

What's new for 2012!

Running Bear Productions tm

After doing a survey with most of the artists that do our shows, we have decided to change the Green Valley Continental show back to a 3 day show. The big change here is that we will be the same 3 days of the week in all 3 shows. All shows will now be Thursday, Friday and Saturday, with Saturday consistently being a higher traffic day than the Wednesdays we have had in the past. We will still have 4 rows available as needed.

The next news for 2012 is that after 27 years of doing business in Pinetop at the Art Barn, the owner has decided not to renew our lease. We will be looking into finding another location for a possible relocation of the Art Barn and we will also be looking into a new location for some of our summer festivals. We believe change is always good, so we are excited to see what new doors open for us and for the artists that have supported us for all these years!

In November of 2011 we added 2 new shows. SaddleBrooke Ranch and a new date in Robson Ranch in Eloy. We will be doing these locations more as the communities grow, so keep checking back on our web site to see what is new!

All show fees and percentages will remain the same for 2012. Even with the increase in advertising and other operating expenses, we are very happy to be able to maintain these fees! This means we have not had to raise our show fees in over 10 years! Not many promoters can say that!

YOU DO THE MATH! Why do we charge a 10% commission fee?

We have been asked about the 10% commission fee, and it's really quite simple. Today show fees and travel expenses keep going up, totaling considerable sums before an artist even gets the chance to sell. Many years ago, before we began producing shows, we had the pleasure of working some shows that charged a small fee plus 10% commission. We loved this concept! If the show weathered out, or was just one of those weekends where the public wasn't buying, our out of pocket expenses were much less. Let's face it; sometimes being able to save a few bucks can make all the difference! On the other hand, if we had a great show, we had no problem writing a nice commission check to the promoter. We figured since we made great money during the show, the promoter had done his or her job in securing a good location, and getting the word out to the public via advertising, etc.

If there is a loss of days due to bad weather conditions, where you can lose a day or more of sales, your loss will be much less with us, because of the small upfront fees. With other promoters, you will be further in the hole, due to their higher entry fees.

Let's do some simple math. A great percentage of the shows available in Arizona now cost from \$250 to several hundreds of dollars to get into. Almost all the better quality shows also require a jury fee. For the sake of using round numbers, let's say you sign up for a show that costs \$300. If you sign up for one of our shows at \$100 and no jury fee, this is a \$200 savings. Your cost of doing our show will be less than the other show until you have made \$2000.00 in sales! The 10% fee (\$200), added to my show fee (\$100), equals \$300. If you make anything less in sales, you are ahead in our show! If you make more, then hopefully we have done really good job with advertising and securing a great show location!

Here are a few points to keep in mind when comparing our shows with other promoters:

- We place half page ads in local newspapers for every show we do. Most are in full color! No other Arizona promoter can make that claim, unless they are promoting large shows involving hundreds of artists.
- We provide more booth space than most any other show, at no additional cost to you.
- We provide enough space to display your work on the outside walls, and most shows have room for storage of extra artwork, behind the booth. As artists ourselves, it has always been important to have ample room inside and out, so that our customers can easily see our work!
- Setups and take downs are much easier, partly due to ample booth spaces, and the fact that our shows allow for drive up room, or a very short carry distance.
- We have spent considerable time researching and securing profitable show locations. We have selected sites in affluent communities containing a large amount of people who own second homes. These people can typically afford to decorate their homes however they see fit.
- Our show locations are very popular, and we seem to always have a waiting list to get into them.
- Although we have plenty of available space in our shows, we limit the number of booths, in order to create the best sales environment possible for each of our artists, while still drawing the buying public with plenty of choices.
- We NEVER oversell a show; we want every artist to have the best chance at having great sales!
- The 10% commission fees allow us to keep our size down, create the best sales environment for our artists, and still pay the tremendous expenses involved with producing a show. WE DO NOT JUST SELL SPACES!

SO, YOU DO THE MATH! Thanks to all who do our shows, and for spreading good words about them. I constantly get new artists inquiring about future shows; most tell me one of you told them to call!

Here's wishing all of us a great 2012 season! Alan & Vickie Smith