



A Multicultural Arts & Music Festival

P.O. Box 2826 Alexandria, Virginia 22301

October 3, 2009

Dear Artist:

Thank you for your past participation in Art on the Avenue. Your steadfast support and participation makes this annual festival a resounding success!

In 2009, we will continue our efforts to ensure that Art on the Avenue is an enjoyable and safe experience for all – from the individual craft and food vendors, children's activities, sponsors and, of course, the more than 45,000 visitors who stream down Mount Vernon Avenue the first Saturday of every October.

As we look forward to 2009, keep in mind our three key guidelines for craft vendors of which we want to remind you:

1. We will jury all applications. **Each application must include three photographs in order to be juried and possibly accepted into the festival.**
2. We will limit the number of vendors in any one craft category to ensure a more equitable distribution. Once a category, such as jewelry, painting, photography, etc., reaches the limit, the category will be closed, and vendors put on a waiting list.
3. If you want the same space as years past, we will reserve it for you (if you are juried into the show) up to June 15, 2009. After that, spaces will be assigned on a first-come, first-served basis, as applications are submitted, juried and accepted by the Committee. This will ensure that vendors are allowed sufficient time to publicize their location during the Festival, and enable us to include an accurate list of vendors and locations on our website and in the Festival program.

Please use the attached form to submit your application package, WHICH MUST INCLUDE PHOTOS OF YOUR ART OR CRAFT.

If you have any questions, please e-mail us at info@artontheavenue.org. Thank you again for your support and past participation. We look forward to seeing you on Saturday, October 3rd!

Sincerely,

Pat Miller
Art on the Avenue Chair



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CRAFT VENDOR GUIDELINES 2009

- 1) **FESTIVAL IS HELD SATURDAY, OCTOBER 3, 2009, RAIN OR SHINE.**
- 2) **All applications must include three (3) photographs in order to be considered by the jury for inclusion in Art on the Avenue, and all arts and crafts must be handmade by the artist renting the ArtSpace and not made from a commercial mold or kit by the artist(s) renting the ArtSpace.** The Festival Committee reserves the right to remove any item(s) for sale found not to comply with and/or any craft vendor who engages in misrepresentation in their application or fails to abide by the regulations as stated.
- 3) No more than two vendors can apply for and share a space. To share a space, each artist must fill out an application. Both applications must be submitted together. Each artist must submit three (3) photos.
- 4) ArtSpace is 10 feet by 10 feet. Displays, art, supplies, chairs and other items need to be kept within the assigned ArtSpace and may not encroach into the adjacent ArtSpace or street, into any sidewalk or onto private property.
- 5) Vendors provide their own table and chairs.
- 6) Art on the Avenue does not rent nor supply tents for craft vendors. If you use a tent (TENTS CANNOT BE BIGGER THAN 10 FEET BY 10 FEET), you MUST HAVE proper weights to hold down your tent in case of windy weather (we don't want the tents to fly away). Weights must be removed at the end of the Festival day.
- 7) Space Assignments – If you have participated before (and are juried into the 2009 show) you can reserve the space you had in previous years up to June 15. After that, artists juried into the show will be assigned on a first-come, first-served basis, assuming that craft vendors meet requirements (See Guideline 2). Applications will continue to be accepted until the show is filled. Space assignments and craft vendor lists will be continually updated at www.artontheavenue.org. Vendors will be notified of space assignments via e-mail or regular mail once the assignment has been made.
- 8) Schedule for Saturday, October 3, 2009.
TIME
7:30 AM Mount Vernon Avenue closes to traffic. Craft vendors allowed on the Avenue for set-up. The Avenue MUST remain clear until 7:30 a.m. and set up must be completed by 9:45 a.m.
10:00 AM -- 6:00 PM Art on the Avenue
6:00 PM -- 7:00 PM Breakdown starts at 6 p.m. and must be completed by 7:00 p.m., when the Avenue will re-open to traffic.
7:00 PM Mount Vernon Avenue opens to traffic.
- 9) Volunteer Block Captains will answer questions and assist vendors as needed throughout the day.
- 10) Each craft vendor is personally responsible for the collection and reporting of Virginia Sales Tax (5.0%). More information on Virginia sales tax regulations can be found at <http://www.policylibrary.tax.virginia.gov/OTP/Policy.nsf>, or by calling the Virginia Department of Taxation at (804) 367-8031.
- 11) Art on the Avenue draws many families with small children and pets. Please keep this in mind as you set up your display. Vendors are responsible for protecting their merchandise from damage and theft.
- 12) The Art on the Avenue Committee is not responsible or liable for any loss, theft or injury incurred by any vendor.
- 13) Vendors are responsible for keeping their area presentable and clean, and not allow debris to accumulate throughout the day.
- 14) Each registered vendor will receive 50 Art on the Avenue postcards to mail to their customers. We will also provide a postcard image that can be emailed.
- 15) All cancellations must be made in writing or by email and must be received before August 31, 2009, in order to receive a 50% refund. Cancellations received after September 1 will not be refunded.
- 16) Please indicate any special needs, such as wheelchair access, etc., on your application. Any other needs related to display of art and crafts are the responsibility of the vendor. The Committee will not supply electricity or water.

For more information, contact Art on the Avenue

Website: www.artontheavenue.org E-Mail at info@artontheavenue.org



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P.O. Box 2826 Alexandria, Virginia 22301 703-683-3100

Saturday, October 3, 2009 – 10 AM to 6 PM
on Mount Vernon Avenue (between Bellefonte & Hume Avenues)

10' X 10' ArtSpace: \$150 (If sharing, \$100 each)

Art students, Del Ray Artisans: \$135

Payment due at time of application.

Name: _____ Company Name: _____

If sharing, co-applicant's name: _____

(NOTE: if sharing, both applicants have to fill out and complete the application form and submit three (3) photos – both applications need to be submitted together.)

Address: _____

City/State/Zip: _____

Telephone: Day _____ Evening: _____ Cell: _____

Fax: _____ E-mail _____

Website
URL _____

Please check **ONE** appropriate general craft category – this will be the category we use on our website and in our program: (Note: **You must attach three (3) photos of the type of craft you will be selling.**)

- | | | |
|--|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> Painting | <input type="checkbox"/> Pottery | <input type="checkbox"/> Fabric Art |
| <input type="checkbox"/> Stained Glass | <input type="checkbox"/> Photography | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Jewelry | <input type="checkbox"/> Furniture | |

Please describe for us, in your words, your art: _____

- Please check here if you DO NOT want your information posted at www.artontheavenue.org. Vendors will be listed by craft category. Listings will include name, company name if applicable, website, and e-mail address.

10'X10' ArtSpace:

- \$150/Individual artist
 \$200/2 artists (\$100 each)
 \$135/Art Student or Del Ray Artisan

TOTAL ENCLOSED:\$ _____

PAYMENT AND CRAFT PHOTOS MUST ACCOMPANY APPLICATION
Application will not be processed or juried without photos

Any special needs, to assist those of limited physical ability? _____

Mail payment and application to **Art on the Avenue**
Box 2826, Alexandria, VA 22301 Questions? Email: info@artontheavenue.org