



## 2017 Gilroy Art & Wine Stroll

### ARTIST INFORMATION

Dear Artist:

The Gilroy Art & Wine Stroll is an annual event organized by the Gilroy Downtown Business Association (GDBA). My name is Kevin Heath, and I am the Executive Director at the Gilroy Center for the Arts, in addition to being a committee member for AWS. My role is to invite and coordinate the artists for the day. Gilroy Arts Alliance, the non profit that operates the Gilroy Center for the Arts, hosts the artists, and wineries, outside the Center on the Green. If you'd like to learn more about the Center, check out our website [www.gilroycenterforthearts.com](http://www.gilroycenterforthearts.com). We'd love to have you participate this year!

Patrons of the Art & Wine Stroll will have the opportunity to visit all the artists in one place, while sipping wine on the Green.

**NEW THIS YEAR**...the Center will create a coordinating marketing campaign with the Stroll to advertise an **Art Festival** at the Center on this day. We hope to draw patrons who might not understand you do not need to purchase an Art & Wine Stroll ticket to shop. We also hope the patrons who show up to shop will see how fun the wine tasting is, and purchase a ticket to the Stroll. A win-win for everyone.

The application follows this information. Here are a few bullet points:

#### **When/Where/How**

Date/Time: May 20th, from 2:00pm to 6:00pm

Set UpTime: Set up 11:30am to 1:30pm on May 20th

Tear Down: 6:00pm to 7:00pm on May 20th (Booths are not to be torn down before 6:00pm)

Space Fee: **\$25** (super cheap!) for a 10 x10 space on the green (You will be responsible for bringing chairs, tables, and a canopy.) If you do not have chairs and a table, please contact me.

#### **Selling Points For Participating**

The Center for the Arts is the south check in station for the Art & Wine Stroll. Hundreds of people check in at our location and pass through the Green.

Pour station locations will be on the Green, in the Demonstration Garden and at least one across the street, creating a nice traffic flow on our end.

You do not need a ticket to shop the artisan booths, so the general public will be able to access you, especially with our Art Festival marketing. Tickets are required for tasting, however.

## **Artist Requirements**

Submit, via mail, the attached application with check for \$25, made payable to Gilroy Arts Alliance, by May 15, to confirm your space

**All Applications must be to me no later than May 15, 2017**

If you prefer to drop off your application at the Center, you can do so during business hours (Tues-Fri 2pm to 5pm, Sat/Sun 11am - 2pm. Closed Mondays)

Items sold can fall under the heading of "art" and "crafts". Items must be handmade or at least hand embellished. The event is an Art & Wine Stroll, so only artists will be considered.

Plan to display smaller items to sell, as it is easier for the patrons to purchase and carry. Of course, wine themed items tend to sell well. You are welcome to display larger pieces to show examples of your work.

Per the State Board of Equalization, you are **required** to have a valid California Seller's Permit to participate. If you do not have a permit, you can apply on line, it's very easy. Here is the link: <http://www.boe.ca.gov/info/reg.htm>

**If you need to apply for a Seller's Permit, please do not leave it to the last minute.** We want to be sure you have a space, so please apply as soon as you can.

If you sell your items two days or less over a 12 month period, you will not necessarily be required to have a CA Sellers Permit. Instead, you will need to fill out a form called BOE410D, submit it to the BOE, and enclose a copy of the form for me when you submit your application. You can access the form here: <http://www.boe.ca.gov/pdf/boe410d.pdf>

**PLEASE NOTE...APPLICATIONS SUBMITTED WITHOUT A VALID CA RESALE PERMIT NUMBER WILL NOT BE ACCEPTED.**

If you have any questions, please feel free to email me at [Kevingilroyartsalliance@gmail.com](mailto:Kevingilroyartsalliance@gmail.com), or leave a message at 408-842-6999. I'd be happy to help.

I look forward to working with you on this amazing event!

Kevin Heath  
Executive Director  
Gilroy Center for the Arts



## Gilroy Downtown Business Association

### 2017 Gilroy Art & Wine Stroll

#### ARTIST APPLICATION

*(Booths are 10' x 10' unless otherwise arranged)*

1. Applicant/Artist \_\_\_\_\_  
Address \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ E-Mail \_\_\_\_\_  
Alternate Contact \_\_\_\_\_
2. What medium or product will you sell? Please be specific. If this is your 1<sup>st</sup> time at AWS, please submit pictures of your work.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. Have you operated or assisted in the operation of a vendor booth at a Downtown Gilroy event under a different organization or individual name: \_\_\_\_ Yes \_\_\_\_ No If yes what name? \_\_\_\_\_
4. California Seller's Permit Number \_\_\_\_\_ **\*\*Required**
5. Are you using a standard pop-up 10x10 \_\_\_\_ Yes \_\_\_\_ No (If No, please send a picture of your booth with this application.) What is the ACTUAL SIZE? \_\_\_\_ ft wide x \_\_\_\_ ft long x \_\_\_\_ ft deep  
What additional space do you require? \_\_\_\_ ft adjacent, \_\_\_\_ ft behind.  
Please describe any special requirements: \_\_\_\_\_

I understand that the location of my booth may be changed by GDBA to facilitate the best operation of the event and the operation of my booth is subject to City Ordinances, City Fire Marshall, Police Department or County Environmental Health Department guidelines and standards.

**Include check for \$25 per booth (check made payable to GILROY ARTS ALLIANCE)**

***Return application(s) with payment(s) by mail to:***

***Gilroy Arts Alliance, 7341 Monterey Street, Gilroy, CA 95020***

*Contact Kevin Heath with questions: [KevinGilroyArtsAlliance@gmail.com](mailto:KevinGilroyArtsAlliance@gmail.com)*

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Signature of Applicant

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Date

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**GDBA USE ONLY**

Approved \_\_\_\_\_ Total fees \$ \_\_\_\_\_ Amount Paid \$ \_\_\_\_\_

Dimensions \_\_\_\_\_ Vendor Number \_\_\_\_\_ Booth Number \_\_\_\_\_

Comments

2016

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