

# Artisans Open Air Market

## Artist Guidelines & General Information Page

Presented by: **Denali Arts Council**

**The Artisans Open Air Market** is a summer open air market and cultural event held every Saturday, Sunday, and Monday from May to September from 10 a.m. to 6 p.m., featuring Alaskan artisans with handcrafted art, foods, music and produce. The market is located at the front parking lot of the Sheldon Community Arts Hangar in downtown Talkeetna, and is a program of the Denali Arts Council.

### I. Objectives

To create and nurture community-based opportunities for artistic expression

To provide entrepreneurial opportunities to artists

To encourage economic development

To create a sense of community by allowing artists to sell directly to the public

To encourage the production of quality handmade arts & crafts and homegrown produce.

### II. Eligibility

The Artisans Open Arts Market is a producer-only event (artists or their personal representative must create or grow what they sell), and products must be handcrafted by an Alaskan artist. Eligible items include (but are not limited to): jewelry, painting, pottery, fiber art, quilts, custom furniture, stained and blown glass, heritage crafts, photography, woodwork, sculpture, clothing, accessories, foods, produce and mixed media works.

Ineligible items include crafts made from store-bought kits or molds, and manufactured items that have been assembled.

In order to ensure quality and integrity, the Artisans Open Air Market is a juried event. Potential artists must submit an application form with photographs of items intended for sale at the Artisans Open Air Market (see application form for additional instructions). Jurors base their decisions on the quality, originality, and venue diversity of the crafts and artwork.

**III. Booth Fee** The Artisans Open Air Market is, in part, a fundraiser for the Denali Arts Council; however, booth fees are kept low in order to provide opportunities for small and emerging businesses. A single 10' x 10' booth space costs \$10 per day (\$30 per weekend) plus 5% of the artist's gross sales. Artists must submit payment to the Denali Arts Council for their booth space at the end of the three days of the market (Saturday, Sunday, Monday) or on a daily basis. Checks should be made payable to the Denali Arts Council. Electricity will NOT be provided.

### IV. Management Structure

**Artisans Open Air Market Manager** manages the Artisans Open Air Market. Duties include: space assignment; collection of fees for DAC; recording of attendance; acting as a liaison between the artists, jurors, and the Denali Arts Council; resolving minor disputes on the behalf of the Denali Arts Council; and informing the Artisans Open Air Market Jury & Advisory Committee of any known or alleged violations of the guidelines.

**The Artisans Open Air Market Jury & Advisory Committee** is composed of community members and art professionals. Artists intending to participate in the Artisans Open Air Market (including the Market Manager) will not serve in the Artisans Open Air Market Jury & Advisory Committee. All work will be juried anonymously. The jury bases its decisions on the best quality and variety interests of the Artisans Open Air Market in accordance with the guidelines. Jurors may exclude artists in order to regulate the size of the Artisans Open Air Market and to ensure a proper mix of artistic mediums. The decisions of the jury are final as upheld by the Denali Arts Council Board of Directors.

## V. Rules

**Minimum Participation:** All artists accepted into the Artisans Open Air Market are required to participate on their scheduled dates. Any artists unable to attend their scheduled market day MUST call Market Manager in advance. Three unexcused absences, tardies, or early closings will result in loss of booth space. Consistency and continuity through active participation strengthen the Artisans Open Air Market and demonstrate commitment. This ultimately will result in greater economic success for artists by allowing them to cultivate a clientele for their work.

**New Items/Mediums:** An artist must let the Artisans Open Air Market Manager know when he or she would like to offer new items or mediums. A substantial change may require re-application to the Artisans Open Air Market before new items may be sold. In order to ensure quality, integrity, and the proper mix of artistic mediums, artists are only permitted to sell those items that are jury-approved.

**Set-up and Removal of Booths:** Artists should arrive at least one-half hour prior to the Artisans Open Air Market's opening time. Each artist must judge how much time is needed to completely set up prior to the opening time; any artist who arrives late may forfeit his or her space in the interest of fairness and in order to ensure the safety of the customers.

Artists or their representative must stay for the entire time that the Artisans Open Air Market is open (10 a.m. until 6 p.m.) in order to prevent gaps and for safety.

**Cancellations/Absences:** An artist who needs to cancel a booth space reservation should let the Market Manager know before 5 p.m. on the Thursday prior to the market. In the event of an absence, the tent must be empty (except for display tables), so another vendor may be able to occupy the tent for the weekend or days available. Exceptions may be made at the Market Manager's discretion in case of illness, accident, or death in the family.

**Amplified Sound:** The Denali Arts Council reserves the right to prohibit or allow any source of amplified music in the vendor's booth.

**General:** No pets (except seeing eye dogs) or firearms are allowed.

No alcohol consumption or smoking on the market grounds.

No overnight camping on the Denali Arts Council property.

No open flame inside vendors' booths.

Please remember booth walls are thin and voices carry. Unprofessional language, content and voice level affects the productivity of the market as a whole and will, thus, be addressed by the Denali Arts Council. Parking places are located at the south side of the Sheldon Community Arts Hangar and on the airstrip side of D Street. Please leave the Historical Society parking lot for its own business; it is not part of the Denali Arts Council property.

If the artist must bring a child under 10 years old to the market, they must remain under control in his/her own assigned booth.

**10' x 10' Space:** Each Artisans Open Air Market artist will be assigned a 10' x 10' booth space for display of his or her products. The artist may not place displays or products out of the designated area or walkways.

In the event of a vacated space, an artist may be asked to move his or her booth to create a better market layout and professional appearance at the Artisans Open Air Market. In this event, an artist will be given 24 hours' notice to move. Signs advertising the business name may be allowed but must be approved by the Denali Arts Council.

**Compliance:** Artisans Open Air Market artists must comply with all federal, state, and local laws and ordinances. It is the artist's responsibility to be aware of such laws and ordinances. The Denali Arts Council shall have the authority to warn, suspend, or expel an artist based on unlawful activity or violation of the Artisans Open Air Market guidelines.

## VI. Roles and Responsibilities

**The Denali Arts Council will have the following responsibilities:**

Provide a location for the Artisans Open Air Market.

Provide a governing structure and direction for the Artisans Open Air Market.

Make space assignments to provide a proper mix of media.

Appoint jurors and coordinate jury reviews.

Publicize the Artisans Open Air Market to the media and arts patrons.

**The artists will have the following responsibilities in addition to those outlined above:**

Bring complete display equipment for presentation of artwork at the Artisans Open Air Market. Equipment includes 10'x10' tent canopy (e-z up or kings canopy style), tables, and display racks. Blue tarps or similar items may NOT be used to cover tents. All structures must be appropriately and attractively weighted (No product buckets with lettering) at 60 lbs. per corner. Flowers are encouraged but not required.

Pay booth fees on a timely basis.  
Set-up and take-down of displays.  
Provide change for sales.  
Clean up at the end of the Artisans Open Air Market.

#### **VII. Modifications**

The Denali Arts Council reserves the right to alter the guidelines of the Artisans Open Air Market at any time. There may be rare times when the Artisan Open Air Market will be asked to close on a normally established market day. The Denali Arts Council will make every effort to not request this, however, the DAC reserves the right, should unanticipated events occur.

Likewise, a vendor(s) may request additional days to hold the market or individual booths open. The Denali Arts Council will evaluate each request and may grant additional market days.

#### **VIII. Contact Information**

For additional info, contact Travis Birck at 907 521-7276/travisbirck@hotmail.com or Colleen Coulon at 733-7929/[info@denaliartscouncil.org](mailto:info@denaliartscouncil.org) or write to:

Denali Arts Council  
Attn: Colleen Coulon  
P.O. Box 404, Talkeetna, AK 99676

#### **Addendum**

The Denali Arts Council is committed to a fun and profitable experience for the vendors. If conflicts or misunderstandings arise, the vendor should promptly voice his/her concerns to the Open Air Market Manager. The Manager will attempt to mediate concerns. If the Manager fails to address vendor concerns, the vendor may appeal directly to the Denali Arts Council. **Under no circumstances** should vendors discuss gripes, complaints, etc with each other during market hours. The Artisan Market is a shared space. This means that each artist must exhibit tolerance and respect towards other vendors. All suggestions, comments and complaints should be discussed on non-market days or, in the event of an emergency issue, aside from the market space and its customers. For this reason, it is vital that individual artists abide by the guidelines set forth in this agreement.