



Arts Market New Orleans Artist Handbook 2023
Updated May 1, 2023



Art by Toné Lowe

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INTRODUCTION

Consistently recognized as New Orleans' best arts market in the city by Gambit Weekly's reader polls, the Arts Market New Orleans is the region's largest juried monthly fine arts and crafts market. Celebrating 15 years, the market has provided local artists with a consistent platform to showcase artworks, test new products, and refine their craft to attract new consumers and increase sales. It continues to prove a valuable platform for artists to launch their careers and make a living. **Arts Market New Orleans is a program of the Arts Council of New Orleans, dba Arts New Orleans.**

This open-air market gives patrons an opportunity to support local visual artists. All exhibited artwork is handmade and created by a rotating cast of 300 juried regional artists.

Arts Market Contact

Jordan Koppens | Arts Market Manager
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OVERVIEW

Arts New Orleans produces Arts Markets across the city, including:

- **Arts Market at City Park** – held the second Saturday of every month.
- **Arts Market at Marsalis Harmony Park** – held on the last Saturday of every month, except the December market, which occurs in advance of Christmas.
- **LUNA Fête Arts Market** – held for four nights in December in the Pedestrian Park of the New Orleans Ernest N. Morial Convention Center as part of Arts New Orleans' LUNA Fête festival of art, light, and technology.

Holiday Two-Day Markets begin in November and take place both Saturday and Sunday.

2023 MARKET DATES

Dates	Locations	Times
January 14	City Park	10 am – 4 pm
January 28	Marsalis Harmony Park	10 am – 4 pm
February 11	City Park	10 am – 4 pm
February 25	Marsalis Harmony Park	10 am – 4 pm
March 11	City Park	10 am – 4 pm
March 25	Marsalis Harmony Park	10 am – 4 pm
April 8	City Park	10 am – 4 pm
April 29	Marsalis Harmony Park	10 am – 4 pm
May 13	City Park	10 am – 4 pm
May 27	Marsalis Harmony Park	10 am – 4 pm
June 10	City Park	10 am – 4 pm
June 24	Marsalis Harmony Park	10 am – 4 pm
July 8	City Park	10 am – 4 pm
July 29	Marsalis Harmony Park	10 am – 4 pm
August 12	City Park	10 am – 4 pm
August 26	Marsalis Harmony Park	10 am – 4 pm
September 9	City Park	10 am – 4 pm

September 30	Marsalis Harmony Park	10 am – 4 pm
October 14	City Park	10 am – 4 pm
October 28	Marsalis Harmony Park	10 am – 4 pm
November 11	City Park	10 am – 4 pm
November 25 & 26	Marsalis Harmony Park	10 am – 4 pm
December 7, 8, 9 & 10	LUNA Fête at Convention Center	6 pm – 10 pm nightly
December 9 & 10	City Park	9 am – 3 pm
December 16 & 17	Marsalis Harmony Park	10 am – 4 pm

ARTS MARKET JURY

Arts Market New Orleans is a juried arts, crafts, and other creative entities festival. For exhibitors either debuting at the market or exhibitors who have not shown at the Arts Market for 12 months or more, a First Time Application must be submitted to the Arts Market manager. For the artist's work to be considered for the Arts Market, the artist must submit the following:

- Completed First Time Application – *Incomplete applications will automatically be rejected*
- Five digital images of artwork (the 5th image can be a booth or display image, if applicable) – submitted via the application
- \$20.00 Non-refundable Application Fee – *Applications are submitted through [Submittable](#).*

The jury consists of the Arts Market Manager, Arts New Orleans staff & board members, and Arts Market artists.

MARKET EXPECTATIONS

ARTS MARKET PARTICIPATION FEES

Arts Market New Orleans participation fees vary depending on the time of year and type of market. Arts Market artists who participate monthly are encouraged to become an Arts New Orleans Member to receive the perk of discounted Arts Market fees year-round. The cost of membership is \$120 for the year or \$10 per month. You can join by clicking this [Arts New Orleans Membership Link](#).

Normal Markets	January, February, March, April, May, September, October	Member \$75/ Nonmember \$100
Summer Markets	June, July, August	Member \$65/ Nonmember \$90
Holiday Markets	November, December	Single Day- Member \$100/ Nonmember \$125 Whole Weekend- Member \$200/ Nonmember \$250
LUNA Fête Market	December	Four-Day Only- \$375/ Nonmember \$425

GENERAL REQUIREMENTS TO SHOW

WHITE TENTS

Participating artists **MUST** have a WHITE tent 10x10' with a top in size with a standard flame-resistant certificate.

All tents must be weighted to the ground for the safety of Arts market patrons and other vendors. We recommend that artists use sandbags as weights.

IMPORTANT NOTE: Tents CANNOT be staked in City Park

LICENSES

All artists must secure an Occupation License for Special Events from the City of New Orleans before participating in an Arts Market. Occupational licenses for special events are \$50.00 and are good for a full fiscal year. These licenses expire on December 31 regardless of the date of purchase. At the beginning of the year, the Arts Market Manager will send out an updated Letter of Good Standing. Letters of Good Standing will also be provided to artists as they are accepted during the year. In some instances, the \$50.00 fee is waived for Louisiana residents who make and sell handmade, original artwork. If you would like to try and have the fee waived bring a sample of your work with you to City Hall.

What you'll need to bring to the Revenue Office (Room 1W15) in City Hall, 1300 Perdido Street, New Orleans, LA

- \$50.00 (*money order or personal checks are accepted*)
- *A letter from the Arts Market Manager confirming you are an Arts Market artist in good standing*
- *A copy of your old occupational license if you are renewing*
- *Sales report from the previous year*

Website for more information: <https://www.nola.gov/onestop/business/occupational-general-business/occupational-general-business-license/>

NEW ARTIST CHECKLIST- WHAT TO BRING TO EVERY MARKET:

- Water
- Way to take payment – Square Terminal, Phone with Square, etc.
- Food/snacks
- Hand truck or Dolly
- Display cases and tables for your booth
- Appropriate clothing, possibly a hat and layered clothing
- 10' x 10' white tent & weights for tents - walls **STRONGLY** recommended
- License
- Weights for Tent, at least 25 lbs. per leg (no staking allowed in City Park)
- Sunscreen- even on cold days!
- And of course, Artwork!

MARKETING

Participating Artist grants to the Arts Council and its assigns an irrevocable license to make two-dimensional reproductions of the Artist Exhibitor Work for non-commercial purposes, including but not limited to reproductions used in advertising, brochures, media publicity, and catalogs or other similar publications, provided that these rights are exercised in a professional manner.

Arts New Orleans advertises through print, radio, and digital media. We manage an Arts Market page, *Arts Market New Orleans* on Facebook and Instagram where we promote through paid ads and scheduled postings. Our vendors are encouraged to reshare and promote using the event materials.

Social Media

All artists should tag Arts Market New Orleans in all of their social posts and include the following hashtags.

Instagram: @artsmarketneworleans & @artsneworleans & @neworleanscitypark (at City Park only)

Facebook: @artsmarketneworleans

Hashtags to use: #artsmarketneworleans #artsneworleans and #iheartcitypark, #makingarthappen

TENT ASSIGNMENTS

We are pleased to have new and established artists participating at markets. Tents are randomly assigned by Arts Market staff. Efforts are made to have a diverse range of artists throughout the market. **Final booth assignments will be emailed by 3 pm on the Friday before each market.** It is the vendor's responsibility to confirm that they are or are not listed for each month and to notify the Arts market staff if there is a mistake. Tent locations will rotate every month to ensure a unique experience for patrons at every market.

SET UP

Set-up occurs on the day of the Market only. Exhibitors setup begins at 6:30 AM the day of the Market. All exhibitor booths must be completely set up by 9:30 am on Market day. **Security arrives at 6:30 AM. Important: Please do not block the breaks in the curb at the street corners, that is the only access for cart and wagons to easily maneuver the curbs at Marsalis Harmony Park.**

The perimeter of the park is a load-in zone only during setup. Vendors cannot meander and unload their cars before continuing to setup. Cars **MUST** be moved to the appropriate parking area after unloading and before setup can occur. For setup, please note that cars **cannot** park on the lawn in City Park or Marsalis Harmony Park.

TAKEDOWN

The Arts Market ends at 4 pm. Takedown and load-out begin at 4:00 pm on the market day. All vendors **MUST** be completed with take down by 6:30 pm on the Market day. **Security leaves at 6:30 pm.**

The perimeter of the park, including Carrollton Avenue, is a load-out zone only during takedown. Vendors must break down completely before retrieving their cars to the loadout area.

ARTS MARKET TIMELINE (for most markets)

The artist registration closes on Wednesday at 11:59 PM before the market.

You will receive the market layout, indicating artist tent locations, on Friday afternoon before the market.

Market Day:

6:30 am - You may begin setting up as early as 6:30 am (Security arrives at 6:30 am.)

7:30 am – Market Manager arrives

9:30 am – All tents must be set up and artwork displays ready, pre-market sales are encouraged *

10:00 am – Market opens to the public

4:00 pm – Market closes and break down may begin at 4:00 pm

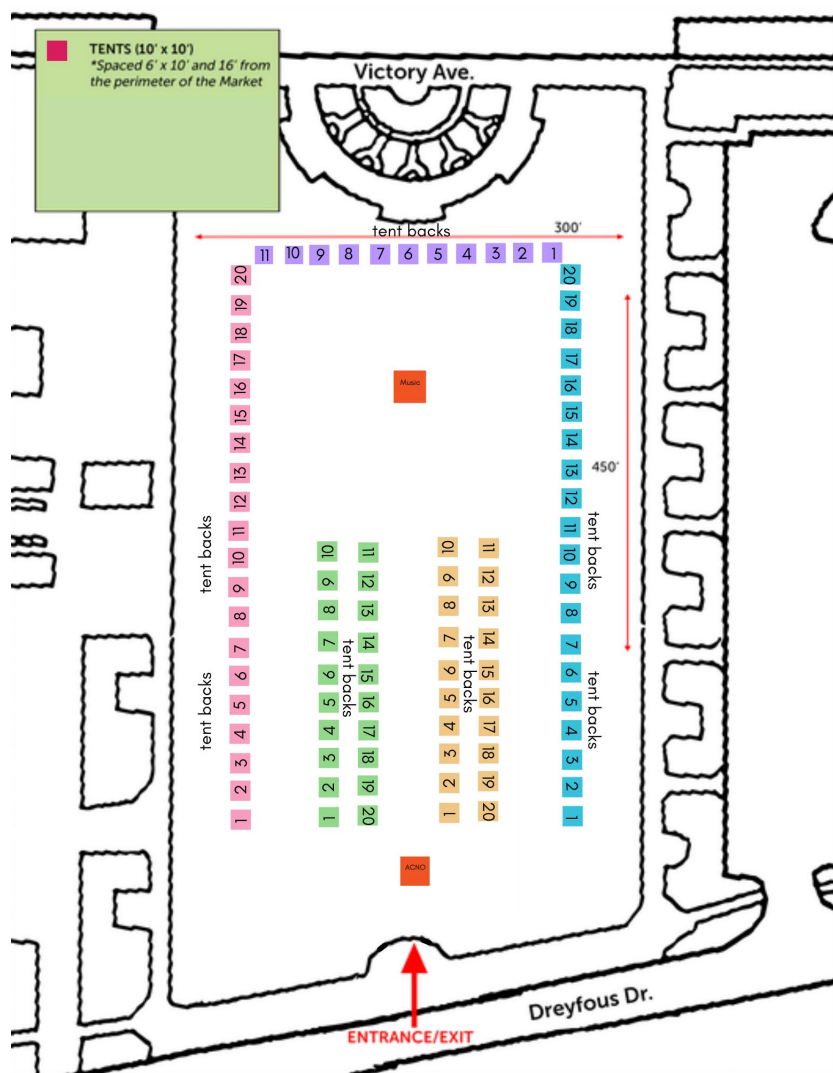
6:30 pm – All vendors must have left the park (Security leaves at 6:30 pm.)

*Setup is at 9:30. If an emergency occurs, please contact Jordan Koppens (601)-918-4167.

ARTWORK SOLD IN CULTURAL DISTRICTS ARE EXEMPT FROM CITY SALES TAXES

City Park and Marsalis Harmony Park have been designated as Cultural Districts by the State of Louisiana. A “Cultural District” is a district designated by a Local Governing Authority for the purpose of revitalizing a community by creating a hub of cultural activities, by offering communities opportunities to create or rebuild cultural destinations. Customers **do not** have to pay City sales tax on “hand-crafted, original artwork.” However, you are responsible for reporting your sales to the City of New Orleans and the state of Louisiana, even if no sales were made.

CITY PARK
EXAMPLE MAP



PARKING - CITY PARK

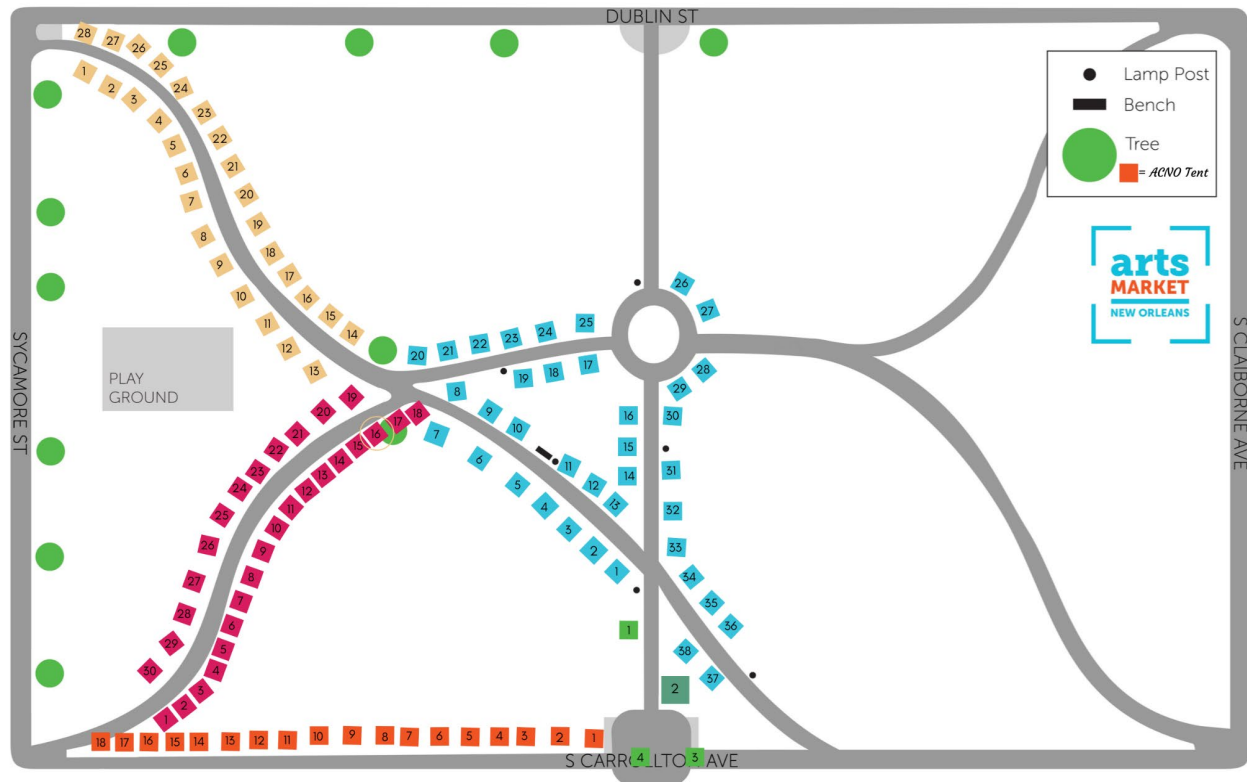
Parking is loading-zone only around the immediate perimeter of the Great Lawn. Artists may park their vehicles in the parking lots surrounding the Great Lawn. This includes the City Putt and Police Station parking lots.

RESTROOMS – CITY PARK

Restrooms can be found in Cafe Du Monde (open at 7 AM) and the Botanical Gardens (open at 10 AM).

MARSALIS HARMONY PARK

EXAMPLE MAP



PARKING – Marsalis Harmony Park

Parking is loading-zone only around the immediate perimeter of Marsalis Harmony Park on Market Days for all participating vendors. Upon arrival, all vendors should plan to briefly park, unload, re-park in legal zones, and then set up their space to allow loading-zone access for other vendors. We recommend all vendors parking 2-3 blocks away from the park for easy customer parking. There are “no parking” signs along S. Carrollton Avenue as well as Sycamore & Dublin Streets. The city will issue tickets and the Arts Council cannot be held liable. The perimeter of the park, including Carrollton Avenue, is a load-out zone only during takedown. Vendors must break down completely before retrieving their cars to the loadout area. As of 4:00 pm artists are allowed to retrieve their cars and load them out on the perimeter (please use hazard lights). Artists who park along the perimeter of the park *before* 4:00 pm may result in exhibitors losing the opportunity to participate in future markets.

Parking on the streets that border Marsalis Harmony Park should be left for patrons who visit the Arts Markets. Other than load-in and load out, participating artists are not allowed to park along the borders of Marsalis Harmony Park.

Violation of parking policies will result in first, a written warning from Arts Market staff, at second violation the vendor will be prohibited from participating in the next three Markets (if booth fees were paid in advance, these fees are forfeit.)

RESTROOMS – Marsalis Harmony Park

Arts New Orleans provides portable toilets on Dublin Street for all Marsalis Harmony Arts Markets. Public restrooms can also be found at Robert's Market on S. Claiborne.

POLICIES

CANCELLATION/NO-SHOW POLICIES/RAIN POLICY

Personal Cancellations	Personal cancellations must be emailed to the Arts Market Manager at artsmarket@artsneworleans.org no later than 5pm on the Wednesday preceding a Market. Artists will receive full credit to be used within the next two markets. Artists who contact the Arts Market Manager after Wednesday at 5pm or are no-shows forfeit their booth fees.
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RAIN POLICY: In the instance of inclement weather projected for Saturday	
Arts Market Voting System: Rain and Wind Survey	The Arts Market Manager will send a Rain or Wind Survey on Friday at 8:30 am asking participating artists if the market should be moved from Saturday to the immediate Sunday. Participating artists must vote by 10 am . Markets should only be moved to the immediate Sunday when all-day rain or lightning storms are projected.
Sunday Participation: Cancellation Policy	If artists originally signed up to participate on Saturday are not available to participate on Sunday, those artists will receive a 50% credit to be used within the next two markets . Please note that Arts Market expenses are incurred and paid by Arts New Orleans in advance of markets. Therefore, each vendor must assume the risk of a rainout for the market to continue to operate. It is the responsibility of each vendor to assess how the weather will affect their ability to operate.
Sunday Market: New Vendor Participation	If the market date changes from Saturday to Sunday, Arts New Orleans will give artists not originally signed up for the market the opportunity to sign up on Friday from 10:30 am – 3:30 pm .
Severe Storm Policy	In rare circumstances, such as a hurricane, Arts New Orleans staff may decide to cancel a market without sending out a survey. Such cancellations will be made based on City of New Orleans guidelines. Artists will receive a full credit to be applied to one of the next two markets .

HOLIDAY MARKET POLICIES	
Holidays	Arts Market dates may shift to other weekends in accordance with major holidays, festivals, and Mardi Gras to avoid dates that would significantly impact Arts Market participation, attendance, or market logistics. If a market is moved to a Sunday that also falls on a national holiday, artists that are unable to participate will receive a 50% credit to be redeemed at one of the next two market dates .
Policies for Holiday Markets held in November and December	If either or both days of holiday markets and LUNA Fête Markets are canceled due to inclement weather, no refunds or credits shall be given .

Cancellations Due to Low Attendance	In the event that there are 10 or less artists and vendors that register for a market, the Arts Market Manager on staff will cancel the market and all artists that registered will receive a full credit to be redeemed at one of the next two market dates.
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ARTWORK SPECIFICATIONS

Art displayed at the Market must be at least 80% handmade by the artist. No machine-made molds or mass-produced work is permitted. Artists may sell prints, but no mass-produced posters are permitted. Any new works, different from the medium of the work specified on the artist first application must be reviewed and approved by the Arts Market manager and jury committee. All merchandise to be sold on a guaranteed as a represented, money-back basis.

Relatives (spouses, siblings, children, etc.) of art exhibitors are allowed to sell on behalf of Market artists but must be pre-approved by the Arts Market manager. This rule also applies to Arts Market New Orleans held in City Park.

The Market reserves the right to request an exhibitor to remove any item(s) from their display. Failure to remove such items after being asked by Market staff may result in exhibitor losing the opportunity to participate in future markets.

The Market reserves the right to reject any contract for exhibit space and reject any exhibitor. All exhibitors are responsible for the collection of City and State Sales Tax. The Arts Market will not collect or pay any taxes.

ARTIST EXPECTATIONS

All exhibitors agree to treat their fellow artists, vendors, and staff with courtesy and respect. Verbal or physical abuse of any artists, vendors, customers, market volunteers, or Arts New Orleans staff will not be tolerated and may result in the exhibitor losing the opportunity to participate in future markets. Artists must refrain from smoking, drinking, burning incense, playing music, using generators, and overall disrupting the peace of the market.

The exhibitor agrees to take care of grounds, clean up their area, and remove all trash at the end of the day. Failure to clean up trash may result in exhibitors losing the opportunity to participate in future markets.

All participating exhibitors agree to WAIVE, DISCHARGE CLAIMS, AND RELEASE FROM LIABILITY the Arts Council of New Orleans, its officers, directors, employees, agents, and leaders from any and all liability on account of, or in any way resulting from Injuries and Damages, even if caused by the negligence of the Arts Council of New Orleans' officers, directors, employees, agents, and leaders, in any way connected with the Art Market.

The rules are subject to periodic change and revision as necessary. Upon exhibiting at the Arts Market New Orleans, artist accept all policies outline within the Art Market New Orleans Handbook.

We understand emergencies are possible while travelling to the market, if you anticipate not arriving before 9:30 AM, please notify the Arts Market Manager.. If tardiness becomes consistent over more than 3 markets, a formal warning and market suspension will occur.

Violation of any part of the Rules and Information will result in an email warning from Arts Market staff. If there is a second violation, the vendor will be prohibited from participating in the next three Markets (if booth fees were paid in advance, these fees are forfeit).

By participating in the Arts Market, artists agree that they have read and will abide by all rules and regulations stated in this handbook.