

39th Annual Waterfront Art Festival – July 28 & 29, 2012

An outdoor show & sale of Fine Art & Crafts

When: July 28th & 29th, 2012 rain or shine. **Where:** Kershaw Park, Lakeshore Drive, Canandaigua, New York
Festival Hours: 10 am – 5 pm Sat & Sun. All exhibits must be completely set up by 10 am Saturday & down by dark on Sunday.

Use this application if you are an artist or cottage industry applicant. Commercial exhibitors and ready to eat food vendors must use a separate application.

Eligibility: Open to fine artists and craft artisans and limited “cottage industry” vendors. All art & craft work must be original, hand-crafted & executed by the exhibitor who attends the Festival. Reproductions of the artist’s original work are limited to ½ the value of the original paintings. EX: If you bring a total value of \$1,000 in original paintings then you are limited to a total value of \$500 in reproduction prints. No green ware, kits, imports, agents, or buy/sell allowed. Any exhibitor showing unacceptable work will be asked to leave and be ineligible for future festivals. “Cottage Industry” work must be high quality and hand produced in small batches. Typical “Cottage Industry” products are food mixes, canned food or bottled condiments.

Jury: The Jury is tasked with deliberately assembling a festival that offers high quality, hand made artwork & crafts for all price ranges with a variety of favorite motifs and unique work. If applicant’s work is considered “equal”, the earlier application received will be accepted. Each exhibitor’s work at the Festival will be compared to the images submitted for jury. A major discrepancy between jury images and work shown or inclusion of work in a category not juried & accepted into will be cause for immediate removal of the exhibitor or the unauthorized work at the Festival Director’s discretion.

Required: 1 image of the complete display & 3 images of work in each category with 1 image of high, 1 middle, & 1 lower range pricing

Optional: an image of yourself at work or with your work for publicity purposes

Format: digital jpg. images preferred via email to Info@WaterfrontArtFestival.com or on CD, photos also acceptable but NO SLIDES.

Dates: **March 16th Postmark** – Deadline for on time complete application & to reserve a returning artist’s space from 2011 – no late fee
March 17th – June 30th Postmark – Application must include a \$30 nonrefundable late fee
April 30th – On time applications will be notified of acceptance or not by this date and receive any Festival postcards requested; returning 2011 artists will also receive confirmation of space request and load in appointment; non acceptance packets will include space fee refund and physical jury images
Late applications – those postmarked on or after March 17th will be juried and notification sent ASAP after on time applications
June 1st Postmark or email – last date for accepted applicants to withdraw from the Festival with a full space fee refund
July 1st or later Postmark – applications are accepted until the category is full but must include a \$50 non refundable late fee
By July 1st – New artists and late applicants space assignment & load in appointments sent out unless special circumstances
Friday, July 27th – load in by appointment from 10 am until 2 pm and continues without appointment until 8 pm
Saturday, July 28th – load in without appointment starts at 6 am, the Festival hours are 10 am to 5 pm
Sunday, July 29th – Festival hours are 10 am to 5 pm, load out starts at 5 pm without appointment and continues until all artists have cleared the Festival grounds

FEES: Application fee of \$30 which is non refundable PLUS any late fee based upon the postmark date of the application PLUS your choice of space size: Single space is 10 ft wide by 10 ft deep \$210; 1 ½ space is 15 ft wide by 10 ft deep \$310; double space is 20 ft wide by 10 ft deep \$410. Larger spaces may be made available if requested early. When ever possible, each space will be larger than the minimum.

*** Payment of all combined fees may be made by check, money order, MasterCard/Visa or payment via Paypal. ALL FEE PAYMENTS WILL BE CASHED OR PROCESSED UPON RECEIPT. ***

Exhibit Requirements: All exhibitors must have a professional type booth, canopy, or tent and display units that can be firmly anchored in case of inclement weather. Exhibitors must bring everything required to set up their display on empty ground. All spaces are on grass and reasonably level but do bring levelers to be sure. The Park & Festival grounds have an underground sprinkler system that we must not pierce with stakes. Be prepared to set up without stakes or bring extra rope to be able to move stakes away from the marked water lines. Exhibitors must display both their NY State Certificate of Authority and their booth id from the HQ packet in their booth and wear the name tags provided for Festival Exhibitors. No privately owned motorized vehicles are allowed to drive onto the Festival grounds so artists need to bring a hand cart for load in and out. Park staff using ATV’s are available on a limited basis to assist with load in and out.

Parking: Paid parking for exhibitors is usually available on the privately owned land across from the park. There is limited free parking in the area. The Festival does not control any of these parking areas so can not guarantee availability or pricing.

Awards: Cash awards totaling \$1,000 will be made. Full details will be provided in acceptance packets.

Sales Tax: All exhibitors must collect & pay current NY State Sales Tax for the City of Canandaigua & Ontario County. The current sales tax rate will be included in your HQ packet. If you do not have a NY Sales Tax No. go to www.state.ny.us for info on how to apply. Submit your festival application without the sales tax id & notify us of the number ASAP. The state & county have a right to receive a list of all exhibitors & sales tax ID’s so please be prepared.

Waterfront Art Festival, PO Box 25395, Rochester, NY 14625, (585) 671-9102 Voice Mail - reasonable hours please,
Info@WaterfrontArtFestival.com Please check www.WaterfrontArtFestival.com for more info and updates. THANK YOU !

Lynne Crawford, proud to be the Festival Director since 2003