

# McKinney Fall Market

## Call for Artists & Makers Detail

**Contact Email:** [theresah@jonesboroughtn.org](mailto:theresah@jonesboroughtn.org)

**Call Type:** Art/Craft/Maker Show

**Entry Deadline:** July 1

**Entry Fee:** Varied

The McKinney Center seeks entries for its Fall Market, to encourage and promote regional artists, crafters, and makers and showcase the amazing and unique talent that our region has to offer. The McKinney seeks to recognize quality, diversity, and creativity. The show is open to original works created by individuals 18 years or older. College/University students are eligible.

**Location:** McKinney Center. 103 Franklin Avenue, Jonesborough, TN 37659

**Show Hours:**

Friday	Noon – 6pm
Saturday	10am – 6pm

**Check-In/Load-In:** We have two goals: 1. that everyone has an easy set-up and 2: to maintain a safe environment for you and our visitors. The McKinney Center has a level parking lot but it is small and pebbled. Therefore, we are staggering set-up times and limiting you to one hour to unload, to make it as easy as possible for each of you. We also have classes at the McKinney Center so be aware of kids and pedestrians. Traffic is one way around our building. Safety for our vendors and our students is at the forefront while creating the load-in schedule and the set-up plan for outside. If vendors violate any of these instructions they will not be invited to return to future events. You will get an email between now and event time to sign up for your load-in time.

**Donation** – As part of your booth and table fee you will donate a work of art of a \$25 dollar value or more each time you participate in a market. **You may give the MKC staff your donation when you check in.** We appreciate this very much! You will receive an acknowledgement email the following week for your records. These donations will part of our Masterpiece Mingle event which raises money for scholarships here at the McKinney Center.

## Set-up

- Up to four artists will be allowed to unload at a time. Sign-up times are first come, first serve.
- Booth placement will be decided by the McKinney Center staff. All decisions are final.
- Arrive to the McKinney Center, no earlier than 15 minutes prior to your self-assigned time for un-loading.
- Park in the top parking lot (stone/pebbled lot), in front of the Office or Auditorium Doors.

- Before unloading come into the McKinney Center, using the Office Doors to check in with a staff person.
- View your location and decide which entrance will be best for you to unload.
- DO NOT BLOCK THE RAMP OR STAIRS into the building. Other artists may come to unload while you are here and they need to access the ramp and stairs as well.
- You have one hour from your start time to unload. Take this time to unload your vehicle. As soon as you are finished unloading, move your car to the BOTTOM, PAVED LOT. This will give other vendors ample time and space to unload next. After you unload, then you may setup your booth.
- **No set-up or breakdown during SHOW HOURS.**
- Compliance with these policies will be taken into consideration in offering invitations and jurying into future shows.
- On Thursday, the building will close at 7pm. Please plan to finish setting up on Friday morning. Doors will open for vendors at 8 am on Friday and 9 am on Saturday. The event will open to the public at noon on Friday (**you should be set-up and ready by 11:30**) and 10 am on Saturday (**you should be set-up and ready by 9:30**). We do not like to let visitors in if not all vendors are at their booths. We will open early if we have visitors and if all vendors are present. Otherwise, we will open promptly at the start time whether you are at your booth are not. The McKinney Center and TOJ are not responsible for missing, damaged, or stolen items.
- If you are waiting until Friday to unload, you will have from 8am – 10:30am to unload. You may arrive earlier if you are an outdoor vendor. Move your vehicle to the back of the building labeled “Vendor and Staff Parking.” I RECOMMEND loading in on Thursday if you are an inside vendor.
- Make sure you are not unloading and parked where you will block other outdoor vendors from their space.
- DO NOT move parking cones! Outdoor vendors may park on the left-hand side of the parking lot and carry their items to their spot. NO PULLING your car up directly to your spot. This is dangerous and blocks other vendors from accessing their spot and the building.

### **Break-Down**

- Breaking your booth down early will result in not being invited to future events. Please consider the following:
  - You paid and agreed to be set up during the show hours.
  - Event organizers have spent a great deal of time and money publicizing the event for specific times.
  - Customers seeing vendors breaking down (especially outdoor tents) results in customers not parking and coming in,
  - Present customers seeing vendors break down causes customers to rush out and not purchase potential items.

- There is no schedule for leaving and loading vehicles. You may park in **designated parking spots** to load your items. YOU MAY NOT MOVE cones to pull up to the building or your space. Again, this is for your safety. You may also park behind the building and take items out any of the back doors.
- Be courteous and patient.
- Park on the field side of the top pebbled lot (do not block the alley) or directly in front of the McKinney Center.
- DO NOT BLOCK THE RAMP OR OTHER EXITS INTO THE PARKING LOT.
- Load your items and move your vehicle.
- We have rentals the following Sunday. Therefore, all vendors must remove all their items.
- If you rented tables or borrowed chairs, please return tables and chairs to the closet in a nice and orderly fashion.
- Compliance with these policies will be taken into consideration in offering invitations and jurying into future shows.

**Food Trucks:** No more than 2 food trucks will be present. Food trucks need to be 40 feet or less. A power source is available. Generators must be quiet.

**Weather:** Be sure to plan for all kinds of weather, including wind and rain. The show goes on rain or shine and you are expected to remain with your booth at all times. All participants must provide their own means of an attractive display sturdy enough to withstand crowds, wind, and weather conditions.

**Shims:** It is a good idea to pack shims to level your booth and raise items off the ground in the event your booth is on uneven ground or there is moisture on the ground.

**Restrooms:** Restroom facilities are in the building, at the end of the hall.

**Tent Regulations:** Tents must be weighted. Outside spaces are in a parking lot, therefore, stakes will not be allowed. Weights are mandatory. We are at the top of a hill and the wind can be strong.

**Parking Regulations:** Vendors have reserved and free parking directly behind the building. If you need space to park a trailer, please indicate that on your application.

**Security:** Jonesborough Police Department will include the grounds in their rounds Friday night. However, the McKinney Center, the Town of Jonesborough, nor its employees will be held

responsible for damage, theft or loss of artwork, vehicles, or equipment in transit, or in vendors' booths. Be sure to have your own adequate property coverage.

**Hospitality:** The kitchen is available for your use. We have a fridge, sink, ice machine, and microwave. You may use the coffee pot to make coffee (please clean after use).

**Sales Tax:** Each vendor is responsible for collecting 9.5% sales tax for each item sold and reporting your sales tax for this event.

The Tennessee Department of Revenue (TDOR) recently launched a new tax administration system called Tennessee Taxpayer Access Point (TNTAP) that changes the way you file and remit sales tax collected at special events. TNTAP allows you to file and remit the sales tax online.

- The sales tax rate for this event is 9.5% (provided by Revenue.)
- Typically, the sales tax return for an event is due within 20 days of the event and can be filed using TNTAP online: [https://tntap.tn.gov/eservices/\\_/](https://tntap.tn.gov/eservices/_/)
- If you have an active Tennessee sales tax account:
  - Please contact our Taxpayer Services division at (615) 253-0601 or email them at [revenue.support@tn.gov](mailto:revenue.support@tn.gov) to provide your Consolidated Sales Tax (SLC) account number.
  - Your account will be associated with the special event location and period.
  - If you need assistance with your TNTAP account, please call (615) 253-0600 or email [revenue.support@tn.gov](mailto:revenue.support@tn.gov).
- If you do not have an active Tennessee sales tax account:
  - You will need to fill out a registration application and return it to the Tennessee Department of Revenue no later than the end of the month in which the event is held.
  - By mail: Tennessee Department of Revenue, 500 Deaderick St, Nashville, TN 37242
  - Online: <https://revenue.support.tn.gov/hc/en-us/requests/new> Request type is "Tax Question" and my question is about "Register or Update an Account".

**We Reserve the Right:** The McKinney Center reserves the right to ask any vendor who does not comply with the stated policies on work eligible to be shown or any other policies to leave without a refund or fees. Any vendor who causes undue disruption is in danger of losing his or her privilege to show.

**Refunds:** There are no refunds for any reason.

## **Artwork and Craft Eligibility Review**

**Artists or Crafter Must Be Present** – The artist or crafter whose work has been accepted for this event must be present for the duration of the show to sell his/her work and to meet the public.

**Artwork and Sales Restrictions** – All work displayed must be produced by the exhibiting artist/maker. Work in your booth must be consistent with the quality shown in digital images submitted and only media accepted by the McKinney Center will be permitted in booths. The McKinney Center reserves the right to require that any inappropriate or ineligible work be removed.

**Seconds, Prints, Re-Productions** – Less than 25% of your booth or table should include these items and should be labeled as such. This includes original work printed on items such as cards, mugs, calendar, stickers, blankets, etc. Your original work must be clearly visible and the primary focus of your space. All reproductions must be signed and numbered, excluding photographs. All reproductions whether framed or unframed must be clearly and individually labeled, “Reproduction” or “Limited Edition Reproduction”.

**Photography** - Photographic prints made from the artist/maker’s original negative or digital image, and which have been processed by the artist are allowed. Photographs that have been manipulated using a computer are allowed, however, work that has been significantly manipulated into the final artwork will be considered Digital Art and should be labeled as such.

**Upcycled/Recycled Artwork** – Upcycled/Recycled Artwork, furniture, jewelry, artwork, etc., may be accepted. However, the commercial aspect of the items must be subordinate to the handcrafted work.

**Re-sale** – Absolutely no buy-sell, retail, or re-sale items are allowed.

## McKinney Market Checklist

### Don't Forget. . .

- € Plenty of inventory
- € Tent (if you are outside) and weights
- € Tables
- € Change

### Booth Set-Up & Display Materials

- € Pedestals and/or display cases
- € Banner with business name
- € Chairs (Rest when you can, but stand and greet customers when they enter)
- € Fan or heater
- € Shims
- € Business cards and/or postcards with your contact information
- € Tarps or plastic to cover products in case of rain.
- € Paper Towels and/or hand-towels in case you need to wipe rain/moisture off of tables and products.
- € Tools that may come in handy in an emergency – pliers, hammer, nails, tape gun, duct tape, Velcro, bungee cords/zip ties, hole punch, garbage bags, sharpies, extra tarp, extension cords, etc.

### Get Down to Business

- € Square or your credit card processing device
- € WiFi – Connect to: [TOJ-BTW Public](#). Password is: [TOJBTPublic](#).
- € Tablet or smartphone to process the transactions
- € Battery back-ups/chargers in case these devices die
- € Receipt books in case technology fails or power outages
- € Order forms
- € Price lists
- € Price tags (Customers are too nice to ask prices. Price items clearly).

- € Calculator
- € Pens
- € Smile (Customers want to see happy vendors!)

#### **For Your Customers**

- € Business cards
- € A demo project (This will keep you busy and will help customers connect to you and your craft).
- € Change
- € Bags and/or packing material for potential sales
- € Say “thank you”

#### **For You**

- € Proper clothing - be prepared for all types of weather
- € Sunscreen, lip sunscreen
- € Raincoat, rainboots
- € Cooler/lunch box with ice for food, snacks and water
- € Towelettes for clean-up

## McKinney Center Markets Marketing Tips

**Artist Statement** – create an Artist Information Statement to display prominently in your booth during the event. You could use an 8x10 print format for framing in a standard picture frame. The objective is to identify, inform and educate your customers about you, your process, and inspiration. Information needed for your statement could include:

- Personal photograph with the artist's name and contact information. This could be a portrait or a photo of the artist at work.
- Explain how your work is produced. Name materials and methods you use in making your product.
- Visitors to Jonesborough enjoy a good story! Tell people why you chose your medium and why you make what you do. Tell them where you learned your craft whether at a university or self-taught.
- This should be a one-page or ½ page narrative.

**Social Media** – The McKinney Center usually creates event pages on Facebook and posts about events and artists on Facebook and Instagram. You should share those posts with your regular customers, on your personal pages or business social media pages. Make it easy for your friends and clients to spread the word by making the posts public and shareable. You can also private-message the posts to other artists and those you know will be interested in attending the show.

**Posters** - The McKinney Center usually creates a poster for events. This poster will be emailed to you. You can email that image to your contacts. You can print out the image and distribute at your place of business or take them to places that will put them up somewhere in view to the general public.

**Yard Signs** – The McKinney Center will sometimes have yard signs advertising events. Offer to put a sign in your yard or at your place of business. You can bring the sign back the first business day after the event.



**Press Releases** – The McKinney Center always writes a press release for events. The press release is sent to all surrounding news outlets including papers, tv stations, radio stations, etc. You can share that press release with any media outlets in your area. Let them know that you will be attending the event.

## **Tips for Artists & Makers Who Want More Publicity**

Adapted from the Art Business Institute

[https://artsbusinessinstitute.org/blog/6-tips-for-artists-makers-who-want-more-publicity/#utm\\_source=feed&utm\\_medium=feed&utm\\_campaign=feed](https://artsbusinessinstitute.org/blog/6-tips-for-artists-makers-who-want-more-publicity/#utm_source=feed&utm_medium=feed&utm_campaign=feed)

Want to promote your art or handmade work and get some buzz going on social media or with the press? Use these strategies that make it easy for others to share for you.

**1. Pay it forward by sharing for others.** Networking is all about connecting with other people for mutual benefit. When you step up and share first, you open yourself up to receiving reciprocal help. Make a point to retweet about another artist's event, share a promotional post for your local Art Council, mention a fellow creative on your Facebook page, or write a blog post that highlights what someone else has done.

You must do this unconditionally, because you cannot count on payback. But as you become known as a good networking partner who supports and promotes other people, you will receive the same treatment. If you want to take your activities to a higher level, you can ...

**2. Create strategic alliances to double your efforts.** Connect with others in your niche or who serve the same audience but don't directly compete with you. Agree to share each other's social media posts. Use your email newsletters to refer and recommend each other. Use cross-promotion to reach an audience bigger than either one of you has individually.

**3. Have a bio and a professional headshot ready.** When you get a press mention, or someone you know has indicated that they want to share about you, have a really good headshot of yourself available in case they need it. Your headshot should be available as a thumbnail (150px by 150px is good) that can easily be emailed. Write a bio that is also ready to go in the event that you get credit or a mention. We suggest a bio of a paragraph or two, and a short bio, perhaps 50-100 words. Have these on hand to provide at a moment's notice. You never know when an opportunity may arise!

**4. Have professional images of your work ready.** Seeking some press? If you are looking to get exposure, you must be prepared with outstanding photographs of your work, preferably taken professionally. If you are seeking publicity in a print publication, your images should be in a high-resolution format, such as a .tif file that will produce a sharp clear image on the printed

page. If your press opportunity is online, you will need low-resolution images (such as .jpg or .png files) that will load quickly on a webpage.

Be ready to provide these as requested. Don't put a reporter or blogger in a position to have to resize or reformat your images, or you might lose out. Online tools like [PicResize](#) and [Zamzar](#) are helpful for resizing and reformatting. Both are free to use.

**5. Suggest social media posts.** Have an announcement, such as an exhibition, art fair or other event coming up? Make it easy for your network partners to spread the word for you. Provide them with a "suggested tweet" or ready-to-go Facebook post content. They can easily copy and paste, without having to write anything on your behalf that could be inaccurate or incomplete – or might never happen at all.

**6. Share suggested stories with the press.** Publications and blogs that write about art and craft need content – always. A [press kit](#) is a good idea so that you can provide any reporter or blogger with your information at a moment's notice. But go a step further by literally sharing stories where your art or craft fits in perfectly! A sheet in your press kit with "suggested stories" might list a few headlines and give a paragraph or two about your work that applies to those stories. This means that you could literally gain press exposure without ever talking to the reporter – simply because you had materials available that fit their needs.