



Visual Artist Guidelines - Market Year 2009

Riverside Arts Market (RAM) policies will evolve over time as we together determine how best to operate a successful weekly market. Artists, food vendors, and customers will have an opportunity for input as policies are implemented, tested and modified. We appreciate everyone's patience as we create a premier community arts market for Jacksonville.

DEFINITION OF ART

Art is the process or product of deliberately and creatively arranging elements in a way that appeals to the senses or emotions. To RAM, art consists of paintings, photography, pottery, sewn items, jewelry, sculpture, bread, plants, fruit, vegetables and many other things that are handmade or grown.

DEFINITION OF FOOD ART

RAM's definition of Food Art is any item in the following list that is hand made: jams, jellies, juices, salsas, fudge, cheese, bread, cookies, and other baked goods.

EXHIBITING AT THE RIVERSIDE ARTS MARKET

In order to exhibit at RAM, all items must be hand-made or grown by the artist renting the booth. No items being sold at the Market can be items that were purchased for resale. Prints of paintings created by the artist renting the booth are permissible. Artists are not allowed to copy another artist's work. You may not sell items in your booth that have been created by another artist unless you are cooperatively renting the booth, and both or all artists' work has been approved by the Professional Review Committee. Should an artist be found breaking any of the regulations above they will be asked to leave the Market, not to return.

MARKET HOURS

RAM will be open every Saturday from 10am to 4pm from April 4 through mid-December. The Market Manager has decision-making authority to close the Market for inclement weather or any other reason.

PRODUCT REVIEW COMMITTEE APPROVAL

All artists who participate in the Market are required to have their products (art, crafts, food, plants, etc.) reviewed and approved by the Product Review Committee (PRC). This committee ensures that all products sold at the Market meet the guidelines set forth in the Product Guidelines and maintain a good product mix at the Market week to week.

Only work reviewed and approved by the PRC is eligible for exhibition and sale at the Market. Artists may display more than one category of art after each category is reviewed and approved by the PRC. Categories of art are described in the Product Guidelines.

The PRC consists of three to five people who are selected by the Market Manager. Members of the PRC will serve on a three-month rotational basis.

To submit products for PRC approval, artists should submit an Application for Approval with 4 pictures of their products from each category and a review fee of \$16 per category. The application for approval can be submitted on-line to: info@riversideartsmarket.com, or mailed to: RAM, c/o Riverside Avondale Preservation, 2623 Herschel St., Jacksonville FL 32204. The \$16 review fee is nonrefundable and should be mailed to the Herschel St. address above. Artists will be notified of approval status within 5-7 days via email or phone. After PRC approval, artists can reserve booth space at the ArtistApplicationSite.

Once your application is approved, we hope you participate weekly at the Market. If you are absent from the Market for 6 months or more you may be required to submit your work to the PRC in order to exhibit again.

BOOTH FEES

Booth space rental fees are nonrefundable and must be paid in full when requesting booth reservations.

Booth Space Rental Rates: 1 market day = \$36 per day
 5 of 7 market days = \$30 per day
 10-of-13 market days = \$25 per day

Any unused market day booth space rental fees are forfeited.

To allow artists and food vendors vacation days from the Market, the multi-day rates allow about one day off per month, if desired. Artists may sign up for continuous or consecutive days, i.e. 13 of 13 days. To receive the lowest booth rate, at least 10 market days must be reserved and paid for.

RAM Charter Member status for Market Year 2009

To qualify, artist must reserve space and pay for the first 4 Saturdays of the Market beginning with the opening market day, April 4, at a rate of \$36 per day, or \$30

per day if reserving 5 of 7 days, or \$25 per day if reserving at least 10 days. Of course, longer-term reservations are encouraged and result in lower booth space rental fees as noted above. The first 4 weeks must be attended in order to be a Charter Member

Benefits:

- Artist will receive first priority for booth rental and location for the rest of the Market Year. (Those who book and pay for 10 of 13 weeks receive the highest priority.)
- Renewal booth rental fee will be based on rates above and not subject to any price increase in current Market Year.

BOOTH SPACES AND TENTS

Booth spaces are approximately 12 ft. by 12 ft. Tents and exhibits may be no larger than 10 ft. by 10 ft. to allow space between booths. When designing and/or determining the style of your booth, please keep variable weather conditions in mind. While the bridge canopy will offer many booths good protection from the elements, complete coverage cannot be guaranteed. It is advised to bring a cover to protect you and your products from rain and sun, as well as weights to hold your booth down if it gets windy. Anchoring your booth directly into the ground is not possible. Any attempt to do so will result in fines and possible termination of privileges. Tents are to be anchored by weights only; stakes are not allowed. Generators also are not allowed. See “On-Line Artist’s Workshop”: <http://riversideartsmarket.com/workshop.html>

It is RAM’s responsibility to provide a safe environment for our artists, vendors and the public. It is the artist’s responsibility to help us achieve this. When constructing your booth, please avoid rigid materials such as fiberglass, Visqueen, polyethylene, or corrugated metal and plastic, as these could be dangerous should they become airborne in windy conditions. If your booth is constructed of wood, please be sure that it is well sanded and finished to protect your customers from splinters. Be sure that there are no protruding nails, screws or hooks that could injure someone. If you are building your own booth on site, please do not use nails to assemble your booth, as these can be misplaced and become dangerous underfoot, and also can puncture tires. All tents, canopies, etc. must be flame retardant and the artist must have a copy of when the material was treated, what process was used and by whom the cloth was treated with them on site.

If you are not using a tent with walls, it is a good idea for your booth to have a back panel to hide your storage items, or to have appropriate options so that your customers cannot see your storage items. While not forbidden, having storage items in plain sight makes booths look cluttered and is distracting to the buyer.

Signs describing your artwork, etc. are welcome. All signs must be kept within your 12'x12' space and cannot be in the aisles. Signs should be professional in design and print.

Tables are another way to display your work. All tables must be draped. The Market Manager can ask that a table be replaced if it is in poor condition.

Electric service is available at most of the artist booth locations with advance reservations and a payment of \$5 per Market day. Artists must provide extension cords that meet electric code requirements (grounded 3-prong plug and heavy-duty wire size). If an artist is discovered to be using an electric outlet without reservations and advance payment, they will be charged a penalty of \$15 plus the \$5 usage fee. Please don't make us be policemen on this.

RAM reserves the right to regulate various aspects of each artist's display but prefers not to. Help us make the Market work for all the artists and vendors.

Artist is responsible for clean up of booth space at the end of the day. All trash must be taken to garbage cans or removed by artist. Repeated failure to clean up may result in being banned from Market participation.

Please Note: Plastic bags and Styrofoam containers are not permitted for use or sale by exhibitors. Use biodegradable products, please. The market will offer paper and canvas bags at a low cost to vendors and visitors.

BOOTH ASSIGNMENTS

The Market Manager makes booth assignments weekly based on length of booth rental (priority given to longer-term rental), date when payment is received, and artist requests. Priority booth locations are those that are most protected from the rain and sun, although you may request any location you like. Exhibiting artists change from week to week, and the Manager assigns booths to keep categories of art interspersed throughout the Market and to avoid two similar categories side by side, when possible. Therefore, please be aware that artists might not have the same booth location every week.

Trading or switching booth assignments is prohibited.

Booths must be staffed by an adult during all open Market hours (10am - 4pm). Short breaks for using the restrooms and purchasing lunch are acceptable. Artists are encouraged to help neighboring artists watch booths during these breaks.

Artists are expected to be present at their booths on Market day unless they notify the Market Manager ahead of time.

SETUP & BREAKDOWN

Artists' vehicles are allowed in the Market during setup and breakdown hours.

Setup hours: 6am – 7am for artists with trailers who need to drive into the Market
7:15am – 9:30am for all others

NOTE: We will try this set up time schedule and see how it works. Changes may be necessary; you will be informed and asked to adapt to those changes.

NOTE: Artists' vehicles with trailers, can access the Market ONLY from 6am – 7am.

Artists arriving outside these hours are required to carry or dolly their equipment and art from their parking location. Note that an exception is made for our food vendors, who may bring their trailers into the Market from 6:00am until 9:30am.

Breakdown and cleanup is from 4pm to 6pm.

RESERVATIONS

After your work has been approved for sale at the Market, you may reserve a booth space. Reservations requests must be accompanied by full payment. (For example, payment for 10 market days at \$25 per day requires full payment of \$250.)

RAM Charter Members can reserve 6 weeks ahead of their first market date. All other artists can reserve 4 weeks ahead of their first market date.

All reservations and payments must be received by Wednesday noon of the first week the artist plans to exhibit. Note: We expect the Market to be a sell-out; early reservations are strongly recommended. Payment may be made by credit card (MasterCard or Visa), money order, cash or check. If paying by check, please allow an additional 5 days for checks to clear. Reservations will be made after checks clear.

CANCELLATIONS

Booth fees are payable in advance and nonrefundable.

An artist is considered a 'no show' if they do not call the Market Manager to cancel by noon on the Wednesday prior to Market Saturday. If an artist is a 'no show' two times, they will not be allowed to display at the Market.

If the Market Manager closes the Market, artists will get a credit for another Market day. Artists need to call within 2 weeks of the cancelled date to reserve a new Market date.

Artists who arrive late or leave early without permission of the Market Manager may not be allowed to continue to exhibit at the Market.

ON-SITE MANAGEMENT

The Riverside Arts Market will have staff at the Market site every Saturday. This staff will be

there to help direct artists, direct traffic, clean up trash, notify security if needed, answer questions, and act as goodwill ambassadors for the Market. They will also be there to confirm that all artists are exhibiting approved products and following the rules and regulations of the Market. They will be wearing staff shirts/badges and will be easily recognizable.

RULES ENFORCEMENT:

All artists are responsible for adhering to Market rules. RAM management is ultimately responsible for enforcing Market rules and has the authority to have an artist remove inappropriate items and/or eject an artist or visitor from the Market. If an artist disagrees with the RAM representative, the artist may file a grievance report with the Market Manager.

A GREEN MARKET:

The Market is a 'green' market and no plastic bags or Styrofoam containers are allowed. Artists should make every effort to reduce excessive packaging. Cloth and paper market bags are available for sale to customers and artists. If you have questions about whether or not your packaging meets the requirements please contact us.

WEATHER

Artists need to be prepared for all weather conditions. Be prepared to cover your products and booth if necessary. RAM is not responsible for weather-related damage. Booths are assigned according to the priority system described above. Preferred booths have the most protection from rain and sun. **Note: Artists must be prepared to deal with high winds and/or blowing rain that may sometimes affect any and all booths. See the "On-Line Artists Workshop" for display booth ideas.**

DOGS AND OTHER PETS

Artists will not be allowed to bring dogs or other pets to the Market.

PARKING

Parking is available at the Red Cross lot located to the right of the market when looking at the river. Cars must be removed from the lot every Saturday evening by 7pm. Once the Red Cross lot is full, artists may park in the First Guaranty Bank parking lot, which is across the street from the market. Again, cars must be removed by 7pm every Saturday. NO vehicles can be left in the market space beyond set-up and tear-down hours unless permitted by the Market Manager (farmers, for example, may sell items out of the backs of their trucks). We are very fortunate to have ample parking close by for you and your customers. Please respect these parking regulations and help us keep the parking lots clean.

ETHICS AND CONDUCT

1. Artist shall be aware of, keep up to date, and comply with all current Market rules, regulations and guidelines. RAM reserves the right to modify the policies, rules and regulations at its discretion. While RAM officials will make every attempt to be reasonable, be aware that violators may be banned from future participation even though their work may have been approved and booth rental fees paid,
2. Applicant must be an adult. A responsible adult may apply on behalf of a minor, but must be present when the minor's artwork is being exhibited. For example, in the case of a certified teacher representing or mentoring student's work.
3. Artist agrees to sell during the entire duration of the Market day unless the Market closes due to bad weather or other unforeseen circumstances.
4. Artist is allowed to sell only those items formally approved by the Professional Review Committee
5. Artist must comply with all federal, state, and local regulations, special statutes and ordinances regarding public health, safety, and welfare, including but not limited to product labeling laws and required licenses.
6. Artist is responsible for collecting and reporting Florida State and Duval County Sales Tax on all sales at RAM. For assistance in obtaining the correct forms for you and your business contact the city tax collector at 630-1916 extension #3 or visit www.coj.net/tc
7. Artist must confine all product and display material to his/her assigned booth space.
8. Artist should not approach a customer viewing another artist's display.
9. Artist should not make derogatory remarks about other artists or their work.
10. Artists should refrain from using profanity, and from behavior that is verbally or physically abusive or dangerous and disruptive to Market activities.
11. Artist is responsible for the behavior of friends and family who visit or stay in his/her booth.
12. Artist may not "hawk" their wares. Hawking is defined as aggressively offering goods for sale by calling out.
13. Artists whose product (i.e. scents and sounds) may have an impact beyond the confines of their booth must be sensitive to the impact of their products on other artists and the public. Artists must cooperate with a reasonable request to remedy any problems that might arise.

14. Smoking is not permitted in booth spaces during Market hours.
15. Artist should not use drugs or be intoxicated while selling at the Market.
16. Artist must display their weekly 'show card' prominently at their booth to verify payment for that Market day.

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