
Art at the Ferry Project Procedures

Revised February 28, 2011

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 and Save Harmless form (available from the website Documents)

ARTIST FEES

- Annual fee of \$25 covers the season which typically runs from March – November, possibly December. May be paid through installments.
- Booth Fees are based on sales and are payable at the event via cash or check. You can pre-pay via the website when you sign up and your account will be credited if necessary.
 - Artists making \$20, or less pay nothing
 - Artists making \$21 to \$50, pay \$5 for the day
 - Artists making \$51 or more, pay \$15 for the day

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

- First and Third Saturdays of each month from March through November. Possibly December also. We also have the option to increase exhibit days and times based on event activity and events in the downtown.
- Artists are encouraged but not obligated to participate each time.
- 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 will be via website login (vallejowaterfrontartists.org); those without computers are encouraged to use the library with a free gmail account; may also contact Gretchen Zimmerman or Susan Noll for assistance if 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

- Up to 3 Artists may share a booth as long as the display remains professional.
- One artist signs up online and lists the names of the artists who will share the booth in the Comments section.
- Booth fee is paid by the artist who signs up.

PARKING

- Loading and unloading to be performed from parking lot south of the ferry terminal (near Dentist's office)

ARRIVAL

Artists on the morning shift should arrive between 9:00am and 9:45am and be setup by 10:00am.

Artists who choose to show during the later shift from 2pm to 6pm should arrive between 1pm and 1:45pm

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 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 10:00am 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

- Display time begins 10:00am. (or 2pm for late shift)
- Breakdown time may vary but typically is 4:30pm. (or 6:00pm for late shift)
- 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.