TEMPE FESTIVAL of the ARTS

MERCHANT EXTENSION OF PREMISE INFORMATION

Required for participation in the 2019 Fall Tempe Festival of the Arts

FESTIVAL DESCRIPTION

The 51st Annual Fall Tempe Festival of the Arts will take place December 6-8, 2019 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 200,000 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 application (pages 3 & 4).

APPLICATION DEADLINE
December 2, 2019

Complete the attached Application Form (page 2) and return it to Lori Foster at the DTA Office prior to the deadlines listed above.

Downtown Tempe Authority, Inc.
310 South Mill Avenue, Suite A-201
Tempe, AZ 85281
Contact Lori Foster at 480-355-6067 or Lori@downtowntempe.com

TEMPE FESTIVAL of the ARTS

2019 Fall Tempe Festival of the Arts
TEMPORARY MERCHANT SIDEWALK EXTENSION APPLICATION
APPLICATION DEADLINE: December 2, 2019

Business Name_____

Business Phone_____

Business Address _____

Contact Name_____

Email_____

Do you already have a permanent extension/outdoor patio space? _____ Yes _____ No

Describe your intended display and products to be sold (**must be ONLY your regularly-sold merchandise AND NO PERFORMERS or ART OF ANY KIND ARE ALLOWED IN YOUR EXTENSION**):

_____

_____

_____

_____I will participate in the 2019 Fall Tempe Festival of the Arts, December 6-8, 2019

I have read and understand the "Regulations Covering the Tempe Festival of the Arts." I understand that if I do not comply with the regulations stipulated therein, I may be removed from the Festival via trespassing codes that are in force for event perimeter permits.

_____	_____	_____
Print Name	Signature	Date

Email This Completed Form to Lori Foster at lori@downtowntempe.com
Or Fax to 480-968-7882

TEMPE FESTIVAL of the ARTS

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 sales are allowed.

- 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 does not apply**.

- No alcohol may be served in Temporary Extension of Premise areas unless 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.

- All businesses are invited to provide a special offer for the Artist Badge Flyer for Artist Registration Packets. Email your special offer with any restrictions to Lori@downtowntempe.com

- **Roaming and flyering at the Tempe Festival of the Arts are not permitted and roamers will be escorted off-site by Festival Security.**

- **No 3rd Party or Sub-leased space is allowed; you may not fill your Extension with any 3rd Party vendor or supplier.**

Outside Businesses or Vendors Who Approach You About Displaying OR Selling Art

- 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.

- You may be approached by "outside businesses or vendors" to set up outside your business. These are vendors who either did not apply, or were not accepted into the festival and who want to find guerilla marketing tactics to associate themselves improperly with 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 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.