



2020 Halifax Art Festival Application and Rules

Important Dates and Contact Information

June 21st - Application Deadline

June 22nd through June 30th - Jury Panel

July 1st – July 4th Artists Invitations Sent By Email

July 10th - Due Date For Artist Acceptance which is a confirmation to participate

July 17th - Due Booth Fee Payment

August 1st 2020: Last day for cancellation with 80% refund of booth fees

Our Contact Information: HalifaxArtFestival@gmail.com

Mailing Address:

Halifax Art Festival

PO Box 730067

Ormond Beach, FL 32173

Website: www.HalifaxArtFestival.org and www.HalifaxArtFestival.com

Festival Phone: 386-405-2140 (Please leave message)

APPLICATION REQUIREMENTS: Images: 4 (a booth shot is required) **and** Jury Fee: \$40.00

BOOTH FEES:

\$300 Fine Art, Competitive for awards

\$185 Arts & Crafts, Noncompetitive section

EVENT SUMMARY

The Guild of the Museum of Arts and Sciences in Daytona Beach, Florida applications to the 2020 Halifax Art Festival!

The 58th annual Halifax Art Festival located in the historic downtown waterfront area of Daytona Beach is the 2nd oldest continual art festival in the state of Florida. The Festival attracts over 35,000 art lovers annually, continuing its tradition of providing the community a showcase for Fine Arts, Fine Crafts, a Student Art Competition, as well as a children's interactive art experience known as *Little Van Gogh*. The Halifax Art Festival is presented entirely by the members of the Guild of the Museum of Arts and Sciences, a dedicated group of volunteers who work nonstop, yearlong, to provide artists with an exceptional opportunity to showcase their work.

The two day festival features the juried works of over 200 artists, predominately in the category of fine art. These artists have booth locations stretching north along Beach Street from Orange Avenue to Bay Street and Magnolia

Avenue. Both fine arts and craft artisans are selected utilizing a jury panel scoring process. Juried, non-competitive artists are placed north of the competitive fine arts section.

Artists booths located on Beach Street will have new positioning and booth numbers as the city is working to beautify Beach Street to increase pedestrian access to the shops and restaurants. Please see map. A beautiful grassy median with palm trees separate the pedestrians as they stroll north and south bound on Beach St. Food vendors, children's activities, and music are present. Fine Artists have option to choose Beach St placement for east or west facing views, or on our Magnolia Avenue for a north or south exposure.

International street cuisine and good old-fashioned festival food are available with Beach Street cafes and restaurants featuring Festival specials. There is live entertainment by musicians playing a variety of contemporary and easy listening music. This year we are expanding the food vendors, wine offerings, and music throughout the length of our show!

FESTIVAL: Saturday, November 7th 9 AM to 5 PM
Sunday, November 8th 10 AM to 4 PM

REGISTRATION and BOOTH SET UP: Friday, Nov 6th TBD through Saturday at 7AM

FEES: Jury Fee is non-refundable. 100% of booth fee payment will be refunded if artist does not receive Jury Panel acceptance for show. Sorry, we cannot accept credit card payments by phone.

\$40 Jury Fee
\$300 Competitive Fine Art Booth
\$185 Noncompetitive Arts & Crafts Booth
\$20 Additional Jury fee for late applications

ARTIST AMENITIES:

- \$40,000 Combined Patron and Fine Art Cash Awards
- Discounted hotel accommodations
- Friday Registration and Set Up
- Saturday Morning Set up is available
- Booth sitting both days of festival
- Morning coffee and bakery goods
- Complimentary Parking/ Overnight Parking
- Festival Security Friday and Saturday nights
- No additional charge for corners/ end booth locations

FESTIVAL ADVERTISING: Extensive multi-media marketing campaign to the Volusia/Flagler area to reach locals and "snowbirds" as well targeting the I-4 corridor to include Orlando and Tampa. Advertising includes Cable, Newspapers, Magazines, Outdoor, and Transit Buses, Radio as well as Internet and Social Media. Budget provided by the Guild of the Museum of Arts & Sciences, the Downtown Development Authority, and Sponsors.

NEW CONFIGURATION FOR SHOW BEGINS 2020 All the booth numbers and layout of the festival will change beginning this year. This is due to the City of Daytona Beach's redesign of Beach Street. They are reducing Beach Street from four lanes down to two lanes. We estimate 30 less booth spaces in each of the exhibitor sections. Our new booth count is dependent upon the final design of Beach Street. We will continue to post updates as we receive them on the Festival's website.

ARTIST AWARDS and PATRON DOLLARS: \$40,000+ Patron and Fine Art cash awards. Listing of prize awards will be posted on our website. Please check our website frequently for updates. We have an active and growing HAF

Patron Program which provides patrons with HAF Patron Dollars. All artist exhibitors are eligible to be paid with Patron Dollars. Only Competitive Fine Artists are eligible for cash award prize monies.

JURY FEE and JURY EXEMPTIONS: Please note that all applicants, except those with jury exemptions, must pay the \$40 Jury Fee. Jury fee exemptions are provided to our 2019 HAF Fine Arts Halifax Art Festival winners. We will contact last year's winning artists with a jury fee exemption code to use with their ZAPP applications.

TWO EXHIBITOR SECTIONS:

- 1) Competitive, Fine Artists – Juried selection for show; judged for cash awards. Booth spaces located south of International Speedway Blvd on Beach Street, and on Magnolia Avenue.
- 2) Noncompetitive Artists (Fine artists and Craft Artisans) – Juried selection for show; not eligible for cash awards. Booth spaces are north of International Speedway Blvd on Beach Street.

ARTIST MEDIA:

Acrylics, Clay, Digital, Glass, Jewelry, Metal, Mixed Media, Oils, Other (specify), Pastels, Photography, Printmaking/Drawing, Sculpture, Textiles, Upcycled Arts, Watercolor, Wood, and 2D/3D

JURY PANEL PROCESS:

The Jury Panel will convene the week of June 22nd to June 30th to select artists for the show. Artists will be notified of the panel's decision by email beginning July 1st- July 3rd.

The Jury Panel will select artists for the show based on scoring, and will also approve the artist's requested exhibitor section. There are 2 separate jury panels held for scoring Competitive and Noncompetitive applications. There are no quotas used for individual categories of media, however the jury strives for balance in the show.

Wait listed Fine Artists - Following jury panel, should a 'waitlisted' fine artist be interested in accepting a non-competitive booth location please inform us ASAP by email in early July.

Judges For Competitive Fine Arts: The announcement of judges participating in our show will be posted on our website at www.halifaxartfestival.org and www.halifaxartfestival.com

ARTIST APPLICATION INFORMATION: Please see map and also check our website for updates.

Notice for 2020 Festival: The City of Daytona Beach is beginning the multimillion dollar beautification of the Beach Street Riverfront. Contractors have stated that all road work will be completed prior to our HAF 2020! The pedestrian sidewalks will be enlarged, and road narrowed to one lane, with one lane for angled parking on both sides of Beach Street.

All artists on Beach Street will face the central median instead of backing up to the median as was the case in previous years. All booth numbers and locations may be changed to accommodate an artist request for the desired view (ie east-facing views , west-facing, etc.)

Magnolia Avenue is closest to parking lots for shoppers, and will have wine/beer garden, children's activities, and north and south facing views for artists.

- 1) Applications - Due June 21st 2020.** Artists must identify their desired exhibition selection: Competitive or Noncompetitive. Please know noncompetitive artists will not be placed in the Fine Arts sections. Our emphasis on Student Art at HAF prohibits us from including art of nudes and weaponry. One application, per category, per artist (or 2 artists working as collaborators) When applying under multiple categories (i.e. oil, acrylic, etc.) and utilizing the online ZAPP application process, it is best to set up a separate USER ID for each application. Please note that emailing of images and applications to us will be accepted as are 'hard copy paper applications'. If utilizing this process, please mail us two checks made payable to "Halifax Art Festival" One check for the Jury Fee (\$40), and one for the Booth Fee. Booth fee will be returned if artist is not accepted to show. Utilizing the ZAPP application process, booth fees are paid (by credit card or check) at time of the artist's acceptance to show. The booth fee payment indicates the artist's confirmation to exhibit in our show.

2) IMAGES REQUIRED FOR JURY REVIEW OF APPLICATION:

Three (3) images of artists recent work (created within the last 3 years), in the same medium that the artist is applying. One (1) Booth image: The booth image must display an outdoor booth with white tent meeting requirements. The booth image must display only the artwork medium(s) for which applications have been submitted. Tables, if used to display art in photo, should be of a quality to accurately demonstrate the professionalism of the artist. The booth photo is not to include the image of the artist nor the artist's name. The booth photo is used in the scoring of an artist application.

The quality of these images is important for the jury selection process. If we receive photographs by mail, these will be converted to digital images and placed in a PowerPoint presentation for the jury panel.

****High resolution images, at least 2 MG in size, are needed for use in our festival's advertising and publicity. Following acceptance to our show, please contact us if you would like to be considered for use in our publicity. Questions may be sent to HalifaxArtFestival@gmail.com**

3) ARTIST SIGNATURE OF AGREEMENT to follow our Halifax Art Festival Policies, Rules, and Legal Agreement. As an applicant to the Halifax Art Festival your name/address/email address will be automatically retained on our mailing list. Please notify us of address changes or if you prefer to be omitted from our listing. We do not share your personal contact information without your approval.

4) FEES: \$40 Jury Fee (all applicants)
\$300 Competitive Fine Arts Booth Space
\$185 Noncompetitive Artist Booth Space
\$20 Additional Jury Fee after Deadline
\$30 Bank Fees for returned checks

5) Please provide us with your background and a description of your art work including the techniques used in creation of your art. Our Artist Contact may request additional images and information from the artist prior to the submission of an artist's application to the Jury Panel.

RULES/REGULATIONS/ARTIST AGREEMENT

1. All artwork must be the original work of the accepted artist only. No agents, proxies, or commercial dealers are permitted.

2. No Buy/ Sell exhibitors are permitted. This is a very challenging issue for all of us and is a violation of our rules. We appreciate the efforts of all our exhibiting artists to help us to identify buy/sell violators. Offenders will be asked to remove items and/or leave. No refunds will be made.

3. Juried exhibitors (including collaborators) **MUST BE PRESENT** during the entire 2 days of festival

4. Collaborative Artists – Collaborative artists working as a team to create artwork are permitted. No more than 2 artists are permitted. Please provide one application with both names listed. Both must be present during 2 days of festival.

5. Exhibitors who dismantle their booths early- before 4PM Sunday- will likely not be invited to return to the festival.

6. Artists will be provided with Booth Cards that must be on display throughout the festival. The cards will identify artist name, hometown, category, and space number. The Booth Cards must be on display by 9AM for fine artists to be judged on Saturday morning.

7. Exhibitors are responsible for paying the 6.5% Florida sales tax (tax reporting forms will be provided in the artist registration packet)

8. Jury Fee of \$40 is required of all applicants. Jury Fee exemptions are awarded to the last year's winning fine artists (31).

9. Each artist must enter individually unless the art is a collaborative effort.

10. Artists may only exhibit the artwork media which had been accepted by the jury panel.

11. Artists submitting applications to be juried for additional media (a maximum 4 media) to exhibit within one booth space, will pay one space fee. A separate application with jury fee payment is required for each artistic media.

12. Artists must exhibit a minimum of four (4) pieces per jury accepted category. Only artists juried for jewelry media may exhibit jewelry.
13. Artwork eligible for FINE ART judging must be original work created since 2017. No artwork that has been previously awarded in this festival will be eligible for judging. This rule will be enforced.
14. Prints must be signed and numbered and limited to 350. No laser prints.
15. Ceramics that are hydraulic pressed are not permitted.
16. All displays will be viewed at intervals throughout the Festival to assure that all rules are being followed. Violation will result in the artist being asked to remove his/her unacceptable material from the show.
17. One juried artist exhibitor per space, unless juried into the Festival as collaborative team
18. The judging process of the Competitive Fine Arts begins on Saturday at 9 AM. Please remember that having the artist booth card posted is a requirement to be eligible for judging
19. Vehicles will not be permitted in the exhibit area until 4:30PM Sunday. Decision when to permit vehicles is dependent on the safety of pedestrians inside the Festival. Artists must breakdown booth prior to bringing vehicles into show area.
20. No affiliation, ribbons or publications about the artist may be displayed prior to judging.
21. Unacceptable to show: Decoupage, commercial photographs, mass produced jewelry, manufactured bags or belts, non-original or kit work, or commercially produced products
22. Only artists accepted by jury panel in the jewelry category may display and sell jewelry
23. Exhibitors who fail to show to the Festival without notifying us, and artists who leave the event early, will not be re-invited for up to 3 years.
24. Any breach of the rules/regulations, and policies, forfeits all rights of the artist, and will result in immediate dismissal from the show without a refund.

REFUNDS

Artist cancellations must be communicated to us in writing (email) from the artist by August 1st, 2020 to receive an 80% booth fee refund. (Text messages are not to be used for cancellations.) There will be a \$10 processing fee deducted. No refunds of booth fee will be made after this date.

BOOTH INFORMATION

Tents must be professional, 10 x 10 foot with white top canopies and secure side curtains ONLY. The minimum tent weight is 45 lbs. Booth space is 12 ft by 12 ft

1. No camping tents allowed
2. Weights are required: Minimum weight (professional) is 40 lbs. each on all tent legs. Please ensure that your displays are strong enough to withstand crowds, wind and possible poor weather conditions
 - Not permitted: Raw concrete blocks or bricks, grid only or stabilizer only without weights, dumbbells
 - Permitted: Tube weights, sand bag weights, concrete filled buckets, stabilizer bars with sandbags, weight plates.
3. The booth spaces will be marked by the use of tape or flags. Please refer to festival map for booth layout and numbering.
4. Tent set up begins on Friday. Time for Registration and Set-up will be announced. Saturday morning set up is permitted prior to 7 AM, please notify us if this is your preference
5. Exhibitors should be prepared with rain covers, tie-downs, and weights. Each exhibitor is responsible for his/her own display in case of loss or damage. Not all booth locations are totally level so levelling devices for displays may be needed. Sorry, but we cannot provide assistance with booth setup.
6. Booths spaces back up to sidewalks and will face the center of street.
7. Power is generally not available to artists. The use of generators is prohibited by exhibiting artists due to disturbance to guests and other exhibitors.
8. Booth Assignments: Please indicate on your application your desired view of direction (North , south, east, west). Booth assignments and additional festival information will be sent by email in late August. Information will also be posted on our website at www.HalifaxArtFestival.org (and .com)

9. When an artist receives an acceptance to this year's show, and has exhibited in the prior year's show, we will make every effort to position the artist at or near the location of the previous year's booth location. Please note that we provide our returning winners with first choice of booth locations.
10. No changes of booth assignments will be made unless directed by Festival Chairperson or Artist Contact. (Please know that during Festival Set Up security is not to direct booth changes!)
11. The show layout is designed to ensure a balance in the show, with available corners and 'ends' locations assigned as based on the artist's total points scored in the jury panel selection process. Previous HAF winning artists have first choice of booth locations.
12. We do not provide tents but we will be happy to assist artists in locating a tent.

Artist Agreement:

As a condition of my participating in the Halifax Art Festival, I agree to bear all risk and expense and do hereby release, and forever discharge and hold harmless the Halifax Art Festival (HAF), The Museum of Arts and Sciences (MOAS) and its MOAS Guild, The Downtown Development Authority, and the City of Daytona Beach, FL, and their agents, employees, volunteers, artist exhibitors, and all co-sponsors from any and all manner of and from personal liability, injury incurred in my display location, claims, theft, damage or loss to my artwork or other personal property, or injury to my person or helpers regardless of cause in conjunction with any and all involvement/participation with the MOAS, MOAS Guild and co-sponsors and the Halifax Art Festival.

By applying to the Halifax Art Festival I understand that I am agreeing to abide by the all rules and regulations, and their interpretation by the organizing members of the MOAS Guild. I also agree to abide by the instructions, as set out in any and all letters of announcements and guidelines of the Halifax Art Festival. The MOAS Guild committee organizers have the right to expel me as a participant for any inappropriate conduct/behavior which adversely and/or negatively impacts the HAF show experience for other HAF artists, participants, volunteers, and of violation of any stipulations, and that my fees will be non-refundable. Please note that as an applicant to our festival your name and contact information will automatically be retained in our records. Please notify us of changes to your contact info.

Furthermore I certify that all artwork displayed is my original handcrafted artwork (with collaborator as identified on this application). I understand that the exhibitor tent must meet standards as noted, and I understand that the inclusion of buy/sell or mass-produced items in my display can cause my removal at any time from the Halifax Art Festival without refund. I understand that there will be no refunds if a show is cancelled due to rain, or other adverse weather, or other conditions which affect the safety of the event attendees or vendors. The Application jury fee is nonrefundable. Booth Fees are to be paid at time of acceptance to the show. I understand that 80% refund of paid booth fees less at \$10 processing fee may be obtained prior to August 1st, 2020 upon written notification, by the artist, of cancellation.

I understand that absolutely no refunds to exhibitors will be made after August 2, 2020.

I acknowledge:

The Festival show hours

Saturday November 7, 2020 9:00 AM to 5:00 PM

Sunday November 8, 2020 10:00 AM to 4:00PM

Fine arts must be ready for judging on Saturday morning at opening of show (9 AM)

I have read the entire application and all the regulations and I agree to abide by them. If my application is accepted, the Halifax Art Festival and its organizing volunteers of the MOAS Guild are authorized to use my images, biography, information, to reproduce my artwork through the images I have submitted, and the images obtained during the previous and/or current festival for the purpose of promoting, advertising and marketing of the Halifax Art Festival.



Mail Completed Application To:
Halifax Art Festival
PO Box 730067
Ormond Beach, FL 32173

Date: _____

ARTIST NAME(s): Print please _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP _____

PHONE # : _____

EMAIL ADDRESS: _____

WEBSITE if available: _____

ARTWORK MEDIA: See application for listing _____

All booth numbers will change beginning this year. This is due to the City of Daytona Beach’s redesign of Beach Street. They are reducing Beach Street from four lanes down to two lanes. We estimate 30 less booth spaces in each of the exhibitor sections. Our new booth count is dependent upon the final design of Beach Street. We will continue to post updates as we receive them on the Festival’s website. Winning artists from the HAF 2019 have first selection of booth locations.

****Please indicate: EXHIBITOR CATEGORY: [] Fine Art [] Arts & Crafts**

****Please indicate BOOTH SPACE REQUEST:**

<input type="checkbox"/> Fine Arts
<input type="checkbox"/> Single \$300
<input type="checkbox"/> Double space \$600 (must be requested at time of application)

<input type="checkbox"/> Noncompetitive Arts and Craft
<input type="checkbox"/> Single booth \$185
<input type="checkbox"/> Double space \$370 (must be indicated at time of application)

Additional Comments: _____

- **FEES: JURY FEE is \$40, nonrefundable, applies to all applicants including non-competitive artists. BOOTH FEES are to be paid by check. Please make payable to Halifax Art Festival**
- **ARTIST BIO: Tell us about yourself and your artwork. This can be brief or as long as you would like. We would like to get to know you as an artist. Please provide additional page.**
- **Four (4) photos required. Please ensure that your booth photo does not have picture of artist nor name of artist**
 - (3) Three images, representative of your work of the last 3 years (1) One booth image of your artwork display. Requirements for booth image are noted in the application.
 - If a paper application is being sent to us, please mark each glossy photo on the back with the artist name- **and indicate TOP**. Images may also be emailed to us at halifaxartfestival@gmail.com
- **The undersigned hereby releases and forever discharges the Museum of Arts and Sciences, MOAS Guild, and Festival Co-sponsors of any and all responsibility and liability of whatever kind of loss or damage to the undersigned's property in connection with this exhibition/festival. The artist has read and agrees with the 2020 Halifax Art Festival Artist Agreement and to the policies of the Halifax Art Festival, and agrees to the statements contained in the application, and to follow the rules and regulations of the Halifax Art Festival.**

Applicant's Signature: _____

CHECK LIST: Have you enclosed these required items?

- Required:** A SIGNED completed application for each media category to be exhibited
- \$40 Jury Fee Required of All Applicants (except those with Jury Exemption)**
- Required:** Four (4) Photos (3 of artwork and 1 booth)
- Required:** Artist Bio & Description of Work
- Required:** Booth Fees are to be paid by check for "paper" applications

Sorry, we cannot accept credit card payments by phone.

Or Email Your Application and 4 Images to: HalifaxArtFestival@gmail.com Check must follow application via mail to be filed as a "completed" application. Sorry we don't take credit cards over the phone.

Artist Contact Phone: 386-405-2140 (leave message please)