

CRAFTED



ALYS BEACH

November 11-15, 2026



THE ALYS
FOUNDATION

Benefiting The Cultural Arts
Alliance of Walton County





NOV. 11-15
2026

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. Now in its fifth year, 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 Firkin Fête, Spirited Soirée, Experiential Dinners, and the Holiday Makers Market. Alys Beach Crafted is pleased to announce that all proceeds will benefit one of our local non-profits, Cultural Arts Alliance of Walton County.

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, Crafted events cultivate engagement with top artisans, distillers, brewers, chefs, and mixologists for unique, unmatched experiences and 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.

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, and Alys Beach Crafted. The Alys Foundation is proud to represent Alys Beach and serve Walton County.

CULTURAL ARTS ALLIANCE



Alys Beach Crafted is pleased to announce that all proceeds of the 2026 events will benefit one of Walton County's local non-profits, the Cultural Arts Alliance.

The Cultural Arts Alliance of Walton County has been the creative core of the local community for more than three decades – over 30 years of fostering creativity as a local arts agency in Walton County, Florida. Supporting the arts through leadership, advocacy, funding, programs, and education, the CAA's mission is to encourage and promote creativity. With an emphasis on inclusivity and collaboration, the CAA provides opportunities for residents and visitors to experience diverse forms of art and learning, connecting them to broad, critical explorations through artistic expression and engagement. The Alys Foundation and Alys Beach are committed to providing cultural experiences for the broader Alys Beach Community, including creative programming, a permanent collection of art works displayed throughout the town's landscape, and through partnerships with organizations like the Cultural Arts Alliance. Alys Beach Crafted is delighted to support the CAA while sharing the stories that craft tells.

ALYS BEACH HOMEOWNER DEMOGRAPHICS

54

Median Age

MARRIED

families with children

\$1,900,000

Median Household income

\$19,000,000

Median Net Worth

\$3,000,000+

Secondary/Vacation Home value:

- College graduate
- Primary home value \$550K+
- Top Markets: Florida, Tennessee, Georgia, Alabama, Texas, Louisiana

**Information is subject to change.*



SONGWRITERS ROUND TABLE

In partnership with the beneficiary of Alys Beach Crafted, the Cultural Arts Alliance of Walton County (CAA), we are proud to present a new event that pays homage to the CAA's signature event, the 30A Songwriters Festival. The Songwriters Round Table will feature American singer-songwriters and 30A Songwriters Festival favorites. Cozy up in the Red Loggia at Caliza and listen to the sweet sounds of renowned musicians, enjoying the stories behind the lyrics as you experience this intimate showcase. Beverages and light bites will be provided.

EXPERIENTIAL DINNERS

In the spirit of Alys Beach Crafted, we'll explore the intricate crafts of the culinary and beverage arts with bespoke Experiential Dinners - a deeper, more intimate exploration of the craft behind the experience with takeaways to level up your own entertaining game. One dinner will explore the craft of blending wine making and art while the cocktail dinners feature unique culinary and cocktail experiences as Crafted welcomes talented mixologists, chefs, and vintners from across the country. Expect to see Crafted favorites leading these dinners, creating an unforgettable journey through dining and imbibing, replete with the story and wisdom behind the craft. All three dinners will take place on the evening of Thursday, November 12th.

FIRKIN FÊTE

Join us for our 6th Annual Firkin Fête on Friday, November 13, 2026 from 6:30-9 pm in Central Park. 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 SOIRÉE

Spirited Soirée features an extensive gallery of cocktails crafted collaboratively in the pairing of specially selected mixologists and small-batch craft distilleries. On Saturday, November 14, 2026, from 1-4 pm, guests will have the opportunity to taste both the neat spirits and the crafted cocktail as each mixologist-distillery team reveals insights into the process and inspiration behind their creations. Enjoy specialty canapés, light bites, and desserts from the best culinary teams in the Southeast as you explore the vast collection of hand-crafted cocktails and spirits, and take home some of the new concepts, trends, and products currently setting the beverage world a-buzz.

HOLIDAY MAKERS MARKET

Join us in the Alys Beach Amphitheatre on Friday, November 13, 2026 from 2 - 4:30 pm, Saturday, November 14 from 10 am - 2 pm and Sunday, November 15 from 10 am - 2 pm for the Alys Beach Crafted Holiday Makers Market. This collection of thoughtfully selected artisans will showcase their craft, their inspiration, and their stories with product representing the best in regional workmanship. Guests are invited to stroll through the Amphitheatre in Alys Beach Town Center to peruse the works of these makers, available to purchase and specially curated as gifts for loved ones, for the home, or for oneself, will be available for purchase as folks shop through the Amphitheatre in pursuit of beautifully curated gifts for their loved ones in preparation for the upcoming holidays. Enjoy live music while perusing the Makers Market and enjoy a selection of treats and refreshments available for purchase from surrounding Merchants. Photos with Santa will be available at select times during the Holiday Makers Market. This event is free and open to the public.

SCHEDULE OF EVENTS

WEDNESDAY, NOVEMBER 11

- **Songwriters Round Table**, 6-9pm in the Red Loggia

THURSDAY, NOVEMBER 12

- **Experiential Dinners**, 5pm

FRIDAY, NOVEMBER 13

- **Holiday Makers Market***, 2-4:30pm, Amphitheatre
- **Firkin Fête**, 6:30-9pm, Central Park

SATURDAY, NOVEMBER 14

- **Holiday Makers Market* with Santa**, 10am-2pm, Amphitheatre
- **Spirited Soirée**, 1-4pm, North Sea Garden Walk Pedestrian Path

SUNDAY NOVEMBER 15

- **Holiday Makers Market***, 10am-2pm, Amphitheatre

**Open to the public. All other events are ticketed.*

HOLIDAY MAKERS MARKET FORM

We are actively seeking submissions from artisans who wish to participate in the Crafted Holiday Makers Market during the Alys Beach Crafted event weekend. We will accept a select number of artisans for Holiday Makers 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 Holiday Makers Market. Artisans interested in participating in the Crafted Holiday Makers Market must submit the Entry Form for review. Submission form must be received by September 1, 2026 and artisan selections will be announced on September 15th. Following submission of the Entry Form, applicants must send a photograph of the anticipated display set-up and/or goods intended for sale 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, linen, table signage and two chairs for display; additional display fixtures and items must be pre-approved by Alys Beach Events. Booth location will be predetermined by Alys Beach Events and the details of your location will be provided prior to the event. The Holiday Makers Market will be open to the public on Friday, November 13th from 2-4:30pm, Saturday, November 14th from 10am-2pm, and on Sunday, November 15th from 10am-2pm and artisans are required to attend all three days.

- Artisans must be present during the entire Holiday Makers Market event. Agents may not stand in proxy, unless otherwise coordinated with Alys Beach Events.
- 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 a 10'x10' peak tent.
- 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, November 13, 2026. Special load-in requests must be indicated on the original Entry Form for consideration.
- Artisans must be on-site during event hours: Friday, November 13, 2-4:30pm; Saturday, November 14th, 10am-2pm; and Sunday, November 15th, 10am-2pm



Please sign up by filling out the form at alysbeachcrafted.com/participant-forms; online forms due 09.01.26