

ANN ARBOR ♦ WESTSIDE

ART HOP!

**How to Do
Art Hop**

An Artists' Guide

What is Art Hop?

Art Hop is for Artists

We're here so you can have a shot at making money without a big initial investment. Artists can participate whether or not they have a tent. We find neighbors who volunteer to host at least one artist, usually on their porch or in their garage or yard. Those who can't afford the low cost can request a discount.

We rely on our neighbors

Please make sure our venue hosts feel loved and our neighbors are not inconvenienced. Check in from time to time with your host and fellow artists, especially if you play music at your booth. By the end of the event, your host should feel eager to do it again! So far, we've been touched by how positive and supportive our hosts are.

We depend on Ann Arbor & the region

to protect & support us; to be our customers. Let people know about us and leave our visitors with a good impression. Our Artists are our ambassadors!

We need our artist volunteers

to help with many tasks to keep things humming along, and to raise awareness among various communities of artists, hosts, buyers, and supporters.

It only happens thanks to:

Lucie & Larry Nisson, co-founders – financial and moral support, hosting the artists' pre-event party and often hosting other artists, plus they participate as artists.

Caitlin Boyd Jensen for Social Media and other essentials, Hannah VanDuinen for codifying our Organizers' Handbook and much admin; Anne "Twirling Frog" Rogers & Mary Eldridge for leading the Lawn sign volunteer team; and many more, not least Tia Sunshine Dye's foundational work!

Sophie Grillet, founder – does, oversees or delegates (mostly to Caitlin): Calls for Artists, finding hosts and judges (thanks also to them!), writing descriptions, guides, graphics, forms, press releases etc. and website content, also troubleshoots, answers email, coordinates with publicity media, squares the circle, and participates.

The Lead-up to Art Hop

Communication

We use the address you gave when you Registered, so check that it's correct, and you're receiving mail from westsidearthop@gmail.com and/or info@westsidearthop.com. Our forms should trigger a confirmation email.

Updates and notices are posted to Instagram and sometimes the (private) Facebook Art Hop Artists group. You can ask questions and communicate with other Art Hop artists in the FB group.

The more active our social media is (tags, posts, shares) the higher our profile and the more visitors and buyers. If you can volunteer for Social Media Takeovers please contact Caitlin Boyd, through westsidearthop@gmail.com.

Publicity

We're only a few people, so we can't do it without our Artists – YOU are essential to getting the word out and drawing the crowds!

SHARE on social media, tell everyone you know. Talk to neighbors and colleagues. Print out and share fliers from the website.

POST to your Instagram page and ours, and any other social media showing some art you'll be bringing. Tag #WestsideArtHop. Generate some buzz!

EMAIL everyone on your list and more besides. Attach the PDF flyer (under "more" or "Support Us" at westsidearthop.com).

PRINT OUT flyers (check dates!) from the website or FB group and make sure to post 'em up everywhere – grocery or hardware stores, cafés, doc or dentist offices, staff rooms, break rooms, yoga studios, lamp posts, telephone poles, etc.

- *Contact us to team up with other artists!*

More about Publicity

THE NUMBERS

Whatever percentage of Art Hop visitors buy art, we all want plenty of them. So, along with our social media, local listings and ads, if each artist brings a bunch, (94 artists x 26 people each = 2,500 potential buyers) it brings a good crowd!

FLYERS

Print and distribute, there's always somewhere that could still use one. Stores, cafés, staff rooms, yoga studios, gyms, book groups, doctors' offices, telephone poles, apartment foyers... print some extras, always carry a few with you.

THE PRE-PARTY

Meet other Art Hoppers. Ask questions. Learn what's going on. Eat pizza, drink wine. Help stick new dates on the signs. Pick up maps, (if ready!) See Lucie & Larry's spectacular garden with glass art and a waterfall!

LAWN SIGNS (PRIOR)

Earlier signs, more views. *They are a major draw!* Where might people see them? Do you have a friend on a busy street who'll host a lawn sign? Our volunteer team will keep tabs on them, so *please return all to 1227 Lutz* after Art Hop, even if you intend to participate next time. **Join the Lawn Sign team!**

MAPS

Teamwork. Art Hop works when everybody has visitors and buyers. Make sure you can direct the public where to go next after your venue. **Know your venue number**, and who's at the ones before and after. Print out maps or pick some up beforehand. Chalk sidewalk arrows to your next and prior venue.

LAWN SIGNS ON THE DAY

You **MUST** have an Art Hop 'Venue' lawn sign and a fluttering red pennant, so it's clear you're a venue, not just advertising Art Hop. It's your responsibility to check that you've received a lawn sign, a pennant and stick. Your Venue sign should be topped with your venue number. You can find your number on the website map. If you're a visible artist in a front yard, or where not all artists are visible from the street, you'll need an extra 'MORE ARTISTS IN BACK' sign. If you're out front, please make sure the public visits your fellow artists!

Draw the crowds! VOLUNTEER for one of these teams:

- Lawn Signs - which, where, when, how, placement & keeping track
- Venues - recruiting hosts, optimizing clustering, showing appreciation
- Flyers - printed and virtual, placement, we could get A LOT more of these out there - a lot of people see only a flyer to know about Art Hop! Teamwork helps.
- Marketing - arrange interviews and advertorials, contact our list, spread fame
- Computer/website/mapping – mapping: make available as soon as everyone's placed, improve clarity and foot traffic circulation; website: post pictures of artists' work and venues, suggest edits and more.
- Other/At large - new ideas plus day-of helpers. Participating Artists can't do day-of troubleshooting on signs, pennants, or other issues, so we could use some friends and relations especially for the first couple of hours.

[Details of volunteer options](https://tinyurl.com/arhop-volunteer) (<https://tinyurl.com/arhop-volunteer>)

Planning for your success

- ☐ • Visit your venue - know what to expect. Check with your host: is a table and/or chair provided or should you bring your own?
- ☐ • Display stands: do you need to build, borrow, or buy chicken wire & white-painted burlap? A tarp if it might rain?
- ☐ • Accepting non-cash payments. Do you need to sign up for Square or Paypal so you can take credit cards? Allow time to set up inventory etc. Explore Venmo, Apple Pay and other apps.
- ☐ • Get business cards printed well ahead. Artists are frequently contacted by buyers after Art Hop.
- ☐ • Notebook - enter sales to keep track, notes about buyers, reminders to bring for tomorrow, things to add to list next time.
- ☐ • Communicate with your Host/GH Organizer. Check you're clear on location and setup, and whether you can stash anything overnight.
- ☐ • Do you have some small inexpensive items (\$5-25)? It doesn't take much for a good shot at covering your Art Hop cost.
- ☐ • Figure out your pricing and design labels. Do you want extra labels for reduced prices after 3pm on Sunday?
- ☐ • Printed signage and labels, Artist's statement & bio, nametag.
- ☐ • Provide bags, wrapping or packaging for any work you sell.
- ☐ • Transportation – How will you transport your art safely?
- ☐ • Check where to park during Art Hop. *Not* out front of your venue.
- ☐ • Lunch, snacks and drinks. There are very few cafes nearby, and you might not want to leave your stand.
- ☐ • Check the weather and plan ahead for clothing and packaging. A whole day outside isn't the same as an hour or two!
- ☐ • *Let your host **and** Art Hop know at once if you can't participate.*

Final Prep

Are you listed correctly under 'Artists & Venues' on the Art Hop website?
On the printed map? Check our link to your website &/or social media.
Know your venue number. Be prepared for the weather!

PLAN YOUR SETUP

A classy setup makes an attractive impression of you and of Art Hop. Make sure your work is clear of clutter and well presented: show that it's of value. For display ideas, see Pinterest, Instagram, Google...

CHECKLIST

- ☐ Labels – how will you attach them? Bring some blanks
- ☐ Table, folding chair: Host may provide, but check first
- ☐ Tablecloth – hide packaging, purse and lunch
- ☐ Signage – nametag for you, a name for your stand/booth, artist bio, price tags (allow for discounts if you want to persuade a ditherer), signs for a post 3pm sale on Sunday
- ☐ Payments - accept as many as poss: Credit card, Venmo, CashApp, Apple Pay, Google Pay...
- ☐ Packaging plus a little extra: ribbon, stickers? Pop your business card in with every sale
- ☐ Email signup sheet, electronic and/or paper with 2 or 3 pens. We'd love for you to share with Art Hop – but ask customers first
- ☐ Bits & bobs: tape, pins, clips, scissors, business cards, spare sheet of paper, Sharpie, lights, plug board/extension, notebook and pen. Phone, charger, card swiper. Allow time to enter inventory.
- ☐ Lunch, drinks and snacks, wipes & napkins. Unless you order out, there'll be nothing to eat - Treat yourself!

Be shipshape! Presentation is HUGE!

On the Day of Art Hop

Can buyers find you?

MAPS!!!

Consider your fellow artists, and the public image of Art Hop. For Art Hoppers to visit as many of our artists as possible:

- Know your number on the map
- Know where the artists before and after you on the map are
- Have some maps printed out for visitors who prefer paper
- Ask your visitors if they need a map - offer printed or QR code
- Have the map QR code printed and/or on your phone
- Have a map or two printed out bigger and posted by the exit of your venue, so visitors can consult it as they leave.

LAWN SIGNS & RED PENNANTS

It's ESSENTIAL to have these outside your venue. You'll need a numbered Venue sign and a red pennant placed out front. Some venue may justify a "More Artists in Back" sign. Check if your host prefers you keep the pennant flying only during Art Hop hours. Please don't wait until 10am on Saturday to ask about signs or pennants! Bring all signs and pennants back to HQ (side passage at 1227 Lutz). If you see any strays around town, please bring those also.

Follow-up

YOUR HOST

Give your host a thank you gift: flowers, wine, craft beer, fruit basket, etc. *NOT your artwork* unless they especially admired it. A card (yours!) in the mail shows appreciation, too.

If you're at a childcare center, send a card to the Director. Don't forget to thank your GH coordinator!

Leave the place cleaner than you found it: make every host want to do it again.

YOUR AUDIENCE

Send an email thanking anyone who added their name to your email list, especially buyers.

Include an artwork or two for sale and/or maybe a special offer.

Contact waverers - Send a good photo (cropped, straight, no reflections) of the artwork they teetered on the brink of buying. Of course, you collected their contact details, yes?

NEXT ART HOP

Make notes for the evaluation form you'll receive. Any suggestions to share with our volunteer teams? Good or bad, it helps us to know! Contact us directly in the very rare event there was a big issue (but not instead!)

Make notes for your own participation in Art Hop or other art fairs in the future.

Put early February on your calendar to Apply next time! Art Hop will normally be the second weekend of June.

Have your email list ready to send out next time.

If you did well, please consider donating to Westside Art Hop! Your donation can help sponsor another artist or strengthen our publicity.

Art Hop Artists Agreement

- I am over 18 and will contribute \$40 to take part in Westside Art Hop on Oct 21st-22nd 2022 (unless I host at least one other Registered artist, or have a special discount code).
- Discounts include couples living at the same address or financial hardship. Artists hosting other artists, or ALL proceeds going to a Charity (as approved by Westside Art Hop) are FREE. Email for discount code.
- I understand that I need to Register by May 20, 2023 to guarantee that my name appears on the Westside Art Hop map and 'Artists and Venues' webpage.
- I understand if I drop out, there will be only 50% Registration refunded from May 20 and none after May 27. Applications are non-refundable (exceptional circumstances considered).
- I have added westsidearthop@gmail.com and info@WestsideArtHop.com to my contacts to ensure email delivery to my inbox (and I will check junk mail).
- I will bring for sale only work created and/or designed by myself (or with a Participating partner). Scented products shall not constitute more than 20% of my items for sale unless in my own tent. Simple strung purchased beads are not accepted.
- I agree to help the event by volunteering; &/or publicizing by distributing fliers, emailing my contacts, sharing on social media tagging #westsidearthop, and returning any signs & pennants promptly after the event.
- I will be considerate to my host by being helpful and communicative. I will leave my venue clean and in good time, but not before 5 p.m. except in extreme weather, by request of the host, or in an emergency. I will not smoke or vape at or near any Art Hop venue. Be prepared and willing to mask indoors if requested to by a host, visitor or fellow artist.
- If for any reason I am unable to participate, I will let the organizers AND my Host know as soon as possible, so a waitlisted artist can take my place.
- If Art Hop is canceled, artists will be refunded 80% of jurying and/or Registration. (Exceptional individual circumstances/hardship considered.)

I agree that any harm or damage caused as a result of my participation as an artist in Westside Art Hop shall be a matter between me and my host, and if necessary, between my and my host's insurance companies. I agree that Westside Art Hop and its organizers shall not be held liable.

Registration in Art Hop shall constitute acceptance and agreement to conform to these terms.

Contacts

Westsidearthop@gmail.com (mainly for artists)

info@westsidearthop.com (mainly for outside communication)

<https://westsidearthop.com>

Public fb page: facebook.com/westsidearthop

Facebook private group: [westside art hop artists](#)

Instagram: [@westsidearthop](#)

Sophie Grillet (734) 757 3717 Pref text

Caitlin Boyd Jensen (989) 944 0510

Publicist/social media, organization

Anne Rogers (517) 304 7951

Lawn sign volunteer coordination

Gretchen's House coordinators

Mt Vernon: Marian Short (215) 692 4744 marianshort@yahoo.com

Mt Pleasant: Marie Parmer (248) 417 5096 parmermarie@gmail.com

Send us your ideas! Volunteer to help with tasks large
and small.

Thank you, have fun,

Good Luck!