

LA QUINTA ARTS FESTIVAL 2019

ARTIST INFORMATION GUIDE

FESTIVAL POLICIES & PROCEDURES

FESTIVAL FACTS:

La Quinta Arts Festival is produced by the La Quinta Arts Foundation (LQAF), a non-profit 501(c)(3) 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 support for art students with grants, instruction, and scholarships. To date, over \$1.31 million has been awarded in visual art college scholarships.

OUR STAFF:

A professional full-time staff, supporting **Event Manager, Kathleen Hughes**, along with over 200 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.

CONTACT INFO:

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

- **After Monday, March 4th, call only the Cell Festival Helpline number: 760-895-9858; our entire staff will be at the Festival site.**

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. The order form will be emailed to you in mid-January 2019. You may order additional lunches and pre-pay for them (the cost is \$13 each) on the provided Box Lunch Order Form, or by calling **760-564-1244 ext. 112** or email Helpline@LQAF.com. The deadline to order lunches is **Friday, February 15th**. Each day the boxed lunches can be picked up between 11:00 am – 12:30 pm in the La Quinta Wellness Center. Remaining lunches will be delivered to your booths after 12:30 pm.

8:00 to 10:00 am – Complimentary coffee, tea, and pastries will be served each morning on La Quinta Wellness Center patio.

2:00 to 4:00 pm – Light snacks and fresh fruit will be served once again on the Wellness Center patio.

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

NO SMOKING:

Smoking and vaping is **STRICTLY PROHIBITED** at La Quinta Arts Festival. No smoking policy is enforced throughout the festival campus, including set-up and tear down.

NO PETS:

Pets will not be permitted on the Civic Center Campus during Festival. It is illegal to leave a pet unattended in a motor vehicle under California Penal Code Section 597.7PC. There are facilities to board your pet in our community. Just let us know and we will provide you with that information.

SECURITY:

La Quinta Arts Festival enjoys a reputation as a safe and enjoyable event. We have contracted the services of a professional security company to provide us with 24 hour coverage from Monday, March 4 through Noon on Monday, March 11. Uniformed police will also be routinely patrolling and regulating the anticipated crowds. The Civic Center Campus will be fenced with temporary fencing. However, as experienced exhibitors you know that professional thieves recognize large public events as opportunities for exploitation. 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 securely 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.) Security will be alerted at the gate that you will be using to exit the event with your art. Security guards have been instructed to be vigilant and will ask you questions if they have not been advised of your plans in advance.

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 wristbands **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. Wristbands are not for patrons or guests and post a security issue when misused. Tracking the total number issued per Artist will be done to avoid any abuse of this privilege.

ARTIST PARKING DURING FESTIVAL:

Like so many large scale events, parking availability, traffic congestion, public perception and public safety are essential to conducting safe and successful events. *Premier, close proximity parking is reserved for festival patrons and managed by a professional parking service.* It is critical to be respectful of the festival site, surrounding neighbors, fellow artists and festival patrons when parking your vehicles at La Quinta Arts Festival.

At Registration you will be given an **Artist Parking Pass** with a clearly defined map where you may park at no cost during the term of the Festival. The map includes secured private lots for Artist ONLY (Artist Parking Lots) where you may be assigned depending on your vehicle size and booth location, or designated street parking.

All Artists must display the **Artist Parking Pass** on the left side of the dashboard of your vehicle to park in (Artist Parking Lots), or on designated streets. Any vehicle without a parking pass clearly displayed will be towed. Assistants are not permitted to park in (Artist Parking Lots), but should be directed to designated street parking.

Trucks or vehicles over 26 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** in accordance with local ordinance. Notify staff or volunteers at time of registration.

Artists may not sleep in their recreational vehicles/motor homes where not permitted by the local ordinance. Please refer to the Artist Accommodation Guide for parking of recreational vehicles/motor homes.

REQUEST FOR ELECTRICITY:

300 watts per artist or LED lights only. Due to landscape and underground fiber optics on the festival site, electricity is not guaranteed at all booth locations.

SALES TAX:

La Quinta sales tax (**currently 8.75%**) will apply to all purchases except when the artist ships the art out of state. If the patron leaves with the art, or art is delivered to a local home or establishment, then California sales tax applies. You must display your California Board of Equalization Sales Permit in your booth at all times. (See Festival Finance Guidelines for more information.)

HELPLINE SUPPORT TEAM:

Helpline Support Team is the 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 sales receipt books. Helpline Support Team can be contacted by calling or texting **(760) 895-9858**.

ATM:

There is no ATM on the Festival site. Available ATM's are located in close proximity to the Festival site at Rabobank (a Festival Sponsor), One West Bank, and US Bank.

CUSTOMER PICK-UP:

Patrons with large scale purchases who need their vehicles in close proximity to take delivery, or patrons with purchases who wish to continue shopping or enjoying the Festival are welcome to utilize the **Customer Pick-Up booth located at the West Exit Gate**. *There must be written sales receipts for all artwork left at Customer Pick-Up. For security, patrons are required to provide contact information and sign for receipt of purchases held in Customer Pick-Up.* Patrons or artists take the purchase to the Customer Pick-Up 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. Volunteers are not allowed to transport art. You may call Helpline Support for a booth sitter while you transfer the art to the Customer Pick-Up booth.

EXHIBITION CANOPY STAKING AND DISPLAY REQUIREMENTS

La Quinta Arts Festival is an outdoor event and the possibility of bad weather must be considered. Bad weather could result in the damage or loss of artwork, and injury to artists and patrons. 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 this potential hazard. 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 *Lowe's Hardware*, a Festival sponsor, located on Highway 111, one block east of Washington Street and has a wide selection of materials. *Home Depot* is located at the corner of Hwy 111 and Jefferson Street.
- 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 the event. 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 or injury due to accident or elements of nature.

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

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

All Artists be aware that the La Quinta Arts Festival venue offers panorama viewing which often includes a 360 degree booth view. Stockpiling, storage of equipment, artwork, materials and supplies behind or adjacent to Artist's exhibition booth is prohibited in spaces where those items are on view to the public.

ARTIST FESTIVAL SCHEDULE

	Tuesday 3/05	Wednesday 3/06	Thursday 3/07	Friday 3/08	Saturday 3/09	Sunday 3/10	Monday 3/11
Registration	9am - 5pm	9am - 5pm					
Load-In	9am - 9pm	8am - 9pm					
Artist Gate Hours	9am - 9pm	8am - 9pm	7am –8pm	8am-6pm	8am-6pm	8am-9pm	7:30am- 12noon
Artist Awards			5:30pm-7pm				
Patron Hours			10am-5pm	10am-5pm	10am-5pm	10am-5pm	

YOUR REGISTRATION & SET UP DATE WILL BE EMAILED WITH YOUR CONFIRMATION OF ACCEPTANCE.

Artist Registration & Set Up

Tuesday or Wednesday, March 5 or March 6 from 9:00 am to 5:00 pm, La Quinta Wellness Center, 78450 Avenida La Fonda, La Quinta, CA 92253

It is most important that you **arrive on the day that you have been assigned**. Artist set-up is split over two days to ensure availability of resources like hand carts, flatbed golf carts and logistic help. There are no assigned times, only assigned days. If you wish to change your date to Tuesday, please email Helpline@LQAF.com. **All large work is mandatory to set-up on Tuesday.**

You must go through the Registration process and be wearing your artist neck lanyard before Security will allow you entry to the festival site. It is mandatory that your assistants be wearing wristbands. We will be providing you with a map of the Festival site showing which of the six gates is closest to your booth for easier set-up. You must check in before 5:00 pm as our Volunteer Registration Guides close down at that magic hour. **For emergencies call Festival Helpline number: 760-895-9858.**

Test WIFI and payment method during set up. Limited service is available due to our location and the fact that the BNP Tennis Tournament is running concurrent. We suggest that you use Verizon as your provider or a satellite credit card machine. Or you may consider purchasing a signal booster at Walmart or Best Buy located close to the festival site. Prior to arriving at Festival please work with your merchant provider on the best method to transact sales.

La Quinta Arts Festival is a walk-in site. All Artists should bring a sturdy hand dolly to assist with your load-in.

Complimentary golf cart assistance is offered for set up on a first come-first serve basis. This service is **limited to one hour** and volunteers are not permitted to handle artwork

Labor For Hire is available from a known service provider and charges \$65 for two men for a one hour time period. **Payment is cash only.** Reservations are taken for a specific date and time by sending an email to Helpline@LQAF.com providing **your name, booth number, arrival date and time and cell phone number**. Also provide an estimate on how many hours you believe you will require their services. Or you can make your reservation upon completion of registration at the *Labor For Hire* table on the Wellness Center Patio.

Opening Day-Thursday, March 7th - Please be in your booth at 10:00 am as our art patrons arrive early and are eager to purchase art. If you are one of the highest scoring artists in your category through the initial jury process, your work will be judged anonymously today starting at

10:00 am. Artist Awards will be announced at the close of Festival at the Artist Awards Reception from 5:30 – 7:00 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 to network with your peers and also meet perspective buyers, as sponsors, LQAF patrons and dignitaries are present.

Closing Day – Sunday, March 10th - Load out begins on Sunday evening after Artists have checked-out with Finance. Do not plan to remove large art in the dark, as it is dangerous to you and others. Only *Labor For Hire* available for Sunday evening load out.

Monday, March 11 – Volunteers with flatbed golf carts will be available to assist load out at no charge. Labor for Hire is also available. You can sign up for both of these services in advance on the Wellness Center Patio. The fence will be taken down and our security terminates at 12:00 Noon so all artists must be off the Festival site by early afternoon.