



# ARTS MERCED FESTIVAL

**Saturday October 2<sup>nd</sup> 2010**  
**10:00 am – 7:00 pm**

## Festival Features

In addition to the many fine arts and crafts vendors that make our festival a success every year, this year the festival will be held in partnership with UC Merced's Family Weekend, promising a record turnout. Although we are trying to make big changes this year, the most popular attractions will remain - such as: the beer and wine garden, various delicious food vendors, Arts Ave; where children can work on art activities for free, live entertainment, free artist demonstrations, the Merced Rotary pancake breakfast, the global village and bazaar, etc.

Some of the exciting new changes are:

- New extended hours 10:00 am – 7:00 pm
- Partnership with UC Merced's Family Weekend
- An improved Festival layout
- Partnership with Arts Alive, a 6 hour live arts competition beginning at 10:00 am and ending with cash prize winners announced from the main stage at 6:00 pm
- And lots of other new surprises

## Location

Main & N streets in historic Downtown Merced, CA

## Eligibility

Open to all artists in all mediums

**Application Deadline: September 1, 2010**  
**Return by July 28<sup>th</sup> to receive \$15 off your booth fee**

## Criteria

All works of art must be original representations by the artist. Commercially made items, kits, molds, or embellished objects are not allowed. Artist is responsible to provide set-up, tear-down, and sales of your artwork. The artist must be present during the entire event to represent and act as sales agent for their work. Artists are encouraged to create art in their sales area. Also, please consider the economy and have small, fun works for purchase in addition to your portfolio.

## Selection

New artists must submit three photos of work that is representative of what will be presented at the festival. These will be returned only if you include a self addressed, stamped envelope (with correct postage). This requirement is waived for returning artists or artists that have participated in the last 3 years

## Sales

All sales are to be handled by the artist. Festival administration will provide credit/debit services. A 10 percent commission will be deducted from the total, to be paid to the artist by check, mailed the Monday following the festival.

## Schedule:

**Late May** - application packets sent

**July 28<sup>th</sup>** - early return deadline (return application by this date & receive \$15 off your booth fee)

**August 11<sup>th</sup>** - 1st round of booth assignments and confirmation sent

**September 1<sup>st</sup>** – Final Art Vendor application deadline

**September 8<sup>th</sup>** - 2nd and final round of booth assignments and confirmation sent

**October 2<sup>nd</sup>** - Day of the ArtsMerced Festival

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**For more information or questions contact: Joey Essig at The Merced County Arts Council  
645 W. Main Street Merced CA 95340 / 209-388-1090 \* [stage@artsmerced.org](mailto:stage@artsmerced.org)**

# The ArtsMerced Festival

Date: October 2nd, 2010, Saturday, 10:00 a.m.—7:00 p.m.

Festival set-up: Sat. Oct. 2nd 7:30-9:30 a.m.

Application form ~ FINE ARTS AND CRAFTS VENDORS

**Return your application by July 28th and receive \$15 off your booth fee**

Discount does not apply to indoor spaces or 501c3's

Please print legibly

Please list your products and price range:

Name \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

Phone (day) \_\_\_\_\_ (evening) \_\_\_\_\_

Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Website \_\_\_\_\_

## PLEASE INCLUDE PHOTOS OF YOUR WORK

**Check the box to designate your space/booth needs:**

\$110 for one 10' x 15' space, with 10' x 10' tented booth and one 6ft. Table in the fine arts and crafts area.

\$85 for one 10' x 15' outdoor booth space in the fine arts and crafts area.

\$50 for approx. 6' x 10' indoor booth space (very limited).

- Applicant is a charitable/non-profit organization (%25 off)
- Applicant is a for profit business/organization/or individual

**Include copy of California Sales Permit and Business License. One-day business license is \$12.50 and is required if you do not already have a business license with the City of Merced (VENDOR IS RESPONSIBLE FOR OBTAINING 1 DAY BUSINESS LICENSE). Business License Application is attached for your convenience or can be obtained at Merced Civic Center, 678 18th St., PH# 385-6843.**

List two (2) events/festivals in which you have participated:

Check if returning artist or participant in the last 3 years

Name of event \_\_\_\_\_

Date \_\_\_\_\_

Reference \_\_\_\_\_

Phone \_\_\_\_\_

Name of event \_\_\_\_\_

Date \_\_\_\_\_

Reference \_\_\_\_\_

Phone \_\_\_\_\_

### **Eligibility:**

Open to all artists in all mediums.

### **Criteria:**

All works of art must be original representations by the artist. Commercially made items, kits, molds, or embellished objects are not allowed.

Booth spaces including canopies, signage, display materials and furniture must be well presented. Booth spaces inside the handsome Merced Multi Cultural Arts Center are very limited and will not need canopies.

### **Deadline: Submit application by Wednesday, September 1st, 2010**

I understand that the Merced County Arts Council, the event coordinator, and the City of Merced shall not be liable for the results of any accident, damage, theft or any other loss to the Artist, or to any person or article employed by or in the possession of the Artist while on the grounds of the Festival, whether such occurs during the time of preparation, the period of occupancy or at the time of removal from festival grounds.

I understand that if I am accepted as a participant in the Arts Merced Festival, I agree that photographs or slides of me, and/or of my work may be used by the Arts Merced Festival for promotional and publicity purposes.

I understand that if I choose to use credit/debit services provided by The Merced County Arts Council on the day of the festival, a 10 percent commission, per transaction, will be deducted from the total to be paid to me by check mailed the Monday after the festival.

I understand that if I am accepted as a participant in the Arts Merced Festival, I agree to allow the festival to attach non permanent ornamental decorations (colored flags) to my tent/booth, to be removed by the festival shortly before 7:00pm on the day of the festival.

Signature \_\_\_\_\_ Printed Name \_\_\_\_\_ Date \_\_\_\_\_

**Return application with check, payable to the Merced County Arts Council, 645 W. Main Street, Merced, CA 95340. Deadline for application is September 1st, 2009. Applications can also be delivered in person to or for more information : Merced County Arts Council, Inc. 645 W, Main St., Merced, CA 95340 (209)388-1090, FAX 388-1106**



# CITY OF MERCED

Finance Department - Business License Application - **Special Events**

678 West 18th Street  
Merced, California 95340  
(209) 385-6843

Business Name \_\_\_\_\_ Date of Application \_\_\_\_\_

Business Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Type of Business (Give Full Description) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Type of Organization:  Corporation  Partnership  Sole Owner  Other \_\_\_\_\_

Federal Tax ID # \_\_\_\_\_ State Tax ID # \_\_\_\_\_ State Sales Tax # (Required) \_\_\_\_\_

Name of Owner \_\_\_\_\_ Home Phone (\_\_\_\_) \_\_\_\_\_  
Address \_\_\_\_\_ Social Security # \_\_\_\_\_  
City/State/Zip \_\_\_\_\_ Date of Birth \_\_\_\_\_

Name of Owner \_\_\_\_\_ Home Phone (\_\_\_\_) \_\_\_\_\_  
Address \_\_\_\_\_ Social Security # \_\_\_\_\_  
City/State/Zip \_\_\_\_\_ Date of Birth \_\_\_\_\_

Name of Owner \_\_\_\_\_ Home Phone (\_\_\_\_) \_\_\_\_\_  
Address \_\_\_\_\_ Social Security # \_\_\_\_\_  
City/State/Zip \_\_\_\_\_ Date of Birth \_\_\_\_\_

Emergency Contact (Primary) \_\_\_\_\_ Phone No. \_\_\_\_\_

Emergency Contact (Secondary) \_\_\_\_\_ Phone No. \_\_\_\_\_

Name of Event \_\_\_\_\_

Event Date(s) \_\_\_\_\_

**NOTE: If you are a food vendor, a copy of your health certificate is required.**

The undersigned applicant does hereby agree to indemnify and hold harmless the City of Merced, its officers, agents, and employees from any and all liability, costs, damages, or injuries to persons and damage to property which may arise out of or in any way be connected with the business.

Signature \_\_\_\_\_ License Fee \$ \_\_\_\_\_  
Penalty \$ \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_ Total Due \$ \_\_\_\_\_  
License # Issued \_\_\_\_\_

***(FOR FINANCE OFFICE USE ONLY)***

Date Billed \_\_\_\_\_ Classification \_\_\_\_\_

Total Due \$ \_\_\_\_\_ Account No. \_\_\_\_\_

Verified By: \_\_\_\_\_