

**City of Capitola**  
**420 Capitola Avenue**  
**Capitola, California 95010**  
**Phone: (831) 475-7300**  
**Web site: [www.ci.capitola.ca.us](http://www.ci.capitola.ca.us)**

**SUNDAY ART & MUSIC AT THE BEACH 2016**  
**Capitola Village Esplanade Park**  
**6 Sundays: June 12 & 26; July 3 & 17; Aug. 7 & 21, 11am-5pm**

The Art & Music at the Beach event provides a beachside venue for artists to show and sell a variety of media, promote art in Capitola and offers residents and visitors the opportunity to experience art and purchase directly from the artists. The event is administered by Leslie Fellows, Program Coordinator, who will review the artwork and select artists based on the Art & Cultural Commission requirements, assign booth space and collect pre-paid space fees. Selected artists will display their own artwork, provide their own booth and display equipment, maintain a professional and attractive space, reserve and pay in advance for booth space; be present throughout the event day, report sales to the Program Coordinator and set up and take down their booths in a timely manner.

**REQUIREMENTS FOR SUBMITTING ARTISTS:**

**ACCEPTABLE ART WORK:** Handmade original artwork in a variety of media is acceptable. No kits or mass-produced items or imports; no live plants or food items. Artists must be present to sell their work; no agents and reps. Photomechanical reproductions of paintings may comprise only 25% of work on display. The Program Coordinator is seeking originality and quality to maintain the high standards of this event. The Coordinator will review applications on the basis of four (4) digital images of the artwork including an image of booth/display. Email or mail images and bio information with the Event Application form to the Program Coordinator (address below). If mailing, include a self-addressed, stamped envelope to return materials. Notice of acceptance will be sent to participants prior to the show. Space fees must be prepaid once the application is accepted.

**EXHIBIT SPACE:** Booth spaces are approximately 10 x 10ft. and 10 x 15ft. and are assigned by the Program Coordinator. The Coordinator will create a diverse space assignment and balance of artists and mediums in each show. Artists will provide their own booth and display equipment, maintaining a professional and attractive space. Electricity is not available. Neither the Program Coordinator nor the City of Capitola is liable for loss or damage.

**SPACE FEES:** Fees are \$55 for a 10 x 10ft. space and \$75 for a 10 x 15ft. space. Fees must be prepaid once the application is accepted. Checks should be made payable to City of Capitola and mailed to the Program Coordinator once the application is accepted (address below). A 20% administrative fee will be retained from the prepaid space fee in the event of a rain day, or for a cancellation made up to 14 days prior to a show. There is no refund for a cancellation made within 14 days of a show. Exhibitors are responsible for collecting sales tax.

**SELLER'S PERMIT:** A California State Board of Equalization Seller's Permit is required to participate and may be obtained by logging onto: [boe.ca.gov](http://boe.ca.gov). Click on 'New Registration' and then 'Register a business activity with BOE.'

**DATES:** Show hours are 11am to 5pm on the following Sundays throughout the summer: June 12 and 26; July 3 and 17; and August 7 and 21. Applications are due at least 2 weeks prior to each show and will be accepted February 1 through August 1, 2016. Please check requested participation dates on the Event Application form. All six dates may be requested, however, artists will be assigned a maximum of three shows to maintain diversity.

**SUBMISSION:** Email Event Application form and images to Leslie Fellows, Program Coordinator at [lesliefellows@yahoo.com](mailto:lesliefellows@yahoo.com) or mail with self-addressed, stamped envelope to 2630 Portola Drive #13, Santa Cruz, CA 95062.