

THIRD WARD Art Festival

FESTIVAL INFORMATION

September 3-4 • 10am-5pm

festival phone
(224) 253-2330

office phone
(847) 926 4300



NEW! Green Ribbon Project

What?	We are pleased to announce an <u>optional program</u> for artists to support an important cause as well as support sales. The Lung Cancer Alliance is the oldest and leading non-profit organization dedicated to saving lives and advancing research by empowering those living with and at risk for lung cancer; and has been selected for this festival. Artists may opt in by putting a special ribbon on one of their pieces. When this piece sells, 10% of the selling price goes to the non-profit. Artists may simply fill out a form at the end of the show with the price and contribution and method of payment.
Why?	The public feels good buying this special piece knowing some of the proceeds goes to the cause. You make a sale!

THE OVERVIEW

BOOTH NUMBER	Visit amdurproductions.com about 30 Days Prior to festival for your Booth Number which will impact your Flight Number/Setup time
GPS COORDINATE ONLY	345 N. Broadway Milwaukee, Wisconsin 53202
CHECK-IN	<u>Friday, September 2: 6pm-8pm</u> <u>Saturday, September 3: 6am-8:30am</u> Check-in will be at the Hudson Office Center. 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. Do not bring your car into the festival area before 5:30pm Friday so that we can be sure all of the public's cars are removed.
SET-UP	Please see amdurproductions.com 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. <u>Friday, September 2: 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 Flight One: 6pm-7pm, All ODD Numbered Booths Flight Two: 7:30pm-8:30pm, EVEN Numbered Booths <u>Saturday, September 3</u> 7am-9:30am: All Artists, vehicle entry as allows
HASHTAG	While posting, tweeting, and pinning, don't forget to include #ThirdWardArtFestival and tag us @AmdurProductions

FEST PHONE

(224) 253 2330: To reach our staff from festival setup through take down

THE DIRECTIONS

FROM THE SOUTH

Take either 294 or 94 NW. Take exit 310C for I-794 E toward Lakefront. Get off at National Avenue, turn left onto 1st Street, 1st will turn into Water Street. Then, turn right onto Buffalo Street. Check in will be in the Hudson Building off of Buffalo and Broadway.

FROM THE SOUTHWEST

Take **I-39/US 51 North**. Follow signs for I-39 N/US-20 E/Wisconsin-Belvidere Rockford and merge onto **I-39 N/US-20 E**. Follow signs for **I-90 W/I-39 N** and merge onto I-39 N/I-90 W. Take exit **185B** to merge onto **I-43N** toward Milwaukee. Continue onto **US-45N** and then merge onto **I-894 W**. Take exit **1A** for **I-94E** and merge. Take exit **1H** for Saint Paul Avenue/James Lovell Street. Take a slight right onto W St Paul Ave and turn right onto N Broadway St.

FROM THE EAST

I-94E. When approaching Milwaukee, take exit **1H** for Saint Paul Avenue/James Love Street. Slight right onto W St Paul Ave. Turn right onto N Broadway St.

FROM THE NORTH

I-43S. When approaching Milwaukee, take exit **72B** for **I-794 E** toward Lakefront. Take exit 1D to merge onto N Plankinton Ave. Turn right onto W Michigan St. Turn right onto N Broadway St.

THE DETAILS

ACCESSIBILITY

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.

ARTIST BREAK ROOM

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.

AWARDS

Judging will take place Saturday. Ribbons are distributed Saturday afternoon or Sunday.

BREAK DOWN

At the festival's conclusion on Sunday night at 5pm you may begin to take down your booth. Anyone breaking down before 5pm will not be invited to participate in the festival again. Once your booth is broken down, you will be given an **exit pass** 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 5pm.

CHECK-IN

Check-in will be at the Hudson Office Center.

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.

FEST RULES

- Artist(s) must be present, no reps in their place
 - All work must be original. No buy/sell.
 - All work and booth displays must be in line with juried images
 - All booths must be safe, overhangs at 7 feet or higher, & **MUST BE WEIGHTED DOWN**
 - No more than 2 people working a booth per 10 x 10
 - No webbed lawn chairs allowed, in or behind the booth.
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	<ul style="list-style-type: none"> • No sleeping in tent or in festival area overnight • No cars/trucks allowed in festival area during the festival. • No motorized vehicles in festival area • No smoking in the festival area, in or around your booth. • No chairs or sitting in the paved walking lane
PARKING	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.
PERMIT	The City of Milwaukee does not require a permit.
SECURITY	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.
SAFTEY	When driving into the festival area at load in or load out: <ul style="list-style-type: none"> • Keep your windows down, radio off • Keep flashes on • Drive slowly- watch for children, dogs and people in area
SET-UP	Dates/Times are above. Artist traffic during set-up will be one way. More info at check in. Set up in flights, your flight will be identified with your booth number about one month before the festival on our web site. Please remember to bring adequate weights. See "weights" under general information in the beginning of this packet for more info.
TAX RATE	Wisconsin tax forms can be found on our website, amdurproductions.com. The sales tax rate in Milwaukee is 5.6% .
WEIGHTS & TENTS	All tents must be weighted properly and be white. We recommend at least 40 lbs per leg. Amdur Productions is unable to provide weights of any type on site. Artists without tent weights will not be allowed to use a tent. Staking is never allowed into a paved street, lot, park, shopping center, or sidewalk.
IN ADDITION	When you sell...Ask the customer if you can take a picture for our collector's wall. Just take a picture with your phone and email it to Jill@AmdurProductions.com with your name and their name. It's that easy!

THE AREA

ATM/BANK	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)
FOOD	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). Check the packet you receive at check in for any special artist lunch order forms.
GAS STATION	Mobil: 605 S. 1 st Street, Milwaukee, IL
GROCERY	Go north on Broadway, turn left onto St. Paul, and Milwaukee Public Market will be on the right corner.
ACE HARDWARE	Go east on Chicago, turn right onto Water St, turn left onto Knapp St and continue to

	McKinley Ave. Turn right on 4 th St and it will be on the left.
PHARMACY	There is a Walgreens Pharmacy if you go north on Broadway, turn left on E Michigan St, right onto 2 nd St, and left on Wisconsin Ave. It will be on the left.
POST OFFICE	Go north on Broadway and turn left onto St. Paul. After 3 rd St, the US Post Office will be on the left.
TARGET	Take Chicago west and turn left onto Water St. Continue on to 1 st St. Turn right onto Greenfield Ave. Turn left onto Miller Parkway and it will be on the right.

Amy's Top Ten 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. Send out **festival postcards** by US mail, or eblast the pdf to your lists.
8. **Be prepared for inclement weather**.
9. Bring lots of **weights and weigh down your tent** or stake down WHEN YOU SET UP YOUR TENT.
10. Lift from the knees.