

7TH ANNUAL Alpharetta Arts streetfest

Presenting the work of artists from throughout the U.S., the Arts Streetfest, now in its 7th year, is an annual celebration of the arts in Alpharetta's Historic District.

This colorful spring arts festival features live jazz, blues and acoustical music, and cultural arts performances. Aspiring young artists can explore at Arts in Action, our children's art interactive area.

Arts Streetfest offers an engaging weekend of art in one of the most affluent, fastest growing cities in North Georgia.

ARTIST MEDIUM: (check ONLY one)

- | | |
|--|--|
| <input type="checkbox"/> Glass | <input type="checkbox"/> Jewelry |
| <input type="checkbox"/> Leather | <input type="checkbox"/> Metal |
| <input type="checkbox"/> Mixed Media | <input type="checkbox"/> Painting |
| <input type="checkbox"/> Pastels | <input type="checkbox"/> Pencil/Ink/Charcoal |
| <input type="checkbox"/> Paper | <input type="checkbox"/> Photography |
| <input type="checkbox"/> Printmaking | <input type="checkbox"/> Textiles/Fiber |
| <input type="checkbox"/> Wood | |
| <input type="checkbox"/> Pottery/Clay/Ceramics | |

PLEASE DESCRIBE ART TO BE SOLD AT YOUR BOOTH:

PLEASE INDICATE THE PRICE RANGE OF YOUR ART:

Return to: CITY OF ALPHARETTA SPECIAL EVENTS
Two South Main Street • Alpharetta, GA 30009
Fax 678-297-6381

www.alpharetta.ga.us

Event Manager: Kim Dodson
kdodson@alpharetta.ga.us
678-297-6078

Saturday & Sunday
April 16 & 17, 2011
10 a.m. to 6 p.m.

City of Alpharetta's Juried Fine Arts Festival

ARTIST APPLICATION & AGREEMENT

Deadline: February 7, 2011

TODAY'S DATE _____

ARTIST NAME _____

BUSINESS NAME _____

MAILING ADDRESS _____

CITY/STATE/ZIP _____

EMAIL ADDRESS _____
Please Note: EMAIL is our primary means of communication.

WEBSITE _____

TELEPHONE _____ CELL _____

PLEASE ATTACH A MINIMUM OF THE FOLLOWING REQUIRED PRINTED PHOTOS (NO SLIDES, CD'S OR DIGITAL PHOTOGRAPHS) TO THIS APPLICATION:

Artist Checklist:

- | | |
|--|---|
| <input type="checkbox"/> Photo of Festival booth display | <input type="checkbox"/> Photo #3 of artwork |
| <input type="checkbox"/> Photo #1 of artwork | <input type="checkbox"/> Photo of studio or work area |
| <input type="checkbox"/> Photo #2 of artwork | |

PLEASE LIST OTHER FESTIVALS YOU PARTICIPATED IN THE LAST YEAR:

HOW DID YOU HEAR ABOUT OUR FESTIVAL?

NOTE: A minimum of five (5) photographs are required. Photos of artwork must be close-up. All photos submitted become the property of The City of Alpharetta and will not be returned. Photos must be attached to this application. We regret that photos may not be submitted via email or fax.

FESTIVAL JURY & BOOTH FEES

Two separate payments are required, payable to: CITY OF ALPHARETTA

- JURY FEE \$25 (separate check please)
- BOOTH FEE (check one):

\$125 - 10' x 10' BOOTH _____

\$200 - 10' x 20' BOOTH _____

\$25.00 fee on returned checks.

All fees are non-refundable.

All 10' x 20' booth requests are not guaranteed and are based on space availability.

Alpharetta
GEORGIA USA

WILL YOU REQUIRE ELECTRICITY?

_____ NO _____ 1 OUTLET _____ 2 OUTLETS

Electricity in our historic downtown is limited. Please request outlets only if necessary, as electrical requests may affect booth placement. It is the artist's responsibility to bring two (2) heavy duty outdoor 100-ft. extension cords and a power strip for each outlet requested.

SPECIAL REQUESTS:

City of Alpharetta will make every effort to accommodate special requests, however, special requests are not guaranteed.

PAYMENT INFORMATION

CHECKS (2 enclosed): _____ Check payable to City of Alpharetta

Jury Fee CHECK # _____ Booth Fee CHECK # _____

OR _____ VISA _____ MASTERCARD _____ AMEX _____ DISCOVER

Card # _____

Expiration Date _____ V-Code _____ (3-4 digits on signature line)

Cardholder Name _____

(PRINT): _____

Cardholder Signature: _____

Cardholder Address: _____

_____ Zip Code _____

All jury fees are non-refundable and non-transferable, and if juried into festival, booth fee is non-refundable & non-transferable.

GENERAL INFORMATION AND APPLICATION AGREEMENT

By reading this information and signing this Application Agreement, you are agreeing to abide by all rules and regulations set forth by the event organizers in the 2011 Alpharetta Arts StreetFest and made a part hereof by reference.

Artist Signature: _____ Print Name: _____ Date: _____

- 1) Only original/handmade art may be sold at the event. Also, only items listed on the application can be sold at the event. The artist must be present at the event booth throughout the festival.
- 2) A minimum of five (5) printed photos must be submitted with the Artist Application, as follows: one (1) photograph of your festival booth, one (1) photograph of your studio/workspace, three (3) close-up photographs of your art. All applications and photos must be submitted via mail. We are unable to accept applications or photos via email or fax.
- 3) The Arts StreetFest Jury is composed of members of the professional arts community, festival organizers and members of the Downtown Alpharetta Trade Association.
- 4) Artist booth space is limited. The Jury has control over the quality of art accepted to the festival and reserves the right to limit artist booths of similar type.
- 5) Applications will be reviewed by the Jurors in late February 2011. Notification of acceptance or non-acceptance to the festival will be emailed no later than **TUESDAY, MARCH 1, 2011**. All decisions of the jurors are FINAL. Please understand that the City of Alpharetta is unable to discuss acceptance or non-acceptance with artists by telephone or email.
- 6) **A NON-REFUNDABLE JURY FEE IS DUE WITH THE ARTIST APPLICATION.** Payment for booth space will not be processed until the artist is accepted to the show the week of February 28, 2011. Booth fees are non-refundable and non-transferable.
- 7) **ALPHARETTA ARTS STREETFEST WILL BE HELD RAIN OR SHINE.**
- 8) Artists are responsible for providing a quality **WHITE** tent to fit the space rented. **FOR SAFETY, WE REQUIRE ONE (1) 40 POUND WEIGHT ON ALL FOUR (4) TENT LEGS.**
- 9) Tables, chairs and signs are the artist's responsibility. Artists requesting electricity on their application must bring two (2) heavy duty outdoor 100-ft. extension cords and a power strip for each outlet requested.
- 10) Due to the nature of closing Downtown Alpharetta streets for the festival, set-up will be scheduled in shifts beginning at 5 p.m. Friday evening. Shifts will be assigned by festival organizers in advance. When unloading vehicle, pull-up as close as possible to booth to allow other vehicles to pass on the street. Quickly unload, move vehicle to assigned parking area, then return to set-up booth. **PLEASE DO NOT SET-UP BOOTH UNTIL YOUR VEHICLE IS MOVED.** All vehicles must be off the streets by 9:30 p.m.; however, artists may remain in the festival area as long as desired to set-up booths. Hand truck load-in is encouraged. **NOTE:** Vehicles will not be allowed on the street Saturday.
- 11) Booth assignments, load-in time and vendor vehicle passes will be mailed approximately 2 weeks prior to the event date. Electricity and special requests must be submitted in advance on the Artist Application. We cannot guarantee, but will try our best to accommodate all requests.
- 12) Check-in at the festival to receive vehicle pass, booth number and directions to assigned booth space.
- 13) Vehicle passes must be displayed on the dashboard to access the festival streets. Artist booth number will be indicated both on the vehicle pass and on the actual booth space (on the street). Only one vendor pass per booth space rented. Vehicles without a pass will not be permitted access to the festival streets.
- 14) All booths must be ready by 9:30 a.m. Saturday. Artists must keep their booths open from 10 a.m. to 6 p.m. both Saturday and Sunday. Please do not begin breaking down booths prior to 6 p.m. Sunday.
- 15) At the festival end, once your booth is completely broken down, please contact festival staff on site for a new vehicle pass to allow your vehicle to enter the festival streets for loading.
- 16) All trash, papers or boxes must be placed in a dumpster. Please reference an event map for dumpster locations.
- 17) Artist applications received after the deadline of **February 7, 2011** may or may not be reviewed for acceptance by the Jury.
- 18) All items sold at the Alpharetta Arts StreetFest must be paid directly to the artist. Fulton County Sales Tax is 7%. Artists are solely responsible for collecting, reporting and paying all sales taxes collected to the Georgia Department of Revenue.
- 19) Parking for artist vehicles will be available within 2-3 blocks of the festival site. Please park only in the assigned lot so closer parking is open for festival-goers.
- 20) Artists must describe/list on application all items to be sold at the festival. If an artist displays items that were not listed on the application, **OR** has misrepresented art as original/handmade in any way, the festival organizers reserve the right to ask the artist to leave the festival and forfeit all fees.
- 21) Overnight security will be provided 9 p.m. Friday evening through 7 a.m. Saturday, and 6 p.m. Saturday evening through 8 a.m. Sunday. The City of Alpharetta cannot be responsible for the loss or damage of property of any kind.
- 22) Festival management has the right to use any photographs taken at the event to promote Alpharetta Arts Streetfest.
- 23) Liability Waiver and Release: I, hereby assume all responsibility for, and risks and hazards of, participation in the rental activity planned by my group. In considerations of the City of Alpharetta providing permission to use the space requested, I, and all members of my rental group, do hereby release the City of Alpharetta, including all officials, officers, employees, sponsors, organizers, supervisors, volunteers, participants, and all other agents, of any and all claims, demands, rights, and causes of action of whatever kind and nature, arising from and by reason of, and all known and unknown, foreseen and unforeseen, bodily and personal injuries, damage to property, and the consequences thereof, resulting from participation in the rental activity planned in the City of Alpharetta.