



Arts Market New Orleans Artist Handbook 2025
Updated February 11, 2025



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 customers and increase sales. It continues to be a valuable platform for artists to launch their careers and make a living. **Arts Market New Orleans is a program of Arts New Orleans (also known as the Arts Council of New Orleans).**

The open-air Arts 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
 Email | jordan@artsneworleans.org
 Phone | (601) 918-4167

OVERVIEW

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

- **Arts Market at City Park** – held the last Saturday of every month.
- **Arts Market at Marsalis Harmony Park** – held in November and December months for our holiday markets only.
- **LUNA Fête Arts Market** – held for four nights in November in Lafayette Square and Piazza d'Italia

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

2025 MARKET DATES

Date	Time	Location
Jan 25	10:00 am – 4:00pm	City Park- Great Lawn
Feb 22	10:00 am – 4:00pm	City Park – Great Lawn
March 29	10:00 am – 4:00pm	City Park – Great Lawn
April 26	10:00 am – 4:00pm	City Park – Great Lawn
May 31	10:00 am – 4:00pm	City Park – Great Lawn
June 28	9:00am – 3:00 pm	City Park- across from Café Du Monde
July 26	9:00am – 3:00 pm	City Park- across from Café Du Monde
Aug 30	9:00am – 3:00 pm	City Park- across from Café Du Monde
Sept 27	9:00am – 3:00pm	City Park- across from Café Du Monde
Oct 25	10:00 am – 4:00pm	City Park – Great Lawn
Nov 13-16	6:00 pm – 10:00pm	Lafayette Square and Piazza d'Italia
Nov 29- 30	10:00 am – 4:00pm	Marsalis Harmony Park
Dec 13-14	10:00 am – 4:00pm	City Park – Great Lawn
Dec 20-21	10:00 am – 4:00pm	Marsalis Harmony Park

ARTS MARKET JURY

Arts Market New Orleans is a juried arts and crafts market. 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- Member \$300/ Nonmember \$400

GENERAL REQUIREMENTS TO SHOW

WHITE TENTS

Participating artists **MUST** have a **WHITE** tent 10x10' with a top sized tent 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 Occupational 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/>

TAX POLICY

A 2024 city ordinance requires a tax bond for events with 35+ vendors. To comply, the Arts Market now collects tax forms from all vendors. The Arts Market Manager will oversee submission. Artists must report sales accurately—failure to do so may lead to suspension. **Important:** Please note that effective January 1, 2025, the local sales tax exemption for artworks sold in Louisiana Cultural Districts is no longer in effect. Artists must pay taxes on all artwork sales. **Markets with Fewer than 35 Vendors**

For markets with **under 35 vendors**, each artist is responsible for filing their own tax forms. You must submit your tax payment **in person** at City Hall within **10 days** of the event.

- Visit the **Department of Revenue** office at City Hall.
- Inform the staff that you are paying for a **Special Event**.
- Ensure you bring the necessary documentation and payment. **Checks or money orders only** (no cash). **Checks should be made payable to: City of New Orleans.**

Markets with 35 or More Vendors

For markets with **35 or more vendors**, the Arts Market Manager will handle tax collection and submission.

- Vendors must submit their **tax forms and payment (5% of total sales)** to the Market Manager at the end of the event. If you are unable to submit payment after the event, you can drop an

envelope with filled out tax forms and payment to Arts New Orleans office (1474 N. Broad St.) within the 4 days following the market date. **Accepted payment methods:**

- **Checks or money orders only** (no cash).
- **Checks should be made payable to:** *City of New Orleans.*
- The Market Manager will deliver all collected payments and forms to City Hall for processing.
- Once processed, City Hall will provide printed receipts, which the Market Manager will distribute to vendors.

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!
- A blank tax form and your checkbook for making tax payments (for markets with 35 or more vendors)
- 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 takes place only on the day of the Market. Exhibitor setup begins at 6:30 AM, and all booths must be fully set up by 9:30 AM. During the summer months, vendors must complete their setup by 8:30 AM. Security will also arrive at 6:30 AM.

Important: Please do not block the breaks in the curb at the street corners, as these are the only access points for carts and wagons to navigate 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 **4:00 PM**, with takedown and load-out beginning at **4:00 PM**. **During the summer months, the market ends at 3:00 PM, and breakdown begins at 3:00 PM.**

Marsalis Harmony Park markets: 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.

ARTS MARKET TIMELINE (Summer Markets – Across from Cafe Du Monde)

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:

6:00 am - You may begin setting up as early as 6:30 am (Security arrives at 6:30 am.)

7:30 am – Market Manager arrives

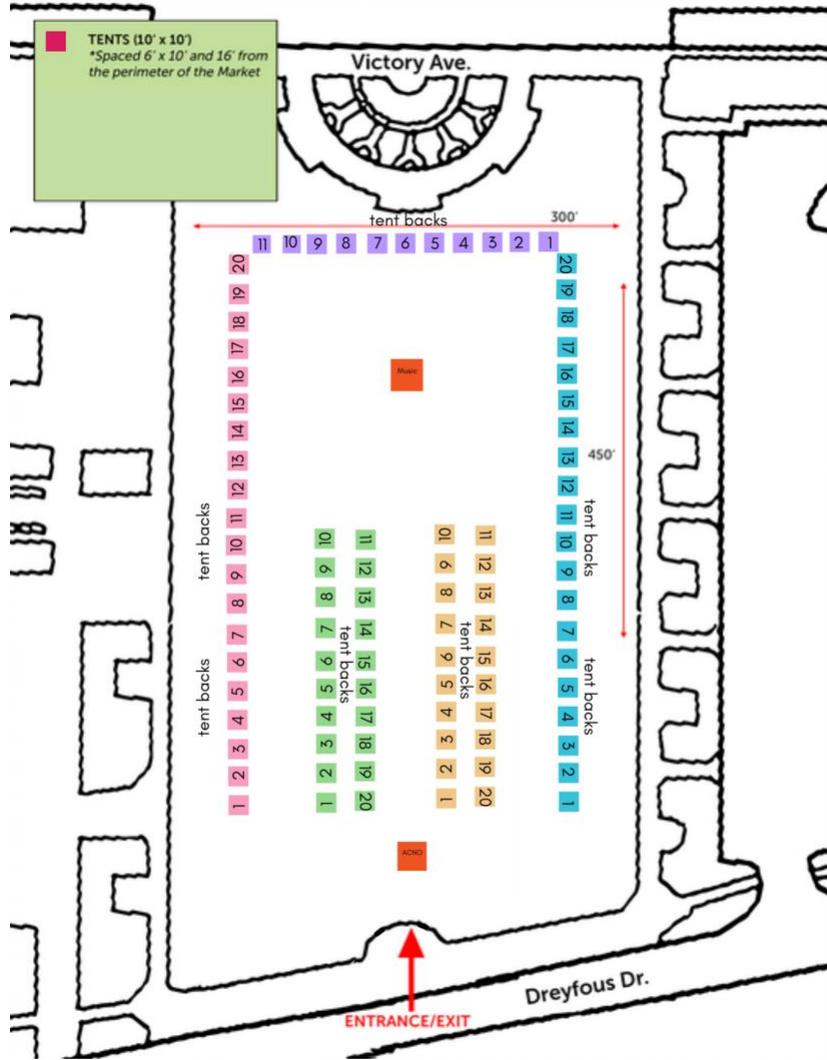
8:30 am – All tents must be set up and artwork displays ready, pre-market sales are encouraged *

9:00 am – Market opens to the public

3:00 pm – Market closes and break down may begin at 4:00 pm

6:00 pm – All vendors must have left the park (Security leaves at 6:00 pm.)

CITY PARK EXAMPLE MAP



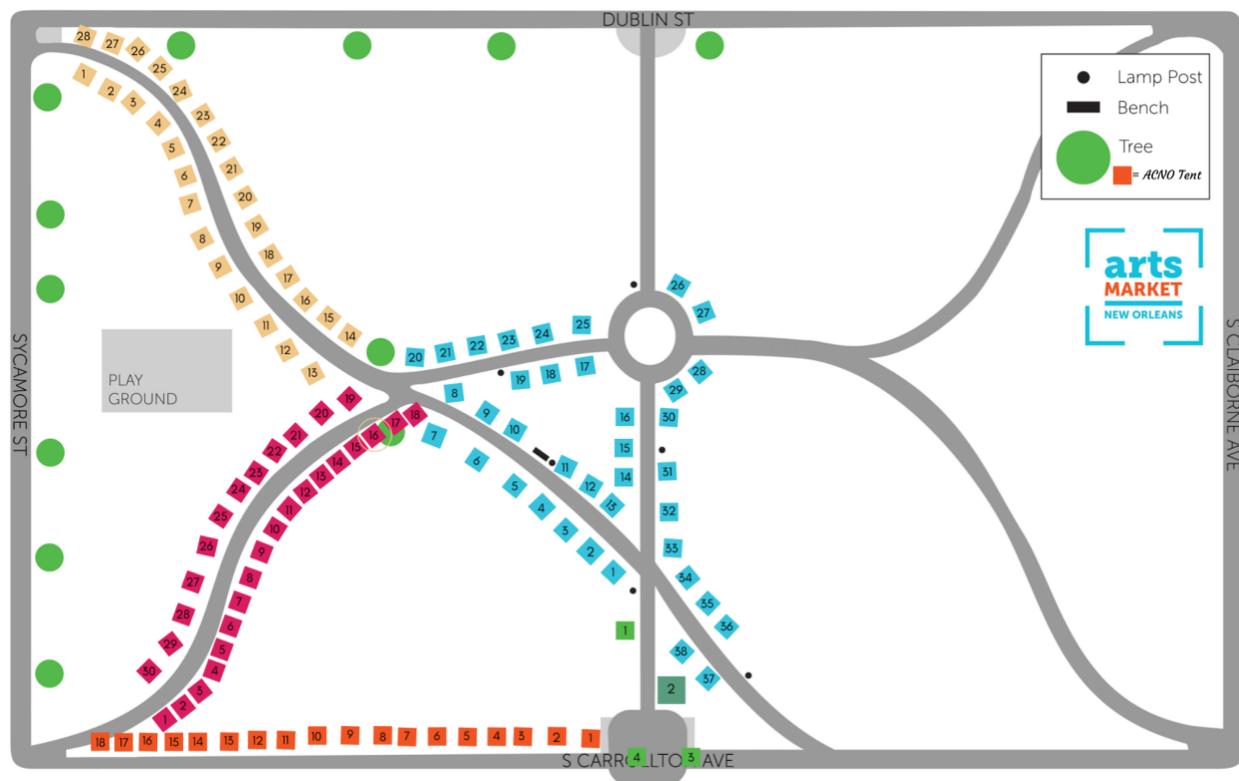
PARKING - CITY PARK

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 falling on Sunday	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	In the event of inclement weather coinciding with a Holiday Markets weekend, the Arts Market Manager will implement an additional protocol for predicted rainy days. Vendors must complete an attendance survey by 10 am on Friday morning for the anticipated rainy day . If there are 10 or more vendor that wish to show on day with predicted rain, the market will proceed on the scheduled market date, albeit in a scaled-down format (without music and food).

	<p>On the Friday afternoon preceding the market date, the Arts Market Manager will communicate an action plan for setup time in case adjustments are needed due to rain.</p> <p>No refunds or credits will be issued in the event of complete market date cancellations or if artists opt not to participate in LUNA Fête and/or Holiday Markets.</p>
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<p>Cancellations Due to Low Attendance</p>	<p>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.</p>
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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.

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.

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.

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 accepts all policies outlined 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, Jordan Koppens, 601-918-4167. 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.