



## Art.A.Fair Guidelines

### FREQUENTLY ASKED QUESTIONS

#### **What time does Art.A.Fair begin?**

The Art.A.Fair starts at 10am and runs to 5pm. Artists must be here for the full time. No early take-downs.

#### **What time can I set-up?**

Designated streets close at 5:30am Set Up time is 6 am.

#### **Can my organization come and give freebies during the event?**

Please check in with the committee; do not distribute free food or drink items without committee and health department approval. Any participant in Art.A.Fair may distribute free non-edible items.

#### **What happens if it rains?**

Art.A.Fair happens RAIN, SNOW, OR SHINE! Even in pouring rain, our fans love to explore the Historic Carthage Square and see our artists.

#### **What does Art.A.Fair need to sustain this event?**

This event is truly a community effort! We are always in need of volunteers, sponsors, and space on the Square for artists and performers. Let us know if you would like to support Art.A.Fair.

#### **Contact information:**

Have questions or want additional updates? [www.artafaircarthage.org](http://www.artafaircarthage.org),  
[www.facebook.com/artafaircarthage](http://www.facebook.com/artafaircarthage),

Wendi Douglas [info@artafaircarthage.org](mailto:info@artafaircarthage.org) 417-529-7742

## BEST PRACTICES FOR ARTISTS

We suggest:

- Artists have a cohesive exhibit of work where the majority changes from show to show. Refining the exhibit by having fewer pieces is encouraged.
- Artists are responsible for all materials required for a professional display including personal identification signage to identify artist space, business cards, sales materials, tables, chairs, additional lighting elements, easels, and backdrops as desired by artist.
- Art work should be professionally finished, including frames, mattes and wire hangers and be displayed attractively and creatively.
- It is the artists' responsibility to provide packaging for sales and sold merchandise.
- To encourage sales outside of art walk dates and venues, we suggest artists display and hand out business cards and promotional materials or consider a table introduction that visitors can photograph for future contact.
- We always encourage live art demonstrations. Please call to let us know how we can best accommodate your work in progress.
- If selling, each artist must track and report sales tax. Contact the Missouri Department of Revenue for details: <http://dor.mo.gov/faq/business/special.php>
- Set-up begins at 4:30 PM immediately prior to the event and breakdown is immediately following the event.
- All art must be of a family-friendly nature. No pornographic or demoralizing content.
- Artists should be present at their own exhibit / booth and need to be in attendance during the entire Art.A.Fair event (10am – 5pm). Set up begins 6am; artist should be ready to display at 10am; breakdown is at 5 pm. No early takedowns.

## ARTIST APPLICATION PROCESS

Artists are to pay a \$25 fee after filling out the online registration or the pdf registration form. This is required for the following

- a. Be listed on [artafaircarthage.org](http://artafaircarthage.org)
- b. Be included in social media promoting their attendance and the event.

## BEST PRACTICES FOR BUSINESSES ON THE SQUARE

- If a downtown business would like to host artists, they can be included in all Art.A.Fair promotional materials if the artist registers and pays the \$25 fee.
- All art must be of a family-friendly nature. No pornographic or demoralizing content. Art that includes mature themes such as nudity is allowed but venue is required to post “Content includes mature themes including nudity” at the entrance of venue.
- Businesses should communicate with the art walk committee to be included in promotions.
- Communicate who is exhibiting in your business no later than the first of the month to insure inclusion in promotional materials. Email to [info@artafaircarthage.org](mailto:info@artafaircarthage.org)
- To solicit traffic into the venue, we encourage you to keep your doors open and have something outside of the venue to draw attention (i.e. an acoustic musician, a plein air artist, a street performer, etc.)
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## BEST PRACTICES FOR MUSICIANS AND PERFORMERS

- All performances in all venues should include family-friendly content. Music and performances should not contain pornographic or demoralizing themes, and profanity is prohibited.
- We have several areas reserved for acts. A microphone and some amplification can be used, but volume must be minimal enough to reach the audience without drowning out the other performers or conversations on the block (or inside venue in inclement weather). Musicians must bring their own equipment and are responsible for their set-up and tear down.
- Performers that sell products like CD’s or T-shirts must report all sales taxes to the Missouri Department of Revenue. <http://dor.mo.gov/faq/business/special.php>
- Performers that are paid by the Art Walk committee must have a W-9 statement on file with the CVB. Payments to performers will be reported to the Missouri Arts Council, Missouri Department of Revenue, the Internal Revenue Service, and/or any sponsor of Carthage Art Walk.

## MUSICIAN AND PERFORMER APPLICATIONS

Performers are not required to pay fees. All appearing on the Courthouse Lawn will need to sign an event waiver which includes accident indemnity, media release, and commitment to pay applicable taxes. Performers that do fill out applications, W-9s, contracts, and report attendance by the first of each month will:

- a. Be considered by the committee for a stipend payment
- b. Be listed on [carthageartwalk.org](http://carthageartwalk.org) so that venues or customers may find them for future booking consideration or purchases.
- c. Be included in social media promoting their attendance and the event.

## **GUIDELINES FOR BUSINESSES AND NOT-FOR PROFIT ORGANIZATIONS**

For the purposes of the Art.A.Fair Carthage, the square district is defined as the Carthage Square all locations within those streets as formed in a square. Main Street between 4th and 5th is also included.

- Businesses provide their own booth materials including but not limited to tent, table, chairs, and all promotional materials. Each space will be 10'x10' with front access unless otherwise arranged. Booth space is \$25.
- The booth display should be professional, interactive and indicative of the representative business. It should be engaging and well-branded. For example, when a passerby looks at the booth, they should immediately know what type of business you are, recognize your logo, and expect there is something to do or talk about at your booth.
- We encourage all businesses to think outside of the box with this event. Our audience expects an arts and culture-based event so we encourage you to tie into the arts and culture theme. Some examples include:
  - Kids crafts such as making pinwheels or hats with your logo stamped on it.
  - Raffles to a downtown destination or for a piece of local art.
  - Interactive murals or sculptures.
  - Contests including hula hoops, historical trivia of Carthage, etc.
- There will also be an application fee of \$25. If you are selling items and are a for-profit business, you will need to have a City of Carthage business license.
  - Political candidates are not appropriate for this venue and will not be given booth space.
  - Prohibited businesses include multi-level marketing products such as Scentsy, Pampered Chef, Thirty-one, etc.
  - Any sale items must be indicative of your business. For instance, if you are a Chiropractor, you may sell BioFreeze, but you cannot sell hair bows or cookies.
- Booths are not allowed to give away free food or drink. If wanting to sell food, please refer to the "Food Vendors" section of this Handbook.
- There are a limited number of booths available; they will be filled on a first come, first serve basis. There may be no businesses that offer the same service. Priority is given to Downtown businesses, Art.A.Fair sponsors and locally-owned businesses. Dependent on the variety of applicants, businesses will likely be assigned spaces based on services such as healthcare, office supply, social services, etc.
- Selling, Licensing and Taxes: If you are a for-profit business selling an item, you must have a City of Carthage business license prior to each event and must report your sales to the Missouri Department of Revenue. If you are a non-profit or public entity, a license is not needed. If you are not selling an item, you do not need a license.

## **BUSINESSES & NOT FOR PROFIT APPLICATION**

1. Fill out registration form at [artafaircarthage.org](http://artafaircarthage.org)
2. For profit businesses, after acceptance, pay application fee of \$25 If you are selling items, make sure you have a current City of Carthage Business License.

## GUIDELINES FOR FOOD VENDORS

Businesses will be able to vend and/or provide free food on 4<sup>th</sup> Street between Main and Grant with the following guidelines.

- The food options offered should be different from other restaurants on the Square. Priority goes to:
  - First priority goes to businesses on the Square who would like to set up a booth or bring a food truck to the Square.
  - Second priority goes to food trucks registered with Food Truck Friday.
  - Third priority goes to food trucks/vendors that add significant character or charm to the event.
  - Forth priority goes to Carthage businesses not located on the Square.
- Homemade items are sought after more so than resale items. For example, homemade root beer is more favorable than canned soda.
- All Food and Drink vendors must pass the Food Safety Inspection (contact Jasper County Health Department) and have a License to do Business from the City of Carthage for \$50/year. There is a \$25 fee to cover vendor expenses including electricity.
- Location is based on electricity availability. Most food vendors will be placed on the South side 4<sup>th</sup> Street.
- Drinks are sought after especially during summer months. We encourage things like lemonade, water, apple cider, and homemade root beer.
- Quick to eat snack foods are needed. We encourage things like mixed fruit, pretzels, shaved ice, ice cream, cotton candy and nuts.
- We encourage meals like foods on sticks (corn dog, corn on the cob, vegetable kabobs, etc), Asian cuisine, or falafel.
- Maximum number of Food Vendors per event is eight (8). Vendors may be restricted to the number of events they attend by the themes and determination of CHDAW committee.

## FOOD VENDOR APPLICATION PROCESS

1. Go to [www.artafaircarthage.org](http://www.artafaircarthage.org)
2. Wait for approval from Art.A.Fair Committee
3. Upon approval, get a City of Carthage Business License for \$50 annually and pay \$25

### Contact information:

Have questions or want additional updates?

<https://artafaircarthage.org>,

[www.facebook.com/artafaircarthage](http://www.facebook.com/artafaircarthage),

Wendi Douglas [info@artafaircarthage.org](mailto:info@artafaircarthage.org) 417-529-7742

# Art.A.Fair Carthage Accident Waiver and Release of Liability Form

I HEREBY ASSUME ALL OF THE RISKS OF PARTICIPATING AND/OR VOLUNTEERING IN THIS ACTIVITY OR EVENT, including by way of example and not limitation, any risks that may arise from negligence or carelessness on the part of the persons or entities being released, from dangerous or defective equipment or property owned, maintained, or controlled by them, or because of their possible liability without fault. I certify that I am physically fit, have sufficiently prepared or trained for participation in the activity or event, and have not been advised to not participate by a qualified medical professional. I certify that there are no health-related reasons or problems which preclude my participation in this activity or event.

I acknowledge that this Accident Waiver and Release of Liability Form will be used by the event holders, sponsors, agents, and organizers of the activity or event in which I may participate, and that it will govern my actions and responsibilities at said activity or event. In consideration of my application and permitting me to participate in this event, I hereby take action for myself, my executors, administrators, heirs, next of kin, successors, and assigns as follows:

(A) I WAIVE, RELEASE, AND DISCHARGE from any and all liability, including but not limited to, liability arising from the negligence or fault of the entities or persons released, for my death, disability, personal injury, property damage, property theft, or actions of any kind which may hereafter occur to me including my traveling to and from this event, THE FOLLOWING ENTITIES OR PERSONS: Carthage Council on the Arts, Art.A.Fair Carthage Committee, City of Carthage, County of Jasper, their directors, officers, employees, members, volunteers, representatives, and agents, the activity or event holders, activity or event sponsors, activity or event volunteers;

(B) I INDEMNIFY, HOLD HARMLESS, AND PROMISE NOT TO SUE the entities or persons mentioned in this paragraph from any and all liabilities or claims made as a result of participation in this activity or event, whether caused by the negligence of release or otherwise.

I acknowledge that the Carthage Council on the Arts, City of Carthage and their directors, officers, volunteers, representatives, sponsors, and agents are NOT responsible for the errors, omissions, acts, or failures to act of any party or entity conducting a specific event or activity on behalf of the Art.A.Fair Committee. I acknowledge that this activity or event may involve a test of a person's physical and mental limits and may carry with it the potential for death, serious injury, and property loss. The risks may include, but are not limited to, those caused by terrain, facilities, temperature, weather, condition of participants, equipment, vehicular traffic, actions of other people including, but not limited to, participants, volunteers, spectators, coaches, event officials, and event monitors, and/or producers of the event, and lack of hydration. These risks are not only inherent to participants, but are also present for volunteers.

I hereby consent to receive medical treatment which may be deemed advisable in the event of injury, accident, and/or illness during this activity or event.

I understand that at this event or related activities, I may be photographed. I agree to allow my photo, video, or film likeness to be used for any legitimate purpose by the event holders, producers, sponsors, organizers, and assigns.

The accident waiver and release of liability shall be construed broadly to provide a release and waiver to the maximum extent permissible under applicable law.