



REGISTRATION GUIDELINES, TIPS AND POLICIES **2011-2012 Season**

The Fourth Annual MACFest, Mesa Arts and Culture Festival event, FREE to the public, takes place in downtown Mesa Arizona on Main Street between Macdonald and Center Streets, on selected Saturdays beginning September 2011 through April 2012. Kickoff Saturday MACFest event will be on September 10, 2011 evening only, 4:00 PM to 9:00 PM. Remaining MACFest Saturdays will be between the hours of 10:00 AM and 4:00 PM.

Rental space registration begins August 13, 2011 for the September event.

Registration opens on the first of each month for the following month event(s).

SELECTED SATURDAYS--September 2011 - April 2012

September 10 – (4:00 PM to 9:00 PM this date only) MAC Kickoff

October 22 – Fall Fest

November 12 – with Old West Days

December 3 – Holiday Fest

January 14 and 28 – New Year

February 11 – with Mesa Centennial

March 10 and 17 – with MAC's Festival of Creativity

April 7 – Spring Fest/Tour de Mesa

- You can exhibit and sell your own original works of quality art and craft.
- The original artist must be present.
- 10 ft. x 10 ft. spaces will be made available on a first-come first-served basis. (Exhibitors will need to provide all space setup equipment.)
- The cost is \$20.00 **per artist** per day.
- You may register as a first time artist with MACFest either in person at the Mesa Arts Center Box Office or online at www.MACFestMesa.com.
- Artists must comply with Mesa City Code Sec. 5-10-465 (t) concerning sales tax.
- Tax information is available at www.MACFestMesa.com.

REGISTRATION Guidelines

1. \$20.00 (including tax) **non-refundable** registration fee for **each** Saturday, per artist.
2. NEW artists will first need to submit a signed Waiver/Release form to Box Office in order to receive a personal online User Acct # (see page 8 below to print). This can be done via fax (480-644-6525), scanned email (boxoffice@mesaartscenter.com), or in person.
3. Once registered and given an ARTIST ACCOUNT/LOGIN, MACFest artists can purchase exhibition spaces either at the Box Office or online.
4. Artists who have already registered for previous seasons will be able to use their current login information and will NOT need to sign another Waiver. To change an ARTIST ACCOUNT/LOGIN, artists may go to online or contact the Box Office.
5. Online registration (after the first time registration and a personal ARTIST ACCOUNT/LOGIN are given): please have debit/credit information available – an online Registration Guide will take you through the steps.
6. Artists may rent spaces as dates are released, pay online and print site tickets at home. Sites can be purchased in advance.
7. Exhibition spaces will be allocated sequentially on a first-come-first-served basis at time of registration. Artists will not be able to select site.

8. Exhibitors will receive a voucher ticket as proof of registration with the space allocation identified by block letter and space number. Exhibitors may print map of MACFest Site Layout below and look for space numbers marked on the concrete between walkways and street curb.
9. A lanyard will be provided at the Box Office or at the MACFest Information Booth (on event Saturdays -see Site Layout map) for this purpose, and exhibitors are requested to keep the lanyard for subsequent exhibit dates.
10. Exhibition spaces will be marked on sidewalks to identify the usable 10 ft. x 10 ft. display area with block/space number in the center of each space. Exhibitors shall not exceed the allocated space.
11. "Ask Me" volunteers will be available at the Information Booth to help you locate your space.
12. Exhibitors sharing a 10 ft. x 10 ft. allotted space are permissible. Each Artist must be individually registered (and pay \$20 per artist) as described above. Lanyards/registration ticket must be present on site for proof of rental purchase for that given Saturday.
13. Sub-renting/leasing of private MACFest exhibit 10 ft. x 10 ft. space sales are not allowed.

REQUIREMENTS

- Only "Made by Me" arts and crafts by the registered artist are allowed in the exhibition space. Food and Consumable craft Exhibitors of pre-packaged, prepared foods must be in possession of all required permits and/or licenses.
- Archival prints and copies can be exhibited, but a minimum of three original works by the exhibiting artist must be present within the exhibition space.
- All equipment needed for exhibit must be furnished by the artist. This includes canopy weights and shields for wind protection.
- Exhibitors can use a canopy structure on the 10 ft. x 10 ft. space provided it can be removed safely without damaging the surrounding areas and safety factors are considered.
- Set up only within the exhibit 10 ft. x 10 ft. space allotted.
- Set up and take down can only occur within the schedule of 8 AM – 10 AM and 4 PM – 6 PM on the same day. That is two hours before and two hours after a scheduled MACFest event.
- To set up and take down you may park on the side of street to remove and load items – **park in legal spaces only**. REMOVE vehicles by 10 AM (or the startup time of a MACFest event) to the nearest parking area specified on the Site Layout map.
- Safety factors considered in display materials are to be used with the customers in mind:
 - Stable and reliable equipment
 - No broken glass or other broken material
 - No protrusions of sharp objects from exhibit space
- Packing materials and clutter must not be visible from surrounding exhibiting space.
- No alcoholic beverages and no smoking in exhibition areas as per State Law.
- No gas/propane heaters in exhibition space or surrounding area for safety reasons.
- Transactions and delivery of product are the responsibility of the registered artist.
- Must have valid State and City of Mesa tax licenses (suggest you have both available on site).
- NO PETS ALLOWED.
- Guide or service dogs must be identified as such and must be leashed and/or in portable kennels at all times.

FOOD AND CONSUMABLE CRAFTS AT MACFest

- MACFest does not carry a food handler's license and therefore is not responsible for food and consumable crafts. Exhibitors of pre-packaged, prepared foods must be in possession of all required permits and/or licenses.

ARTIST DEMONSTRATION REQUIREMENTS

- Air brush and/or aerosol canister painting by the artist is allowed, however, artist(s) must have a canopy with top and three sidewalls within the 10 ft x 10 ft space. No liquid gas cans or propane canisters may be used on site. A quiet, portable electric generator may be used and placed between the 10 ft. x 10 ft. space and the street curb. These requirements ensure that neighboring exhibitors are not inconvenienced.
- We encourage demonstrations of your arts and crafts on site, but request you coordinate an appropriate space that would work for your demo along Main Street. Call Box Office staff to reserve that space for your demo. As the artist, you would assume all liability. If you are not selling your work with your demo, your fee will be waived. If you wish to sell your work along with your demo, you must register and pay the \$20 fee.

PERFORMER(S) / MUSICIAN(S)

- Interested in performing at MACFest? Musician(s) or Performer(s) are welcome to perform on any Saturday of choice, provided that the date and time is cleared and approved with MACFest in advance in order to avoid multiple groups performing at the same time. Please e-mail Info@MacFestMesa.com or call the General Message Line (480) 644-6509 for more information.

Some basic guidelines:

- Performer(s) will need to bring everything they need for set up and logistics.
- Performer(s) must clear the space following the event, leaving it in the same condition that it was found.
- Performer(s) may pass out information about their band or group.
- Performer(s) may perform at any time from 10 AM – 4 PM with advance notice and approval from MACFest.
- Set up may begin at 8 AM; sites must be cleared by 6 PM. (With exceptions to special events)
- Musicians must stay clear of merchant front doors, vehicle lanes, and from the colonnaded area, which is a six-foot pedestrian right-of-way. Performance location will be guided by a MACFest Committee member for each event.
- Additional space for individual musicians is available throughout the event site.
- Any performer who wishes to sell merchandise must register through the Box Office at (480) 644-6505 in advance and pay a \$20 exhibition fee. Album music must be made by the artist and any merchandise must be related to the music or brand of the performer.
- Noise levels will be monitored and controlled and is at the discretion of MACFest.

MACFest YOUTH PARTICIPATION

- Unified or Private Schools with art teachers interested in a space for display and sale of class students' "Made by Me" arts and crafts, please e-mail Info@MacFestMesa.com or call the General Message Line (480) 644-6509 for more information. A teacher, teacher Intern, parent or guardian, or school staff must be manning the booth space at all times. Space will be free of charge, but MACFest policies apply.
- Unified or Private Schools interested in Performing at MACFest as Musician(s) or Performer(s) are welcome to perform on any Saturday of choice, provided that the date and time is cleared and approved with MACFest in advance, in order to avoid multiple groups performing at the same time. Please e-mail Info@MacFestMesa.com or call the General Message Line (480) 644-6509 for more information. Space will be free of charge, but MACFest policies apply.

GENERAL

These policies apply to registered artists and performers, and the MACFest Committee reserves the right to refuse access to the Festival area in the event of non-compliance. MACFest reserves the right to make site location changes as weather season permits, such as booth rentals for only the north side of Main Street or south side of Main Street. The MACFest Information Booth would also relocate. To the best of its ability, MACFest will inform artists of these changes.

Artist e-blasts are sent regularly to keep you informed; updates can be acquired at the MACFest Information Booth by an “ASK ME” Volunteer.

Artists are responsible to ensure their contact information is up-to-date by emailing info@macfestmesa.com with any changes.

ARTIST TIPS

- We recommend that your exhibition area reflect a visual appeal complimentary to your art and craft; inviting, clean, and free of debris.
- Consider the safety of others in display materials used at all times.
- Consider the appropriateness of exhibited material, since this is a family friendly event.
- Consider having the following:
 - Access to Business Cards and printed material
 - Artist Bio/Portfolio material for public viewing
 - Guest sign-in book.
- Prepare for customer service; appropriate money exchange.
- Sell transaction and packaging material.
- Place all food waste and wrappers in nearby trash dispensers.

STANDARDS

- MACFest is committed to upholding high standards of artistic products and display. Artists must be present at their booths to sell their own work. Exceptions may be necessary from time to time (due to scheduling conflicts, illness etc.), but the *MACFest* is a “Made by Me” festival, and the public will expect to meet the artists. Only quality, original, handmade works of arts and crafts will be exhibited by the artists themselves (“*made by me*”). In general, this includes original work made substantially by hand, wherein the skill and technique of manipulating glass, metal, wood, fiber, clay, and other materials is primary to the artistic process.
- This includes paintings, drawings/sketches, sculptures, ceramics, jewelry, decorative metal, glass or woodworking, quilting, etc.
- These Standards will be monitored by a MACFest Committee, which reserves the right to refuse access to the Festival site due to non-compliance with the standards.

STANDARD INCENTIVE PROGRAM

- Blue Ribbon Incentive Awards will be presented for “Festival Favorites.”
- The Committee will be looking for quality of work, quality of production and display, style and presentation, affordability, etc.

VOLUNTEER AT MACFest

“ASK ME” Volunteers man the Information Booth on MACFest Saturdays from 10 AM – 4 PM or times listed for special MACFest events. They are there to help answer artist and public questions and information about downtown. For more information about becoming a Volunteer contact by email Volunteers@MACFestMesa.com

MACFest Information Booth Saturday location:
Main St. south side midway between Center and Macdonald Streets. Look for "ASK ME"
Volunteers!

MACFest SPECIALS AND EVENTS

MACFest will announce other special MACFest events by artist e-blasts using the artist email data base.

Downtown current Event updates at <http://www.downtownmesa.com>.

MACFest CONTACTS

Website: <http://MACFestMesa.com>

For more information about registration and space rental call: Box Office at (480) 644-6500

General Information Questions: boxoffice@mesaartscenter.com

To be added to the artists email distribution list: info@macfestmesa.com

To Volunteer at MACFest: Volunteers@MACFestMesa.com

Tax information is available at: <http://www.mesaaz.gov/salestax/>

ONSITE Registration:

Mesa Arts Center Box Office

Phone number (480) 644-6500

Fax number (480) 644-6525

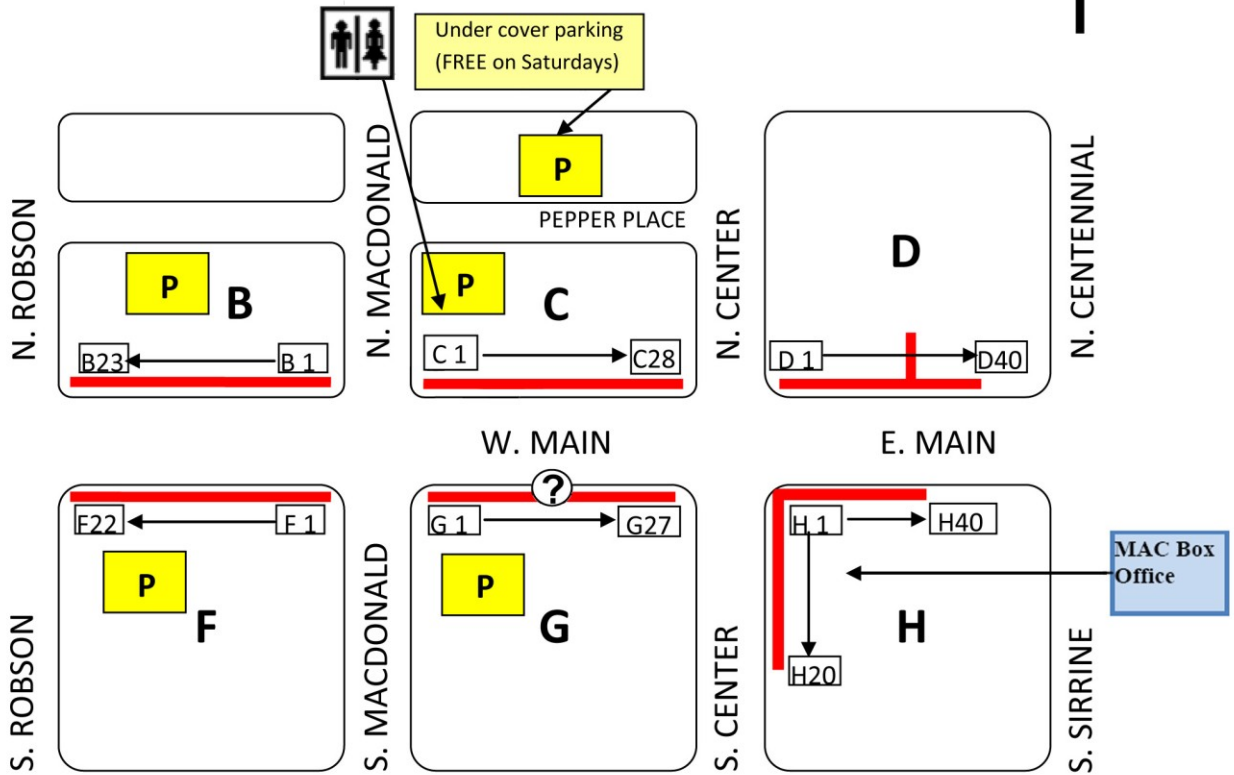
One East Main Street, Mesa AZ. 85201

Box Office is located at the southwest end of the Studios North building next to the exterior elevator.


The Mesa Arts Center is located at the southeast corner of Center and Main Streets, in downtown Mesa.

Hours: Mon - Fri 10 AM - 7 PM; Sat 10 AM - 5 PM; Sun 12 PM - 4 PM

Site Layout



-  Exhibition spaces
-  Artist Parking (Please do not park on Main Street)
-  Block numbers
-  Space numbering
-  Direction of numbering

 MACFest Information booth
 Location: Main St. south side midway
 between Center and Macdonald Streets



**Blue Ribbon Juried Award
 “Festival Favorite”
 MACFest Standard Guideline
 Official Incentive Awards Criteria/Form**



DATE

**FOR OFFICIAL USE ONLY
 DO NOT FILL OUT THIS FORM!**

NAME OF ARTIST

Arts and Crafts Medium

EXHIBIT SPACE LOCATION

Artist Contact Information for the MACFest Artist Profile (or attach card)

MACFest Criteria: Quality Arts and Crafts- All true ART forms are welcome to this event!

The three main goals:

1. Quality of Production 2. Affordable to the Public 3. Creative use of material

4. Non Consumables

(This criteria is considered for the artist recipient of this award)

Poor Fair Average Above Average Excellent

Artistic Workmanship – Quality Arts and Crafts “MADE BY ME”

1 2 3 4 5

- Quality of the art work
- Creative use of material

Artist Presentation

1 2 3 4 5

- Artist/Artists present in exhibition space
- Business Cards and printed material artist Bio/Portfolio material for public viewing
- Artist Bio/Portfolio material for public viewing
- Guest book available
- Customer service oriented
- Arts and crafts affordable to the public

A “Sense of Style” Showmanship to the display of Exhibition Space

1 2 3 4 5

- Inviting • Free of Debris • Visually appealing
- Cleanliness • Welcoming
- Consider – canopy, racks, tables, shelves, cases, draping, containers, etc.
- Display equipment compliments the art and craft present

Artist/s Follow the MACFest Guidelines

1 2 3 4 5

- Three original artist works present within the exhibition space
- Arts and crafts work is of the artist
- Lanyard visually present with registration insert and MACFest ID number
- Set up within the exhibitors 10 ft. x 10 ft. space
- No violent and suggestive material in content

Comments: _____



MACFest Licensee Waiver & Release

Licensee acknowledges that Mesa City Code Section 9-2-3(B) provides:

Terms of Permit. Encroachments into the public right-of-way for which a permit has been issued shall not exceed the terms, conditions, period of time, or extent specified by the permit, and the permit may be revoked at any time by the City Engineer. The City Engineer shall not issue such permit until the applicant shall have executed and delivered to the City an undertaking to hold the City harmless of and from any liability of any nature resulting from any such encumbrance or obstruction being located within the right-of-way and releasing the City from any liability for an obligation to maintain the encroachment or for any damage thereto. The applicant for a permit shall also agree in writing to remove same and restore the premises to the original condition without compensation and upon request by the City Engineer.

Based on the above, Licensee asserts the following:

WAIVER

I understand that the City of Mesa has extended a license to me that allow me to lawfully use designated City-owned real property, including public rights-of-way, in connection with MACFest’s permit. I voluntarily waive, release, and discharge any claim I may have against the City of Mesa in connection with any defects of said property and accept my license of the property in “as-is” condition. I agree to restore said property to the same condition in which I received it.

HOLD HARMLESS

I voluntarily agree to hold harmless the City of Mesa, its employees, supervisors, appointed officials, agents, representatives and volunteers from all event attendee(s) claims for all injuries that occur in connection with my use of the above referenced license, no matter how severe. My agreement to the preceding sentence does not extend to any such claim or liability that is solely and exclusively caused by the gross negligence of the City of Mesa or its employees, supervisors, appointed officials, agents, representatives and volunteers.

USE OF IMAGES

Artist understands and grants permission for photographs, video and other recordings of artists, displays and their artwork made by MACFest, their agents, assigns, employees, may be used for promotional, advertising, archiving, and/or educational purposes by MACFest without remuneration to the artist. This includes, but is not limited to; use in news releases, print, television, and the MACFest website.

I agree to adhere to the MACFest requirements, and accept the MACFest Committee’s right to refuse access to the Festival in the case of non-compliance.

Signed: _____

Printed Name: _____ Date: _____

FOR BOX OFFICE USE ONLY

- Photo ID Artist Account/Login Tips & Guidelines Other