



## **Art in the Plaza**

### **Summer Art Market in Century Plaza**

**Who:** We are seeking **individuals who create local, handmade artworks and crafts** ranging from paintings and photography to glasswork and carvings. We are also seeking **musical or performance artists** who wish to be featured during the market hours.

**What:** Our vision is to create a family-friendly cultural destination utilizing the space in Century Plaza. This open-air marketplace will provide emerging artists and performers in and around the Roanoke region an opportunity to showcase their work.

**When:** Art in the Plaza will be held on **June 24, July, 22, and August 26**, unless otherwise scheduled. **The market hours will be 10:00am – 3:00pm.** Cancellations due to rain or inclement weather will be at the discretion of City of Roanoke Parks and Recreation.

**Where:** Art in the Plaza will be located downtown, adjacent to Market Street, in **Century Plaza (14 Church Ave, SE)**. With recent upgrades, Century Plaza will provide a charming and inviting atmosphere for local artists and performers to exhibit their skills.

### **Art in the Plaza Guidelines**

#### **Artist Qualifications**

All artists or performers must complete an **Artist Application Packet** in order to participate in Art in the Plaza. All completed packets must be submitted to City of Roanoke Parks and Recreation staff before becoming eligible to participate. **Applications can be submitted by email to Lauren Woodson at [lauren.woodson@roanokeva.gov](mailto:lauren.woodson@roanokeva.gov) or in person at the Mountain View Recreation Center (Monday – Thursday, 10am- 4pm or Friday, 10am – 2pm).**

- Artists will be required to submit three (3) image samples of work with the completed application. Performers will be required to submit one (1) MP4 file or online link (ex: YouTube, Sound Cloud, etc) as a sample. The City of Roanoke Parks and Recreation will have the final authority regarding the acceptance or rejection of any product that does not follow the guidelines below.
  - All products must be at least 80% handmade original arts and/or crafts. No machine made or mass produced work permitted.

- Artist may sell prints of their original artwork. No mass produced printed posters or other works allowed.
- Performers may sell CDs, DVDs, or memorabilia related to their performance only. Image samples of memorabilia must be submitted at time of registration.
- All jewelry pieces must be handmade, finished and assembled exclusively by the artist.
- Artwork and performances must be appropriate for all ages.
- Any new works, different from the medium of the work submitted during registration, must be reviewed by City of Roanoke Parks and Recreation Staff prior to inclusion in Art in the Plaza.
- City of Roanoke Parks and Recreation reserves the right to request removal of any product from an artist's display if it does not follow the guidelines.
- There will be a **\$15.00** non-refundable setup fee (except cancellation due to weather) for each Art in the Plaza date. Each artist and performer will be required to pay this fee via credit card, cash, or check to City of Roanoke Parks and Recreation no later than 5 days prior to the Art in the Plaza date.

### **Operational (Day of Market Procedures)**

- City of Roanoke Parks and Recreation will provide each artist or performer with the complete listing of Art in the Plaza dates prior to the start of the season. In the event of rain or inclement weather, changes to the schedule and/or cancellations are at the final discretion of City of Roanoke Parks and Recreation. Each participant must assume all risk related to rain or inclement weather. Artists and performers will be notified of any changes via email.
- Spaces will be assigned by City of Roanoke Parks and Recreation Staff. Artists will receive space assignments no later than the Wednesday before each Art in the Plaza date. Performances will be assigned to the stage area unless otherwise noted.
- There will be 3 time slots available for performers on each Art in the Plaza date: 10:30am – 11:30am, 12:00pm – 1:00pm and 1:30pm – 2:30pm. Performers will receive their time slot assignment no later than the Wednesday before the Art in the Plaza date.

- In the event that a performance time slot becomes available, City of Roanoke Parks and Recreation Staff will notify all registered performers via email of the availability. It will be given to the first performer who claims the slot by contacting City of Roanoke Parks and Recreation Staff.
- Set-Up is on the day of Art in the Plaza only. Artists may arrive no earlier than 9:00am for display set-up. All display areas should be set up no later than 10:00am. Artists should set up so as to not disrupt the right of way of Art in the Plaza patrons or block any entrances. Musical or performance artists can begin set up 30 minutes prior to their performance time.
  - Participants will be responsible for supplying their own tables, chairs, signage, tents, displays, racks, etc.
  - All tents must be weighted for safety of Art in the Plaza patrons and other exhibitors.
  - Electricity is not available in Century Plaza. The use of any type of generator is prohibited.
- There will be no designated parking available for participating artists and performers. Cars are not allowed to park in Century Plaza under any circumstance.
  - Artists and Performers are allowed to park adjacent to Century Plaza on Kirk Ave. for approximately 15 minutes to unload and/or tear down. Artists and Performers will be required to relocate their vehicles prior to the start of the market hours. Parking in the Campbell, Elmwood, and Church Parking Garages is free on Saturdays.
  - The City of Roanoke Parks and Recreation and Art in the Plaza will not be held liable for any ticket or parking fines issued to participating artists and performers.
- Display areas and artworks must be occupied by artist or an agent (spouse, sibling, child, etc.) at all times during the market hours. All artist (or agents) must conduct their own sales transactions. Agents must be pre-approved by City of Roanoke Parks and Recreation Staff.
- Open flame of any kind is prohibited during the Art in the Plaza. This includes performances and artist demonstrations.

- Performers may collect tips in only a passive manner using an instrument case or comparable receptacle. No performers shall actively solicit donations by word of mouth, gesture, mechanical devices or third party agents.
- Performers are responsible for moderating the volume of their performance to a level appropriate.
- Artist and performers agree to take care of grounds, cleaning up their area, and disposing of trash in designated bins at the end of the day.

### **Artist Responsibilities**

- The collection of City and State Sales Tax is the sole responsibility of the artist or performer. Art in the Plaza and the City of Roanoke Parks and Recreation Department will not collect or pay any taxes on your behalf.
- The use of alcohol or drugs is prohibited at all times in Century Plaza. Artists or performers who violate this regulation will be asked to leave the property.
- Artists and performers grant Roanoke Parks and Recreation a license to make two-dimensional reproductions in the form of photographs or video of artwork and performances for noncommercial marketing purposes. This includes but not limited to advertising, brochures, media publicity, web use, or other similar publications.
- All artists and performers agree to treat their fellow artist and City of Roanoke Parks and Recreation Staff with courtesy and respect. Verbal or physical abuse of any kind will not be tolerated.

\*All artists and performers must read, understand, and comply with all Art in the Plaza guidelines listed above and directed by City of Roanoke Parks and Recreation Staff. Violation of any part of the Guidelines will result in warning from City of Roanoke Parks and Recreation Staff and could result in suspension from participating in upcoming Art in the Plaza dates.



# ARTIST APPLICATION

## Art in the Plaza

### Summer Art Market in Century Plaza

Name: \_\_\_\_\_

Business Name (optional): \_\_\_\_\_

Website/Facebook (optional): \_\_\_\_\_

Brief Artist Statement:

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Brief description of the work you will to show and sell during Art in the Plaza:

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What types of mediums and materials are used to create your works of art?

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Price Range of Artworks: \_\_\_\_\_

Please list all individuals who will assist you and sell works on your behalf during Art in the Plaza:

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# ACTIVITY ENROLLMENT FORM

For Office Use Only:

Date Received: \_\_\_\_\_ Received By: \_\_\_\_\_

## Section I – Customer Information

Customer Name: \_\_\_\_\_ City Resident? ☐ Yes ☐ No  
Email: \_\_\_\_\_ Date of Birth: \_\_\_\_\_  
Customer Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Home Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_  
Emergency Contact Name: \_\_\_\_\_ Relationship: \_\_\_\_\_  
Emergency Contact Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Home Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_  
What disabilities or conditions do you have which might limit participation? \_\_\_\_\_  
What medications, if any, do you take at this time? \_\_\_\_\_  
What allergies, if any, do you have at this time? \_\_\_\_\_  
Sport (if applicable): \_\_\_\_\_ Team Name (if applicable): \_\_\_\_\_

## Section II – Activity Information

Activity Title/League/Course Number	Dates	Day(s)	Time	Fee

## Section III – Indemnification and Authorized Signatures

In consideration of myself or my minor child or ward being permitted to enroll and participate in this program, I agree to: 1. Assume all risks of this activity and understand that such activity is subject to mishap and even injury, and that participation in the activity could result in broken limbs, paralysis, or other serious injury or death; 2. Attend program pre-meeting(s), when offered, to learn specific program safety procedures; 3. Grant permission to transport me or my minor child or ward to and from the activity if required, and to hold harmless those who provide transportation; 4. Allow transportation of me or my minor child or ward to the nearest physician for medical treatment and agree to allow for immediate medical treatment when deemed necessary; 5. Wear proper clothing and protective equipment during the program and act in a safe and responsible manner so as not to endanger other persons or property; 6. Indemnify and hold harmless the City of Roanoke, its officers, officials, agents, instructors, employees, and volunteers from any and all claims, damages, losses, and expenses, including attorneys' fees, for any harm, injury, damage or loss which may be sustained by me or my minor child or ward, arising out of, or resulting from, participating in this activity; 7. Assign to the City of Roanoke, its nominees and agents, permission to use, publish and republish for purposes of advertising and trade, such use as the City may determine, information and reproductions of my likeness (photographic or otherwise) or that of my minor child or ward, with or without identification of me, or my minor child or ward by name; and 8. Allow my minor child or ward named above to participate in the program.

Print Applicant Name: \_\_\_\_\_

Customer Signature: \_\_\_\_\_ Date: \_\_\_\_\_