

**City of Capitola/Recreation Dept
Attn: Art at the Beach Coordinator
4400 Jade Street
Capitola, CA 95010**

www.cityofcapitola.org/acc/page/sunday-art-beach-3

**SUNDAY ART AT THE BEACH 2024
Capitola Village, Esplanade Park
4 Sundays: June 23; July 7 & 21; August 4, 11am-5pm**

The Sunday Art at the Beach event provides a beachside venue for artists to display and sell a variety of media, and visitors the opportunity to experience art and purchase artwork directly from the artists. The event is administered by the City of Capitola staff program coordinator who will review the artwork and select artists based on the Capitola Art & Cultural Commission criteria (detailed below), assign booth spaces, and collect pre-paid space fees. Selected artists will display their own original artwork; provide their own booth display equipment; maintain a professional, attractive space; be personally present throughout the show; setup/breakdown their booths in a timely manner.

REQUIREMENTS FOR SUBMITTING ARTISTS:

ACCEPTABLE ARTWORK: Handmade original artwork in a variety of media is acceptable. No kits, mass-produced, imported items or food. Artists must be present to sell their own work; no agents or reps. The program coordinator is seeking originality and quality to maintain the high standards of this event. Applications will be reviewed based on four (4) digital images of the artwork and booth display. Artists may email images along with bio information and the event application form to the program coordinator at the email below. Notice of acceptance will be emailed to participants prior to the shows. Space fees must be paid following notice of acceptance.

EXHIBIT SPACE: Booth spaces are approximately 10x10ft and are assigned by the program coordinator. Space assignments are designed to create a diverse balance of artists and mediums in each show. Artists will provide their own booth display equipment, presenting a professional and attractive space. Canopies are not required, however if used must be secured with stakes or weights. Electricity is not available. The City of Capitola will not be liable for loss or damage.

SELLER'S PERMIT: A Seller's Permit is required to participate and may be obtained by logging onto: <https://www.cdtfa.ca.gov/formspubs/pub107/#applying>.

SPACE FEES: Fees are \$60 for a 10x10ft space (approx). Fees must be paid once the application is accepted. Checks should be made payable to City of Capitola and mailed to the attention of the program coordinator at the address above. A 20% administrative fee will be retained from the prepaid space fee for a cancellation made up to 14 days prior to a show. There is no refund for a cancellation made within 14 days of a show. Exhibitors are responsible for collecting sales tax.

APPLICATIONS: Applications can be found on the City of Capitola website listed above. Applications are due at least 2 weeks prior to each show and will be accepted March 15 through August 1. All show dates may be requested; however, a maximum of 2 shows will be assigned.

SUBMISSION: Email event application form, images and bio information to:
ArtattheBeach@ci.capitola.ca.us