

Art in the Park

“**Art in the Park**” is located in Marathon Park in Wausau, Wisconsin and is an integral part of Wausau’s “**Artrageous Weekend**”, which also includes the “**Festival of Arts**” in downtown Wausau and the “**Birds in Art**” at Leigh Yawkey Woodson Art Museum. Wausau’s “**Artrageous Weekend**” is an established event that is scheduled on **the first weekend after Labor Day**.

Being one of the three events that make up the “Artrageous Weekend” provides numerous benefits for the show and exhibitors.

*We share the cost of the **shuttle system** provided for customers to travel between these three events.

*We all benefit from the **broader advertising** afforded by a group effort and shared expenses.

- Having a multi-faceted event draws a larger crowd, **more customers, ...and happier exhibitors.**
- It is estimated that **30,000 plus people** attend “Art in the Park” over the two-day event.

The WVAA’s “Art in the Park” is an established event. The 2008 weekend will be the **33rd Annual Event**

The Event:

“Art in the Park”
Saturday & Sunday of the weekend after Labor Day
Show Hours are 9:00 AM to 5:00 PM on both days.
Exhibition Building & East Gate Hall
In Marathon Park

Set up begins Friday at noon and ends at 8:00 pm.

***All booths are inside buildings and the show is not dependant on the weather.**

*Security is provided for both Friday & Saturday nights.

***Food vendors are located outside of East Gate Hall. The food vendors selected by the committee are limited to fundraising for non-profit community groups or individuals who donate their profits from the weekend to a non-profit community group or local charity.**

Shuttle buses are provided free of charge for transportation between Art in the Park, the Festival of Arts in Downtown Wausau, and the Birds in Art Exhibit at the Woodson Art Museum.

Parking is provided for volunteers near the East Gate Hall with easy in & out access to the event.

Added attractions:

Children’s Craft Area in a quiet secure area of the **East Gate Hall**
Book signing by the Illustrator of a Children’s Book at the entrance of East Gate Hall on Saturday afternoon in conjunction with Janke Book Store
Butterfly Education Sessions on Saturday & Sunday with
Butterfly Release on Sunday afternoon

The Exhibitor/Volunteer Picnic is following the show on **Saturday evening**. One ticket is provided for each booth and for volunteers. Additional Tickets may be purchased for a nominal price.

Volunteer opportunities for Art in the Park:

- Screening committee
- Distribute Art in the Park brochures to area Merchants, 10-14 days before the event
- Thursday afternoon set-up, hang posters/signs, Registration Packets, Miniature booth set-up
- Friday- Registration area, Exhibitor Parking
- Parking Attendant for Volunteer and Handicapped Parking- limit access to parking lot
- Relieve exhibitors for lunch and bathroom breaks by watching their booth, or be a lunch runner.
- Work in the Information Booths
- Work in the Children's Craft Area
- Distribute Art in the Park Brochures at the event
- Work in the Miniature Show Booth
- Take down and clean up

Volunteers wear bright green tie-died t-shirts with "Art in the Park" Logo and/or a Volunteer name badge. More information and updates on volunteer opportunities will be in each year's summer newsletter.

A volunteer information meeting is held in mid to late August.

The Art in the Park Board appoints the Art in the Park Chairperson for an unlimited term. The Chairperson selects her/his own co-chairpersons, not to be more than 5 persons.

Q: Why are applicants screened for Art in the Park?

A: The mission of the WVAA is Art Education for the Community. In order to filter inappropriate applicants and protect the caliber of the show, it is necessary to screen the applicants. **The screening process is insurance that "Art in the Park" does NOT decline to "buy and sell".**

Also, by screening for original, high-quality art and craft work, and presenting this to the public in the form of "Art in Park", we are continually educating and exposing the public to the work of artisans, and supporting the art community by offering a venue for you to display your talent and sell your work.

Q: As a returning exhibitor, am I guaranteed a booth in "Art in the Park" each year?

A: No. In order to meet the requirements of a screened art and craft fair, the screening committee must evaluate each application on its own merit through photographs and information provided on the application. To provide a well-balanced show and variety for the customers, we limit the number of exhibitors for each category of work. We also limit categories to make booth placement beneficial for all exhibitors. **Jewelry, pottery and woodworking/furniture generally fill early**, but each category varies from year to year. To have the best chance at being screened in and accepted into the show, it is highly recommended that you **submit your application by the earliest deadline.**

If the category is full and your work meets the approval of the screening committee, you may be placed on a waiting list pending the cancellation of another exhibitor in your same category

Q: Is there any benefits for WVAA Members as exhibitors at Art in the Park?

A: Current WVAA members are waived the first year screening fee. WVAA Members are required to submit the photos of their work and booth for the screening committee, but will continue to have the **screening fee waived as a benefit of membership.**

Current WVAA Members who are returning exhibitors get the first choice of booth locations, and are notified of other benefits and opportunities in the acceptance letter.

If you are interested in more information regarding a booth at Art in the Park, applications and application information may be obtained at www.wvaa-art-wausau or from the current Art in the Park chairpersons.

The Miniature Show for WVAA Members at Art in the Park

The Art in the Part Committee offers a **booth to the WVAA Members to share to sell their original artwork** at Art in the Park. This has been offered for members to be able to sell their original artwork without having to make the financial and time commitments of purchasing an entire booth, creating enough stock to fill an entire booth, and spending the entire weekend setting up and staffing a booth.

Due to several considerations, the pieces have been limited to 8 x10 inches (excluding the frame) for 2 dimensional pieces, and 8x10x10 inches for 3 dimensional pieces.

Selling prices need to be rounded to the nearest dollar and need to include the sales tax in your price.

Reporting your sales and sales tax will be your individual responsibility.

Suggested selling prices of \$50 or less (but this is just a suggestion)

Entry fees for the booth have been miniature too:

Option #1: \$10 for 3 pieces or \$20 for 6 pieces, plus 2 hours of booth sitting. If these pieces sell, they may be replaced with additional pieces by the artist for no additional fee, with no limit to number of pieces sold.

Show hours are 8 AM to 5 PM on both Saturday and Sunday. A minimum of 10 booth volunteers will be needed. **Booth Volunteers must be WVAA Members.** You may not have a substitute for your booth-sitting requirement, unless the substitute is a current WVAA Member.

Option #2: If the WVAA member cannot volunteer 2 hours of booth sitting (due to whatever reason), the booth fee is \$25 for 3 pieces and the artist cannot replace with additional artwork if these are sold.

Media, name, price, artist's name and phone number need to be on the back of each piece of artwork.

Delivery of artwork to the Exhibition Building in Marathon Park and booth set up will be the Thursday and Friday of the weekend event. (Times will be given in the summer newsletter)

See the summer edition of newsletter for the registration form and media labels.

The newsletter will also note any updates, rate adjustments, and/or changes in the above rules, as these may be adjusted on an annual basis.

Volunteer Opportunities:

A Chairperson and co-chairperson is needed annually for the Miniature Show

Participants volunteer time for a reduced booth fee:

Setting up, staffing, and taking down the booth.

WVAA Purchase Awards

What is a WVAA Purchase Award?

The WVAA and the "Festival of Trees" and "Spring Banquet" Committees have budgeted funds to purchase merchandise from "Art in the Park" Exhibitors each year. A large Purple and White Ribbon that is labeled "Wisconsin Valley Art Association Art in the Park Purchase Award" and a check for the amount of purchase signify the Purchase Award. Previously this had been a responsibility of the "Art in the Park" committee. This was changed so that the chairpersons of each of the committees could select the merchandise that fit their theme and their budget.

What is done with the merchandise after it is purchased? Who gets to keep the goods?

The art and craft-work that is purchased is then utilized by the WVAA for the "Festival of Trees" WVAA Member Tree and the Spring Awards Banquet Committees

The Festival of Trees is a fund-raiser for the local Hospice organization. The WVAA provides financial support and its members donate their time, talents, and ornaments they have created to decorate a theme tree, which is then part of a silent auction. All funds from the WVAA tree go to Hospice. We supplement our own art and craft work with the Art in the Park Purchase Awards merchandise, as gifts on and under the tree.

The Spring Awards Banquet committee distributes, at random, the art and craftwork they purchased as "Purchase Awards" to attendants of the Awards Banquet.

What are the criteria for the purchase awards?

Affordable- the committees have limited budgets and have to distribute the funds to purchase a number of awards.

Unique, creative, distinctive pieces. Pieces with originality.

High-quality workmanship.

Fitting the theme for the WVAA tree, which changes yearly, and the Spring Banquet

Are the Committee members the only ones who can award a Purchase Award?

No. Each WVAA member has the option of giving **one purchase award ribbon per year**. The criteria for a WVAA Member awarded purchase award is that it is purchased with their own funds (NOT WVAA funds) and must be \$35.00 or more for an individual item. This is done to enable both large and small purchases to be made, so as not to exclude the higher priced items from receiving purchase awards.

WVAA members may also receive purchase awards. This is a change from previous guidelines. The only limitation is that you or your family members/friends may NOT award yourself a purchase award. This guideline will rely on the honor code.

The Ribbons are the same for each award. The member must notify the Art in the Park chairperson that they have made a Purchase Award, so that the ribbon may be awarded.