

# THIRD WARD Art Festival

## FESTIVAL INFORMATION

Saturday, Sept. 2 • 10am-6pm  
Sunday, Sept. 3 • 10am-6pm

festival phone  
(224) 253-2330

office phone  
(847) 926 4300



## Green Ribbon Project

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| <b>What?</b> | The Third Ward Art Festival will feature an <u>optional program</u> for artists to support sales and also support an important cause. <b>Bright Pink</b> has been selected as the non-profit for this festival. Artists may opt in by putting 1-4 special ribbon(s) on their art. When this piece sells, 10% of the selling price goes to the non-profit. Artists simply fill out a form at the end of the show with the price and contribution and make the contribution directly. |
| <b>Why?</b>  | The public feels good buying this special piece knowing some of the proceeds goes to the cause. You make a sale!  |

## THE OVERVIEW

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| <b>BOOTH NUMBER</b>        | Visit <a href="http://amdurproductions.com">amdurproductions.com</a> prior to festival for your <b>Booth Number</b> which may impact your <b>Flight Number/Setup time</b>  |
| <b>GPS COORDINATE ONLY</b> | 345 N. Broadway<br>Milwaukee, Wisconsin 53202  |
| <b>CHECK-IN</b>            | <u>Friday, September 1: 6pm-8pm</u><br><u>Saturday, September 2: 6am-8:30am</u><br><b>Check-in will be at the Hudson Office Center. Intersection of Broadway and E. Buffalo in Milwaukee.</b><br>Go to the intersection of Broadway and E. Buffalo in Milwaukee to be directed to check-in. Artists must check-in in person with a valid government issued ID.<br><b>Do not bring your car into the festival area before 6:00pm Friday</b> so that we can be sure all of the public's cars are removed.  |
| <b>SET-UP</b>              | <b>Please see <a href="http://amdurproductions.com">amdurproductions.com</a> for your booth number which will impact your flight time stated below. If you cannot make your designated flight time on Friday, you may set up Saturday morning.</b><br><u>Friday, September 1: DROP AND DRIVE: Artists must arrive within the first 20 minutes of their flight.</u> To expedite load-in, unload your vehicle BEFORE beginning to set-up. Set up may continue as late as necessary, but artist vehicles must be clear by the end of their flight listed below<br><b>Flight One:</b> 6pm-7pm, All ODD Numbered Booths<br><b>Flight Two:</b> 7:30pm-8:30pm, EVEN Numbered Booths<br><u>Saturday, September 2</u><br>7am-9:30am: All Artists, vehicle entry as allows |
| <b>HASHTAG</b>             | While posting, tweeting, and pinning, don't forget to include <b>#ThirdWardArtFestival</b> and tag us <b>@AmdurProductions</b>   |

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| <b>FEST PHONE</b> | <b>(224) 253 2330:</b> To reach our staff from festival setup through take down |
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## THE DIRECTIONS

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| <b>FROM THE SOUTH</b>     | Take either 294 or 94 NW. Take exit 310C for I-794 E toward Lakefront. Get off at National Avenue, turn left onto 1 <sup>st</sup> Street, 1 <sup>st</sup> will turn into Water Street. Then, turn right onto Buffalo Street. Check in will be in the Hudson Building off of Buffalo and Broadway.   |
| <b>FROM THE SOUTHWEST</b> | Take <b>I-39/US 51 North</b> . Follow signs for I-39 N/US-20 E/Wisconsin-Belvidere Rockford and merge onto <b>I-39 N/US-20 E</b> . Follow signs for <b>I-90 W/I-39 N</b> and merge onto I-39 N/I-90 W. Take exit <b>185B</b> to merge onto <b>I-43N</b> toward Milwaukee. Continue onto <b>US-45N</b> and then merge onto <b>I-894 W</b> . Take exit <b>1A</b> for <b>I-94E</b> and merge. Take exit <b>1H</b> for Saint Paul Avenue/James Lovell Street. Take a slight right onto W St Paul Ave and turn right onto N Broadway St. |
| <b>FROM THE EAST</b>      | <b>I-94E</b> . When approaching Milwaukee, take exit <b>1H</b> for Saint Paul Avenue/James Love Street. Slight right onto W St Paul Ave. Turn right onto N Broadway St.   |
| <b>FROM THE NORTH</b>     | <b>I-43S</b> . When approaching Milwaukee, take exit <b>72B</b> for <b>I-794 E</b> toward Lakefront. Take exit 1D to merge onto N Plankinton Ave. Turn right onto W Michigan St. Turn right onto N Broadway St.   |

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## THE DETAILS

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| <b>ACCESSIBILITY</b>     | Every effort is made to make our festivals open access events for artists and the public. If you have special needs, please call the office, 847-926-4300, prior to the festival or notify any on-site staff.   |
| <b>ARTIST BREAK ROOM</b> | Same location as check-in, announced via email one week prior to the festival. The artist's break room features snacks, restrooms, and a great place to refresh all weekend.  |
| <b>AWARDS</b>            | Judging will take place Saturday. Ribbons are distributed Sunday.   |
| <b>BREAK DOWN</b>        | At the festival's conclusion on Sunday night at 6pm you may begin to take down your booth. Anyone breaking down before 6pm will not be invited to participate in the festival again. Once your booth is broken down, you will be given an <b>exit pass</b> by a circulating staff member. This pass will allow you to bring your vehicle back into the area. Traffic will be one way. Vehicles without an exit pass will not be allowed entry. Artists may choose to dolly out after 6pm.   |
| <b>FEST RULES</b>        | <ul style="list-style-type: none"> <li>• Artist(s) must be present, no reps in their place</li> <li>• All work must be original. No buy/sell.</li> <li>• All work and booth displays must be in line with juried images</li> <li>• All booths must be safe, overhangs at 7 feet or higher, &amp; <b>MUST BE WEIGHTED DOWN</b></li> <li>• No more than 2 people working a booth per 10 x 10</li> <li>• No webbed lawn chairs allowed, in or behind the booth.</li> <li>• No sleeping in tent or in festival area overnight</li> <li>• No cars/trucks allowed in festival area during the festival.</li> <li>• No motorized vehicles in festival area</li> <li>• No smoking in the festival area, in or around your booth.</li> <li>• No chairs or sitting in the paved walking lane</li> </ul> |

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| <b>PARKING</b>             | Free parking, including overnight and oversized vehicle parking will be available. Maps and parking permits will be distributed at check-in. If you plan to drop your hitch, please duct tape a parking permit to it.  |
| <b>SECURITY</b>            | Security will be on-site overnight, patrolling the festival area. However, they cannot be everywhere at once. Please use good judgment when securing your tent and belongings for the evening. Amdur Productions does not accept responsibility for your property.                 |
| <b>SAFTEY</b>              | When driving into the festival area at load in or load out: <ul style="list-style-type: none"> <li>• Keep your windows down, radio off</li> <li>• Keep flashes on</li> <li>• Drive slowly- watch for children, dogs and people in area</li> </ul>                                  |
| <b>TAX RATE</b>            | Wisconsin tax forms can be found on our website, amdurproductions.com. The sales tax rate in Milwaukee is <b>5.6%</b> .  |
| <b>WEIGHTS &amp; TENTS</b> | <b>All tents must be weighted properly and be white. You will need 40lbs per leg. NO CINDER BLOCKS ARE ALLOWED. NO WATER JUGS ARE ALLOWED! Amdur Productions is unable to provide weights of any type on site. Artists without tent weights will not be allowed to use a tent.</b> |

## THE AREA

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| <b>ATM/BANK</b>     | There is an ATM Machine in the Public Market at the corner of East St. Paul Ave and Broadway. Pyra Max Bank(318 North Water Street); Chase Bank(111 E. Wisconsin Ave)   |
| <b>FOOD</b>         | Great, easy to-go items at the Public Market on the corner of East. St Paul Ave. and Broadway. Multiple restaurants exist in the festival area, including, Milwaukee Ale House, Hinterland Erie Street Gastropub, Club Charlie's, Water Buffalo (grill), and Bella Café (café).<br>Check the packet you receive at check in for any special artist lunch order forms. |
| <b>GAS STATION</b>  | Mobil: 605 S. 1 <sup>st</sup> Street, Milwaukee, IL   |
| <b>GROCERY</b>      | Go north on Broadway, turn left onto St. Paul, and Milwaukee Public Market will be on the right corner.   |
| <b>ACE HARDWARE</b> | Go east on Chicago, turn right onto Water St, turn left onto Knapp St and continue to McKinley Ave. Turn right on 4 <sup>th</sup> St and it will be on the left.  |
| <b>PHARMACY</b>     | There is a Walgreens Pharmacy if you go north on Broadway, turn left on E Michigan St, right onto 2 <sup>nd</sup> St, and left on Wisconsin Ave. It will be on the left.  |
| <b>POST OFFICE</b>  | Go north on Broadway and turn left onto St. Paul. After 3 <sup>rd</sup> St, the US Post Office will be on the left.   |
| <b>TARGET</b>       | Take Chicago west and turn left onto Water St. Continue on to 1 <sup>st</sup> St. Turn right onto Greenfield Ave. Turn left onto Miller Parkway and it will be on the right.  |

## Amy's Top Tips for the Third Ward Art Festival in Milwaukee

1. Have a **second person** with you to assist with set up, working the booth, give you a chance for a break (bathroom, food, etc). Limited booth sitting will be available by Amdur Productions staff.
2. Bring a **shade awning** for behind your tent as most booths have back space. Wear sunscreen from dawn to dusk and reapply.

3. Bring a **good dolly**. If you don't have one, this would be a great time to get one. My favorite type is the kind that converts to a wheeled cart or a stand up dolly. Put your name on the dolly before you come to the fest as they all look alike.
4. Load in is by flights. **Come at your flight time and pace yourself**. No rushing required.
5. At the fest, water will be available in the Artist Break Room/Festival Office. Be sure to **drink plenty of water** and stay hydrated.
6. **Enjoy Milwaukee**: Take a walk to the Lakefront, go on a brewery tour, visit the Milwaukee Art Museum.
7. **Be prepared for inclement weather**.
8. Eblast **festival postcards** by pdf to your lists.
9. Bring lots of **weights and weigh down your tent** or stake down WHEN YOU SET UP YOUR TENT.
10. Lift from the legs.