

**ANN ARBOR ♦ WESTSIDE**

# **ART HOP!**

---

**Sat Oct 1 - Sun Oct 2**  
**10am-5pm      12pm-5pm**

**How to do**  
**ART HOP**

**2022 Artists' Guide**

Sophie Grillet

# What is Art Hop?

## Art Hop is for Artists

We're here so you can have a shot at making money without a big outlay. Tell other artists that they can participate whether or not they have a tent.

## We rely on our neighbors

Please make sure our venue Hosts feel loved, and our neighbors are not inconvenienced. Check a from time to time with your host and fellow artists if you play music. Your host should feel eager to do it again! So far, we've been touched 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 rely on 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 – financial and moral support, participation as mosaic and glass artists, pre-event party for artists and artist hosting.

Tia Sunshine Dye & Anne “Twirling Frog” Rogers –publicizing, social media, strategizing, help with other volunteers including Mary Eldridge (Lawn sign team) Chris Hippler, (marketing) and more.

Sophie Grillet– calls for Artists, finds Hosts, writes content, graphics, forms, maps, press releases and website content (website assisted by Averi Phan), hosts artists, does interviews and participates.

# The Lead-up to Art Hop

## Communication

Check your email, including “Promotions” etc, for Westside Art Hop email. We send to the address you provided at Registration, let us know if you’d like to change it. We send from westsidearthop@gmail.com or info@westsidearthop.com.

Sometimes we post updates and notices on Instagram or Facebook Art Hop Artists group. You can ask questions and communicate with other Art Hop artists in the closed Facebook group.

## Publicity

We’re only a few people, so we can’t do it without the 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 on your FB and Instagram page and ours, some art you’ll be bringing. Tag @ *WestsideArtHop*. Generate some buzz!

EMAIL everyone on your list and more besides. Attach the flyer PDF.

PRINT OUT fliers from the website or fb group and make sure to post ‘em up everywhere – grocery or hardware store, cafés, doc or dentist office, staff room, break room, yoga studio, lamp posts, telephone poles etc. etc.

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

VOLUNTEER to be on 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
- **Marketing** - spread fame, arrange interviews and advertorials, contact our list, cover all the bases

- **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.

## More about Publicity

### THE NUMBERS

Whatever percentage of Art Hop visitors buy art, we *all* benefit if there are plenty of them. So, if each artist brings as many as they can, (80 artists x 20 people each = 1,600 potential buyers) we can rustle up a good, big crowd!

### FLIERS

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

### MAPS

Teamwork. Art Hop works when everybody has visitors and buyers. Make sure the public know where to go next after your venue. Know your venue number, and who's at the ones before and after. Print maps or ask us for some beforehand. Chalk arrows to your next and prior venue.

### 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. See Lucie & Larry's spectacular garden!

### LAWN SIGNS (PRIOR)

Earlier signs, more views. They are a major draw! Where might art buyers see them? Do you have a friend with a prominently positioned place who will host a lawn sign? We'll have a volunteer team keeping tabs of them, so please return *all* to 1227 Lutz after Art Hop, even if you intend to participate next time. Join the Lawn Sign team!

### LAWN SIGNS ON THE DAY



You **MUST** have an Art Hop arrow 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 you have received a lawn sign, a pennant and stick. Your sign should be topped with *your venue number*. You can find your number on the website map.

If you have a corner venue, or not all artists are visible from the street, you should have an extra arrow lawn sign pointing to the other artist/s. If you're a high viz artist at a venue like this, please make sure your visitors are aware of everyone.

## Planning

- Visit your venue - know what to expect. 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 & burlap? A tarp if it might rain?
- Do you need to sign up for Square or Paypal so you can take credit cards? Allow time for them to ship you a card swiper and to set up receipts, inventory etc. Explore Venmo, Apple Pay and other apps.
- Get business cards printed. Artists are frequently contacted by buyers *after* Art Hop.
- Communicate with your Host or Organizer. Make sure you're clear on location and setup.
- Do you have some small inexpensive items (\$5-25)? It doesn't take much for a very good shot at covering your cost.
- Figure out your pricing and design labels. Do you want extra labels for reduced prices after 3pm on Sunday?
- Print nice signage and labels, a statement & bio, nametag.
- Provide 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 drink. 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.
- **Let your host *and* Art Hop know at once if you won't be able to participate.**

## Final prep

Are you listed correctly on the 'Artists & Venues' list on the Art Hop website? On the printed map? Check our link to your website, social media or Etsy page. What's your venue number?

### PLAN YOUR SETUP.

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

Checklist:

**Labels** – how will you attach them? Bring spare blanks & pen

**Tablecloth** – hide packaging, purse and lunch

**Pricing** – allow for discounts if you want to persuade a ditherer, or do a post 3pm sale on Sunday

**Packaging** plus a little extra: ribbon, stickers? Include business card

**Email signup sheet**, electronic and/or paper with 2 or 3 pens. We'd love for you to share with Art Hop – ask first, say we'd send very few.

**Bits & bobs:** tape, pins, clips, scissors, business cards, spare sheet of paper, Sharpie, lights, plug board/extension

**Phone**, charger, card swiper. Allow time to enter inventory and learn how it works.

**Table, folding chair** Host may provide, but check first

**Sanitizer, mask** some like to sanitize after a purchase. Wipe pens

**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. We want Art Hoppers to visit as many of our artists as possible. It's your job to:

- Know what number you are on the map
- Know where the artists before and after you on the map are
- Have some maps printed out to give to visitors who prefer paper
- Ask whether your visitors need a map
- Be able to show or tell them how to get the map on their 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. To show it's a venue open for business, not just advertising, you'll need to **plant a red pennant**. We provide the flag, but you place it out front during Art Hop hours. Take it in after 5pm. Bring *all* your signs and pennants back to HQ (side passage at 1227 Lutz).

# Art Hop Artists Agreement

- **I am over 18** and will contribute \$40 to take part in Westside Art Hop in Oct 2022 (unless I host at least one other artist, or I have a special discount code).
- **Discounts** include: Couples living at same address; two artists sharing a 10'x10' tent; 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 Sept 10 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 21 and none after May 27 (exceptional circumstances considered). Applications are non-refundable.
- I have added westsidearthop@gmail.com and info@WestsideArtHop.com to my contacts to ensure email delivery to my inbox (and 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 publicize the event** by volunteering for the fly-posting team; &/or the pennant & lawn sign team; returning any signs & pennants promptly after the event); &/or in other ways, such as emailing my contacts, sharing on social media tagging westsidearthop, etc.
- **I will be considerate to my host** by being helpful and communicative, and 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. **I WILL WEAR A MASK** indoors around other people especially children. **I WILL BE VACCINATED & BOOSTED** against Covid19 at least two weeks prior.
- **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 cancelled**, 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, 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.**



# Follow-up

## YOUR AUDIENCE

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

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

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

## YOUR HOST

Give your host a Thank-you gift: flowers, wine, craft beer, fruit basket etc. NOT your artwork, *unless* they specially admired it. A card in the mail is nice, 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.

## FUTURE WESTSIDE ART HOPS

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.

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

Have your email list ready to send out next time.

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

## Contacts

[Westsidearthop@gmail.com](mailto:Westsidearthop@gmail.com) (mainly for artists)

[info@westsidearthop.com](mailto:info@westsidearthop.com) (mainly for outside communication)

<https://westsidearthop.com>

Public fb page: [facebook.com/westsidearthop](https://www.facebook.com/westsidearthop)

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

Instagram @westsidearthop

Sophie Grillet (734) 757 3717 Pref text

Anne Rogers (517) 304 7951

Organization, planning, volunteer coordination

Tia Sunshine (734) 286 7660

Publicist/social media, organization

Gretchen's House Mt Vernon coordinator

Marian Short (215) 692 4744

[marianshort@yahoo.com](mailto:marianshort@yahoo.com)

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

Thank you, have fun,  
Good Luck!