

Alpharetta Arts Streetfest 2021 Artist/Sponsor/Vendor Instructions

A Splash Festivals Event



WE LOVE ALL OF YOU AND ARE SO EXCITED THAT YOU ARE JOINING US!

Festival Hours of Operation

Saturday, May 29 9am to 6pm

Sunday, May 30, 9am to 5pm

Link to Festival Overview Map: <https://www.eventeny.com/events/map/?id=657&mid=651>

Woof Woof! Alpharetta Arts Streetfest is moving to the Grove at Wills park (GPS 175 Roswell St., Alpharetta, GA 30009). We are so excited about this new venue for the event. This park setting is perfect for an art festival. We have shade, sun and convenient parking for everyone - not to mention a close-by dog park. Please see below for details regarding setup and other important stuff.

Safety First

The reopening of events where crowds can be expected is still risky with the possibility of contracting or spreading COVID-19. Everyone who participates or attends is knowingly and willingly taking this risk. Those who are uncomfortable should stay home. If you are one of these, please let us know ASAP, so we may have the chance to fill your spot. If you are participating:

- Six feet distancing is being asked, so you should be prepared to limit the number of people in your booth at any time. All booths are distanced six feet from one another.
- You are required to bring your own hand sanitizer, gloves, paper towels, etc. as you see the need.
- You are encouraged to use a touchless payment system or sanitize the surfaces frequently.
- Our famous Hospitality Suite will be limited to booth-sitting (11am to 3pm both Saturday and Sunday). We'll bring you coupons for 20% off of your order at the Williamson Bros BBQ booth during the weekend. Please bring your own water, unless you want to purchase from a vendor.

Check-in

- **Check-in is on Friday May 28. Pay attention, ya'll!** Please note your specific load-in times below. The vehicle type you drive is IMPORTANT!

*******Load-in for CARS, VANS AND PICKUP TRUCKS will be Friday, May 28 as follows:**

Odd number booths will load in between 10am and 12pm.

Even number booths will load in between 12pm and 2pm. These exhibitors will be escorted via golf carts to their booth locations to unload. Vehicles may not block the walking trail and should be pulled safely off onto the grass.

*******Load-in for VEHICLES LARGER THAN A PICKUP TRUCK OR ANY PULLING A TRAILER will be Friday, May 28 from 2pm until 6pm*******

NO TRAILERS WILL BE ALLOWED TO BE UNLOADED AT THE BOOTHS due to weight restrictions from vehicles on the paved trail. Carts will be available for your use to dolly into your space. We've assigned your booth location to be closer to the load-in/out spot, unless you specifically requested power.

Once all exhibitors are unloaded, they will need to move their vehicles to the exhibitor parking area at Amana Academy, 285 S Main St, which is a short walk from the Park. Follow the Exit signs to exit the unloading area. Be sure to park in the designated parking area for Exhibitors at Amana. This will also be your parking area for the weekend. See below more parking details.

Late Check-in will be Saturday morning between 6:30am and 8am. The Festival opens at 9am and all vehicles must be removed by 8:30am.

- Upon arrival, you will receive a parking pass for your windshield. Staff will then direct you to your booth location to unload. There will not be any unloading volunteers (that we are famous for and you have grown to love), as it is Friday, and a lot of folks will still be at work. Be prepared to dolly your items if you are pulling a trailer, driving an RV, or have a truck larger than a pickup truck.
- Once you are set up Saturday morning, your booth placard and name badge will be delivered to your booth.

Setup

NO STAKING IS ALLOWED. Please bring weights equal to 40lbs per tent leg. on each side.

Parking

Exhibitor Parking

Exhibitor parking will be located at Amana Academy, 285 S Main St. and will be WITHIN THE DESIGNATED AREA ADJACENT TO REGIONS BANK. Look for the signs to Exhibitor Parking. There will be ample room for trailers and RVs beginning Friday evening. DO NOT PARK IN UNDESIGNATED AREAS, AS THIS IS A SCHOOL AND TEACHERS WILL UTILIZE THE OTHER AREAS. It will be a very short walk to the Festival area. DO NOT PARK IN THE ALPHARETTA COMMUNITY CENTER WHERE YOU LOADED IN ON FRIDAY.

Sunday parking will be at Amana Academy. You will be given written load-out instructions Sunday morning. Do not attempt to park at the Alpharetta Community Center Sunday morning. No points will be gained with Splash or the City of Alpharetta! We'll allow trailers to come in Sunday afternoon in a designated area so you'll be able to dolly and load efficiently. You'll be able to move your trailers in once attendees have started to thin later in the afternoon.

Booth Assignments

Your booth assignment can be found in your application at Eventeny.com Here's the link to the booth map: <https://www.eventeny.com/events/map/?id=657&mid=651>

General Information

Exhibitor Rules of Etiquette

We love all of our artists, sponsors and vendors. You are our guests, and we are truly grateful that you are part of the festivities! **To be fair to everyone, however, please refrain from distributing literature or other advertising materials from beyond your booth space.** It is important that you promote yourself and your amazing products, but you must keep your sales pitch from disturbing or distracting customers away from your neighbor's spot. We appreciate your cooperation!

Sales Taxes

The Georgia Department of Revenue requires that you file the Miscellaneous Event report with them within three days of the event. We will not have additional copies on site, so please be sure to print a copy. The sales tax rate in Alpharetta is 7.75%. You'll receive a message after this one with the form to print and submit.

Smoking Policy

We ask that if you must smoke, please take a break and do so away from the other Exhibitors. We appreciate your cooperation in this matter.

Services

Security

Private security will provide overnight security of the Festival premises on Friday and Saturday evenings. All exhibitors are required to secure their tents to deter theft.

Headquarters/Lost & Found/ First Aid

Headquarters, Lost and Found and First Aid are located in the pavilion in the center of the field.

Restrooms

Restrooms are located behind the Community Center.

Ice

An ice vendor will be on site and will deliver ice to your booth. The rate is \$3.50 for a 16lb bag ordered in advance. Onsite orders will be at \$5 per bag. You may order as late as Monday, May 24 by emailing splashfestivals@gmail.com.

Power

Unless previously approved, we do not allow separate generators to be utilized. If you did not order electricity, please let us know ASAP, as it will only be available in limited locations. If you ordered electricity, please bring 100ft. extension cords to connect to the power source.

Food Vendors: There are no containers for grease or gray water disposal. You must bring your own. Water WILL NOT BE AVAILABLE

Important Notes

- Only those food items stated in your contract may be served. A copy will be on site in the event of any discrepancies. There may be a limited amount of duplication in food items. If you have concerns, please contact Cindy Flynn at 678-427-6450. Vendors who attempt to sell unauthorized food items will be required to stop selling those items.
- EPA approved disinfectant, disposable gloves and mask-wearing are required. No common condiments may be dispensed. Eating utensils must be individually wrapped.
- All prices must be clearly posted.
- Please refrain from playing music from your set up.
- For any other specifics, please refer to your contract.

IMPORTANT DETAILS

Inclement Weather/Emergencies

Although Alpharetta Arts Streetfest will happen rain or shine, if weather or another emergency happens during the weekend that would be considered life threatening or dangerous, we'll notify you through our text messaging system. To be able to receive these messages you must first opt in by texting to 84483 the message ALPSTREET. Although the service is free, text-messaging rates may apply depending on your data plan. After the event, your information will be purged from the system.

Refunds/Cancellations

All fees are non-refundable. No refund will be issued due to inclement weather. No refunds are issued for cancellations. If the event is cancelled due to COVID-19, your fees are refundable and transferrable to other Splash Festivals shows in 2021. If you cannot attend Alpharetta Arts Streetfest, please let us know by calling 470-342-5797 or 678-427-6450. This event will happen rain or shine.

Liability

Splash Festivals, Inc. and the City of Alpharetta will not assume liability for any act of God, natural disaster, exposure to adverse weather conditions, damages or injuries, or any cause above and beyond the control of Alpharetta Arts Streetfest. We appreciate everyone's cooperation! Neither Splash Festivals, Inc., the City of Alpharetta nor its agents or representatives will be responsible for any injury, damage or loss that may occur to the artist, the artist's agents or representatives or his or her property, regardless of the cause. Artists should obtain, at their own expense, any insurance they deem necessary.

Questions

If you have questions prior to Alpharetta Arts Streetfest, please contact:
Frances Schube 770-452-1727 (H) 470-342-5797 (C) rdemetrius72@aol.com
Cindy Flynn 678-427-6450 (C) splashfestivals@gmail.com

Sunday, May 9

Restocking begins at 7:30am. Please arrive at the location where you checked in Friday morning. Show your parking pass and a volunteer will allow you through to unload. Your vehicle must be removed from the unloading area by 8:30am. If you are not restocking, please plan to arrive at your booth no later than 8:30AM. Many attendees arrive before 9AM so you are encouraged to arrive earlier to open.

Load-out

Please keep your booth open until 5:00PM on Sunday. At close of Alpharetta Arts Streetfest, you must break down your booth and tent prior to moving your car from the parking area to the loading area. A staff member will issue you a **Loading Ticket** once you are packed. You'll receive more specific instructions Sunday morning. **DO NOT PARK IN THE COMMUNITY CENTER PARKING LOT SUNDAY morning** because we will have a designated load out route and your vehicle will obstruct the process.

For safety purposes, no vehicles will be allowed to re-enter the paved pathway until 5:15PM or until the crowds have thinned sufficiently. All booths must be removed from the street by 9:00PM Sunday. **Due to changing weather conditions, these instructions may change. Be sure to opt into the emergency text messaging system as instructed above to receive the latest updates.**