

HERNANDO BEACH FRONT PORCH ART WALK

ARTIST, EXHIBITOR & CURATED COMMUNITY MARKET GUIDELINES

1st Saturdays • 10:00 AM–2:00 PM

Welcome

The Hernando Beach Front Porch Art Walk celebrates the arts and creative community of Coastal Hernando County. Held on the first Saturday of each month from 10:00 AM to 2:00 PM along Shoal Line Boulevard at participating locations, the Art Walk is designed to showcase fine art, fine craft, and carefully curated local products while creating an enjoyable destination for artists, residents, visitors, and local businesses.

The event is supported through community partnerships, public donations, paid sponsorships, and marketing support. These guidelines are intended to make expectations clear, keep the event organized, and help every participant have a successful experience.

1. Fine Art & Fine Craft Exhibitors

The Front Porch Art Walk welcomes original work created by the displaying artist. Accepted categories include:

- Original fine art and painting
- Gytaku art
- Glass — blown, sculpted, or cast
- Ceramics
- Drawing and graphics
- Fiber art using natural or synthetic fibers, fabric, yarn, or related materials
- Sculpture
- Handcrafted jewelry
- Photography created from the artist's original images
- Mixed media
- Fine crafts demonstrating skilled craftsmanship and decorative design

Original-work standard. All displayed work must be original and attributable to the displaying artist. Kits, machine-made goods, commercial reproductions, mass-produced items, buy-sell merchandise, commercial jewelry casts, and Cricut-type production items are not permitted in the Fine Art & Fine Craft portion of the Art Walk. Artists are responsible for accurately describing and representing their work.

Items not accepted as Fine Art/Fine Craft. Mass-manufactured mugs, tumblers, T-shirts, sublimation products, key chains; candles, incense, soaps, oils or body products; food; reproductions of established characters; antiques; items created by another artist; and work containing explicit language, violence, or hate speech are not permitted in this category. Some handmade products that do not qualify for the Art Walk may be eligible for the Curated Community Market described below.

Photography and promotion. FPAW and its event partners reserve the right to photograph participating booths and work on display for future event and nonprofit promotional use.

Sales tax. Exhibitors are responsible for collecting and remitting applicable Florida and Hernando County sales tax.

2. Curated Community Market

The Curated Community Market expands the Art Walk by providing a separate, curated area for locally grown, baked, crafted, or produced goods that do not fall within the Fine Art & Fine Craft categories. The market is producer-focused:

products must be made, grown, crafted, baked, or processed directly by the participating vendor. Reselling mass-produced goods or representing third-party products as locally produced is not permitted.

The Curated Community Market is hosted at the Hernando Beach Yacht Club, 4163 Shoal Line Blvd., Hernando Beach, Florida.

Products that may be considered

- Shelf-stable baked goods that do not require refrigeration, including breads, biscuits, rolls, cookies, pastries, brownies, qualifying cakes, and non-melting candies
- Jams, jellies, specialty salsa, pickles, hot sauces, and honey
- Popcorn, nuts, granola, trail mix, and cereal
- Vendor-grown produce and fruit — no resale
- Dry herb and spice mixes
- Fresh eggs
- Natural curated soaps and sugar scrubs
- Dog treats and bandanas
- Curated candles
- Handmade baskets, quilts, crochet, and knitted items
- Houseplants and cut flowers

Approved inventory only. Vendors may sell only the products listed and approved on their application. New product lines require written approval from Market Management before they are offered for sale to assure there is not an abundance of like products and to make certain product qualifies

Food, cottage-food & licensing requirements

- Food vendors must comply with the applicable requirements of the Florida Department of Agriculture and Consumer Services (FDACS) or the Department of Business and Professional Regulation (DBPR), depending on the product and method of sale.
- Vendors operating under Florida's Cottage Food Law must comply with Florida Statute 500.80 and applicable labeling requirements. The following statement printed in at least 10-point type in a color that provides a clear contrast to the background of the label: "Made in a cottage food operation that is not subject to Florida's food safety regulations."
- Cottage-food labels must identify the operation and physical address, product name, ingredients in descending order by weight, net weight or volume, required allergen information, and the required cottage-food exemption statement.
- Cottage-food sales must be direct to the consumer; wholesale is not permitted under the market guidelines.
- Produce represented as vendor-grown must be grown by the vendor. Vendors are responsible for any licensing that applies to their operation.
- Handmade-goods vendors are responsible for applicable resale certificates, sales-tax collection, and remittance.

3. Registration, Cancellations & Space Assignments

Registration is completed online only through the Front Porch Art Walk registration process website <https://hernandobeachfrontporchartwalk.com/>. Because booth assignments are created from the registered participant list, timely cancellations are essential.

- Cancellations should be made as far in advance as possible by text to **304-633-7110** or by email to **dianemgreenwell@gmail.com**, including the participant's name and the event month being cancelled.
- **The registration/cancellation cutoff is 14 days before the event.**
- **Cancellations after the cutoff may require a \$35 cancellation fee before participating in a future event.**
- An artist who twice fails to cancel before the cutoff may be required to pay a \$35 setup fee for future events.
- Late registration, when space is available, is \$35.
- No-shows may remain identified on the event assignment list as a "no show."

- Space requests will be considered when possible, but assignments are based on the overall event layout and registered participants. The organizer may make last-minute changes and will attempt to provide a comparable space.

4. Booth Setup, Check-In & Safety

- Each participant supplies their own tent, tables, chairs, racks, displays, and other equipment. Tents may not exceed 10 × 10 feet unless specifically approved.
- Tent weights or anchors are required. Curated Community Market guidelines suggest a minimum of 20 – 40 pounds of weight per tent leg because of coastal winds.
- Participants must check in at the registration table for their assigned location before setting up in case a last-minute space adjustment is necessary.
- Art Walk check-in is generally 8:45–9:45 as well as Curated Community Market vendors. Please try to be fully set up at least 15 minutes before opening.
- No electricity is.
- Booths must remain within assigned boundaries and may not block business entrances, fire lanes, handicap spaces, driveways, or neighboring exhibitors.
- No early breakdown is permitted. **Participants should remain through the official 2:00 PM closing unless weather, safety, or an emergency requires otherwise.**
- Participants must remove all trash, debris, and unsold inventory and leave the booth area clean.

5. Event Locations & Parking

Participating locations and parking arrangements may change from event to event. Always use the artist/exhibitor assignment list and map distributed for the specific month. The existing guidelines identify the following locations:

- Silver Dolphin Restaurant & Country Store — 4036 Shoal Line Blvd.
- Coldwell Banker Weaver Group Realty — 3436 Shoal Line Blvd.
- Mermaid Lakes Parking Lot — 4054 Shoal Line Blvd. (north of Silver Dolphin)
- Hernando Beach Yacht Club — 4163 Shoal Line Blvd. (Curated Community Market)

Parking. Unload as directed at your assigned venue, then move your vehicle away from customer and exhibitor areas. At Silver Dolphin, participants may unload/load in the south parking lot and should then move vehicles to designated event parking. At Coldwell Banker Weaver Group Realty, use the north side for unloading/loading and do not block artist booths or business access. At Mermaid Lakes Parking Lot, park and set up only in assigned areas and do not block the Mermaid Lakes bus, bus access, travel lanes, or designated restricted areas; county parking fees may apply if signage is visible. At Hernando Beach Yacht Club, Curated Community Market vendors must follow Yacht Club and event staff directions for unloading, setup, vendor parking, and customer access. At every location, fire lanes, handicap spaces, driveways, entrances, and traffic routes must remain clear.

6. Sponsors, Promotions & Solicitation

Businesses or organizations interested primarily in product/service promotion, sales, or solicitation are not eligible as artists but may participate as approved sponsors. Sign up at <https://hernandobeachfrontporchartwalk.com/>

- \$50 + processing fees — **Promotional Sponsorship** with 10'x10' booth space, signs, or banners to promote your business
- \$100 + processing fees — **Advertising Sponsor** with 10'x10' booth space, plus advertising on the event flyer, website, and social-media advertising for that month's event to promote your business
- \$150 + processing fees — **Prize Sponsor** with 10'x10' space plus advertising on the event flyer, website, and social-media advertising for that month's event with \$150 being awarded to 1st, 2nd, and 3rd best of show artists
- \$300 + processing fees – **Entertainment Sponsor** with signage or banners recognizing you as the Entertainment Sponsor for the event

\$100+ Sponsors must be registered and paid, with promotional logo artwork submitted 45 days before the sponsored event.

Solicitation policy. Flyer distribution or solicitation by nonparticipants must be approved in advance by Front Porch Art Walk. Sponsors promoting events, products, or services must be paid, registered, and pre-approved. FPAW reserves the right to restrict event solicitation and flyer distribution to approved sponsors and participating artists promoting their own work.

7. Liability, Conduct & Participant Responsibility

- All participants and their assistants must sign a Liability Waiver prior to setup (Available at the Registration Tables)
- Participants are responsible for the safety and security of their booth, merchandise, equipment, and products.
- Curated Community Market vendors are responsible for compliance with applicable food, agricultural, licensing, labeling, and tax requirements.
- The market guidelines recommend general commercial liability insurance and note that insurance may be required for certain food categories.
- Participants are expected to respect host properties, customers, neighboring exhibitors, event volunteers, and the public. If you have any problem, please handle it with a volunteer or call Diane at 304-633-7110. Please be kind to hosts, volunteers, and fellow participants taking part in the event.

8. Contact & Scam Awareness

Front Porch Art Walk Project Founder/Coordinator

Diane Greenwell • 304-633-7110

dianemgreenwell@gmail.com

hernandobeachfrontporchartwalk@gmail.com

Please be alert for scams. Do not send money or registration information in response to an unfamiliar contact claiming to represent the Hernando Beach Front Porch Art Walk. If you are unsure, verify the request using the contact information above. Your personal registration information will never be shared without your permission.

OUR GOAL

To create a welcoming 1st Saturday destination that celebrates original art, skilled craftsmanship, locally produced goods, and the Hernando Beach community. Thank you for helping us keep the event organized, safe, fair, and enjoyable for everyone.

Revised August 2026