
Art at the Ferry Project Procedures

Revised June 2, 2010

This document shall be updated as necessary.

MISSION

The Vallejo Waterfront Artists is committed to providing local artists with venues in which to display, promote and sell their artwork; and in doing so to elevate the ambiance of Vallejo, to enrich the lives of Vallejo residents and visitors and to contribute to the economic life and positive perspective of the city based on the premise that Art is a respected form of cultural expression that uplifts and enhances our lives. The extended goal is to network with and publicly promote the greater community of local artists and art related events and establishments.

ELIGIBILITY

- Northern California artists
 - Outside visitors accepted upon review by VWA Management Team
- Visual Artists, musicians and writers
- Work to be juried in by VWA based on samples of their work
- Artists will sell only art produced by themselves. This may be in the form of original sculpture, paintings, illustrations, photographs, jewelry, ceramics, literature or other artistic wares with a level of quality acceptable to the Management Team members. Artists may also sell prints of their work.
- Must have current Seller's Permit; each artist is responsible for their own state sales tax and any other relevant legal and fiscal responsibilities and reporting
- Artists will operate under a group Business License with Vallejo Waterfront Artists
- Must fill out and sign Vallejo Waterfront Artists Agreement

ARTIST FEES

- Fees are paid each day the artist displays. We have no annual or membership fees.
- Fees are payable online at VWA website, or at the event by cash, check or money order.
 - \$5 booth fee is for the space (artists who share a space pay one \$5 fee, this is not per artist.)
 - \$10 fee is per artist and is based on sales. If artist does not take in more than \$20, this fee is waived leaving only the \$5 booth fee. If you pre-pay \$15 online and do not take in more than \$20, the \$10 fee will be credited to your PayPal account.

Performers

- If performers sell media products (eg., CD) they are treated as any other selling artist; same fees
- If performers are there as invited guests, not selling, no fee applicable

PARTICIPATION

- Saturdays initially with option to increase exhibit days and times based on event activity and events in the downtown. We may opt to do Saturdays only during periods when traffic seems consistently slower on Sundays.
- Artist must be on hand while their art is on display. Check with VWA reps.
- Artist is responsible for cleanup of their space and any breakage that may have occurred during setup, event duration, or breakdown of the event.

SIGNUP & LOCATION ASSIGNMENT

- Signup and fee payment will be via website login (vallejowaterfrontartists.org); those without computers will be encouraged to use the library with a free gmail account; may also contact Bill Bloom or Gretchen Zimmerman for assistance if absolutely necessary.
- Artist spaces will be available for registration one month at a time. Priority may be given to Vallejo artists or steadily participating artists.
- Shared Booths: One artist signs up online and in Comments section lists the names of the artists who will share the booth that day.

SHARED BOOTHS

- Up to 3 Artists may share a booth as long as the display remains professional.
- One artist signs up online and in the Comments section, lists the names of the artists who will share the booth that day.
- \$5 fee is paid by the artist who signs up.
- \$10 fee is per artist and is based on sales. If artist does not take in more than \$20, this fee is waived for that person. leaving only the \$5 booth fee. The \$5 booth fee is charged to the artist who signed up for the booth.

PARKING

- Loading and unloading to be performed from parking lots at either end of the Ferry Building (near Dentist's office and Front Room)
- Vehicle then to be moved to lot on the opposite side of Mare Island Way for day parking.

ARRIVAL

Artists must arrive between 8:00am and 9:00am and be setup by 9:30am.

Artists who show up but have not reserved a space through our website, will be assigned a space after the reserved spaces are filled. You may need to wait until 9:00am before setting up to accommodate those who reserved spaces.

LATE SETUP & CANCELLATION

Artists who have reserved a space but cannot show, please notify us as soon as you can.

We do not currently charge a fee for no-shows, however it helps make setup more efficient if we know in advance who will participate that day.

Artists who have reserved a space but show up past 9:00am either by choice or due to circumstances beyond their control, may be placed on the wait-list depending on the number of participating artists that day.

SETUP & TAKE DOWN

- Setup to be completed by 9:30 am so that we do not interfere with ferry customer traffic (VWA may change this requirement upon ferry schedule changes). Artist must arrive early enough to have ample time to set up which may include taking turns unloading from the parking lot.
- Display time begins 9:30am. Breakdown time may vary but typically is either 3:30 or 4:30pm. Check with VWA reps.
- Artists may leave early or late with VWA approval.
- Early or late set-up or takedowns must not interfere with arrival or departure of any ferry or other waterfront event.
- Artist must display Authorization Permit (provided by VWA)
- Artist is responsible for collecting trash from surrounding display area and hauling it away with them; **do not** use city trash cans

DISPLAYING ART, PRESENTATION & SAFETY

- Tent or EZ-up preference size not to exceed 10' x 10' ; (tents & EZ-ups are optional)
- Self standing panels may be used in table areas in place of or in addition to tables
- Tables and other display materials may not exceed assigned space
- All artists must maintain quality and excellent condition staging materials
- VWA reserves the right to review setup and request changes
- Artist is responsible for any breakage and cleanup of breakage
- All tables, panels and especially EZ-ups must be safely weighted against strong wind and protected against wet weather
- All communications among artists and with the public must remain professional at all times

NOTE: Tents and EZ-ups are optional, but you must have a professional way of displaying your art via tables, panels, self-standing racks, etc. and these must fit within the designated space.

STATEMENT OF DAILY INCOME

- Each artist will tally their sales for the day; this will be recorded by VWA and reported to the City of Vallejo.

CANCELLATIONS

- If cancellation is necessary, artist must notify VWA Management Team immediately.

USE OF LOGO

- We encourage you to include VWA logo and mention your participation in your communications with friends and potential customers. Please use discretion. VWA reserves the right to have you remove the logo if the communication involves what we deem as inappropriate for our public audience.

NEW ARTISTS AND LEAVING ARTISTS

- Return of any items belonging to the VWA including, but not limited to flags, Authorization Permits
- Written notice (letter, email) to VWA Management Team (fathom@vallejowaterfrontartists.org)
- VWA Management Team will notify the Planning Department of the City of Vallejo immediately of any artists who join or leave