

LA QUINTA ARTS FESTIVAL FACTS

La Quinta Arts Foundation (LQAF) is a non-profit 501(c)(3) organization whose mission is "Promoting and Cultivating the Arts." Proceeds from La Quinta Arts Festival are returned to the community by providing exhibition and sales opportunities for artists, cultural programs for all ages and through scholarships to college bound students studying visual arts. Over \$1 million has been awarded in scholarships.

OUR STAFF:

A professional staff, in cooperation with over 300 volunteers, coordinates all aspects of La Quinta Arts Festival. Each individual of the team is dedicated to providing you, the exhibiting artist, with the support needed to experience an enjoyable, successful Festival. This full-time team includes:

Christi Salamone, Executive Director
Jim Christian, Director Finance & Operations
Kathleen Hughes, Events Manager
Kathy Taylor Bauer, Administrative Manager
Debby Nelson, Volunteer & Membership Coordinator

CONTACT INFO:

You may contact us before Festival on the Office Festival Helpline: **760-564-1244 – Ext. 112**

- **After Monday, March 3, call only the Cell Festival Helpline number: 760-895-9858, as our entire staff will be on the Festival site.**

SMOKING POLICY :

This is a Smoke Free Festival. No smoking is permitted anywhere on the Festival grounds. This includes pipes and cigars. No smoking is permitted during set-up or tear-down.

ARTIST HOSPITALITY:

Each Artist Booth (regardless of size or the number of artists in your booth) is entitled to **ONE** complimentary box lunch created by *Bristol Farms* each of the four days of Festival. You may order additional lunches and pre-pay for them (the cost is \$11 each) on your Box Lunch Order Form, or by calling or sending an email to Kathy Bauer at **760-564-1244 ext. 103**. Her email is: **Kathy@LQAF.com**. The deadline to order lunches is **Friday, February 21st**. Each day the boxed lunches can be picked up between 11 am –12:30 pm in the Senior Center. Remaining lunches will be delivered to your booths by La Quinta Rotary after 12:30 pm.

Each morning from **8:00 to 10 am** on the Senior Center Patio complimentary coffee, tea, and pastries will be served.

From **2:00 – 4:00 pm** on the Senior Center patio light snacks and fresh fruit will be served.

Chilled bottled water will be served throughout the day on the Senior Center patio.

PETS:

Pets will not be permitted on the Civic Center Campus during Festival. It is too warm to leave your pet in the car. There are facilities to board your pet in our community. Just let us know and we will provide you with that information.

POLICIES AND PROCEDURES

SECURITY:

La Quinta Arts Festival enjoys a reputation as a safe and enjoyable event. We have once again contracted the services of a professional security company to provide us with 24 hour coverage from Monday, March 03 through 12 noon on Monday, March 10. Uniformed policeman will also be routinely patrolling the streets and regulating the anticipated crowds. The Civic Center Campus will be fenced. However, as experienced exhibitors you know that professional thieves recognize large public events as opportunities to exploit innocent spectators. Use precautions you would normally take when traveling and participating in any outdoor event to protect your art, cash, and treasured belongings.

The role of the 24 hour security is to protect the site. **Artists are solely responsible for the security of their exhibits, equipment, and personal property.** La Quinta Arts Festival recommends removal of all valuables from the exhibit area each night and placement of all displays and related materials within the exhibitor's canopy.

All Artists that wish to remove their art at the end of each business day must advise Kathleen Hughes at time of check-in. (Jewelers are the exception.) You will be receiving a dashboard sign in a color which will indicate to security that you will be moving your car from the offsite Artist Parking at the end of the show on a daily basis to the parking lot at the front of the Senior Center. An artist must have the correct color of dashboard sign to park in this area. Our security guards will be watching this area closely at the end of each day.

ARTIST ASSISTANT PASSES:

Artists may request **up to three (3)** "Assistant Passes" at check-in for those sales assistants who will be on the grounds during the show. Artists are required to pick up the Assistant wrist bands at the time of Registration. Please be prepared to request the total number for the assistants you will be using throughout Festival including set-up and tear-down. Assistants are required to wear the same wristband for all days they are expecting admittance. Tracking the total number per Artist will be done to avoid any abuse of this privilege.

ARTIST PARKING DURING FESTIVAL:

Your parking pass for the week of Festival will be given to you at Artist Registration. All Artists must have Artist Parking Passes displayed on the left hand side of the dashboards of their vehicles to park in Artist Parking Lots. Any car without a parking pass clearly displayed will be towed. You will also receive a map at registration which clearly designates the areas for artist parking during the week of Festival. This parking pass allows you to park your vehicle in a designated Artist Parking Lot for no charge. The map will also show your Assistants empty streets where they should consider parking. They cannot park in the Artist Parking Lots.

Trucks or vehicles over 18 ft. must be parked at a specific parking lot. Your vehicle may not be parked on a street in the Village of La Quinta. It will be ticketed and towed. To respect your fellow Artists, please park in the Large Vehicle Parking lot. There is adequate parking if all Artists are considerate to others.

Artists utilizing standard size vehicles will be able to park within the Village of La Quinta. We will be providing you with maps that show Artist Suggested Parking Areas. It is important to note that parking is at a premium within the Village and we request that you abide by our parking map. We have saved some premier parking for the Festival art patron who is coming to purchase your art.

We cannot emphasize enough the importance of artists not parking in front of mailboxes and driveways of private properties, on empty vacant lots, and/or where parking is restricted by posted signage. The City receives letters of concern from citizens living in close proximity to the Civic Center Campus fearing traffic jams and blocked driveways impeding their daily routine. Please remind your Artist Assistants of these rules as well, as we have found them to be the worst offenders.

SALES TAX:

The Riverside County sales tax will apply to all purchases except when the artist ships the art out of state. If the patron leaves with the art, then the California sales tax applies. It is now **8%**.

ARTIST AMBASSADORS:

The Volunteer Ambassadors act as a liaison between the Artists and La Quinta Arts Foundation delivering daily newsletters, messages, and providing answers to your questions. They will be available for booth sitting (but no selling), and getting additional receipt books. The Artist Ambassadors can be contacted by calling **(760) 895- 9858**. Trust us, this works well! It will save you from waiting until an Ambassador walks by.

ATM:

An ATM machine is installed on the festival site at the west exit. In addition *Rabobank* is a Festival Partner. Their bank is located on Avenida Bermudas and Calle Estado, two blocks from the West Festival Gate. Other ATM machines can be found at Ralph's Grocery Store, Pacific Western Bank, One West Bank, and US Bank.

SHIPPING ART:

UPS La Quinta will not be on site at the West Exit this year. They did not ship enough art to be profitable for their company..

CUSTOMER PICK-UP:

Consumers not wishing to carry their purchase to their parked car can place them in our Customer Pick-Up area located close to the West Exit gate. There must be a written sales receipt for all artwork left at Customer Pick-Up. The art patron or the artist takes the purchase to this booth with the written sales receipt(s) – Pink & Gold copies. The gold copy stays with the art. It must be completely filled out with patron information. The patron returns, parks in a designated parking area (close to Customer Pick-Up), and claims their purchase with their pink copy of the sales receipt. This service also applies to art patrons who wish to continue shopping at Festival and do not wish to be burdened with cumbersome packages until they are ready to exit Festival.

EXHIBITION STAKING REQUIREMENTS

Our Festival is an outdoor event and the possibility of bad weather must be considered. Bad weather could result in the loss of thousands of dollars worth of art. Untethered canopies are the main culprits. A remedy has been tested and is required at our show. A few pieces of hardware and a few extra minutes of preparation will go a long way towards guarding against the loss of sales due to the loss of artwork. All Artists who have a canopy and/or vertical grid wall are required to comply with the following staking requirements, each leg of your exhibit is required to be taped and bound or clamped as follows:

- Taped and bound to a three-foot long piece of half-inch (no less) diameter rebar driven into the ground at least 30 inches. The tape used must be duct or gaffer's tape, 1 1/2 inches wide or wider. Cotton rope must be tied around the canopy leg and rebar, over the tape. Absolutely no polypropylene or other synthetic ropes, they stretch. Or, an artist may elect to double-clamp to a three-foot long piece of half-inch (no less) diameter rebar driven into the ground at least 30 inches. The clamps must be standard screw driven hose clamps. Use two clamps on each leg.
- Any Artist whose exhibit is not staked, taped, and tied (meeting the above requirements) at the time it is erected will be asked to remove it. All Artists must comply or may not exhibit. Supplies can easily be purchased at *Ace Hardware La Quinta* which is located two blocks from the Festival site on Calle Tampico and Avenida Bermudas. *Lowe's Hardware*, a Festival sponsor, is located on Highway 111, one block east of Washington Street and has a wide selection of materials.
- Alternate methods of anchoring displays: can weights, tube weights, pup tent stakes, dog stakes, large nails, etc., may also be used **in addition** to our requirements, but are not acceptable by themselves. When you set up your exhibit Tuesday or Wednesday before the show, it must be staked according to above requirements at that time. Any exhibit left unattended and un-staked will be removed at Artist's risk and expense.

These requirements are for your benefit and the safety of all present at Festival. Even though you stake your exhibit according to our specifications, any liability resulting from winds, other elements of nature or accident affected by your exhibit, art or presence are your responsibility. La Quinta Arts Foundation is not responsible for any damage due to accident or other elements of nature.

It is the sole responsibility of each exhibitor to carry general liability insurance covering any loss or injury incurred in your exhibit area in addition to providing your own worker's compensation policy.

We recommend and encourage all exhibitors to carry insurance for their work, their helpers, and their customers.

ARTIST FESTIVAL SCHEDULE

Tuesday or Wednesday, March 4 or 5 – 9 am to 5 pm - Registration at La Quinta Senior Center. Your date will be emailed to you upon confirmation into Festival. It is most important that you arrive on the day that you have been assigned. If you wish to change your date to Tuesday, please email Helpline@LQAF.com If the Artists are split over two days, the set-up goes smoothly and we have enough hand carts and flatbed golf carts to assist you. All Artists should bring a sturdy hand dolly to assist with your load-in.

Artists must be aware that the complimentary golf cart assistance by our Volunteers is for one hour only so that all artists can be accommodated. We can no longer allow one artist to take 3-4 hours with this service as it is unfair to others. If an artist is going to require assistance longer than the one hour time period, then it must be hired labor.

All large work is mandatory to set-up on Tuesday. Gates close on Tuesday and Wednesday evening at 9 pm. All Artists must be off site at 9 pm.

Please drive directly to the Senior Center located at 78450 Avenida La Fonda, La Quinta. You must go through the registration process and must be wearing your artist badge before Security will allow you to walk on the Campus. It is mandatory that your assistants be wearing wristbands as well. We will be providing you with a map of the Festival site which shows which of the five gates is closest to your booth for easier set-up. You must check in before 5 pm as our Volunteer Registration Guides close down at that magic hour. For any emergencies call **760-895-9858**.

Thursday, March 6 – At 7 am the gates will be unlocked to Festival artists to put the finishing touches on their booths. Gates open at 10 am to the public! Please be in your booth at 10 am as art patrons arrive early and are eager to purchase art. Your work will be judged today starting at 10 am. Artist Awards will be announced at the close of Festival at the Artist Awards Reception from 5:30 - 7 pm, which will be hosted in the Amphitheatre area of the Festival site. Your official invitation will be in your registration envelope. Please plan on attending this event. It is a wonderful opportunity of networking with your peers and also meeting perspective buyers, as sponsors, Foundation patrons and dignitaries are present.

Friday – Sunday, March 7 - 9 – Gates open at 7 am for artists. Festival hours are 10 am to 5 pm each day. Gates close on Thursday through Saturday at 6 pm. **Tear-down begins on Sunday evening after Artists have checked-out with Finance.** One can sign-up on Sunday to hire flatbed and driver. We will have 6 flatbeds. For a fee of \$30 for up to an hour, the driver will assist in loading your work onto the cart and to your vehicle but will not assist in break-down of your booth display. We encourage all Artists to bring a sturdy hand dolly. Tear-down concludes at 9 pm on Sunday per our contract with the City. Do not plan to remove large art in the dark, as it is dangerous to you and others.

Monday, March 10 – Gates open at 7:30 am for artists to tear down. Volunteers will be driving flatbeds to assist artists to their vehicles with artwork for no charge. However our Volunteers will not be lifting or assisting you to load. You can also hire Labor for assistance on this day. Please sign up for both services on Sunday. The fence will be taken down and our security terminates at noon so all artists must be off the Festival site by early afternoon. All large art must be loaded this day. It cannot be loaded on Sunday evening.