

2016 Scotts Valley Art, Wine & Beer Festival

Rules and Regulations

All artwork will be juried by a committee. The jury is seeking originality, quality, and excellent craftsmanship. All work must be original and handcrafted, No exceptions! No kits, mass-produced items, commercial reproductions or imports will be allowed. Violation of this requirement will result in termination and immediate dismissal from the festival.

By participating in the Scotts Valley Art, Wine & Beer Festival, you are giving permission for The Scotts Valley Chamber of Commerce to use your submitted photos and writing for the purpose of promoting the festival; including but not limited to print, video, web, and social media.

Each artist must donate 1 item to be raffled off at the "Taste of Scotts Valley." This event helps us kick off the festival promotion season by raising funds for advertising and showcasing the artwork that will be at the festival. Please attend the party to meet fellow artists and to taste the wine and beer that will be served. Please send your donated item by July 1st, 2016.

Artists must provide their own CLEAN WHITE tent(s) for the festival. Booth spaces are 10x10 (or 10x20 for a double). Tent and display must fit within the assigned space.

After the festival, all artists will be required to fill out the "2016 Artists Survey." This survey will give us the opportunity to improve the festival next year. Failure to complete the survey may result in ineligibility for future festivals.

2016 Rules & Regulations For Artists

I hereby agree to the following terms and conditions, I understand that if I fail to comply with these Festival guidelines, the "2016 RULES & REGULATIONS FOR ARTISTS" and the conditions listed below, I will be ineligible to participate in subsequent Festival events and/or be dismissed from this year's festival with no refund of fees, and/or pay a fine.

1. I agree to be present both days of the Festival and have my display booth open for business from 10am to 6pm on Saturday, August 20th, and from 10am to 5pm on Sunday, August 21st.

2. I will have a minimum of 10 complete pieces of recent, original, and one-of-a-kind work prominently displayed at the Festival.

3. I will abide by restrictions on commercial reproductions: less prominent placement, clear and accurate labeling identifying the work as a "reproduction." I will not have for sale non-art items, "buy-and-sell" items, work by other artists, or souvenirs, including promotional T-shirts, magnets, food or beverages, etc.

4. I will not share my booth space with any other artist.

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5. My Resale Permit is valid and current and I will provide a copy of it.
6. I understand that overnight security will be provided; however, I assume ultimate responsibility for my property.
7. I will work cooperatively at check-in and arrive at my assigned check-in time on Friday, August 19th 2016. I will ensure my belongings are off the field by 8:00 pm, August 21st 2016.
8. I understand there will be NO REFUNDS after being accepted into the festival.
9. I will bring a CLEAN WHITE tent(s) of appropriate size to cover my booth during the festival.
10. I give the Scotts Valley Chamber of Commerce permission to use my submitted images and writing for the purpose of promoting the Scotts Valley Art Wine & Beer Festival including but not limited to print, video, web, and social media.
11. I agree to donate 1 item to be raffled off at The "Taste of Scotts Valley" fundraiser. I will send this item by July 1st, 2016.
12. I understand that non-compliance WILL RESULT IN A FINE OF \$100, ineligibility for future Festival participation and/or dismissal from current Festival.
13. I agree to fill out the "2016 Artist Survey" after the festival is complete.

Terms & Conditions

1. Deadline for registration is ongoing.
2. Registration Fees
Only artists who are residents of Santa Cruz County or members of the Scotts Valley Chamber of Commerce are eligible for the LOCAL discounted registration rate. All others must pay the REGULAR registration rate.
The \$35 Jury Fee will not be refunded if you are not accepted into the festival.
The \$5 Processing Fee will be refunded with your Booth Fee if you are not accepted into the festival.
Early Bird Registration ends April 1, 2016; prices will increase after that date.
3. All entries will be subjected to a Jury Process. The preliminary jury results of this process will be made public by May 20th by posting to our website and by email notifications to artists. Applications received after May 20th will be juried on an individual basis. All results are final. Artists will receive notification of acceptance or rejection by email.

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4. Each booth will be a corner booth with access on two sides. The logistics committee will be solely responsible for both the arrangement and assignment of booths. Committee booth placement decision is final.
5. Cancellations/Booth Fee refunds will be made as follows: Until the close of business May 1, 2016 you may request cancellation in writing via e-mails svartwinebeer@gmail.com. After May 1st, no refunds will be made for any reason.
6. Only one artist will be juried per booth. No booth sharing will be allowed.
7. The Festival will be held on the grass at Skypark. If you wish to review the site, Skypark is located at the end of King's Village Road in Scotts Valley, California.
8. Exhibit spaces are 10' x 10'. This should allow for a tent as well as easels or other displays of artwork. All tables, art, etc., must be within the 10' x 10' space by show opening, and remain within the space throughout the festival to avoid a \$50 per foot fine and/or dismissal from the event. For safety reasons, the walkway lanes between the booths must remain clear. If a larger space is desired, please reserve a double space. The committee will lay out the booths as four corner quads, so that each booth has a corner for display. Tents and/or display set-ups are not provided by the Festival and are the responsibility of the artist. WHITE tents are required.
9. Due to Scotts Valley Parks & Recreation Department regulations, artists are not able to drive to their booths for set up or take down. Be aware that all set-up and take down will require a hand truck or other method. There will be volunteers and motorized RTV's for additional assistance during set up and take down of booths; please plan your time accordingly. We are one of the few shows that offer volunteers so please be patient & courteous.
10. Set-up times will be pre-assigned, and set up will start on Friday, August 19th at 1:00 PM. All belongings are to be off the field by 8:00 PM, Sunday, August 21st.
11. Overnight security will be provided for both Friday and Saturday nights. Art may be left at your own discretion. Artists are ultimately responsible for booth and contents.
12. The committee has an established advertising budget for this event. We will reach residents of Santa Cruz, Santa Clara, Monterey Counties, and the Greater Bay Area. We also tailor advertising to reach the considerable tourist population. Event postcards will be available for your distribution to customers, friends & Family.
13. The "Taste of Scotts Valley" fundraiser held in July is the kickoff event for the festival advertising season. 100% of the proceeds will go directly towards festival advertising. Each Artists must donate 1 item to be raffled off. Additionally, we ask each artist to attend the event to meet fellow artists and taste the wine and beer that will be served at the festival.

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14. Because of the presence of contracted event music, and in consideration of your neighbors, we require artists do not bring personal music or audio presentations.

15. Because of its altitude and location, Scotts Valley has a moderate climate with a possibility of cool morning fog and/or high humidity in the night hours and dew on the grass is common. Bring a tarp for the ground if your art needs to be protected from moisture overnight. The most common day in August would be described as dry and sunny with temperatures reaching to the high 80's. The festival will be held rain or shine.