

Piccolo Spoleto Crafts - 2011

Please read these materials carefully so you will know what to expect. There have been some changes since last year, so please pay particular attention.

PUBLICITY for this year's events includes regional news releases; monthly publications that include Carolina Arts (full page ad), and Skirt' (free pass); notices in the Piccolo Spoleto Program Book and website (listing and an advertisement); Piccolo Spoleto listings and advertisements in local papers & magazines; rack cards (2 designs) in the SC Welcome Centers, Charleston Visitors Center, and 10,000 rack cards distributed in numerous local hotels, restaurants, gift shops, art galleries, visitor attractions, and resort properties; and distribution of over 8,000 free admission coupons including direct mail to patrons, dignitaries, and regional gallery owners. We have received wonderful feedback on the color rack card in past years, and we hope this year's does as well in bringing patrons into the events.

PATRON ADMISSION to each event helps offset advertising and other costs associated with offering these events to the public and to the artists. We also feel that charging admission helps ensure that those entering the shows are interested in viewing and purchasing fine crafts. Over 8,000 free coupons have been issued in the local area. Other events held in conjunction with Piccolo may not operate at the same level or with the same entrance requirements and are not comparable as regards to admission rate. We do not try to secure corporate underwriting or individual sponsorship of the total event so as not to conflict with the fund raising efforts of the Spoleto Festival and the Piccolo Spoleto Festival.

Regular Admission is \$3 for adults 19-64, on Sunday admission is \$1. Children 18 and under and adults 65 and over are admitted at no charge.

FREE PASSES are available. We no longer mail them to all artists due to rising postage costs. However, we are happy to provide as many as you want to those of you who send them to your mailing list, so please let us know if you would like some. These rack cards will also be available for your use at each event to give to potential customers. A quantity will be included in your arrival packet, with more available at the hospitality tent. Additionally this year we have created an e-coupon you can email to customers on your list. That coupon is attached to this email.

LOCATION We will again be using Wragg Square Park as the site for both outdoor Craft Events. It is a historic city park with an iron fence surrounding it on three sides, and a church on its remaining border. All artists are cautioned to police their own booth areas and make certain no damage to the park, its trees, or the fence is incurred. **No loose ground coverings such as pine straw, hay or wood chips will be allowed.** You may use a tarp or carpet to cover the floor of your booth to reduce the dust if you wish. We also request that you leave your pets at home. To insure our future use of this picturesque park, provided by the City of Charleston, please comply with the regulations as to parking, pets, noise, and maintaining your booth area. It is most important that we continue to be good neighbors by setting up and taking down booth displays quietly, parking in the designated artist parking lot, and acting professionally. Parking and noise control are especially critical on Sunday morning when religious services will be in session at the neighboring churches.

Booths have been pre-assigned to ensure a balanced show but we reserve the right to make changes if needed. Booth locations are normally rotated from year to year (and from week to week) to keep the show looking fresh.

While we try our best to meet requests for shade, there are far more requests for shade than shady spaces. Those without canopies are given first preference for shaded spaces. Even these booths may not have 100% shade all day, so wear hats and bring sunscreen, water to drink, and bug spray. Protect yourself and your work from the rays, the wildlife, and the weather. Also, it occasionally gets windy when the tide changes in the nearby harbor. Please plan ahead and be prepared for the outdoors.

While the surrounding iron fence provides good security and crowd control, it makes load in and out very strenuous. **Please bring a hand truck. Big wheels will be helpful on the slate and gravel walkways.** On Charlotte Street, at the main entrance for load in, you will have the use of a ramp across the two old brick steps into the park. The park is raised above street level on the Meeting Street side and is accessed by 6 concrete steps and not accessible with hand trucks.

The Piccolo Spoleto Crafts shows are two events within a larger three-week art festival.

FESTIVAL INFORMATION:

Spoleto Festival USA
PO Box 157
14 George Street
Charleston, SC 29402

843-722-2764
<http://www.spoletousa.org>

Piccolo Spoleto Festival
City of Charleston
Office of Cultural Affairs
180 Meeting St # 200
Charleston, SC 29401

843-724-7305
<http://piccolospoleto.com>

Arrival , Load-in, and Show Operations

ARRIVAL When you arrive, please check in at the hospitality tent. The hospitality tent and load-in entrance will be located at the “church” end of the park at the Charlotte Street entrance.

Bring your license tag information (state and number) to check-in. Pick up your parking pass and put it in your windshield immediately. While parked at meters we recommend that you feed the meters to avoid parking tickets. We cannot do anything about parking tickets once they are issued. The city is handling street parking differently this year, so please pay particular attention to the information page included in this mailing. Parking in the designated lot across the street is free with parking pass at all times during the show.

LOAD IN & LOAD OUT times for each event must be **strictly** observed. Setup will begin **no earlier** than 3 pm on Thursday. Staff will be on-site from 3-7 pm on Thursday and from 7-9:30 am on Friday to assist you with locating your booth, clearing branches, etc. When you arrive, you will be directed to unload, move your vehicle to a designated parking area, and then return to set up your booth. All exhibiting artists must load in during these times, so please be considerate.

We ask that anyone (especially local artists) who can set up their booth canopy during the Thursday afternoon setup period to do so (security will begin at 6 pm on Thursday evening). It will help logistically on Friday morning with load-in to have a number of booths already located and partially set up.

DURING THE SHOW

Artists are expected to be present during the entire event and to operate their booth throughout the fair hours. The events **WILL NOT** be canceled due to inclement weather (We have requested sunshine!)

The **STANDARDS** Committee of **Charleston Crafts** will be reviewing the booths to ensure that work displayed is of the caliber presented for show entry. All booths must present a pro-

fessional appearance during show times. Please keep your booth area clean and store all packing boxes and materials out of sight. Pets and young children are not permitted in booths without the permission of the show coordinators. If you did not successfully jury in jewelry, no more than 10% of your booth space may be used for jewelry display. This jewelry must be a logical extension of your work. This will be strictly enforced.

We provide water, “gatorade,” and snacks for artists at the hospitality tent. We accept donations (monetary or in-kind) to defray the costs of this service. (If you plan to make an in-kind donation, please consult the show coordinator in advance.) A first-aid kit is also available at the hospitality tent.

The local church group operates a tea house on Friday and Saturday during the event. Members of the group will be going through the park to take orders for lunch. We also have menus for some local restaurants available if you want to order something else.

SECURITY will begin Thursday evening prior to each event at 6:00 P.M. and continue until one hour after closing. The park will be patrolled 24 hours a day. Security is contracted with off-duty City of Charleston Police. Even though security is provided, Charleston Crafts, Inc. and the City of Charleston assume no liability for damage to or theft of art work or booth equipment during the event. Please secure your booth and belongings. Pick-pockets only need a moment to disappear into the crowd.

SCHEDULED DEMONSTRATIONS will be listed in the show brochures, in the Piccolo Spoleto program books, in the local newspaper, and at both gates. All artists are encouraged to demonstrate their craft during the events. The schedule for demonstrations is included. Thank you to all who have agreed to demonstrate. We will have a few booth sitters available. Please let us know at the hospitality tent if you will need a booth sitter. **Remember, there is no electricity or running water in the**

Show Prizes:

Merit awards (given each weekend):

1st Place	\$400
2nd Place	\$300
3rd Place	\$200
Honorable Mention	\$100
Exhibitor’s Choice	\$200

Slide juror’s choice (best score overall) \$200.

Purchase awards:

Mayor’s Choice purchase award (usually selected the first weekend): \$500 to \$1000.
Individual/Corporate Purchase Awards (some given each weekend) typically \$100 to \$300.

Reporting of **SC SALES TAX** is the responsibility of the individual artist selling at the Craft Events. Sales Tax is 8 1/2% in Charleston County and should be remitted to the SC Tax Commission. (www.sctax.org).

The City of Charleston requires a business license for vendors at special events. For more information, see the letter on page 7 of this document.

Location, Parking, and Directions

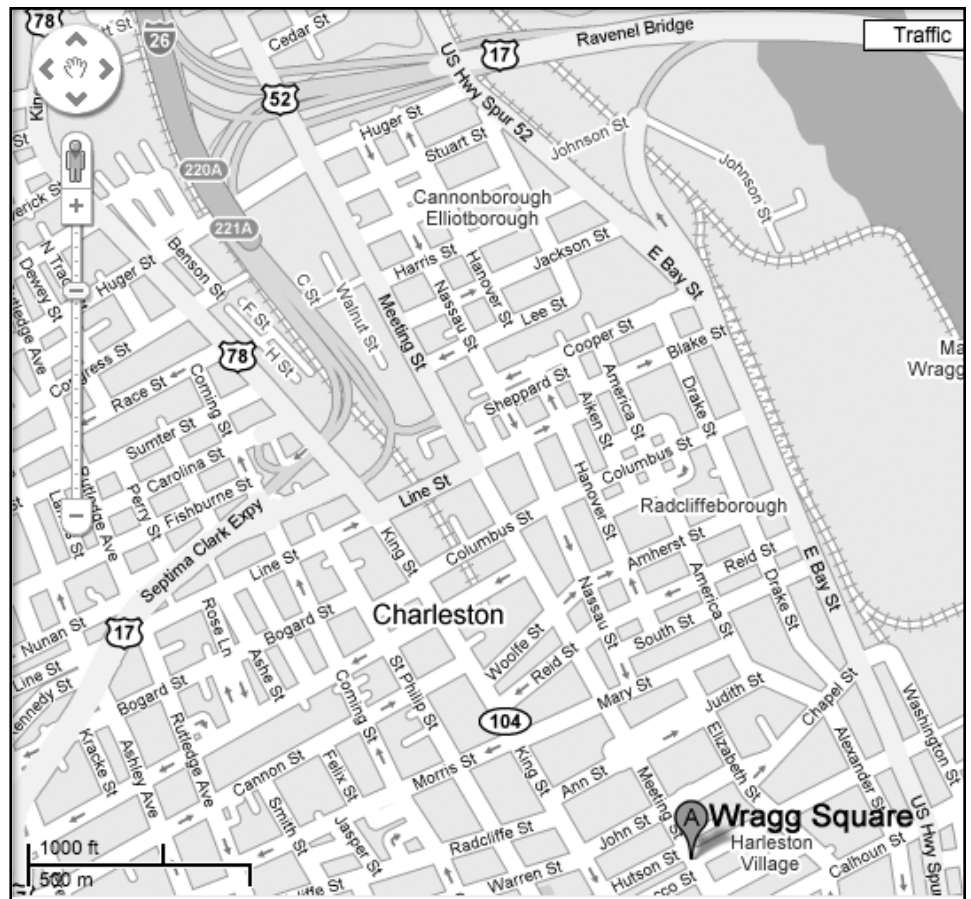
Wragg Square Park is located at the corner of Meeting and Charlotte streets in Downtown Charleston.

From I-26: Follow I-26 to its end at Meeting Street. Turn right at the end of the ramp and stay on Meeting Street until you get to Charlotte Street. Turn left on Charlotte Street. or... Exit I-26 at the Morrison Drive/East Bay street exit and turn right on Charlotte Street.

From 17 North: Use the Morrison Drive/East Bay Street exit. Turn left off the ramp and proceed down East Bay Street. Turn right on Charlotte Street (Ivy covered brick wall).

From 17 South: Stay to the right over the Ashley River bridges and follow the signs to Calhoun Street. Turn left on Meeting Street and right on Charlotte.

If traffic is congested, you may find it easier to avoid Meeting and Calhoun streets and approach Wragg Square via East Bay and Charlotte Streets.



©2009 Google

Parking

We have arranged for parking in a lot across the street from the show. You will be issued a parking pass when you arrive. **There will be no overnight parking for RV's.** This parking lot may be shared with other artists from the Marion Square and Farmer's Market shows. Please be courteous of other artists. You will need to enter from the Henrietta street side of the lot due to construction.

For load in, the city has not authorized free parking on Charlotte Street with pass, so feed the meters. Parking in the designated lot across the street is free with parking pass at all times during the show. If you arrive early for setup, we recommend that you feed the meters until you receive your parking pass.

Parking on the street or in other than designated areas may result in your vehicle being ticketed or towed, especially on Friday. There will be no parking on the Ashmead Place side of the park at any time during the events. Police will be patrolling the area to ensure compliance.



Be especially considerate on Sunday morning by not parking in the church lots or blocking access to the church areas during their worship services.

Piccolo Spoleto Crafts 2011 May 27-29

Schedule of Events:

The show judge will be on site Friday evaluating artist work and booth presentation for awards. Patrons choosing Purchase awards will also be in the park to make selections on Friday.

Load-in Thursday, May 26 3 - 7 pm
 Friday, May 27 7 - 9:30 am

Show hours

Friday, May 27 10 am - 6 pm
Saturday, May 28 10 am - 6 pm
Sunday, May 29 11 pm - 5 pm

Artists' Brunch

Sunday, May 29 10:00 am

Load-out

Sunday, May 29 5 pm

Piccolo Spoleto Craft Show May 27-29, 2011 Artist Demonstrations

Time	Name	Demo
FRIDAY, May 27		
noon	Galo Arias	Jewelry - Gemsetting & Metal Fabrication
1:00 PM	John Benton	Wood - Turning
2:00 PM	Marty Biernbaum	Clay - Stoneware
3:00 PM	Alice Cappa	Fiber - Weaving
4:00 PM	Betsey Carter	Clay - Porcelain
SATURDAY May 28		
11:00 AM	Daniel Diehl	Wood - Non-furniture constructions
11:30 AM	Flora Zarate	Fiber Other
noon	John Donehue	Metal
12:30 PM	Betsy Green	Jewelry - Gemsetting & Metal Fabrication
1:00 PM	Kowit Jitpraphai	Mixed Media Craft
1:30 PM	Gopal Kapoor	Jewelry - Gemsetting & Metal Fabrication
2:00 PM	Elizabeth Mazyck	Basketry
2:30 PM	Carolyn Meyer	Jewelry - Metals
3:00 PM	Lucy Moore	Fiber Other
4:00 PM	Delores Newson	Basketry
SUNDAY May 29		
noon	Kathryn Page	Fiber - Clothing construction
12:30 PM	Sue Middleton	Basketry
1:00 PM	Doris Petersham	Clay - Stoneware
1:30 PM	Linda Slone	Mixed Media Craft
2:00 PM	Ron Stinson	Metal
2:30 PM	JEN SWEARINGTON	Fiber - Surface Design
3:00 PM	May Yang	Fiber Other
4:00 PM	Robert Yard	Musical Instruments

Piccolo Spoleto Crafts 2011 June 3 - 5

Schedule of Events:

Load-in	Thursday, June 2	3 - 7 pm
	Friday, June 3	7 - 9:30 am

The show judge will be on site Friday evaluating artist work and booth presentation for awards. Patrons choosing Purchase awards will also be in the park to make selections on Friday.

Show hours

Friday, June 3	10 am - 6 pm
Saturday, June 4	10 am - 6 pm
Sunday, June 5	11 pm - 5 pm

Artists' brunch

Sunday, June 5	10:00 am
----------------	----------

Load-out	Sunday, June 5	5 pm
----------	----------------	------

Piccolo Spoleto Craft Show June 4 - 6, 2011 Artist Demonstrations

Time	Name	Demo
FRIDAY, June 3		
noon	Rachel Jones	Glass - Mosaic
1:00 PM	Galo Arias	Jewelry - Gemsetting & Metal Fabrication
2:00 PM	John Benton	Wood - Turning
3:00 PM	Marty Biernbaum	Clay - Stoneware
4:00 PM	Daniel Diehl	Wood - Non-furniture constructions
SATURDAY, June 4		
11:00 AM	Elizabeth Mazyck	Basketry
11:30 AM	Kathryn Page	Fiber - Clothing construction
noon	Doris Petersham	Clay - Stoneware
12:30 PM	Linda Slone	Mixed Media Craft
1:00 PM	Laurie Adams	Glass - Mosaic
1:30 PM	Obayana Ajanaku	Jewelry - Metals
2:00 PM	Chad Carson	Mixed Media Craft
2:30 PM	Kay Edenfield	Folk Art
3:00 PM	Marlow Gates	Broomcraft
3:30 PM	Cindy Hirt	Mixed Media Craft
4:00 PM	Betsey Carte	Clay - Porcelain
SUNDAY, June 5		
noon	Gustavo Santana	Glass - Blown
12:30 PM	john donehue	Metal
1:00 PM	Joanna White	Fiber - Surface Design
1:30 PM	Ron Tara	Mixed Media Craft
2:00 PM	Holly McGetrick	Mixed Media Craft
2:30 PM	Doc Welty	Clay - Stoneware
3:00 PM	Delores Newson	Basketry

Silent Auction at Piccolo Spoleto Crafts

Hello Artist, please consider contributing to the Silent Auction during the Piccolo Spoleto Craft Show this year. Please also inform your customers about the Silent Auction and the Crafts Raffle being held in our Silent Auction booth near the front entrance.

Silent Auction:

- Exhibiting Artists at the Craft Show and members of Charleston Crafts donate artwork to be put up for Auction to the visiting public in the Silent Auction booth.
- All monies collected from the Silent Auction go toward Artist Merit Award monies for the next year.
- Artists who donate work are thanked in appreciation as donors.
- Donations of artwork will be accepted both weekends/ both craft show.
- Donated artwork is displayed along with artists name as contributing artist, value of the piece, and artist's booth number.
- Please mark your donations with your name, booth number and value of the piece.
- Receipts are available to the artist for the value of each piece donated.
- Visitors wishing to bid on artwork submit a bid form or forms.
- Highest bidders are notified the week after both shows are over.
- Artwork is either picked up at Charleston Crafts Gallery or mailed out to the winner upon payment.

Crafts Raffle:

- Charleston Crafts member artists donate their artwork for the crafts raffle.
- Customers of exhibiting artists at the Craft Show are eligible to enter the raffle.
- Raffle chances are available at the Silent Auction booth.
- Customers can receive one raffle chance for every \$20 spent with an artist at the Craft Show.
- Receipts for artwork are not mandatory.
- Winning entries are determined the week after both shows are over.
- Artwork is either picked up at Charleston Crafts Gallery or mailed out to the raffle winner .

Thank you for your participation!

Please send your customers to the Silent Auction Booth to participate in the Crafts Raffle during the show. For each \$20 in purchases at the show, your customers are eligible for one chance in the raffle. It is not necessary to give your customers a receipt. We will honor any purchase made in your booth toward the final amount spent at the show.



Joseph P. Riley, Jr.
Mayor

City of Charleston
South Carolina

Alan D. Horres, Jr.
Director

Revenue Collections Division

Dear Vendors,

The City of Charleston Business License Ordinance is modeled after the Municipal Association of SC Model Ordinance. Virtually every city or town in the State of SC follows or has adopted this model ordinance. Section 1 of the business license ordinance requires that any person or business engaging in “any calling, business occupation or profession” within the City limits of the City of Charleston obtain a business license.

Itinerant businesses coming into the city during events are required to purchase a business license based on the estimated income derived at the event. Businesses which already have a City of Charleston business license are not required to have an additional license.

Itinerant businesses should fill out an Itinerant Business License Information form which can be found on the City of Charleston website www.charlestoncity.info by clicking the “where can I find” drop-down box and clicking “business license information”. The form is located in the middle of the Revenue Collections Division page. Additionally, a form may be obtained at the Revenue Collections Division office located in front of Gaillard Auditorium on the 3rd floor of the 75 Calhoun Street building.

Inspectors will be dispatched to the different vending locations to assist you in obtaining your business license for the event.

Good luck in your endeavors during this very special event !

Sincerely

Alan D. Horres, Jr.
Director, Revenue Collections Division
City of Charleston, SC

P.O. Box 22009*Charleston, SC*29413-2009*75 Calhoun Street*Telephone (843)720-3846*Fax (843)965-4174