



Coupeville Arts and Crafts Festival - August 11 and 12, 2012
Saturday 10-6 and Sunday 10-5

Mission Statement: To promote quality handcrafts and the arts, ensure cultural enrichment, beautify and preserve the unique historical qualities of the Coupeville community.

Quick Facts for Coupeville Merchants

Coupeville Festival Association has obtained a **Special Event Permit** from the Town of Coupeville. Booth spaces and numbers will be marked with black paint.

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

- The Coupeville Festival was started in 1964 by Coupeville Merchants and other interested citizens. The goal at that time was to showcase the Coupeville community, our arts and to bring visitors to the area. Although the players change from time to time, that goal is still alive today.
- We have Free Entertainment, Free Children's Activities, Free Artist Demonstrations (Artists-In-Action).
- Convenient parking area just a block away.
- Friday night Art Show and Wine Reception (ticketed event).
- Artisans who show and sell quality items selected by a jury process.
- Food vendors in the designated food court area.
- Grants to the Coupeville Community total well-over 1/2 million dollars since the first festival in 1964.
- 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, Coupeville Historic Waterfront Association, Admiralty Head Lighthouse restorative projects, Boys and Girls Club art projects, numerous school projects, Whidbey General Hospital Foundation, Coupeville Farmer's Market, and many, many more!
- We are a 100% volunteer-run, non-profit organization. Volunteers are our most treasured asset. \$1 to join!
- CFA volunteers partner with other community groups (Boys and Girls Club, Chamber of Commerce, Art School, etc.) to increase community involvement and enhance festival activities.

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

Ticket Locations:

Coupeville Arts Center Lind's Pharmacy - Coupeville Red Apple Prairie Center Windjammer Art Gallery
Coupeville Liquor Store Bayleaf Deli - Coupeville/Oak Harbor Wind and Tide Bookstore in Oak Harbor
Central Whidbey Chamber of Commerce

How have we advertised this event?

- The CFA spends over \$10,000 promoting Coupeville and the Festival itself with widely distributed, professional posters and rack cards (promotions also include t-shirts and other items).
- Our 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.)
- Large banners displayed along Highway 20 and 525 between Clinton and the Highway 20/Anacortes exit
- Our website www.coupevillefestival.com includes festival information and links to local businesses.
- 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
 - b. Merchants may apply (**by 5/31/2012**) to use the space to sell **only items from their stores**. **Applications must** include a \$100 booth fee and proof of \$100,000 General Liability Insurance. **Online applications accepted now and through 5/31/2012.**

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 do not purchase the space.
- If you decide you want a booth in front of your store, our insurance REQUIRES all our vendors to have liability insurance. In addition, WE must carry insurance and the booth fees pay for that.
- The 15% gross sales commission and the 'hand-crafted only' requirement is waived for Coupeville Town 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). A festival volunteer will contact our Operations staff.

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.
- **Paul and Karen Whelan are the CFA Merchant Relations Co-chairs.** They are on site during festival weekend and should be your first line of contact.
- Any other Festival volunteer can help you if Paul and Karen are not available. Ask a CFA volunteer to put you in contact with the Artisan Booth Co-chairs or a CFA Board member.
- The CFA office at 901 Grace Street (under the Oyster Catcher) is manned during festival weekend. Phone number is 678-5116.

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?

- There is a "Merchant Only" parking area by Town Hall.
- **Free CFA parking passes** will be provided by Paul and Karen Whelan 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.
- Any merchant in need of handicapped parking is encouraged to arrange it with CFA at least 1 month in advance. Telephone 678-5116. Messages are returned promptly if office personnel are not on site.
- Parts of **Coveland, Alexander, Grace and 8th Streets will be closed to parking at 4pm 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. If your patrons arrive before festival closing on Sat or Sun, a \$3.00 parking fee applies in the designated festival parking lot by the Library. ***Thank you for helping to make this a great fund-raising event for the Greater Coupeville Community!***

If you have additional questions or comments for the Coupeville Festival Association (CFA), please address them to Paul and Karen Whelan, Merchant Relations Co-chairs for the CFA and your liaison "voice" to the CFA. Paul and Karen may be reached by e-mail cfamerchant@gmail.com or phone 678-7741.

[Coupeville Merchant Booth Application](#)