



Coupeville Arts and Crafts Festival - August 14 and 15, 2010
Saturday 10-6 and Sunday 10-5

Mission Statement: Enhance and promote local arts and crafts and to preserve the unique historical qualities of the Town of Coupeville.

To accomplish this mission we will annually:

- o Hold our 'fundraising event' the second full weekend in August – *See Change Below*
- o Award grants and scholarships totaling approximately \$30,000 to the Coupeville community

Quick Facts for Coupeville Merchants

Coupeville Festival Association has obtained a **Special Event Permit** from the Town of Coupeville. The Town of Coupeville has asked we mark the streets for the booth spaces and numbers with white paint this year

What can I tell customers about the upcoming Coupeville Arts and Crafts Festival?

- o We are celebrating our 47th year!
- o We have Free Entertainment, Free Children's Activities, Free Artist Demonstrations (Artists-In-Action).
- o Convenient parking area just a block away.
- o Friday night Art Show and Wine Reception (ticketed event).
- o Up to 200 quality vendors; juried and hand-crafted items.
- o Up to 10 food vendors.
- o Grants to the Coupeville Community total well-over 1/2 million dollars since the very first festival.
- o Some past grants include, seed money to start the Coupeville Arts Center, purchase of the Coupeville Library property, participatory grant for the public access stairway on Front St., Coupeville Garden Club's flower barrels lining Main St., freezer and vehicle for Gifts from the Heart, Penn Cove Water Festival, National History Day student projects, Arts & Antiques Walk publicity, Historic Waterfront Association, period furniture for Admiralty Head Lighthouse, Boys and Girls Club art projects, numerous school projects, Whidbey General Hospital Foundation, Coupeville Farmer's Market, and many, many more!
- o We are a 100% volunteer-run, non-profit organization. Volunteers are our most treasured asset.
- o Membership cost is \$1.00 per year and open to all.

Art Gallery and Wine Reception, August 13, 7pm-10pm, Coupeville Rec Hall

Ticket Locations:

Coupeville Arts Center	Lind's Pharmacy - Coupeville	Red Apple Prairie Center	Windjammer Art Gallery
Coupeville Liquor Store	Miriam's Espresso	Videoville in Coupeville	Bayview Arts in Langley
Bayleaf Deli – Coupeville/Oak Harbor		Wind and Tide Bookstore in Oak Harbor	

How have we advertised this event?

- o The CFA spends over \$10,000 promoting Coupeville and the Festival itself with widely distributed, professional posters and rack cards (promotions also include mugs and t-shirts).
- o New brochure, **10 Good Reasons to Come**, promotes Coupeville as much as it does the Festival. (This is distributed by the Chamber of Commerce in Newcomer and Visitor packets.)
- o Festival Posters are posted on all ferries running in the Puget Sound and on all Whidbey Sea-Tac Shuttles

How can I maximize business if there are tents up and down the street?

- The 10' x 10' space in front of your shop can be used as access to your establishment **or** one of the following other uses:
 - a) a sandwich board or other similar signage in the given space without a booth fee, or
 - b) merchants may apply (**by 7/30/2010**) to use the space to sell **only items from their stores**, providing they include a \$100 fee and proof of \$100,000 General Liability Insurance. (Call for an application to get more specific details.)

Why do I have to pay a booth fee?

- You pay the booth fee **ONLY** if you put out a table or put up a tent and sell merchandise.
- It is recommended that you do **NOT** block access to your store but use a sandwich board sign to show shoppers where you are.
- If you decide you want a booth in front of your store, our insurance **REQUIRES** all our vendors to have insurance. In addition, **WE** must carry insurance and the booth fees pay for that.
- The 15% gross sales fee and the 'hand-crafted only' requirement is waived for Coupeville merchants.

What if a customer needs help getting merchandise to their car?

- Festival volunteers will gladly help your patrons to their cars with their merchandise. Please use the contact information (in the box below) for my cell number and/or the Festival Office and one of us will contact our Operations staff.
- The Festival Info Booth will be located on the corner of Coveland and Alexander (Platt property). You may also direct anyone with questions to this location.

What if I'm having trouble with a vendor in front of my store?

- It's important that we (CFA) are aware of any problems that occur.
- We encourage *respectful* self-policing but will gladly resolve any issues that may occur.
- Merchants or vendors are not allowed to encroach on sidewalks or beyond their 10' x 10' space.
- You may contact a Festival volunteer at any time, with any questions or requests for assistance.
- Festival volunteers are normally recognized by their Festival t-shirt, badges and radios. Ask any volunteer to contact a Board member immediately.

In the event you cannot find a Festival volunteer when you need one, please don't hesitate to call **Tessa Gavin's** cell number at **360-708-4571**. (This is a new cell phone number from previous years.) Or you may contact the **Coupeville Festival Association** office located under the Oyster Catcher at **678-5116** or notify the Info Booth on the corner of Coveland and Alexander.

With 15-20,000 people in town for 2 days, how do I know my store will be safe?

- 24 hour patrols start 5pm Friday and end 7pm Sunday. (This is paid for by the CFA.)

Where can I park?

- This year we have a "Merchant Only" parking area by Town Hall – no more crowds and lines!
- **Free parking passes** will be provided for merchants and their employees who are scheduled to work Saturday and Sunday only. Please do not share parking passes or request more passes than necessary - a large part of the fundraising income comes from the parking area. Please help us in our efforts.)
- Any merchant in need of handicapped parking is encouraged to arrange it with CFA at least 1 month in advance.
- Parts of Coveland, Alexander, Grace and 8th Streets will be closed off to parking at 5pm on Friday night. "No Parking" signage is posted on Thursday to give ample notice. Front Street closure starts at 2am on Saturday. All cars parked in the Festival area (other than Front St.) after 5pm on Friday are subject to towing. (We have gone through great efforts to keep towing to a minimum.) Front St. is kept open later due to restaurants being open.
- **Special note to restaurateurs** - please keep festival parking in mind when taking reservations for the Festival weekend. Some street parking will be available at dinnertime, however, if your patrons come early (Sat or Sun) and want to park in the grassy area by the library, they will be charged a parking fee. Please pass this information on to your customers.

Thank you for helping to make this a great fund-raising event for the 98239 Community!