



Friends of Mueller State 'Art In The Park'

Spring Arts Show

The Friends of Mueller State Park (“the Friends”) invite you to join our Second Annual Spring Arts show.

Event Dates: Spring Arts Show: Memorial Day Weekend, May 23 – 25, 2020

Time: 10 a.m. – 4 p.m. Saturday/Sunday and 10 a.m. – 2 p.m. Monday

Location: Mueller State Park Conference Room located in the Visitors Center, 21045 S State Highway 67, Divide, CO 80814.

Show Theme: Wall artwork and photography should be of local wildlife, horses, birds, trees, flowers, landscapes or historical elements of the Rocky Mountain Region – emphasis on Colorado – primarily in a Spring or Summer theme. Additional handcrafted items – for example, woodturning, jewelry, fused glass – are also accepted and should be aligned with the show’s theme if possible.

Advertising: The Friends will promote this Spring show via print and social media advertising. A large banner will be displayed outside of the Park gate during the week of the show. Please assist in advertising by promoting the show to your clients and plan to be at the show at least 75% of the time to help sell your artwork.

Commission: The artist will receive 70% of all retail sales and 30% goes to The Friends of Mueller State Park, a 501c3 non-profit organization, responsible for raising money to fund special education projects and interpretive exhibits of Mueller State Park. These projects are designed to enhance the experience of all visitors to the park.

Art Price Range: All items for sale should be within the retail price range of \$10 to \$350.

Artwork Display: For wall art, the Friends will provide from one to four full sides of standard Pro-Panels (hanging area 38.5” x 71”) and all necessary hanging hooks. Artists must provide framed art with wires which are the preferred method for the panel’s art hanging system.

Wrapped canvas art is not required to be framed but must have wires. Individual wall pieces cannot exceed 16 lbs. If necessary, hangers for metal photos will be provided.

Artists must provide enough artwork to fill their assigned spaces and plan to have extra artwork available to replace items that sell.

In addition to panels, each wall artist can bring a single container to hold their matted prints for sale. This container should be placed in front of the artist's panels. These containers should be attractive and made of a sturdy material and be monitored at all times by the artist for visitors' safety. Matted prints can be of any theme in any season.

A community table will be available for packages of cards. Retail sales value of these packaged cards should be at least \$10.

For handcrafted items, the Friends will provide one to two 4' or 5' tables for each artist. The artist should bring a cream or white tablecloth for use on each table requested.

All artwork will be displayed **indoors**. Artists must reserve their required number of panels and tables by April 1, 2020.

Artist and Art Identification: The Friends will provide panel or table signage with the artist's name. We will also provide blank art name cards and Velcro microdots to attach these completed cards to panels alongside the art. Each artist should complete these cards for all pieces of art and each card should include the artist's name, the name of the art piece, the outside dimensions and the selling price. For handcrafted art shown on tables, a card needs to be completed for each art item to include artist's name, name of art piece and selling price.

The artist can also prepare the art name cards (handwritten or printed) ahead of the show by utilizing Avery 8371 (or comparable) 2" x 3-1/2" matte white business cards.

All sales will be conducted by the Friends of Mueller State Park. The Friends will be able to accept checks, cash or credit card charges for any sale. There are no additional fees to the artist beyond the 30% commission. The Friends will provide credit card services, will collect and pay Colorado and county Sales Tax and pay the artists for their sales within 30 days after the show.

Tracking Sales: The Friends will not be monitoring any inventories. Instead, a 3 Part Carbon Sales Receipt Book will be provided to each artist to record sales. When a sale is initiated, the artist should complete a sales receipt (with carbon) with the artist's name, the short item description and its price. The original white receipt along with the yellow copy is to be provided to the customer to bring to the checkout table along with the sale item. It is preferred that the artist accompany the buyer to the checkout table. The pink carbon copy should be kept by the artist for their records. After the show, a list of sales by artist will be provided so that each artist can verify the amount before the Friends generate a total payment.

Delivery of artwork to Mueller State Park Visitors Center: The artists are responsible to deliver and hang on panels or display on tables on Friday, May 22th between 10 a.m. and 2:00 p.m. All artwork

must be ready for display upon arrival and be available for the duration of the show. Artist entrance passes for all four days will be available at the Park entrance. During the set-up times, please park in front of the Visitors Center to drop off your artwork.

On arrival inside the Visitors Center, please check in with the Friends table to receive a name badge that must be worn at the Visitors Center at all times.

Show Parking: During the show artist parking will be at the Outlook Ridge parking area which is located immediately past the entrance to the Visitors Center on the left. Follow the signs for this additional parking.

Pick-Up Artwork: Artwork must be picked up on Monday, May 25, at the end of the show at 2:00 p.m.

ADDITIONAL NOTES:

Lunches and Snacks: Please bring food and drink as desired. There is a refrigerator available downstairs and please only eat in the downstairs conference room. In order to visit the downstairs areas, everyone must wear your name badges. As a bonus, on Sunday, lunch will be provided to all artists by the Friends of Mueller State Park.

The Friends will have additional tools including tape measures, screwdrivers and a ladder. Further, if the weather deems it necessary, we will have large bags available for sold artwork to be safely delivered to the new owner's vehicle.

Although ample care will be taken for all artists' work, the Friends will not be responsible for loss, theft or damage to any artwork.

ARTWORK ELIGIBILITY:

The Friends of Mueller State Park reserve the right to decline work that does not meet the show stated criteria. Entry constitutes the use of images for show publicity purposes without compensation.

All work must be created by the applicant. Artist must have the right to the source material and the legal right to sell the artwork.

For additional information contact the Friends:

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