity.**

Questions? Call/text Ally Dykstra at 616-260-4657 or Ally@downtowntempe.com