



# Gualala Arts

## Call to Artists

### 63rd Annual Art in the Redwoods

**Attached is an application form for the 2024 Art in the Redwoods festival, to be held from Friday, August 16<sup>th</sup> through Sunday, August 18<sup>th</sup>. Note that you can also apply online this year (see below for link).** Also, you will find important information about the event, including date and time, set up schedule, general information, application fees/booth fees, etc.

The event takes place at the Gualala Arts Center, nestled in the majestic redwoods in the small Northern California coastal town of Gualala, CA, located at the junction of Mendocino and Sonoma Counties. Gualala Arts is a non-profit organization whose mission statement is: **Promoting public interest and participation in the arts since 1961**. All proceeds from this art festival benefits community art programs.

**Description:** A combination of a judged art exhibit and an outdoor art festival. This event attracts over 2,000 art loving buyers over three days. Booth spaces are located in the gravel parking lot adjacent to the Arts Center. All spaces are 10'x10'. Booths may stay up overnight. A very limited number of Premium booth spaces, which are located on the asphalt closer to the Arts Center, are available for an additional fee of \$100. Artists may also enter the Art in the Redwoods indoor, judged fine art exhibit. Separate application fees and deadlines apply. See our website ([www.gualalaarts.org](http://www.gualalaarts.org)) for more details.

**Booth Space Notes:** Some booths may be located on uneven and/or dusty terrain. Cool, foggy weather and wind are possible, so be prepared to secure display in these conditions. Weights are recommended for securing your display since drilling into concrete or asphalt WILL NOT be allowed. *Artists are required to be stationed at their booth for the entire duration of the event.*

Although specific booth requests will be considered, booths will be assigned solely at the discretion of the Festival Committee with an emphasis on the aesthetic makeup of the show.

**Components:** High quality fine arts and crafts, music, entertainment, great food, fine wines and craft beer.

**Weather:** During August, afternoons are typically sunny, with temperatures in the 60's to low 70's. There is potential for coastal fog and drizzle, particularly in the overnight and morning hours.

**Fees:** Application Fee: \$10 non-refundable, separate payment. Booth Fee: Starts at \$150 (see below). Gualala Arts Members receive a discount. A commission of 10% on all sales (excluding sales tax) will be paid to Gualala Arts at the completion of the show.

**Booth Setup:** Friday August 16th - 10am to 4pm & Saturday August 17th - 7am to 10am

**Cars must be removed 30 minutes before gates open**

**Show Hours:** Friday August 16th - 4pm to 6pm (Optional - Art Exhibit Champagne Preview)

Saturday August 17th - 10am to 4pm

Sunday August 18th - 10am to 4pm

Each artist is responsible for processing their own sales and paying California Sales Tax (**PROVIDING GUALALA ARTS WITH YOUR VALID CALIFORNIA SELLER'S PERMIT NUMBER IS MANDATORY**). Additionally, each artist must provide their own booth and display equipment. If you are a member of Gualala Arts your fees for the show will be discounted. Artists may join Gualala Arts - for more information visit our website at <http://gualalaarts.org/support-gualala-arts/join-gualala-arts/>

#### **ARTIST SELECTION:**

Acceptance to this festival will be determined based on the images submitted with the application. Applications will only be accepted if the work presented is deemed appropriate and of sufficient quality. Therefore, submittal of high-quality images is of the utmost importance. If you are not accepted into the show, your booth fee will be refunded. See below for image submittal requirements.



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### **APPLICATION PROCEDURE:**

***NEW THIS YEAR, you can apply, submit images and pay online! See the following:***  
***<https://gualalaarts.org/2024-art-in-the-redwood-vendor-application/>***

### **If Applying by Mail:**

- 1) Complete and return the attached application sheet, including your preferred type of booth space.
- 2) Attach **one check**, made out to Gualala Arts, for the \$10 **Application Fee**.
- 3) Attach **a separate check** for your booth fee. Note that your booth fee check will only be cashed once you have been accepted into the festival.

**IMPORTANT:** Please submit **three images of your work and one image of your booth setup**. Images should be TIFs or high-quality JPEGs, with a minimum image size of 1000 pixels on the long side. Images can be directly uploaded as part of the online application process. If applying by mail, please email your images to Scott Chieffo ([scott@gualalaarts.org](mailto:scott@gualalaarts.org)).

***PLEASE KEEP A COPY OF THE FESTIVAL APPLICATION SHEET FOR YOUR RECORDS.***

If applying by mail, send all requested information, with your checks, to the address below (*any images should be submitted by email*). Application will not be accepted if all of the requested information is not included. Please be sure to complete the form in its entirety.

***Deadline to Apply: All application packets must be postmarked no later than June 3<sup>rd</sup>. You will be notified of your status no later than June 15<sup>th</sup>.***

***Submit your application form and event fees to:***

Gualala Arts Center Festival Application  
PO Box 244  
Gualala, CA 95445  
Attention: Scott Chieffo

**Questions? Contact Scott Chieffo, Festival Coordinator @ (707) 884-1138 x1013 or [scott@gualalaarts.org](mailto:scott@gualalaarts.org)**

# Gualala Arts

## Application for Booth Space – Art in the Redwoods

(Please print legibly)

Name: \_\_\_\_\_

Business Name (if different): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

Website URL: \_\_\_\_\_

CA Seller's Permit Number: \_\_\_\_\_

Contact the California Department of Tax and Fee Administration to obtain a Seller's Permit.  
A CA Seller's Permit is **MANDATORY**. Artist is responsible for paying CA sales tax.

### Art in the Redwoods Configuration & Space Fee Schedule:

Booth Configuration:	Non-Member Fees Booth Fee + Commission	Gualala Art Member Fees Booth Fee + Commission
<input type="checkbox"/> Single Booth (10 X 10)	\$165 + 10%	\$150 + 10%
<input type="checkbox"/> 1-1/2 Booth (10 X15)	\$240 + 10%	\$225 +10%
<input type="checkbox"/> Double Booth (10 X 20)	\$290 + 10%	\$275 +10%
<input type="checkbox"/> Application Fee	\$10	\$10

Check here if you would like to apply for a Premium Booth space on the asphalt. If accepted, via a separate jurying process, the additional fee is \$100. ***if accepted you will be asked to send fee at that time.***

**Please remember:** Attach one check for \$10 for the Application Fee and a separate check for the appropriate Booth Fee. All checks should be made out to Gualala Arts. Additionally, please remember to email your images to Scott Chieffo ([scott@gualalaarts.org](mailto:scott@gualalaarts.org)) before the application deadline.

#### Cancellations:

**By signing below I acknowledge that I understand that if I choose to cancel my reservation after June 21<sup>st</sup> my booth fee will not be refunded.**

#### PLEASE READ AND SIGN:

I have read the above information and the information Gualala Arts provided with this application outlining fees and cancellation policies. I agree to the conditions as specified. I also understand that refunds will not be made due to inclement weather. I release Gualala Arts of all liability for any damage, loss, or injury incurred before, during, or after festival hours. I affirm that all work displayed will be original and produced solely by myself, the applicant. I give my consent to Gualala Arts to release my name and to use images of my work for promotional purposes.

Name: \_\_\_\_\_ (please print legibly)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

#### FOR OFFICE USE ONLY

Date rec'd \_\_\_\_\_

Application No. \_\_\_\_\_

Application Fee: \_\_\_\_\_

Booth Fee: \_\_\_\_\_