



February 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> 2012  
 Downtown Fort Myers  
 1300 Hendry St. Fort Myers 33901  
 Address For Google Map Reference

## Director's Welcome

Welcome to ArtFest Fort Myers – We Are Glad You Are Coming.

The advertising has been placed – volunteers are excited – the site is ready – the press coverage has started – the VIPs are calling for tickets and we look forward to seeing you at ArtFest Fort Myers.

Below is the Hotel, Set-up instructions and other information that you need to have for a successful show with us.

Please review the following materials and call or email us with any questions. We wish you safe travels and great sales this festival season!

## Hotel Information



**HYATT PLACE**<sup>®</sup>

Hyatt Place Fort Myers/at The Forum  
 2600 Champion Ring Road  
 Fort Myers, FL 33905  
 Phone: 239-418-1844

**Hyatt Place** – Located minutes away from downtown Fort Myers this stunning new hotel is 5 miles from the festival site. The rooms are all oversize with living rooms separate from the sleeping area. Enjoy Starbucks® coffee drinks with fresh baked goods in the Bakery Cafe; full-service bar; 24-hour Guest Kitchen Café offering quality, made-to-order meals & snacks; free WI-FI and great pool & fitness center.

**ArtFest Fort Myers Rate**  
**King or Double Room – \$79**

*Includes a free expanded continental breakfast daily.*

**Call# 239-418-1844 Use code: G-ARTF for special rate. This is a Great Deal!**

### Alternative Hotel Options:



The ArtFest Fort Myers rate for double or king is - **\$84 per night**. Located 1.5 miles (five minute drive) from the ArtFest Fort Myers site. Call the hotel directly and ask for the *ArtFest Fort Myers Artist Rate*

Holiday Inn  
 2431 Cleveland Avenue  
 Fort Myers, FL 33901  
 Phone: 239-332-3232



The ArtFest Fort Myers rate for double or king is - **\$79 per night** Located 7 miles from the ArtFest Fort Myers site. Call the hotel directly and ask for the *ArtFest Fort Myers Artist Rate*

Fairfield Inn  
 7090 Cypress Terrace  
 Fort Myers, FL 33907  
 Phone: 239-437-5600

# Set Up Instructions

## Set Up Friday February 3<sup>rd</sup>, 2012

Set up begins on Friday, Feb. 3<sup>rd</sup> during your scheduled time shown below. There will be a volunteer to meet you at your Bay Street intersection listed below and to confirm your booth number – have it ready!!!

Artists are required to set-up on Friday during the day. Check-In is open from 11:30am - 4:30pm. **DON'T FORGET YOUR ID – IT IS REQUIRED.**

When you arrive during your assigned Check In Time (see below), proceed down Bay St. to your assigned entrance street (**Dean or Monroe**) look for signs.

When you arrive at your booth: **UNLOAD and MOVE YOUR VEHICLE.** Be considerate of other artists please and remember: **One Way traffic ONLY.**

Opening Night Artists Booths 116 – 140 & 188 – 226

**Access on Dean St.: Set Up 9AM – 2PM** (Be ready to open your booth by 5:30PM)

Booths 1 – 35 – **Access on Monroe St. at Bay St.: Set Up 1:30PM – 4:30PM**

Booths 36 – 87 – **Access on Monroe St at Bay St.: Set Up 1:30PM – 4:30PM**

Booths 88 – 115 – **Access on Dean St. at Bay St.: Set Up 11:00AM – 4:30PM**

Booths 142 – 186A - **EVEN ONLY** Access on **Dean St. at Bay St.** Set Up 9:30AM  
**(THERE WILL BE NO ACCESS TO THIS AREA FROM 3:30PM – 10:30PM)**

Booths 143 – 187A – **ODD ONLY** Access on **Dean St. at Bay St.** Set Up 11:30AM  
**(THERE WILL BE NO ACCESS TO THIS AREA FROM 3:30PM – 10:30PM)**

## Early Arrivals

**If you arrive in town on Friday, Feb. 3<sup>rd</sup>, before your set up time, DO NOT ATTEMPT TO COME ON TO THE FESTIVAL SITE.**

We have a great area for you to **PARK AND WAIT** for your set up time to begin. See Google Map in this packet.

At the intersection of First St. and Royal Palm Ave. you will see the United Methodist Church, 2466 First St., Fort Myers 33901. Behind the Church complex, access from Royal Palm Ave., is a large grassy area where you have permission to park on Friday, prior to check-in. There will be ArtFest Fort Myers signs posted. From here, it is an easy 1.5 block walk to downtown First St.

## Directions to Event – Google Map at end of this document

**From I-75 SOUTH** - Exit 138, Martin Luther King Jr. Blvd. (SR 82): Exit and head West into Downtown Fort Myers (about 4 miles). At Lee St, make a right and go 3 blocks to Bay St.

**From I-75 NORTH** - Exit 141 - Palm Beach Blvd westbound. Travel Palm Beach Blvd, about 4 miles, to downtown Fort Myers. At the Seaboard Rd intersection, Palm Beach Blvd becomes First Street. One block past the Fowler Avenue light, make a right on Bay Street.

**From US - 41 (Tamiami Trail) Traveling SOUTH** into Downtown Fort Myers: Once you cross over the Caloosahatchee River take the first off ramp into Downtown. The ramp exits onto West First Street. Go 2 blocks to Monroe Street and make a left. Go 1 block to Bay St.

**From US - 41 (Tamiami Trail) Traveling NORTH** into Downtown Fort Myers: Just before you cross over the Caloosahatchee River, take the last exit (right) to historic downtown. Go STRAIGHT (Do not turn onto Martin Luther King Jr. Blvd.) to Monroe St. Turn left at Monroe St. and go 2 blocks to Bay St.

## Be Prepared

Winter can be a windy time in Florida and this is particularly true for locations near the river. We urge all artists to be prepared for all weather conditions - wind and rain. **YOU MUST HAVE YOUR TENT WEIGHTS INSTALLED ON YOUR TENT** regardless of weather conditions - for you & your neighbors' protection! **Block Captains will be checking this upon set up.**

## Overnight Security

Overnight security will be provided on Friday and Saturday by a combination of Private Security and Fort Myers Police, beginning after 5 PM.

## RV Overnight Parking

Off Street parking for artists' full size RVs with generators is in a designated lot, Check-in will have this information.

## Day Parking

Artists commuting to the festival each day will have reserved parking in a designated lot closest to their booth space. Check-in will have this information.

**PLEASE PARK ONLY IN YOUR ASSIGNED SPACE. DO NOT PARK** along the access streets.

Display your Parking Pass on your rear view mirror.

## Sales Tax

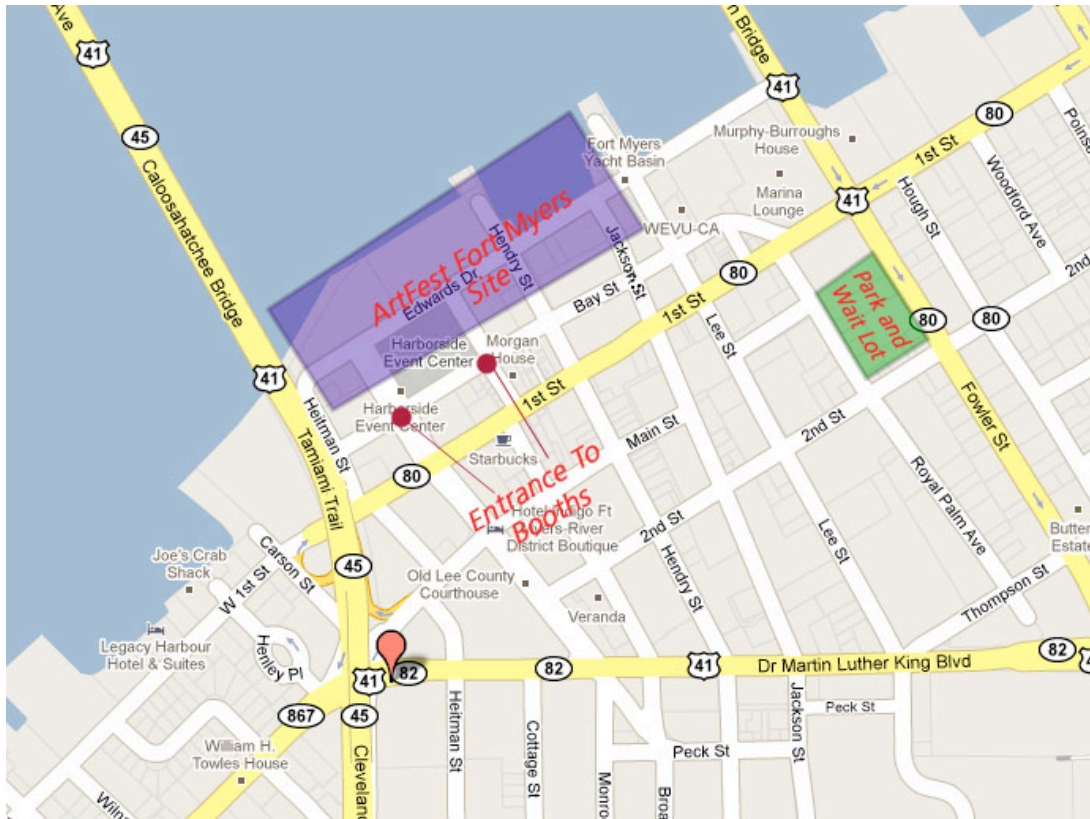
Each artist is responsible for collecting and remitting his/her own Florida sales tax (6%). Tax forms will be in your Check In Packet. ArtFest Fort Myers is required to provide artists names and addresses to the Florida Department of Revenue.

## Artist Corner/Hospitality/Check-In

All artist services are located indoors, including indoor bathrooms.  
Check-In (**ID REQUIRED**) has your Welcome Packet, containing Parking Passes, Booth Cards, Name Tags and other info.

**Join us at Harborside Event Center (where you check in)  
Sat & Sun morning for a great breakfast from 7:30-9:00 AM!**

*Google Map*



## ArtFest Fort Myers

Contact Info:

Office Phone#: 239-768-3602

Event Weekend ONLY Cell Phone#: 239-851-4811

[info@ArtFestFortMyers.com](mailto:info@ArtFestFortMyers.com)

[www.ArtFestFortMyers.com](http://www.ArtFestFortMyers.com)

[www.ArtFestArtists.com](http://www.ArtFestArtists.com)

# *Check List For All Artists*

## Double Check:

- ✓ **Re-read Set Up Instructions (PDF Download)**
- ✓ **Booth# - Have Ready At Entrance Check Point**
- ✓ **Your Booth Entrance Point and Time**
- ✓ **Weather Report For Weekend Conditions**

## Check In:

- ✓ **I.D. REQUIRED For CHECK IN**
- ✓ **Hang Parking Pass On Rear View Mirror**
- ✓ **After set-up there is NO PARKING in the Harborside Event Center Parking Lot – Block Captains Will Be Checking & Moving Artists If Parked There**
- ✓ **Please Park In DESIGNATED LOT on Sat & Sun – Block Captains Will Be Checking & Moving Artist If Parked In Wrong Lots**

## Young Art Collectors:

- ✓ **Drop Off Art Work To Donate With Your Block Captain – OR –  
At Check-In**

## Breakfast Reminder:

- ✓ **Saturday – Expanded Continental Breakfast From 7:30AM – 9:00AM**
- ✓ **Sunday – Hot Buffet Breakfast From 7:30AM – 9:00AM with Awards Ceremony At 8:00AM**



## DON'T LET THIS BE YOU! Weight Your Tent

ArtFest Fort Myers' scenic location along the waterfront means we have constant breezy conditions and some times strong winds. Since all artists set up on pavement, you are **REQUIRED** to securely weight your tents and we will inspect them during Set Up. We want you and your artwork to be safe and we want all your neighbors to be safe and secure too. We would like to provide some specs about effective weights - not just for our art festival but others you attend as well:



- Artist booths need to be **BOTTOM HEAVY!** Make sure your tent weights sit on the ground. Weights that are suspended cause the center of gravity to be raised up, making the booth top heavy and unstable.
- Have at least 30lb. on each corner - not just 10 or 20lb. of water weights or sandbags or tube weights, etc.
- Consider a cement block, 8X8X16. They vary in weight from 26 to 42lb. Place one on each corner or maybe two on a corner that is exposed to potentially high winds. Cement blocks are about \$1.00-\$1.50 each at major home improvement centers (Lowe's, Home Depot, True Value, etc.)
- Consider square steel weights with loops welded to the tops. Or hex weights as used in a weight room. Use the types that are 50 to 75lb. each.
- Whatever weights you use you need to attach them with heavy-duty web straps with a high static breaking point. Words of experience: Bungee cords will NOT keep your weights attached to your tent. You can double strap weights to your stabilizing bars and booth legs so there is no slippage or shifting.
- **NO STAKING INTO ROAD PAVEMENT**



**\*\*Good Idea: Put Cinder Block Weights in a tote bag – makes them easier to carry!\*\***

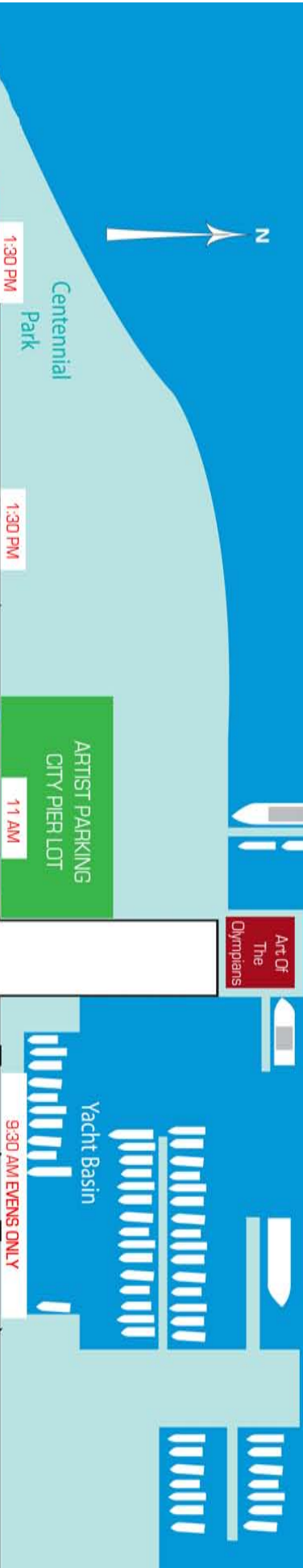
**\*\*PLEASE BE ADVISED\*\***

Neither ArtFest Fort Myers nor our commercial tent company provides weights for artist's tents. Please bring your weights with you. ArtFest Staff and Volunteers are not available to help you set up your tent or help weigh it down if there are high winds. If everyone is safely weighted down we won't have wind - that is the way these things work.

## Artist Set-Up Map



Art Of The Olympians



ARTIST PARKING  
41 BRIDGE

Post Office  
ARTIST VAN PARKING  
NO PARKING IN THIS  
LOT ON FRIDAY

HarborSide  
Convention  
Center

ARTIST  
CHECK IN  
ID  
REQUIRED

PUBLIC  
PARKING  
ONLY

ARTIST  
UNLOADING  
AREA ONLY

CHAMBER  
OF  
COMMERCE

ARTIST  
PARKING  
TIDEWATER  
LOT

VIP  
PARKING

City of Palms  
Parking  
Garage

Artist  
Parking  
Grass Lot

Public Parking Area

Public Parking Area

Public Parking Area

**SPACES 1 - 87**  
UNLOAD & MOVE VEHICLE  
ONE WAY TRAFFIC ONLY  
NO PARKING IN POST OFFICE ON FRIDAY

**SPACES 88 - 115**  
PARK & UNLOAD  
BEHIND BOOTH

**FRIDAY NIGHT ARTISTS**  
**SPACES 116 - 140**  
& **188 - 226**  
PARK TO UNLOAD &  
CLEAR LANE TO SET UP  
ONE WAY TRAFFIC ONLY

**SPACE 142 - 187A**  
PARK TO UNLOAD &  
CLEAR LANE TO SET UP  
ONE WAY TRAFFIC ONLY

\* NO ACCESS FROM  
3:30PM - 10:30PM FOR  
BOOTH # 142 - 187A

Overnight  
RV Parking  
In Rear  
County  
Parking Lot  
Fenced

ARTISTS MUST PARK IN  
ASSIGNED PARKING LOT OVER  
FESTIVAL WEEKEND  
PARKING PASS IN  
CHECK IN PACKET

ALL ARTISTS ABOVE ENTER FESTIVAL SITE ON DEAN STREET