



Arts in Bloom – Rates & Participation Fees 2018
McKinney Main Street Board Meeting – October 12, 2017

Arts in Bloom 2018 (April 13, 14, 15) is seeking artists through Zapplication, the national online art show listing site. The deadline is October 15, 2017. 10'x10' artist booths are available for \$300.

In 2017, McKinney Main Street provided special opportunities for local artist participation.

Based on feedback from downtown businesses and festival vendors, McKinney Main Street recommends a pricing structure for all Arts in Bloom participants consistent with other McKinney Main Street events.

Comments regarding local participation from 2017:

- Unable to commit to full hours
- Set-ups not able to handle adverse weather
- Participation included artists from outside of McKinney
- Pricing of product inconsistent with paid space artists
- Products outside of festival guidelines
- Received negative feedback from business owners and other artists

Suggested approach for Arts in Bloom 2018, providing space to local artists consistent with pricing other events.

- 20% discount on site fee (site fee is \$300 for each 10'x10' space)
- All applicants responsible for own tent and must meet festival tent guidelines
- Up to 24 10'x10' spaces reserved for McKinney Artists on side streets
- Must have McKinney residency
- Juried selection process based on product and category
- Space reserved on Louisiana Proper – premium real estate – for larger co-op tent area
- Louisiana Proper tent is reserved for participation for downtown galleries