

ALYS BEACH, FLORIDA

CRAFTED



Stories that craft tells.



THE
ALYS
FOUNDATION

BENEFITING FOOD FOR THOUGHT OUTREACH



OCT. 2021
01 – 02

ALYS BEACH
FLORIDA

alysbeachcrafted.com

ABOUT ALYS BEACH CRAFTED

Alys Beach Crafted was created to celebrate the collaboration of talents that come together to enrich the 30A experience. This new event, sprung from 2019's successful debut of Firkin Fête, aims to tell the stories of crafted beverages, culinary experiences, artistry, and workmanship. Crafted will be a weekend of events here in Alys Beach, a gathering of renowned craftspeople from around the country sharing the process, the inspiration, and the product of their craft at the Spirited Soirée, Firkin Fête, Cocktail Seminars and the Maker's Market. Alys Beach Crafted is pleased to announce that all proceeds will benefit one of Walton County's local non-profits, Food for Thought Outreach.

Crafted aims to bring us together in appreciation for the excellence and authenticity of the creative process, allowing us to pick up tricks-of-the-trade, add a new brew to our repertoire and add elegant, meticulously crafted goods to our collections. Refined and beautifully curated, our Alys Beach team is actively engaging these artisans, distillers, brewers, chefs, and mixologists to create an experience like no other – a sharing of the stories that craft tells.





ABOUT ALYS BEACH

Nestled amongst the pristine white sands and sparkling turquoise waters of northwest Florida's Gulf Coast sits Alys Beach, a fully-bespoke, luxury lifestyle and vacation experience – a seaside destination where life is refreshed. Known for its striking white architecture, Alys Beach is a New Urbanist community built for relationships, connection, and for building memories around the town's most sought-after amenity, the pristine Gulf beaches. With all of its 158 acres within a short walk of the beach and designed for engaging and comfortable access to the town center's shops and restaurants, Alys Beach is truly an unparalleled experience. Alys Beach has long attracted homeowners and vacation guests with an eye for distinctive design and detail, and the town's signature events serve to reinforce a sense of being transported to a place of luxury found within the balance of beauty, simplicity, and grace. To a place where life is not just lived, it is defined. For more information, please visit [alysbeach.com](https://www.alysbeach.com).

THE ALYS FOUNDATION

The Alys Foundation, a 501(c)(3) nonprofit organization, was established with the intention of providing funding to sustain the long-term community values of Alys Beach. The funds from The Alys Foundation are used to enhance the experiences of local and transient families as well as preserve and enhance the quality of life of the community members. While the Alys Foundation primarily focuses on the town of Alys Beach, The Foundation also focuses its initiatives on the Walton County community at large. The Alys Foundation provides funding for local non-profits benefiting the community in a multitude of ways. Funds have been used to finance facility, community, environmental, cultural, and educational programs at Alys Beach as well as local non-profits partnering with Alys Beach. The Foundation continues to give back to the community each year by hosting the Digital Graffiti Festival, 30A Wine Festival, Sinfonia Goes Pops and Alys Beach Crafted. The Alys Foundation is proud to represent Alys Beach & serve Walton County.

ALYS BEACH HOMEOWNERS

45 – 74
Ages

MARRIED
families with children

\$500,000 – \$4,900,000
Household income

\$5,000,000 – \$30,000,000
Networth

Secondary/Vacation Home value:
\$3,000,000 to \$6,900,000

Secondary/Vacation Homesite value:
\$600,000 to \$3,000,000

- College graduate
- Lived in primary home for 15+ years
- Primary home value \$550K and above
 - Top Markets: Florida, Tennessee, Georgia, Alabama, Texas, Louisiana

**Information is subject to change.*

FOOD FOR THOUGHT OUTREACH

Food For Thought is a 501(c)(3) not-for-profit organization in Florida, serving Walton and Okaloosa Counties. Food For Thought works to fight child hunger through five, year-round programs, designed to fight the negative impacts of Child Hunger in the lives of Food Insecure children in grades K-12. FFT's goal is to support a child's development and educational experience by bridging the gap between school meals during weekends, Summer and Holiday breaks, as well as offering learning and life-skill resources through the Emeril Lagasse Full-Circle Kitchen and their Full-Circle Gardens. Food For Thought has been working to fight child hunger since 2010, and in the 2021-2022 school year will serve more than 3400 students from 35 schools in Walton and Okaloosa Counties, through an in-school backpack program and on-going curbside food distributions.



SCHEDULE OF EVENTS:

FRIDAY, OCTOBER 1, 2021

- **Maker's Market**, 3-6 PM in the Alys Beach Amphitheatre*
- **Firkin Fête**, 6:30-9 PM on Kelly Green

SATURDAY, OCTOBER 2, 2021

- **Maker's Market**, 12-4 PM in the Alys Beach Amphitheatre*
- **Spirited Seminars, 11 AM - 1 PM:**
 - Garden-to-Glass: *Building cocktails around the edible landscaping of Alys*
 - Make It Sparkle: *Cocktails based on spritzers and sparkling beverages*
 - Taste Like Pro: *Wine tasting versus spirits tasting*
 - Whoa! Low & No: *Mixing tropical beverages with high, low, and no ABV (alcohol by volume)*
- **Spirited Soirée**, 3-6 PM, Alys Beach North Pedestrian Path

**The Maker's Market is open to the public. All other events are ticketed.*



FIRKIN FÊTE:

Join us for our 2nd Annual Firkin Fête on October 1, 2021 from 6:30-9 pm on Kelly Green. Firkin Fête features a unique tasting experience as we tap firkins of beer created by local and regional breweries. The firkins, each an 11-gallon keg, are unique in that no one, including the brewers themselves, can know what the final product will taste like until the firkins are tapped for the event. Firkin Fête will also feature live music performances and the culinary creations of chefs from throughout the southeast. This festive evening is not to be missed!

SPIRITED SEMINARS:

The Spirited Seminars feature four opportunities to learn from some of the best Mixologists in the industry. The seminars will explore the art of the cocktail from the elements of tasting like a pro to special tips for crafting the perfect drink for seamless, gracious entertaining. Preparations, pairings, new craft ingredients and products – these renowned Mixologists invite you behind the bar for a glimpse into the craft of creating beautiful cocktails.

SPIRITED SOIRÉE:

Spirited Soirée features craft cocktails from hand-selected mixologists from all over the country on Saturday, October 2, 2021 from 3-6 pm. We have paired the mixologists with designated distilleries to create the perfect cocktail. Guests will have the opportunity to taste the spirits both neat and in the curated cocktail, and will hear from the distillers and mixologists on the inspiration and process behind each unique pairing. Enjoy hand-crafted cocktails and spirits, and take home some of the new concepts, trends, and products currently setting the beverage world a-buzz.

MAKER'S MARKET:

Join us in the Alys Beach Amphitheatre on Friday, October 1st from 3-6 PM and on Saturday, October 2 from 12-4 PM for the Alys Beach Crafted Maker's Market. These thoughtfully chosen artisans will present their works, showcase their craft, their inspiration, and their stories. These products, representing the best in regional workmanship, will be available for purchase. Enjoy live music while perusing the Maker's Market and enjoy a selection of treats and refreshments available for purchase. This event is free and open to the public.

ENTRY AND EVENT PARTICIPATION DETAILS

We are actively seeking submissions from artisans who wish to participate in the Crafted Maker's Market during the Alys Beach Crafted event weekend. We will accept 20 to 30 total artisans for Maker's Market displays, with the goal of highlighting the significant talent of makers whose product most closely aligns with our audience. Our audience enjoys beautiful workmanship, high-quality materials, fine craftsmanship, and custom, bespoke designs enriched by the experience of being welcomed into the creative and production story. While they come from all over the country and beyond, the common ground is our beautiful Gulf Coast beach, so product that relates to the lifestyle, food, drink, home, outdoor living, and sport of the coast, and Southern heritage, may resonate best.

Please note that Entry Form submission does not guarantee admission as a vendor for the Crafted Maker's Market. Artisans interested in participating in the Crafted Maker's Market must submit the Entry Form for review. Submission form must be received by August 1st and artisan selections will be announced August 15th. Following submission of the Entry Form, applicants must send a photograph of the anticipated display set-up to events@alysbeach.com (photos from past events are acceptable). Either within the Entry Form, or via email, applicants must provide logistical requirements including power/outlet needs, etc. Artisans are asked to provide all necessary equipment for transactions. Accepted applicants will receive a confirmation notification via email.

The booth fee of \$1,000 includes a designated shaded space, a table and two chairs for display; additional display fixtures and items must be pre-approved by Alys Beach Events. Booth will be predetermined by Alys Beach Events and the details of your location will be provided prior to the event. The Maker's Market will be open to the public on Friday, October 1st from 3-6pm and on Saturday, October 2nd from 12-4PM and artisans are required to attend both days.

- Artisans must be present during the entire Alys Beach Crafted event. Agents may not stand in proxy.
- Artisan is responsible for collecting and reporting sales tax on all sales. Sales tax forms will be provided.
- If more than one artisan collaborates to produce original work, all names must be included on the application.
- Booth space is approximately 10'x10'. Double booths may be reserved but are limited.
- Booth display images submitted must reflect the actual event display. Amount of inventory, display equipment, signage, shelving, cases, etc. must be visible in booth display only.

- Artwork images submitted with application must reflect actual work to be displayed at the event.
- Access to electricity is included in the booth fee.
- Vehicles must be parked only in designated areas. Violations will result in elimination from future considerations.
- Load-in will be Friday, October 1, 2021. Special load-in requests must be indicated on the original Entry Form for consideration.
- Artisans must be on-site during event hours: Friday, October 1, 3pm-6pm; Saturday, October 2, 12pm-4pm.

APPROACH TO HEALTH & SAFETY

The well-being of our patrons, sponsors, team members and talent is our top priority. Current guidelines, procedures, and event configurations to provide a clean and safe environment include:

- Alfresco events with limited capacity
- Event layout designed to maximize space
- Implementation of proper line queuing
- Mobile ticket delivery
- Clean & sanitized venue
- Hand sanitizer station

To submit your application, please fill out form and email events@alysbeach.com.

We thank you for your submission. Submission of this form does not guarantee placement at the Alys Beach Crafted Maker's Market. Please complete the form below and email to events@alysbeach.com no later than August 1, 2021. The Alys Beach Events team will review submissions and contact all vendors by August 15, 2021.

2021 ALYS BEACH CRAFTED SUBMISSION FORM

MAKER'S MARKET

FRIDAY, OCTOBER 1, 2021 | 3 - 6 PM

SATURDAY, OCTOBER 2, 2021 | 12 - 4 PM

Company Contact: _____

Company Name: _____

Address: _____

Phone: _____ Email: _____

Company Website: _____

Social Tags: _____

Please list the average pricing of your products: _____

What items do you intend to showcase and sell?

(1) _____ (2) _____

(3) _____ (4) _____

Are you able to accept cash for payment of goods? Yes No

Are you able to accept cards for payment of goods? Yes No

Must have your own way to charge cards and collect taxes.

A shaded space, one table and two chairs will be provided. Please list any additional anticipated set-up needs:

I acknowledge that I have read and agree to the Participant Terms and Conditions outlined.

Participant Signature: _____ Date: _____

Print Name, Title, Company: _____

Please send completed application, high resolution logo, link to website, and pictures of past set-ups to Zoe Mathews at events@alysbeach.com by August 1, 2021. For questions, call 904.718.6168.