

# FESTIVAL HANDBOOK

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## MEMBERSHIP REGULATIONS

Laguna Art-A-Fair is a cooperative organization. The success of our show depends on the energy, efforts and enthusiasm of its members! Unlike many other shows operated by promoters, we all take responsibility for the operation of the show. We are all volunteers! The following is a brief highlight of the rules and regulations governing our organization and summer festival. As a member of our cooperative, there are certain responsibilities and obligations you will be expected to maintain.

### **BOOTH FEES:**

Booth payments must be made by the scheduled dates, published in each newsletter. Failure to comply with payment schedules may result in loss of booth space. Annual dues (\$35) for returning artists are due and payable no later than October 31st. Annual dues (\$35) for new artists are due 30 days following Jury Day (see the Calendar of Events for deadline). A late fee of \$25.00 will be charged for any membership dues or booth payments not made in full and postmarked by the due dates. A \$25.00 fee will be assessed for any returned or cancelled checks.

The price of a half booth is \$715, three-quarter booth is \$1015, full booth is \$1315, booth & a quarter is \$1615, and a booth & a half is \$1915.

The first payment of \$200.00 is non-refundable. Should an artist need to cancel within 30 days of the opening of the show the total booth fee will be forfeited. If cancellation is within 60 days of the opening of the show, 25% of the total booth fees will be refunded. If cancellation is within 90 days of the opening of the show, 50% of the total booth fees will be refunded.

### **LICENSES & PERMITS:**

You must obtain a California Seller's Permit from your local State Board of Equalization and a Laguna Beach Business License and receive verification from our LAAF office before you may begin booth construction. A copy of both the license and the seller's permit must be displayed in your booth. A **copy** of both the license and seller's permit must be on file with the office as well.

For a sales tax permit, check your local directory for the State Board of Equalization or go on-line at [www.boe.ca.gov](http://www.boe.ca.gov) for the required blank forms. For a Laguna Beach business license, apply in person with the Laguna Beach City Hall, Business License Department at 505 Forest Ave., Laguna Beach, CA 92651, 949-497-0733. You may also apply online at the [lagunabeachcity.net](http://lagunabeachcity.net) site.

### **MEETINGS:**

You must attend mandatory meetings, or have a delegate attend and sign in for you. Important announcements and major issues of concern are presented and voted on during membership meetings, therefore, your attendance is vital to the organization! You will also find our monthly newsletter informative and helpful in keeping up to date with LAAF activities. The newsletter is our main information resource, so please be sure to read it.

### **WORK SHIFTS:**

During the two months of the show, each exhibiting member is required to work a six-hour work shift each week. You may hire a substitute approved by the Business Manager. Your work shift is your responsibility, not the Business Manager's. If your shift is not covered, demerits will affect your next year's booth selection and you will be charged a \$90.00 fee for the six-hour shift.

# MEMBERSHIP REGULATIONS, cont.

## **VOLUNTEER DAYS:**

To maintain the grounds throughout the year, all artists are asked to attend some of the voluntary work days scheduled by the director of operations. Please come prepared to work (gloves, comfortable clothes, etc.). Bonus points are awarded for participation in these voluntary work days.

## **LEAVES OF ABSENCE:**

Members with 5 years or more exhibiting seniority may apply in writing for a one year leave of absence and receive the newsletter and other notices, retain their seniority and their jury score for that one year's leave, when they return to the show the following year. Annual membership dues must be current. Should they request additional leaves of absence, they will be required to re-jury to re-enter the show, prior seniority being retained (subject to active years in the show only).

Members with less than 5 years exhibiting seniority may apply in writing for a one year leave of absence, receive the newsletter and other notices. In addition to the annual membership dues, a Leave of Absence fee of \$100 will retain their seniority and their jury score if they return to the show the following year. Should they request additional consecutive leaves of absence, they will be required to re-jury to re-enter the show, prior seniority being retained (subject to active years in the show only). The LOA fee is not applicable toward the next year's booth fee.

## **SUMMER JURY:**

Exhibitors shall receive a jury score twice during the summer show, and shall receive notice of their cumulative jury score after the close of the show. A cumulative jury score of 35 or better makes the artist eligible to be invited back the following summer. Artists receiving scores below 35 will be required to re-jury before participating in the next year's festival.

Each displayed medium will receive a separate jury score. Those media receiving a jury score of 35 or better may be displayed the following summer. Those media receiving a jury score below 35 will be required to re-jury before participating in the next year's festival.

## **SALES BOOTH:**

All sales are transacted through a central sales booth. LAAF receives a commission on all sales. A two-tiered commission rate system is used, where sales made while the artist is in attendance are charged 17% commission, while sales made in the artist's absence are charged 20% commission. Artists must be in their booths to assist the customer to qualify for the lower commission rate. Sales between artists are not subject to the commission and need not go through the sales booth unless the artist is not present. This courtesy also extends to LAAF and Tivoli Too! employees.

Artists shall give prior approval for any layaway, on-approval or special sales orders. Artists shall pay a commission to Laguna Art-A-Fair for all sales where contact is made at the festival and consummated within 3 months of the end of the show. Additionally, any sales made as a result of contact through the LAAF web site are subject to the commission rate, regardless of the date of the sale.

The sales booth is manned by hired staff as well as artists performing their mandatory work shifts. A training session is held prior to show opening and **must** be attended by anyone working in the sales booth.

Laguna Art-A-Fair provides exhibitors with a "nickname" and barcodes for each item available for sale. All items in your booth **must** carry a barcode label. Each artist will receive a weekly accounting of their merchandise sold through the sales booth. If there are any perceived discrepancies it is the artist's responsibility to convey all pertinent information in writing, including a complete inventory list corroborating the sale, and submit it to the Treasurer or Sales Manager for handling.

## MEMBERSHIP REGULATIONS, cont.

### **WEB SITE:**

Laguna Art-A-Fair has a web site with information available to customers as well as information directed towards participating artists. Check it out at [www.art-a-fair.com](http://www.art-a-fair.com). Forms and information are available through the Members Only section, username: *artist*, password: *aaf777*. Forms may be downloaded to be completed and mailed in, and all information packets are available for reading or complete download should you have misplaced your copies.

### **SECURITY:**

Laguna Art-A-Fair furnishes security during the closed hours of the show and limited security during the open hours. However, LAAF is not responsible for theft, damage or property lost from the grounds during the show.

### **COMPLAINTS:**

Minor complaints during the show season should be orally communicated to the Grounds Manager at the time. The Grounds Manager has the authority to enforce all ground rules or take action to correct a deficiency.

Grievances and/or major complaints should be written in detail, signed and forwarded to the Grievance Committee. A list of Grievance Committee members is available in the Committee Members Directory section of this information packet.

### **MISCELLANEOUS:**

- Laguna Art-A-Fair cannot be responsible for lost, stolen or damaged items. Booth sitters must be familiar with all ground rules and must be preapproved by LAAF. No professional agents shall represent artists on the grounds.
- Any artist who pulls their artwork out of the show prior to the show's official closing time will no longer be eligible to exhibit in the Laguna Art-A-Fair.
- Any activity deemed to be detrimental to the show may result in immediate expulsion.
- The Laguna Art-A-Fair board of directors has sole and final decision regarding all rules and regulations in the artist packet.