



## **2025 Artist Handbook**

The Greater Coachella Valley Chamber of Commerce enthusiastically welcomes and congratulates you on your acceptance into The Southwest Arts Festival® INDIO for 2025, being held January 23<sup>rd</sup>, 24<sup>th</sup>, 25<sup>th</sup>, and 26<sup>th</sup> at the Empire Polo Club in Indio, California.

We are delighted to have you join us for our Annual Southwest Arts Festival ® INDIO as we blend culture and commerce, establishing a world-class experience for all those participating. We are thrilled that the festival has joyfully evolved these past years, featuring over 200 highly accomplished artists in traditional, contemporary, and abstract works of art. Our attendees take pleasure in absorbing the creativeness of our talented and intriguing artists.

Clay, Drawing, Glass, Jewelry, Metal Works, Painting, Photography, Print Making, Sculpture, Textile and other artisans are showcased at this extraordinary art festival held once again at the Empire Polo Club in Indio, California. A Coachella Valley landmark, the Empire Polo Club is the region's premier event destination, featuring its superior polo fields and event spaces which are home to the world-renowned Coachella Valley Music & Arts Festival; Stagecoach California's Country Music Festival; national sporting events and other festivals, including our highly acclaimed festival The Southwest Arts Festival®.

Community unity is clearly evident by the generosity of our local sponsors, a multitude of community leaders and volunteers, that contribute their time, talents and treasures to ensure the success of the festival. The Southwest Arts Festival® is The Greater Coachella Valley Chamber of Commerce's largest annual fundraiser. The Greater Coachella Valley Chamber is pleased to extend complimentary Chamber membership to all participating artists during 2025. As a non-profit organization 501 C (6), the funds garnered from the festival allow the Chamber to provide valuable business, visitor and residential resources which include a vibrant, welcoming Visitors Center and a comprehensive Business Resource Hub.

With the essential components for success in place: the talent and faith of the artists, savvy staff, visionary volunteer committee members, enthusiastic residents, snowbird visitors and our loyal patrons - we are confident that the 2025 festival will be an extraordinary success.

Thank you for joining us and making our Annual Festival the best yet!

## **Festival Schedule and Deadlines**

### **WEDNESDAY, Jan. 22, 2025** (Load-in)

7:00 am – By appointment only

8:00 am - Artist check-in (receive artist packet & festival receipt book) & set up

5:00 pm - Check-in stops, ALL Gates close (Gate D- West side remains open until 6 pm.)

6:00 pm - On-site security begins

7:00 pm - Festival grounds closed - all gates are locked

### **THURSDAY, Jan. 23, FRIDAY, Jan. 24; SATURDAY, Jan. 25**

7:00 am – Gate D unlocked - artists allowed on festival grounds **(no vehicles/no exceptions due to safety reasons, please do not insist!)**

9:30 am - Artists must be set up and ready for public. (Gate D remains open until 6 pm.)

10:00 am - Festival gates open to public

5:00 pm - Festival gates close and on-site security begins

6:00 pm - Festival grounds closed - all gates are locked

### **SUNDAY, Jan. 26**

2:00 pm - Festival gates close and check out begins.

Load out commences at approx. 1:30 pm, or as soon as all patrons have exited the festival grounds. **Again, due to safety issues, gates will NOT be opened until ALL patrons have exited the festival grounds.**

**ARTISTS MAY LEAVE ITEMS OVERNIGHT AT THEIR OWN RISK, AS WE WILL HAVE NO OVERNIGHT SECURITY ON DUTY Sunday night.**

### **MONDAY, Jan. 27**

7:00 am - Gates unlocked - artists allowed on festival grounds

10:00 am - Fence is removed

12:00 pm - All artists must be off festival grounds

## **Rules & Procedures**

**All Online forms & payment must be received by November 30, 2024.**

**NOTE: When checking in, you will pick up the appropriate credentials needed for the festival. All gates will have Festival Staff checking ID Badges for entrance to festival, parking, and Artist Hospitality. Please always have the appropriate credentials visible.**

**Eligibility:** Artists of all original fine art disciplines may be accepted into the festival. Mass-produced, kits, molds, embellished objects, and commercial reproductions are unacceptable. All artwork must be signed. All artwork displayed must be for sale. Limited edition offset lithographs and giclées are acceptable only if signed and numbered. No more than 30% of the total art in your display may be comprised of limited editions or giclées. This percentage includes the unframed art and prints in flip bins. See *What May Be Displayed* below

**Artwork Display:** Artist must display only items in the category for which they were accepted. See *What May Be Displayed & Who May Display* below

**What May Be Displayed:** Accepted artists who applied in more than one category, but were accepted in only one category, may display only the work that passed the jury panel.

Accepted artists also agree to display no more than three giclées or limited-edition prints for every ten pieces of art displayed. That is 30%. Read the eligibility rule on page 4. Prints, in this case, means giclées, limited edition lithographs, laser prints and any other photo mechanical, lithographic, photo lithographic or inkjet printing method of reproduction.

If your original art is from the painting or if your category is printmaking, the above rule applies only to the extent that you may not display (not more than three in ten – 30%) as prints of your original work by one of the above mentioned methods – giclées, limited edition lithographs (as in printed on an offset printing press) laser prints and any other photo mechanical, photo lithographic or inkjet printing method of reproduction where digital or photographic images is produced from your original work.

Artists in the printmaking category may make their prints via the traditional methods used by printmakers.

Artists who make digital files as the original method of creation may display prints the same as photography. We consider the file to be the original much as a photographer would consider his negative or transparency as the original. If you make more than one print from your digitally created file, the three in ten rule does not apply.

**Who May Display:** Only artists who were accepted by our jury, from among hundreds of artists that applied, may display work in our show. Only work representing that, which was accepted by our jury, is acceptable.

By signing the Artist Release and Waiver of Liability Agreement and your Festival Application, you agree to display and sell only your own work as represented by the four images presented for jury. All work must be original handcrafted work. The artist guarantees the accuracy of the description of the works submitted. The artist also guarantees the authenticity of the work as being created by his or her own hands. You agreed to these terms as well as others stated in the Rules & Procedures section. To clarify this, your space is reserved for the work presented to and voted in by our jury panel. No other artwork/merchandise is allowed in your booth i.e., if you juried in with paintings, you, or your spouse (as another artist) or any other artist may not display other works of art (sculpture, purses, etc.) within your display too. No other artwork is acceptable in your booth.

**Festival Fees:**

- Space Fees are \$430-1 space, \$645- 2 spaces, \$710- 3 spaces, \$850-4 spaces
- 15% Commission of all sales

**Handicap Assistance:** If you require assistance at the festival, please mark the appropriate box on the Artist Agreement form and/or the Space Preference. If you so request, we will do our best to assign a space that is close to handicapped parking or make handicapped parking available close to your space. Please make sure we know your personal situation prior to the festival.

**Collection of Sales Tax:** The collection of California sales tax is the responsibility of each artist. It is also the responsibility of the artist to calculate and withhold the appropriate amount of sales tax from their sales. The artist is responsible for recording their subtotal of sales before tax in their receipt book. If there is no sales tax noted, the Chamber will calculate as if there is no sales tax collected. Should the Chamber be asked to make after show adjustments for Sales Tax, **there will be a \$150 accounting fee charged to the artist.**

The 2025 sales tax in the City of Indio is 8.75%. This is subject to change. **You must have a resale number (tax number) from the State Board of Equalization.** The local CDTFA (California Department of Tax and Fee Administration) office is located at 35-900 Bob Hope Drive, Suite 280, Rancho Mirage, CA 92270. The contact number is 760.770.4828 or the Call Center at 800.400.7115. You will not be allowed to participate in the festival without a State Board of Equalization Resale Number.

**City of Indio Business License:** The cost for the City of Indio **Itinerant Vendor's License is included in your space fee**. As required, we will report your business information and California Resale permit information to the City of Indio. The City of Indio receives a portion of your sales tax from the State of California. Please make sure you provide your sales tax number to us before the event starts (find form attached). You will not be allowed to check in unless we have that number in our records.

**Cancellations:** All fees are non-refundable. If an emergency arises, cancellations must be submitted in writing, (e-mail is acceptable) no later than November 30, 2024. If the emergency is deemed acceptable by The Southwest Arts Festival® Committee, a \$100 service & accounting fee will be deducted for each paid booth.

**Registration & Check-in:** Artist check-in/registration is from 7 am – 5 pm on Wednesday, January 22nd. Artist parking is located on the grass to the west of the festival area. You may start set-up after check-in and continue until gates close at 7 pm (Gate C, on the West side of the field will remain open until 10 pm). Set up on Thursday allowed on a case-by-case basis, please contact staff to make arrangements. **DO NOT BLOCK DESIGNATED FIRE LANES!!!**

**ID Badges/Credentials:** Your booth includes an ARTIST badge, parking and an Artist Reception ticket. You will receive all of these items upon check in. We request that you always wear your ID badge while on festival grounds. Additionally, Artist Assistant badges can be purchased now as well, at \$20 (per assistant) which includes parking daily.

**Handicap/ADA Signage:** All artists and vendors are required to display ADA signage. Approved signage will be provided in your Artist Packet for your use during the festival.

**Set-Up Wednesday:** Hours of check-in/registration is from 8 AM – 5 PM. Set up begins after registration on Wednesday until 7:00 pm. Please remember that you are not the only artist needing to set up their booth, please show courtesy to others. **AFTER UNLOADING YOUR ARTWORK PLEASE MOVE YOUR VEHICLE TO THE ARTIST PARKING AREA AT THE EARLIEST OPPORTUNITY.** All artists must enter and exit on the appropriate listing on map.

**Display:** Artists must furnish their own display panels and materials to be set-up outdoors in an assigned area approximately 12' x 12'. All canopies must be properly secured.

**Staking Requirements: It is not uncommon to have high winds occur quickly,** so every canopy **MUST BE STAKED** or **WEIGHTED DOWN. NO EXCEPTIONS!!!** To ensure that no pipelines/irrigation lines are damaged they are marked with flags. All staking must be done **CLEAR** of these marking flags.

Even though you stake your canopy per these requirements, any liability resulting from bad weather or accident caused by your canopy, or the art attached to it or contained within is the responsibility of the artist. Be prepared.

**Inclement Weather:** All artists displaying in The Southwest Arts Festival® must be prepared for inclement weather. Be prepared to display and protect your work in bad weather including moderate winds, rain, etc. If the situation warrants, the Festival Committee will announce any changes in the scheduled course of our event. In the event of a show closure, **gates will not be unlocked, and no vehicles will be allowed on the festival grounds until all patrons are gone.**

**Liability: ARTISTS DISPLAY ALL ARTWORK AT HIS OR HER OWN RISK.** The Greater Coachella Valley Chamber of Commerce and/or The Southwest Arts Festival® disclaim all responsibility or liability of damage due to inclement weather, theft or acts of nature to any/all artwork, display or materials. Each vendor must have their artwork insured.

**Artist Parking:** We provide free fenced artist parking in an area West of the festival grounds during the show. **Please make sure that you display your parking pass at all times** with your phone number and booth where it can be seen clearly by festival staff. Any vehicles parked that do not display the proper pass for that area will be towed at the owner's expense. **DO NOT BLOCK DESIGNATED FIRE LANES AND NO OVERNIGHT STAYING IN VEHICLES IS ALLOWED!!!**

**Artist Trailer Parking:** Inventory/supply trailer parking is located at the South end of Artist Parking. Trailers may not be parked in the regular artist parking. Please, make sure to leave a tag with your info., in case we need to reach out to you. **DO NOT BLOCK DESIGNATED FIRE LANES!!!**

**Overnight RV Parking is not available!** (Rivco.org – Cauhilla park in La Quinta does offer overnight parking, Shadow Hill RV Resort in Indio, or Indian Wells RV Resort)

**Children:** There is no childcare available at the festival. Due to liability issues, we cannot allow unsupervised children at the festival.

**Pets:** No pets are permitted on the festival grounds except for service animals. This is for safety and sanitation. No exceptions will be allowed.

**Security:** The Indio Police Department Citizens Patrol/CHIP will be present on the grounds during the hours of the festival to ensure the safety of our artists and patrons and to protect the site. The after-hours security force is not present to protect artwork.

Each artist displaying in The Southwest Arts Festival® is responsible for the security and protection of his/her own art and display. Do not expect that the after-hours security force will cover or otherwise protect your art in the case of theft or inclement weather.

Any artist who wishes to remove his/her work at the end of each day must advise the Festival Staff at check in. You will receive a special pass. This will inform our after-hours security force that you may remove artwork to your vehicle through gate D only. Gate D on the West side of the field is the only gate that will be open after 5 pm Thursday, Friday and Saturday evenings. This gate will be closed and locked at 6 pm each of those three nights. Be prepared inventory will need to be checked daily going out and coming back in.

**Artist Presence:** Every artist accepted into The Southwest Arts Festival® must be present in his or her display for all four days of the festival. There will be NO exceptions. Artists not in compliance will be asked to leave the festival immediately.

**Artist Hospitality:** An Artist Hospitality area will be set up near the administration office of the Festival Office building. A rest area, water & coffee will be available for artists and their assistants provided they are wearing appropriate credentials.

**Artist Appreciation reception:** We are very happy to inform you that we will offer an artist appreciation reception on Thursday, January 23rd at 5:30 pm. (You will receive a more detailed description of the event the day of check-in).

**Outside Sales:** No outside art sales transactions. All sales should be started and finished at the Southwest Arts Festivals®. Any Artists found conducting such business off site will be asked to leave the festival and will not be invited back for future festivals.

**Sales on Approval:** If you are allowing a patron to take art home on "on approval," you must still complete a sales receipt just as you would if it were a normal completed sale. Write across the receipt, "On Approval" and then take whatever form of payment you would ordinarily take. Your customer will only be able to remove the art from the festival grounds with an exit yellow receipt accompanying the artwork. Yellow receipt must list Artist name, booth number, description, and value. Please call Management staff to walk patron out exit gate with art piece.



**Sales after Show Hours:** If you need to remove art from the festival grounds to show to a client at their home, follow the same as a "Sales on Approval."

**Sales after Event:** The Greater Coachella Valley Chamber of Commerce requests that you honor 3 months after the event, to report and pay the 15% commission of any sales made with the leads created at the show.

**Artist Over Night Art Removal Approval:** Artist leaving with their artwork at the end of each day need to exit Gate C and check out with Management Staff. Artists will need to check in with Management Staff the following morning before they set up.

**Check-out:** Check-out begins no earlier than **4 pm** on Sunday. At check-out you will need to return your receipt book, artist/artist assistant badge(s)/lanyard(s), booth number(s) and handicap assistance sign. It is at this time that you will receive your exit pass. **(\*NOTE- due to safety issues, gates will NOT be opened until ALL patrons have exited the festival grounds)**

**Exit Passes:** A special pass to exit the festival grounds will be issued upon completion of the check-out process. Artists and/or vendors will be allowed to bring vehicles onto festival grounds Sunday evening **after all attendees leave the premises** (approximately 2:15 pm). You may begin the packing process prior to check-out; however, you may not leave the grounds until you have received your exit pass from the Festival Office and please wait to break down your booth until the event ends. The exit pass must be turned in to gate security at the gates on the West side of the field as you leave the grounds. Maps will be included in your Artist Packet at check-in.

**Takedown Sunday:** Takedown will not begin until the gates close at 2:00 pm Sunday. **Please do not begin packing up, etc., as other artists near you may be making sales, as this is just good business courtesy.** Entry onto the grounds is the same as set-up procedure. **Gates will not be unlocked and no vehicles will be allowed on the festival grounds until all patrons are gone.**

**Art Sales Percentage Retained by The Greater Coachella Valley Chamber of Commerce (GCVCC):** The Chamber will retain a commission of **15% of your sales.** This Annual Festival is The Greater Coachella Valley Chamber of Commerce's largest fundraiser. The GCVCC is a 501 (C) (6) non-profit organization. Both receipts provided by the patrons when they leave the festival and the receipts turned in with your receipt book are used to calculate the sales at the end of the festival by The Greater Coachella Valley Chamber of Commerce Accounting Department.

**Quick Check-Out:** We utilize this form to charge your credit card for your final commission payment. The Quick Check-Out form will be used to charge your credit card with the correct amount of total sales commission. A payment receipt along with your total sales report will be mailed. This form must be filled out on check-in day.

**Miscellaneous Information:**

**EMERGENCIES: Where life is threatened or there is a Fire - CALL 911**

**FIRST AID:** The First Aid tent will be located on site.

**Lost & Found:** All lost and found items that are turned in to Festival Staff will be held at the Festival Office. Only people with proper ID will be able to claim the lost items.

**Assistance:** During festival hours if you need assistance, please go to the Festival Office. Included in your artist check-in packet will be a list of key people that will be able to assist you with any festival.

**Equipment Rental Services:** The Southwest Arts Festival® has two chamber member equipment/party rental companies available for service during the festival.

Bright 760.343.5110 Website: [www.classicpartyrentals.com](http://www.classicpartyrentals.com)

Signature Party Rentals 760.863.0671 Website: [www.signatureparty.com](http://www.signatureparty.com)

**January 23, 24, 25 & 26, 2025 – Empire Polo Club, Indio, CA**

The Empire Polo Club is west off of Monroe Street between Avenue 50 and Avenue 52. Main Event Entrance is on Monroe beside Tack Room.

The Greater Coachella Valley Chamber of Commerce

The Southwest Arts Festival®, 45-149 Smurr St., Ste. A, Indio CA 92201

760.347.0676 | Fax 760.347.6069 | [events@gcvcc.org](mailto:events@gcvcc.org) | [gcvcc.org](http://gcvcc.org)

Thank you for participating in the Greater Coachella Valley  
Chamber's Annual Southwest Arts Festival®