

# HISTORIC **FOURTH** AVENUE **STREET FAIR**

## **WAIT LIST FAQ'S**

Many of you have been asking the same questions regarding being placed on the wait list for the Fourth Avenue Street Fair, so we have produced this Wait List FAQ. If you still have questions please call us directly, (520) 624-5004, as it is easier to talk than engage in protracted emails.

### **Q: Where am I on the Wait List?**

A: We have a very talented group of artists who apply to every Street Fair and the threshold between receiving an invitation and being placed on the wait list is very thin. We have a five (5) point scale and many artists end up with the same score.

When we look to fill vacated booths, we first call artists in the same category of the artist who left, meaning if a wood artist gives up their space, we call a wood artist on the wait list. We do this to keep two artists in the same category from being next to each other.

Since the scores are so close, or the same, we reach out to several artists and fill the space with the first one who can commit. If we cannot fill the space with a like category, we look at the categories of artists who have already been placed around the vacated booth and begin calling artists from complementary categories.

We keep an application file of artists who indicate they are ready to immediately jump in if a space becomes available. We also encourage artists to check in with us to see if anything has opened. Vacated spaces are typically filled very quickly.

### **Q: I have been a regular in this Fair and don't understand why I was not invited.**

A: One of the challenges in producing the Fourth Avenue Street Fair is keeping the event fresh and relevant. To address this challenge, we created a deep jury pool in 2016 and draw a new group of jurors for each Fair. The pool is comprised of local and national artists, Fourth Avenue Merchants who are also makers and Fourth Avenue Staff.

Changing the perspective of the jury, has resulted in many more new artists being invited to the Fair, which means some of our “regulars” end up on the wait list.

The new jurors have provided some feedback on issues affecting their decisions. The biggest issue was the quality of the pictures, especially the booth shot. Some applications contained photos that were blurry, oriented sideways, or upside-down.

They also called out some applications they felt were in an inappropriate category, which may have been less competitive. It is the artists’ responsibility to choose their category, but please be aware the jurors do take that into account.

Case in point, the Jewelry and Mixed Media categories are the most competitive and have the highest number of artists placed on the wait list.

**Q: Should I reach out to Fourth Avenue, and when?**

A: Yes! If you are still interested in participating at the Street Fair please let us know. We pull applications of artists who contact us and hold them in a special folder. If the artist meets the criteria noted above they will be one of the first we call.

Artists drop out of the Fair for various reasons and at various times. We attempt to fill vacancies as soon as they occur, up to and including the first day of the Fair. If your availability changes, please let us know.

**Q: Am I on a Blacklist?**

No!

We understand the passion you all have for your craft and do not play games with your livelihood. While there is a certain amount of subjectivity in the selection process with our jury, we have tried to make sure the process is clearly defined and as transparent as possible. The Jury provides their recommendations and we invite the top-rated artists.

If we believe you should no longer apply to our Fair, we will tell you!

**Q: Why do you allow buy/sell into the Fair when you say those products are not permitted?**

A: We instruct the jury to identify applications they believe might be buy/sell and we follow up with the artist before inviting them. The Jewelry category seems to have the largest challenge with this issue and we have a local retailer who helps monitor this category specifically.

We are certainly fallible, but believe we are getting better at identifying problems and addressing them. We also encourage artists who are in the know to share their concerns with us so we can follow-up. We do not share our sources when investigating buy/sell claims!

Please be aware, Fourth Avenue Merchants have the right to buy booths for the Street Fair. Some of them are makers themselves, but many others are buy/sell retailers. To eliminate any confusion, they are required to post a sign identifying them as a Fourth Avenue Merchant.

If you have additional questions, please contact us directly and we will do our best to respond. Thank you for your interest in the Fourth Avenue Street Fair!!!