

2nd Sundays Williamsburg 2021 Festival Setup Information

Festival Payments- Please make checks for the festival exhibiting fee for \$95 per day payable & send to **LoveLight Placemaking 160 John Rolfe Lane Williamsburg VA 23185. If prepaying for 8 or more shows you can take \$10 off per show to pay \$85 per show.** Please put on the FOR line of the check, the months that you're paying for. Preferred online payment method is **Venmo- @LoveLightPlacemaking** . Those of you preferring to pay via **Pay Pal** can do so by sending it to LoveLightplacemaking@gmail.com.

*Payment for Booths is due by the 25th of the month prior to the month you plan to attend. We often have late adds when weather looks amazing & that's fine- we're happy to have you! We prefer to have payment ahead of the festival day since the musicians are paid from the artist fees and we like to give them checks in person, no postdating, on the day that they play! Cash is fine – I know for some of you it's easier-just please put a paper clip with paper & your name on it or somehow identify your cash to me as yours! If you owe me because you're a late add or wish to prepay for future months- please have check, money order or cash with your name & the months you're paying for to me or one of the Festival Assistants. **BIG THANKS to all who are already paid in advance!** By the way, all I ever really WANT to do on Festival day is wander around, peruse the wonderful art & listen to our overwhelming amount of fantastic music. I DESPISE (don't often use that word) the feeling of having to try & remember who I need to go COLLECT payment from. Truly by the day of the festival, I'm lucky to remember my name! I'm asking you to make it YOUR RESPONSIBILITY to get payment to LoveLight Productions prior to the Festival or on the day of the festival at the LoveLight Booth near Festival Center during the day on Sunday.

*Restrooms- Most Businesses on nearby streets are happy to share their's with you. I find Baskin Robbins & Retro's (who both open at 11) –the easiest to zip in & out of. Baskin Robbins has 1 in front of Store & 1 in Rear, Amber Ox & Hound's Tale Corner Barkery also open at 11a.

*Use Festival Postcards freely to all of your customers & take some along with you to other shows to help promote our festival! There are plenty at the **LoveLight** Booth near festival center! It's great if you can give one to each customer that buys from you or stops by your booth. You'll find that MANY folks will tell you that they've never heard of the festival before, although we're in our 12th year! Folks in Williamsburg are notoriously UNPLUGGED from local newspapers... may not read the signs that we place around town...& unless someone has directly spoken to them re' the festival or friend or neighbor invited them to come, they're oblivious of many of our towns' wonderful goings on!! Once they come to the festival, we find that they're hooked! There's never been a monthly Arts & Music (Street) Festival in Williamsburg until our 2nd Sundays started, so the locals haven't known what they've been missing!

* Food options for newbies- Feel free to call in your orders to the local restaurants or purchase something from one of festival food trucks!

*Parking- Plenty of Street Parking for patrons (but not great for artists since it's enforced on Sundays) on surrounding Streets and in Several nearby Parking garages, for no or low cost. Drive Up, unload & then ask a neighbor to watch your items while you go promptly MOVE your vehicle to find a parking spot for the day. There is also predictable, low cost parking in the Prince George Parking Garage(just behind the Suntrust Lot) at 230 N. Henry <https://www.williamsburgva.gov/residents/facilities/prince-george-parking-garage> is the link to City Parking lot parking information. Costs \$1 per hour to park there. Entrance & exit is on N Henry, but there is a walking exit just beside the SunTrust Bank Lot, Kilwins; across from the Peanut Shop, Baskin Robbins & Blue Talon Bistro and also one that lets you walk out beside 221 N Boundary that many artists use. There is also a free parking deck called City Square at 401 N. Boundary beside the Williamsburg Community Building & across from the Williamsburg Regional Library, if any of your friends or customers ask. It's a great option especially for those artists in the block of N. Boundary between Prince George and Scotland.

*PLEASE REMEMBER to bring Weights to keep your tent Sturdy & from Blowing away in an unexpected wind gust. Even something as simple as water filled milk jugs work, when tied to each leg of the tent. Tents ideally- should be white or tan (white keeps the festival streets visually uniform, & light colored tops allow for light to show off your wonderful art), 10 x 10 and straight legged. Also advisable, in addition to sidewalls for each exhibitor to bring a tarp or easily accessible plastic Wrap, white or clear Shower curtain liners, to protect your displays in the event of sudden rain. Hoping if we can prepare ourselves, then perhaps the raindrops will stay away!

*Setup in the Street is from 9-11am. If you intend to DRIVE onto the Street & drop your items on the curb beside your spot- you need to have it done, AND YOUR CAR moved from the street PRIOR to 9am!! Streets are blocked to entering traffic at 9am, so until then, there can be no items IN THE ACTUAL STREET, including tents. Tents can be erected ONLY after streets are closed at 9am! Cars & buses need to be able to safely pass thru til 9am!

- 10 x 10 ft artist spaces will be marked in ORANGE SPRAY PAINT Stripes. The booth number will be written in crayon on the curb top.
- Please know that you're expected to stay set up until 5p(March-October) & 4p(November & December)(not excited to have early birds packing up early-what if everyone decided to do that?) ... and DO NOT ATTEMPT to drive your vehicles onto the streets until the musicians have stopped performing at 5pm and your items are packed up & ready to place into your vehicle.
- Please be mindful & courteous of others who're also packing up and driving onto the streets to load their vehicles. Pack your items up onto the curb behind your spot-so that you can drive up into the spot where your tent was to allow others to drive around you.
- Also please know that the streets need to be BARRICADED & blocked for safety reasons the entire festival as long as any artist is still packing up their vehicle in the street. IF YOU SEE a BARRICADE that you or someone else has moved & you've driven thru it- PLEASE take a few seconds, stop the car, get out & move the barricade back into place behind your vehicle! It wouldn't hurt, in fact, to not assume that the person behind you is THINKING... so stop & get their attention & ask them to please get out & replace the barricade. It's so serious an issue-I'll say-ignoring the safety of other artists and patrons, is reason to be dismissed from attending future festivals. (Please take a photo of any vehicles, including license plates of folks like this!)
- N. Boundary- or anywhere along festival streets needs to be kept free from parking.

*THANKS so much for bringing your smiling faces and AWESOME ART to my favorite Streets and Festival ANYWHERE!!

* **Contact –quickest way to contact me-is texting – [757-879-3029](tel:757-879-3029).** If you facebook message or phone me on the day of the festival- I'll most likely not have time to check either... I'm pulled many different directions. Texting allows me to multi task!!

Shirley Vermillion, 2nd Sundays Williamsburg Director