

NEW DATE!

Old Town San Diego ART Festival™

NEW DATE!

2007 ARTIST PROSPECTUS

September 22, 10am to 6pm & September 23, 10am to 6pm

❖ San Diego Avenue, between Conde Street and Twiggs Street and in the Old Town Historic State Park ❖

INCORRECT/INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED

DEADLINE June 7th, 2007

NAME: _____ BUSINESS NAME: _____

ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____

PHONE: Home () _____ Business () _____ Fax: _____

WEBSITE: _____ EMAIL: _____

SHARING A SPACE? Yes No With Whom? _____ (if yes, must be mailed together)

WILL YOU PARTICIPATE IF THE ARTIST YOU ARE SHARING WITH IS NOT ACCEPTED? Yes No

CATEGORY: A separate application is required for each category. (Application instructions available upon request)

- | | | |
|---|---|---|
| <input type="checkbox"/> Ceramics | <input type="checkbox"/> Drawing/Pastels | <input type="checkbox"/> Fiber/Textiles/Batik/Wearables |
| <input type="checkbox"/> Glass | <input type="checkbox"/> Graphics/Printmaking | <input type="checkbox"/> Jewelry |
| <input type="checkbox"/> Leather | <input type="checkbox"/> Metalwork | <input type="checkbox"/> Mixed Media |
| <input type="checkbox"/> Painting/oil/water/acrylic | <input type="checkbox"/> Photography | <input type="checkbox"/> Sculpture |
| <input type="checkbox"/> Wood | <input type="checkbox"/> Artistic Originals (Does not fit the above categories) | |

State of California Sales Tax Permit # _____ (you must have sellers permit)

IMAGES OF ARTWORK: Enclose slides/photos/or CD - 4 of ARTWORK & 1 of your BOOTH SETTING

Number images to correspond with the following description.

1	\$	_____	_____	_____
		DIMENSIONS	PRICE	PROCESS/MATERIALS
2	\$	_____	_____	_____
		DIMENSIONS	PRICE	PROCESS/MATERIALS
3	\$	_____	_____	_____
		DIMENSIONS	PRICE	PROCESS/MATERIALS
4	\$	_____	_____	_____
		DIMENSIONS	PRICE	PROCESS/MATERIALS

OTHER FESTIVALS AND YEARS PARTICIPATED IN: _____

SPECIAL LOCATION REQUEST? (SLR) Yes No (If yes, mark enclosed map and describe in detail.)

Art Festival FEES: Enclose the following fees as required, No Commission Due.

Processing Fees: checks only: payable to "Frank Maguire & Associates, Inc." (FMA):

- \$35 non refundable application processing fee \$45 late fee (if mailed after June 7th, 2007)
 \$125 Special Location Request (SLR) fee SLRs will be placed first all others placed in order of receipt

Booth Fees: check or credit card; payable to "Old Town San Diego Chamber": (OTSD) No Commission due.

Booth Fees: \$475 10x10 space \$675 10'X15' \$875 10'X20'

Electric Fees: \$45 110volts/5amps \$70 110volts/15amps \$50 Additional 15 amps (be sure to mark on festival map)

Booth Fee (check or credit card) will be deposited or charged after acceptance.

VISA MASTERCARD # _____ AMT \$ _____ EXP DATE _____

Credit card address (if different than above) _____

3 digit # (security code) on back of credit card _____ City State Zip

ENCLOSE 3 SELF-ADDRESSED STAMPED ENVELOPES with adequate postage for festival notification and return of slides.

MAIL APPLICATION AND FEES TO: Frank Maguire & Associates, Inc. (FMA), P.O. Box 3258, Tempe, AZ 85280-3258

I have read and agree to abide by the ArtFestival™ rules and regulations. I understand that this application does not guarantee a space and agree to abide by the decision made by the ArtFestival™ jury.

Signature - Application must be signed and dated

Date



Old Town San Diego ART Festival™

Dear Artist:

Enclosed is the NEW application for the Annual Old Town San Diego Art Festival™, Fine Art Show with NEW DATES. We had to move to the weekend before because Adam's Ave Street Fair moved to the dates we had originally chosen. Please disregard the previous application and only use this application.

170 select artists will participate in this two-day festival held on Saturday, September 22, and Sunday, September 23, 2007, from 10 am to 6 pm. Stores in the area and the State Park are open till 6 pm on Sunday.

We thank everyone who made the 2006 Old Town San Diego Art Festival a success with an estimated 30,000+ in attendance. This was a good festival for high end jewelry, glass sculpture and photography. The public enjoyed the Art Festival and people who have not been in Old Town San Diego for years returned and bought art.

We have developed a website just for the Old Town Art Festival: www.oldtownartfestival.com.

New for this year: we are reserving the parking lot (150+ spaces) west of Juan at Twiggs for the artist customers. For setup on Friday, artist located in the Old Town State Park will be able to set up their booths starting at 7 pm and in addition this year there will be several artist entrances and exits in and out of the State Park.

We will start closing San Diego Avenue at 9 pm on Friday, so artist can begin setting up at approximately 9:30 pm. Artist and customers of the art festival will have the use of the 600+ parking spaces at the Caltrans lot just north of the festival area. There will be a paid parking lot for artist only off of Harney Street and Congress Street, same as last year.

If requesting electricity for your booth, please look at the map and note the booth areas available for electricity. This year the artist booth fees do not include a commission, just a flat rate.

Old Town is in the center of San Diego, (at the intersection of I-5 and I-8) between the Zoo, Balboa Park, SeaWorld, Mission Beach and downtown Gaslamp area. The festival is on San Diego Avenue in Old Town San Diego and extends into Old Town San Diego State Historic Park. The Old Town San Diego area has over 150 restaurants, shops and historic sites. Old Town, the Birthplace of California, is just across the street from the San Diego Trolley Transit Center and a short drive for the 3 million residents of the area.

Advertising in the San Diego area will include print, radio and television with additional advertising in Orange and LA Counties and the Inland Empire. We produce a festival program to use in promoting Old Town San Diego Art Festival™. Press releases including featured artists slides, biographies and other stories of interest are sent to print, radio and television media. Get your application and biography in early to be considered for Featured Artist Status! Festival signs and banners will be placed on main streets around the festival site before and during the Festival.

Old Town San Diego Art Festival™ offers fine art and contemporary entertainment. Parking and admission are FREE to the general public. If you would like more information on this and other Festivals, please access our web sites at www.888artfest.com or www.oldtownartfestival.com or call us at (480) 968-5353 or write us at P.O. Box 3258, Tempe, AZ 85280-3258. Or e-mail us at info@888ArtFest.com. See you in San Diego!

Sincerely,
Frank Maguire, Festival Director

Old Town San Diego ART Festival™

Frank Maguire & Associates, Inc

P. O. Box 3258

Tempe, AZ 85280-3258

NEW DATE!

Old Town San Diego ART Festival™ RULES AND REGULATIONS

1. Artist must personally attend his/her exhibit and be present during the entire two days of the festival. *Representatives may not attend in place of the artist. Frank Maguire & Associates, Inc. reserves the right to request photo identification to ensure compliance with this rule. (*exceptions to this rule may only be made in the case of a physical illness or other limitation which would otherwise preclude the artist's participation and will only be granted through the express written authorization of the festival director.)
 2. All work exhibited must be original artwork produced by the artist. No imports or manufactured goods. Work which has been produced with commercial kits, molds, patterns, plans, prefabricated forms or other commercial methods is not permitted. No unlimited offset reproductions may be exhibited. Only limited edition prints (limit 250), signed & numbered by the artist, will be permitted. 70% of artwork, readily visible to the public, must be original, not prints.
 3. Frank Maguire & Associates, Inc. retains the right to use slides, photographs, and artwork submitted by the artist to OTSD Art Festival for use in advertising and promotion of the festival, in this case, your slides, photographs or artwork may not be returned.
 4. It is OTSD's Art Festival sole obligation to furnish assigned exhibit space, plus general lighting, cleaning and guard service. Services of any other nature shall be requested by the artist in writing at least 30 days prior to the festival.
 5. Artist shall be liable for delivery, handling, erection and removal of artist's displays and materials. All pertinent fire codes, laws, ordinances and regulations pertaining to health, fire prevention and public safety shall be strictly obeyed. Nothing shall be nailed, stapled, taped or otherwise affixed to the wall, the ground or any part of the exhibition area in such a way to damage the area. Frank Maguire & Associates, Inc. & OTSD prohibits the installation and operation of any exhibits not meeting its approval. Frank Maguire & Associates, Inc., in its sole discretion, may prohibit the conduct of any activity whatsoever which it deems deleterious and not in the best interest of the festival.
 6. **Set-up** for the festival may begin when all participants in your area are marked correctly and approved by the director. Due to parking restriction during festival hours, set-up must be completed and all vehicles removed by 9:30 AM Saturday, and Sunday. Set up information with space assignment letter. Thereafter, it will be necessary for you to park outside the festival area and carry your display in. Festival hours are from 10AM to 6PM Saturday and 10AM to 6PM Sunday.
 7. **Take-down:** To facilitate clean up and the needs of the stores, restaurants and businesses on Monday in the Old Town San Diego area, all exhibits must be removed from the premises by 9PM on the Sunday of the Festival. **NO EXCEPTIONS!**
 8. Frank Maguire & Associates, Inc. and/or the Old Town San Diego Chamber of Commerce will not be liable for refunds or any other liabilities whatsoever for failure to fulfill these terms and conditions, due to the unusable condition of the area in which the festival is to be produced, caused by, but not limited to, fire or other calamity, any act of God, public enemy, strikes, statutes, ordinances of any legal authority of any cause beyond Frank Maguire & Associates, Inc.'s and/or Old Town San Diego Chamber of Commerce control. Insurance must be obtained by and at artist's expense. Frank Maguire & Associates, Inc. and OTSD Chamber of Commerce assume no risk.
 9. Artist, by signing the application, will hereby release and forever discharge OTSD Art Festival™, Frank Maguire & Associates, Inc., (FMA), the City of San Diego, the Old Town San Diego Chamber of Commerce, and all sponsoring organizations and their directors, officers, employees, agents and volunteers from any responsibility, personal liability, claims, loss or damage arising out of or in conjunction with his/her participation in ArtFest™. Frank Maguire & Associates, Inc. will not be responsible for any injury sustained by the artist and guests while within space designated for exhibits. Further, artist understands that he/she stores his/her artwork at his/her own risk.
 10. Artist is solely responsible for the collection and remittance of sales tax to the State of California. You must have submitted your California Sellers permit to Frank Maguire & Associates, Inc. one month prior to the festival. The State of California does check every artist and you will not be able to set up.
 11. No waivers, modifications or amendments shall be valid unless approved in writing by the director of OTSD Art Festival™. Venue for all legal proceedings arising from violations of these terms and conditions must be initiated in San Diego County, California.
 12. **NO FEES WILL BE REFUNDED AFTER ACCEPTANCE.** All cancellations must be received in writing. Processing fees are payable to Frank Maguire & Associates, Inc. Booth Fees are payable to Old Town San Diego Chamber of Commerce. Booth fees (check or credit card) will be deposited/ charged after acceptance. The \$35.00 application fee and \$45.00 late fee (if applicable) are not refundable. **Deadline: June 7th, 2007. \$35.00 fee for all returned checks.**
- PLEASE DO NOT CALL REGARDING ACCEPTANCE DECISIONS.** You may email or write us.

← Caltrans parking lot (650 spaces)

← Padre Trails Inn two blocks

Juan St.

Juan St.

Heritage Park Victorian Village

Plaza del Pasado

2754
www.plazadelpasado.com

Shops, Book store, State Park Information Center, Jolly Boy Saloon, Rest Rooms, El Fondango Restaurant, Alvarado Street, Shump Ko Hup, Johnson House

Old Town San Diego State Park

September 22 & 23, 2007

Cosmopolitan Restaurant, Old Town San Diego State Park, Old Town Market, San Diego Union Museum, Miner's Gems, Garden, Casa de Estrella Museum, drinking fountain, Cousin's Candy, General Store, Wells Fargo Museum, Racine & Loraine Tobacco, Artisanry & Soap, Coffee House, Bailey & Maguire Pottery, Rest rooms

Twiggs St.

VIP & Artist's Customers parking lot

Church, gift shop, Rectory, Immaculate Conception Church, HANDICAP PARKING

Hours

Sat 10-6
Sun 10-6

Acapulco Restaurant

Best Western Hacienda Hotel, Creole Cafe, Whitley House, Whitley House garden, Pendleton House, SOHO Museum, Diamond Source, Fred & Mex Cafe, Gold Store

Old Town San Diego State Park

2757
2758

music stage, Kids Area, Plaza de las Amigas, Rest Rooms, Mason St. School Museum, Casa de Mechocho Museum, Garden, Artist entrance exit, Old Town San Diego State Park, Old Town Market, San Diego Union Museum, Miner's Gems, Garden, Casa de Estrella Museum, drinking fountain, Cousin's Candy, General Store, Wells Fargo Museum, Racine & Loraine Tobacco, Artisanry & Soap, Coffee House, Bailey & Maguire Pottery, Rest rooms

Twiggs St.

Church, gift shop, Rectory, Immaculate Conception Church, HANDICAP PARKING

Fire Lane: San Diego Ave. Fire Lane: San Diego Ave. Fire Lane: San Diego Ave. Fire Lane: San Diego Ave.

Harney St.

Church, gift shop, Rectory, Immaculate Conception Church, HANDICAP PARKING

Fire Lane: San Diego Ave. Fire Lane: San Diego Ave. Fire Lane: San Diego Ave. Fire Lane: San Diego Ave.

Old Town San Diego State Park

2757

Old Town San Diego State Park, Old Town Market, San Diego Union Museum, Miner's Gems, Garden, Casa de Estrella Museum, drinking fountain, Cousin's Candy, General Store, Wells Fargo Museum, Racine & Loraine Tobacco, Artisanry & Soap, Coffee House, Bailey & Maguire Pottery, Rest rooms

Twiggs St.

Church, gift shop, Rectory, Immaculate Conception Church, HANDICAP PARKING

Fire Lane: San Diego Ave. Fire Lane: San Diego Ave. Fire Lane: San Diego Ave. Fire Lane: San Diego Ave.

Harney St.

Church, gift shop, Rectory, Immaculate Conception Church, HANDICAP PARKING

Fire Lane: San Diego Ave. Fire Lane: San Diego Ave. Fire Lane: San Diego Ave. Fire Lane: San Diego Ave.

← Metro Transit parking lot (850 spaces)

← Congress St.

Shops, Stores & Galleries

Shops, Stores & Galleries

← Courtyard by Marriott one block

→ school parking lot

= Artist Booth
 = Music Booth
 = Food Booth
 = barricades
 = parking lots
 = grass
 = Porta Johns

Booth layout may change in certain areas.
All distances are approximate.

ELECTRIC REQUEST 110 VOLTS

12 amp, 100 ft grounded outdoor cord to be provided by exhibitor. I want my booth location to be determined by my electrical request. YES NO

5 AMPS \$45
15 AMPS \$70
ADDITIONAL 15 AMPS \$50

TOTAL \$

ELECTRIC is only available from Art Festival in the areas marked with.

EQUIPMENT REQUEST

10X10 CANOPY \$120 6' TABLES \$10
10X10 CANOPY 8' TABLES \$10
W/3 SIDES \$160 CHAIRS \$10

SEPARATE CHECK FOR \$100 EQUIPMENT DEPOSIT, PLEASE.

TOTAL RENTAL FEE \$100 EQUIP. DEPOSIT

Booth Space Location Request

General Location: Circle three areas ('2' or larger & number them in order of preference. List General requests (i.e. mid-row, facing North, no sun, etc.). General Request: _____

Special Location: YES (\$125 Fee) NO

Mark 4 spaces and # them in order of preference. Number the Special Request options below in order of preference.

___ in shade ___ in state park ___ near music ___ on San Diego Ave. ___ electricity ___ PM sun other _____

www.888artfest.com

www.oldtownartfestival.com

Call 1-888-278-3378 for more information.

MAP DATE 3 27 07