

# HISTORIC **FOURTH** AVENUE STREET FAIR EVENT PROSPECTUS

## **Welcome!**

The Fourth Avenue Street Fair, recognized as one of the premier community celebrations in the Southwest, is held biannually in the gorgeous Sonoran Desert community of Tucson, Arizona.

We invite you to participate in this 49-year-old tradition which attracts more than 600,000 visitors each year. Our family-friendly event offers a moderate to upscale audience, 57% between the ages of 25-54. In addition to over 300 international artisans, we host entertainment stages, children's activities and tantalizing treats from 40+ food concessionaires. Admission to the festival is free and open to the entire community.

## **Mission of the Fourth Avenue Street Fair**

The mission of the Fourth Avenue Street Fair is to provide a community arts event, free to the public, with the highest quality artistic products and services. Selected by a skilled jury, our arts and craft fair is designed to attract a variety of high quality handmade art and fine crafts by artists from around the world. The artists' work is the focal point of the festival. The proceeds generated from the Fair directly support infrastructure and services in the Nationally Registered Historic Fourth Avenue Business District. The Fair also supports surrounding neighborhood association enrichment projects and free special events for our guests of Tucson's Historic Fourth Avenue.

The dates for the biannual Fourth Avenue Street Fairs are selected to enable artists to participate in two events on adjoining weekends. The Tempe Festival of the Arts occurs on weekends back-to-back with our Street Fair. This arrangement provides an opportunity for artists to attend both the Tempe and Fourth Avenue Fairs.

## **Why Tucson, Arizona?**

The weather! All year long is a wonderful time to be in the Sonoran Desert. Mild temperatures attract droves of visitors from around the world. The Tucson Metropolitan Area has grown by leaps and bounds in the past decade and now supports a population of over one million residents. The Historic Fourth Avenue Business District, with its tree lined sidewalks and creative, local retail appeal, is truly the Heartbeat of Tucson. Fourth Avenue is the gathering place for Tucson's thriving arts, culture and commerce activities.

The Fourth Avenue Street Fair is ablaze with fascinating sights and sounds as more than 400 arts and crafts artisans, musicians, exhibitors and food vendors take part in this three-day community celebration. Artist booths are positioned back to back down the middle of 4<sup>th</sup> Ave. and 7<sup>th</sup> St. The Fourth Avenue Street Fair brings a diverse and dynamic blend of texture, shape and color along six blocks of Tucson's Historic Business District.

The Historic Fourth Avenue Business District boasts over 130 locally owned businesses including many of Tucson's finest restaurants, clothiers, pubs, bookstores and retailers. The Fourth Avenue Street Fair, along with dozens of Fourth Avenue Businesses, are routinely voted the "Best of Tucson" in the Tucson Weekly's annual "Best of Tucson" issue.

## **Why Exhibit at the Fourth Avenue Street Fair?**

First, we deliver thousands of customers to our artists. More than 70% of our exhibiting artists return year after year. Fair management focuses on customer service and artist satisfaction. Our family-friendly event offers a moderate to upscale audience of around 600,000 guests each year.

### **We Offer Our Artists**

- Quick check in registration
- Professional Fair Management who are courteous and respectful.
- Courtesy carts for our artists which deliver complementary water and snacks during the Fair.
- Readily available and reliable booth sitters.
- Best of Show Award, which includes a complimentary booth placement in a subsequent Street Fair.
- Opportunity to be immortalized as a Fourth Avenue Street Fair Poster Artist.

## **General Information**

### **Application Requirements**

- All applications must be made through ZAPP®.
- 4 photos of the artist's product must be included.
- 1 photo of the booth setup must be included.
- "Buy-sell" items are not allowed. All products must be handmade by no more than three (3) people.
- The artist(s) must be present during the entire show. Accommodations are available but must be arranged prior to application.

## **Jury Procedure**

- The Fourth Avenue Street Fair Artist Applications are juried by a pool of local and national artists, along with makers from Fourth Avenue and Street Fair Staff. The jury session is not open to the public. Jurors are rotated for each Fair to keep a fresh perspective on the applications.
- This is a blind process. The identities of artists are not disclosed to jurors.
- The images, submitted by each artist through their ZAPP® account, are viewed by each jury member on separate devices, independently of each other.
- It is vital to provide clear, professional images as this is what the jurors use to score your application!
- The Artist Statement and image descriptions provided on the application are available to the jury.
- Each artist is scored by jury members on a scale of 1 to 5. The top score being 5 and the low score being 1. We do not release jury scores.
- Decisions of the jury panel are final.

## **Notification of Invitation**

An email will be sent at 10:00 a.m. Mountain Time on the day listed in ZAPP® to all artists indicating their invitation status. All communication regarding invitations is conducted by email.

**IMPORTANT:** Do not wait for the email as it takes 15 to 20 minutes to process email through ZAPP®. **Check your ZAPP® profile at 10:00 a.m. Mountain Time.** Jury results will be posted on your ZAPP® profile at 10:00 a.m. Mountain Time.

Please keep in mind, just accepting our invitation does not guarantee your booth! The booth and any add-on **must be purchased** to secure your space.

There are limited corner and double booths available. **Artist booth placement is based on the ZAPP® time stamp**, so getting in and buying your booth and add-ons as soon as possible is vitally important!

A **Special Location Request** is available as an add-on to help guarantee getting the booth you want. If we cannot reasonably accommodate our request, that fee is refundable.

## **Awards**

During the Fair, our staff will select the Best of Show Award. The Best of Show Award will be presented on Saturday afternoon at the winning artist's booth. The winner receives a free Booth, including the Processing Fee and a Special Location Request (a \$665 value).

Selection is based on artwork, presentation and the artist's interaction with our guests.

## **Rules & Regulations**

The following rules and regulations have been established by the North Fourth Avenue Merchants Association to ensure quality, integrity of process, presentation and patron's experience:

- Artists must be present at the event to represent and sell their handcrafted work.
- All artists represented on the entry form must personally attend the exhibit and must be present during the entire three days and exhibit hours posted for the public. The Fair is compassionate towards working, collaborative artists who experience honest hardships because of this policy. Collaborating artists wishing an exemption from this policy should contact the Events Director, prior to applying, who will provide specific requirements for exemption.
- The Fair is not open to manufacturers. Artisans may not sell manufactured or imported goods as separate items. "Buy-sell" items are strictly prohibited. Any violation can result in expulsion from the Fair with no refund.
- Goods are considered manufactured when more than three persons are involved in the making or when they are mass-produced. Exceptions are included in the Category descriptions.
- All work must be represented by the original artist, including commercial reproductions of artwork (limited edition signed works are allowed).
- We allow vintage and commercial items from our Fourth Avenue Merchant Members only. Exhibiting Merchant Members have signs identifying themselves as a Fourth Avenue Merchant.
- If products are not included in the juried pictures, the artist may be asked to remove those items from their booth.
- Booth sharing is allowed. Both artists must apply separately, and both must be accepted by the jury.
- No pre-recorded music may be sold.
- If you are demonstrating your craft or talent in your booth, we reserve the right to control the methods, materials, volume or any activity which may provide a hazard or nuisance. The artist must remain in their booth. No selling, storing or demonstrating is allowed outside of the artist's assigned booth.
- It is the artist's sole responsibility to identify the category and the bodies of work for which they would like to be juried.

- The artist is responsible for proper insurance and protection of their products and equipment during setup, through the Fair and load out. The Fair is not responsible for any damage to an artist's property due to weather, unrelated incidents or acts of God. General security is provided 24-hours during the show. If additional security/accommodations are required by an artist, arrangements must be made prior to setup. The artist will be responsible for all related additional costs.
- The Fair discourages any person from applying if they are inclined to misrepresent both their craft and the industry.
- All artists are expected to comply with all Fair and government regulations and respect artistry standards. The North Fourth Avenue Merchants Association reserves the right and responsibility to ensure compliance of all regulations. Failure to comply and cooperate with Fair Staff will result in the exhibitor's removal from the show with no refund and exhibitor's ability to exhibit in future shows revoked.
- The Events Director is the final arbiter of all Fair rules and all their decisions are final.

## Government Regulations

### Sales Tax License/Permits

The Arizona Department of Revenue (ADOR) and the City of Tucson Revenue Division require contact information for everyone participating in the event, including artists, food vendors and sponsors. All participants are required to fulfill their legal, statutory obligations and will be contacted by the state and city for filing procedures and payment of all sales taxes and fees. Please be aware, there are different license requirements for the City of Tucson and State of Arizona.

- **Street Fair and Community Special Event License.** This fee is included in the booth fee and is required for each event. The physical license is included in the registration packet at check-in and needs to be displayed in your booth.
- **City of Tucson Municipal Tax License.** This is an annual fee of \$20 **in addition** to the "Street Fair and Community Special Event License" and is not included in the booth fee. It is good for one calendar year and is not prorated. It is good from January 1 to December 31. Beginning January 1, 2017, it is collected by the [Arizona Department of Revenue \(ADOR\)](#) on their TPT Return.
  - Participants new to Arizona need to apply to ADOR for an [Arizona Transaction Privilege Tax \(TPT\) License](#). The city code is "TU" for the City of Tucson.
  - Participants who already have an Arizona TPT must add Tucson (TU) as a location in the City Column of the TPT return and pay the annual \$20 fee and any collected city taxes when submitting their return.

- All state and city taxes are reported and paid using one of the state's TPT returns. Taxpayers can use the TPT-EZ if they have only one location but must file the TPT-2 online at [AZTaxes.gov/Home](http://AZTaxes.gov/Home) if they have multiple locations. [Tutorials are available here.](#)
- **Arizona Transaction Privilege Tax (TPT) License.** If you already have an Arizona TPT license, you need to make sure and follow all rules for renewal and collection. All fees and taxes are collected by AZDOR and are not included in the booth fee.

It is recommended participants register for their tax license prior to the event.

Please be aware, the final responsibility for the license and collecting/paying tax on sales is on the participant. The State of Arizona Sales Tax is 6.1%. The City of Tucson Sales Tax is 2.6%.

### **Pima County Health Department**

Artists providing samples of food items are required to obtain all necessary permits from the [Pima County Health Department](#). Failure to obtain a permit will result in expulsion from the event without refund. **Artists requiring a Pima County Health Permit must submit a copy to the Fair two (2) weeks prior to the first day of the Fair.**

### **Artist Booth Placement**

Booths are assigned by the date and time of the online booth payment made through ZAPP® and can only be modified by the purchase of a Special Location Request. Invited artists are urged to accept the Fair's invitation and pay for their booth space as soon as they receive an invitation.

**It is not enough to just Accept the invitation. Booths must be purchased to Confirm one's spot in the Fair and set the time/date stamp in ZAPP®.**

Corner and Double booth spaces are limited and sell out quickly.

If you require a specific booth space, or placement in the Fair you must purchase a **Special Location Request**. The fee is refundable if the request cannot be reasonably accommodated.

**Artist booths are assigned by group using this algorithm:**

1. Corner Booth
  - a. Corner Location Request with a Special Location Request by Time Stamp
  - b. Corner Location Request by Time Stamp
2. Double Booth
  - a. Double Booth with a Special Location Request by Time Stamp
  - b. Double Booth by Time Stamp

3. Single 10' x 10' Booth
  - a. Single Booth with a Special Location Request by Time Stamp
  - b. Single Booth by Time Stamp

## **Fees**

- A non-refundable **Processing Fee** of \$45 is required for each entry form/category.
- Upon receipt of an invitation to the Fair, artists are required to purchase available booths through ZAPP®.
  - The **Single 10' x 10' Booth Space** fee is \$545 and includes the City of Tucson "Street Fair and Community Special Event License." Only one (1) Single Booth may be purchased. If more than one Single Booth is purchased the fee for the second booth will be refunded. Attempting to purchase a second Single Booth after Double Booths have run out is prohibited.
  - The **Corner 10' x 10' Booth Space** fee is \$720 and includes the City of Tucson "Street Fair and Community Special Event License." A "Corner Booth" is defined as a booth having two (2) open and connected sides. If you require your Corner Location be on the end of a block, please purchase a Special Location Request and specify this on your application. Corner Booths are also located on the fire lanes and firebreaks.
  - The **Double 10' x 20' Booth Space** fee is \$1,045. and includes the City of Tucson "Street Fair and Community Special Event License."
  - The **Corner Double 10' x 20' Booth Space** fee is \$1,220 and includes the City of Tucson "Street Fair and Community Special Event License." A "Corner Booth" is defined as a booth having two (2) open and connected sides. If you require your Corner Location be on the end of a block, please purchase a Special Location Request and specify this on your application. Corner Booths are also located on the fire lanes and firebreaks.
  - A **Special Location Request** is \$75. Special Location Requests are not guaranteed. When making a Special Location Request, please indicate the booth number, block number and/or side of the street you would like to be located on your application. A refund is available if the Special Location Request cannot be reasonably accommodated.

## **Booth Space**

The Fourth Avenue Street Fair is held in the Historic Fourth Avenue Business District, contained within University Boulevard on the north, 5<sup>th</sup> Avenue on the west, 9<sup>th</sup> Street on the south and 3<sup>rd</sup> Avenue on the east.

Artist booths are set up back-to-back within the District in the middle of 4<sup>th</sup> Ave., running north to south, and 7<sup>th</sup> St., running east to west.

- Most attendees at the event walk in a counter clockwise flow. Each exhibitor will be provided a booth space that is approximately 10' deep by 10' wide or 10' foot deep by 20' wide space, depending on what the artist selected when purchasing their booth space. Please be aware we attempt to mark out the spaces to 10', but due to the irregular nature of tents and how artists set up their space we do not guarantee exactly 10'. Please work with your neighbors and our Block Captains to make sure everyone fits.
- Booths are assigned in advance of the Fair and restricted to the juried artist and their work. It is incumbent on the artist to know and understand where they have been placed in the Fair. Maps are available on our website and everyone is encouraged to call the North Fourth Avenue Merchants Association Office at (520) 624-5004 if they have any questions about their placement. No refunds are issued once the refund deadline has passed.
- The Events Director reserves the right to add additional artist areas such as "Emerging Artists" or other specialty areas in the show if deemed appropriate to the overall growth and development of the Fair.
- Booths are assigned on a first come, first served basis as determined by the date and time of the online booth payment made through ZAPP® and the Special Location Request add-on. (Please refer to the placement algorithm above.) Invited artists are urged to accept the Fair's invitation and pay for their booth space as soon as they receive their notification on ZAPP® to confirm their booth. Corner and double booths sell out quickly.
- There is no electricity available for artist booths. Generators, open flame or propane heaters are not allowed in the artists' booths.

## **Refund Policy**

No refunds will be given for cancellations made approximately thirty (30) days prior to the Fair. Please check your ZAPP® account for the actual date. There are no exceptions for any reason.

## **Equipment Rental**

Equipment rentals are available from our preferred vendor.



## **Parking**

Parking is the responsibility of the artist. Be aware of fire lanes, driveways and no parking signs. No artist parking is allowed inside the barricaded boundaries of the Fair. Both Herbert Avenue and Hoff Avenue are fire lanes during the event and parking in either will result in a ticket and being towed.

[Please refer to the Street Fair Parking page on our website.](#)

## **Legal Agreement**

By submitting this application, the Applicant acknowledges they have read and understand all the rules and policies of the North Fourth Avenue Merchants Association and Fourth Avenue Street Fair and agrees to be bound by all the rules and policies set forth therein.

The Applicant further states all images submitted for review by the Fourth Avenue Street Fair Jury are representative of the work to be exhibited at the Fair. The North Fourth Avenue Merchants Association reserves the right to reject any application at its sole discretion.

If the North Fourth Avenue Merchants Association determines, in its sole discretion, any work exhibited by the Applicant does not conform to the standards set forth by the rules and policies, the Applicant agrees to remove such work from the booth space immediately upon request of Fair Staff. Failure to remove such work or otherwise comply with all applicable rules and policies may result in the immediate termination of Applicant's participation in the Fair, without refund or recourse.

The Applicant agrees that images and artist information may be used by the North Fourth Avenue Merchants Association for promotional purposes.

The Applicant hereby releases the North Fourth Avenue Merchants Association from all liability because of personal injury or property damage caused by theft, fire, public catastrophe, acts of God or any other cause. The Applicant agrees to indemnify FAMA if it suffers any loss or damage because of any act on their or their agent(s) part.

The Applicant agrees that the North Fourth Avenue Merchants Association, at its sole discretion, may prohibit the conduct of any activity, whatsoever, which it deems detrimental, violates the rules and policies and/or not in the best interest of the Fair.

The Applicant has read and agrees to abide by the terms and conditions of the Fair and to obey the laws and regulations of the State of Arizona, Pima County and the City of Tucson. The Applicant understands no refunds are made for any reason after the stated refund deadline.

# Artist Categories

**Ceramics:** Original functional and non-functional works, other than jewelry, using clay as the primary medium, including, but not limited to porcelain, stoneware, raku, earthenware, etc. Any molds used must have been created by the applying artist. No machine-made or mass-produced work is permitted. If multiply pieces of the same design are displayed, each piece must be signed.

**Clothing:** All original, hand-made clothing, including surface design which is air brushed or hand applied to clothing. Machine-made or massed produced clothing with hand applied surface design is acceptable.

**Drawing & Painting:** All works created by hand using wet and dry media including chalk, charcoal, pastels, pencil, wax crayon, inks, washes, paints, etc. Signed limited edition prints of original works are permitted.

**Furniture:** Work created as furniture in any media.

**Glass:** All fused and slumped glass, hand-blown glass items and handmade stained glass works. Multiple pieces of the same design must be individually signed.

**Jewelry Fine:** Handmade jewelry using precious metals; gem quality stones and/or a high degree of design. Multiple pieces of the same design must be individually signed.

**Jewelry Ornamental:** Handmade jewelry for ornamental purposes using non-precious metals and or semi-precious stones or beads. Multiple pieces of the same design must be individually signed.

**Leather:** All handmade leather items.

**Metal Work:** All non-sculptural handmade works. Multiple pieces of the same design must be individually signed.

**Mixed Media:** All works utilizing different media combined to make one work of art or craft. Multiple pieces of the same design must be individually signed.

**Musical:** All handmade musical instruments of any media. Multiple pieces of the same design must be individually signed.

**Other:** Art not fitting any other category, including hammocks, corkers, light switch plates, fan pulls, animal apparel (dog hats, collars), etc.

**Paper:** All handmade works of paper art or craft. Multiple pieces of the same design must be individually signed.

**Photography:** All photographic works including digital prints. Multiple pieces of the same design must be individually signed.

**Pre-packaged Food:** All pre-packaged hand-crafted foods items. Copies of a Pima County Health Permit and Certificate of Insurance naming the "North Fourth Avenue Merchants Association, Inc." as additionally insured for one million dollars (\$1,000,000) are required prior to setup to sample any products. It is the sole responsibility of the artist to secure their health permit.

**Printmaking:** All printmaking works. Multiple pieces of the same design must be individually signed.

**Sculpture:** All sculptural works of art in any material. Multiple pieces of the same design must be individually signed.

**Textiles Non-Clothing:** All handmade textile non-clothing works.

**Toys:** All handmade toys or games. Multiple pieces of the same design must be individually signed.

**Upcycled/Creative Reuse:** Art using found objects as the primary medium. Works can be either two or three dimensional but must use a minimum of 75% recycled or reused materials. Artists must demonstrate they have substantially transformed by-products, waste materials, useless and/or unwanted products into new works of art.

**Wood:** All handmade wood items that are sculptural and functional but not furniture or toy.