

Booth Rules, Regulations and Info

Rev. 2026

FESTIVAL INFO

Festival Dates

- Arts in the Heart is always the third weekend in September, from Friday afternoon – Sunday evening.

Festival Location

- The 2026 festival will be within the Augusta Common, Reynolds Street from 8th – 9th Streets, The 8th Street Pavillion (where they do the Saturday Market, The Augusta Riverwalk, Jessye Norman Amphitheatre, and all central parking lots.

Festival Hours + Attendance

- Friday: 5-9pm (soft open at 4pm)
- Saturday: 11am-9pm (soft open at 10am)
- Sunday: 11-6pm (soft open at 10am)

FESTIVAL CONTACTS + COMMUNICATION

Pre-festival:

Arts Council Main office: 706-826-4702

Executive Director: Denise Tucker- 706-826-4702 ext 103 or 706-830-3274

GAAC Office Admin: Bryce Giboney: 706-826-4702 ext 101

Festival Manager: Symphoni Wiggins- festivalmgr@augustaarts.com

Additional contacts may be provided directly to participants closer to the festival.

In Case of Emergency (ICE)

We will be using TEXT MESSAGING to communicate with you over the weekend. These will be sent to the mobile phone number you provided when you applied for the Festival. If your number has changed, please alert our Admin at admin@augustaarts.com before September 4, 2026 or the first Friday in September.

- Emergency Contact: Dispatch – 706-830-3274
- In the event of extreme weather, we will let you know how the Festival will proceed. Text messages would be our first order of messaging, then email.

For more information visit the FESTIVAL WEBSITE:

WWW.ARTSINTHEHEARTOFAUGUSTA.COMLOCAL

LOGISTICS

Check In / Load In

Load in / out is based on zones. Your booth number will determine what zone you are in. Example: if your booth starts with a 6 ie. 601, your zone is 6. Please defer to your map to determine your zone or ask one of our team. Artists in the Local Artists Alley behind Boll Weevil are in Zone 7. Staff should reach out to you directly with load in/out information.

- There is a counterclockwise flow of car traffic. For everyone's safety you must keep to that pattern. Thank you. (Sheriff's office may write you a ticket if you disobey this rule).
- You may drive your vehicle onto the festival, with the flow of traffic, to drop off your things at your booth; however, your vehicle **MUST** be off the outside the festival by 3:30pm.
- Saturday: you may drive in and drop off materials as early as you like, but **NOT** after 9:00am. You must have your car off the street by 9:30am.
- Sunday: you may drive in and drop off materials as early as you like, but **NOT** after 9:00am. You must have your car out of the festival by 9:30am.

VEHICLE Entry and Exit Times / Day

Load-out

- On Sunday evening, you should remain open and operating until the festival is over.

- At 6:01pm, you may begin to pack up your booth; however, YOU MAY NOT BRING YOUR CAR ONTO THE STREET YET.
- Only after all pedestrian festival attendees have left and Security gives all clear, may cars enter the street. After security all clear, and after your booth is completely packed up, you will flag a street volunteer who will give you a **STREET PASS.**
- Once you have the STREET PASS, you will be able to bring your vehicle on the street, either from the recessed parking or from outside the festival and load your car to depart Festival grounds.
- **There is a counterclockwise flow of car traffic. For everyone's safety you must keep to that pattern. Thank you.**

MISC INFO & REGULATIONS.

- Electricity Is available for your space, at 120 volts, but you will need to provide your own outdoor extension cords (recommend 100 ft.). Is turned off overnight and turned back on one hour prior to that day's start. You will have one (1) 3-prong outlet. You must use LED lighting and keep the power load below 10 amps.
- Electricity for the Local Artists Alley is provided by the Boll Weevil. Not every artist will have access in this area. Please plan to bring battery powered lights, etc.
- Tents: You must provide your own tent unless arrangements have already been made. Please do everything you can to secure your tent against foul weather. **Make certain you have weights for your tent.** Weights of 100lbs are recommended for 10'x10' tents. If you don't you will need to get some before we can allow you to be part of the festival. If your tent blows over, it will hurt your neighbor, not just you. You can find an article on tent security at https://americantent.com/blogs/best-in-tents/tentweights?srsltid=AfmBOorGIRJbjxXbCLK119jqH89L9Cih0VI3UkyUZ_0XdV1CjpZYXt82 Sandbags, cement blocks, water jugs, etc are all ok. As long as they are properly weighted and secured.
- Booth Number: You will be given a placard with your booth number and name on it that must be displayed prominently on the right front panel of your tent. It will be used by everyone to find you and identify you, so it is very important that you hang it in the right place.
- Security: Everyone is responsible for securing their work. We do have security at the festival all day, with a night detail as well. Those booths with very valuable work will sometimes take certain pieces with them at night. Plastic bins are recommended for stowing materials against wet weather.

- Parking: On-site parking is for festival artists ONLY. Refer to the main Festival website for nearby parking areas. www.artsintheheartofaugusta.com.
- Lodging: Some hotels offer visitors to the festival special rates. Those can be found on our main Festival website – <http://artsintheheartofaugusta.com/festival-lodging/>.
- Pet Boarding: There is a pet boarding and grooming shop one block from the festival grounds at 501 Broad Street. Urban K9, owned by Tonya Boswell has a doggie play area in the front of their shop, a dog run on the side of the building, and two groomers on staff. In fact, if your dog stays 3 days with them, a bath is included! They offer day boarding as well. Their number is 706-723-1909.
<https://myurbank9.com/>
- Paid Helpers for Sunday Take-down: Gentlemen from Hale House will be available to help with take down on Sunday, September 17, after 6pm. The minimum rate that Hale House requests anyone pay the gentlemen who help is \$15/hr, directly to the man helping you, though you are welcome to offer more.
<https://www.thehalefoundation.com/> or 706-722-3060

When you call, you will either speak with Billy Treadwell or Roseann Grubbs.

- Mobile Hotspots from Augusta-Richmond County Public Library: Any adult 18 or over with an ARCPLS PINES library card in good standing can check out a mobile hotspot and take the Internet with them. - <https://arcpls.org/hotspots/>

GENERAL REMINDERS and RULES

1. Your booth is expected to be open and operating for the whole weekend
 - Friday: 5-9pm (soft open at 4pm)
 - Saturday: 11am-9pm (soft open at 10am)
 - Sunday: 11-6pm (soft open at 10am)
2. Please remember there is to be no sharing booth space with non-juried artists or any other groups. Only artists who have been juried in and approved are allowed to display and sell, and only your organization is allowed to be in your booth. Those who fail to comply with this rule will be removed from the festival and NO REFUND request will be honored.
3. All member organizations may sell tickets and memberships at their booths. As of 2025, non-profit members of the Arts Council are permitted to sell pre-approved branded merchandise at their booth. This includes t-shirts, koozies, keychains, etc. Nothing that may be seen as a competitor with the Fine Arts and Craft Artisans in

the market, no other items may be sold at member booths, by ruling of the Festival Steering Committee.

4. In your Arts in the Heart local arts organization booth, you get to provide information on what you do, sign people up to be members, sell tickets to your events, give mini-performances, and generally show off as fabulously as you can imagine.
5. We encourage having a brochure or business card on hand that lists your upcoming events, ways to contact you and any online presence you have.
6. The parking spaces inside the festival are for the Fine Arts & Fine Crafts Market Artists ONLY. They have their artwork in the spaces there for restocking their booths throughout the festival and securing at night, or are camping on festival in an RV. Any artist parked overnight without a pass will be towed.
7. Please be kind and courteous to all staff, volunteers, guests, and fellow participants. Those who are found to be causing issues, whether in person or online, will be ejected from the festival and receive no refunds for any payments made.
- 8. All tents must be weighted and secure!** If your tent isn't weighted, you will be asked to take it down.
9. All members of organizations, including staff and volunteers, artists, vendors and food distributors are asked to comply with all Festival rules.
10. THESE RULES WILL BE ENFORCED. THOSE WHO DO NOT COMPLY WILL NOT BE INVITED BACK FOR FUTURE FESTIVALS.