



# FIESTA HERMOSA

## Labor Day Weekend

**Saturday-Sunday-Monday, September, 4, 5, 6 - 2010**

### GENERAL INFORMATION

**IMPORTANT NEWS!** Except for booths on Pier Plaza, Vendor booths/displays **DO NOT** have to be taken down and removed at the end of the day Saturday and Sunday. Vendors must secure display or booth set ups and remove valuable items when the show closes on Saturday and Sunday evenings. Security will be provided after 8:00 pm to monitor displays and booth set-ups. Vendor property is left at vendor's risk. The Chamber assumes no liability for lost, stolen or damaged property.

**Event Producer:** The Hermosa Beach Chamber of Commerce and Visitor's Bureau

**Hours:** Open to the public from 10 am to 6 pm Saturday, Sunday, and Monday. Vendors must occupy the booth all three days. Exhibits must be set up by 9:30 am each day and cars must be off the venue. Space is forfeited without a refund for your application fees if you are not set up by 9:30 am. Detailed instructions for space set up are included in the confirmation packet mailed to vendors after acceptance into show.

**Location:** Next to the beach downtown on the Pier Plaza and along Hermosa Avenue between 10<sup>th</sup> Street and 14<sup>th</sup> Street.

**Eligibility:** The Fiesta Hermosa is open to artists, crafters and importers. Our goal is to present a show with variety in media and price range. A jury will determine eligibility based on quality, diversity, presentation and originality (as shown in your photographs) in comparison with other applicants within your category. **ENTRIES WILL BE JURIED AS THEY ARE RECEIVED.** Each category is limited to ensure a well-balanced, aesthetically pleasing and interesting show. The Chamber reserves the right to limit the number of applicants for any one type of item and reserves the right to change or substitute spaces. In case of a qualifying tie, the entry with the earliest postmark will be chosen. **APPLICATION DOES NOT GUARANTEE ACCEPTANCE INTO THE SHOW. DO NOT CALL THE CHAMBER TO ASK ABOUT THE STATUS OF YOUR APPLICATION. IT WILL ONLY DELAY THE PROCESS.**

**Space Fees:** **ARTISTS, CRAFTERS & IMPORTERS ONLY** - Cost is \$550 per 10' x 10' space plus a non-refundable \$25 jury fee and the City of Hermosa Beach \$25 vendor fee for each show. Electricity is \$50. The fee for the show must be paid by **cashier's check or money order (no other checks accepted)** and must accompany the application. Make cashier's check or money order **payable to Hermosa Beach Chamber of Commerce and Visitors Bureau.** **A late fee of \$50.00 if received after the application deadline.**

**\*\* FIESTA HERMOSA IS A "GREEN EVENT".**

**PLEASE USE PAPER BAGS FOR YOUR MERCHANDISE, NOT PLASTIC.\*\***

**Space Sizes:** Most spaces are approximately 10 feet wide and 10 feet deep but some may vary. Maximum booth and/or display height is 7 feet. Fire Department personnel inspect the venue daily to monitor compliance with space dimensions. It is mandatory that you keep your items within your booth space or you will be cited or removed from the show without a refund. Fees are the same for all spaces. Two spaces (10' x 20') may only be granted to artists upon jury decision.

**How To Apply:** Submit 6 photos (not slides) of your work for the art jury. One of the photos must show the display you will use at the show. Quality photos are essential for proper judging. All artists/crafters applying must submit photos even if they have previously participated in this event. Send an 8 ½" X 11" size, self-addressed, stamped envelope with \$1.22 return postage for mailing of the jury committee results to you. Art jury results (acceptance or non-acceptance into the show) will be mailed at least 3 weeks prior to the show if application is submitted by deadline date. **A copy of The Swap Meets, Flea Markets, or Special Events Certification Form (#BOE-410-D) must be included with your application.**

**Application Deadline: Labor Day Weekend Event: Application must be received by Friday, July 23, 2010.** All applications must include a cashier's check or money order only. No other checks will be accepted. Applications paid by personal check WILL be returned to sender which delays processing. All participants must have a temporary or permanent resale license. (See below for details on obtaining a Seller's Permit) Do not send applications by certified or registered mail. It will delay processing of your application. Entries received after July 23, 2010 must include a non-refundable \$50 late fee (cashier's check or money order only). Late entries may be too late for the admission to the festival.

**Confirmation / Refunds:** Jury results (acceptance or non-acceptance into the show) will be mailed no later than 3 weeks prior to the show. Space assignments and a map of venue will be included with notice of acceptance into the show. If it is necessary to cancel, a \$35 cancellation fee will be deducted from your entry fee in addition to the non-refundable jury fee, a \$60.00 total. Refunds must be requested in writing and submitted to the Hermosa Beach Chamber of Commerce and Visitor's Bureau. Notification requesting the refund MUST be made by fax or letter. Fax or letter must be received by the Chamber by 4 pm on July 30, 2010 for the Labor Day Show. No refunds will be processed without written request. No telephone or verbal requests for refunds will be accepted. This is an outdoor event. There are no refunds in case of inclement weather, acts of nature, acts of war, terrorism, or restrictions by governmental agencies or other conditions beyond the control of the Chamber.

**Space Assignments:** Space assignments and a map of the venue will be included in the confirmation packet upon acceptance into the show. Space numbers will be clearly marked on the curbs of the street. Merchants permanently located within the venue area have first priority for one space in front of their business and are allowed to sell items customarily sold in that business throughout the year. Their merchandise is not subject to art jury requirements. Space assignments are made on a first come basis with consideration given to overall arts and crafts. The Chamber reserves the right to limit the number of spaces for any one particular type of goods and/or services and reserve the right to change or substitute vendor spaces, thereby maintaining the diversity and quality of the Fiesta Hermosa.

**Display Requirements:** Space only is provided. Exhibitors are responsible for providing their own canopies and all other materials. Exhibitors are responsible for setting up their own displays. Volunteers and staff are not available to assist with setting up displays. Exhibitors should bring carpet or Astroturf since all spaces are curbside. This will not only protect merchandise, but will also enhance your display. Merchandise may not project into walkways or onto sidewalks. Merchandise, display equipment, boxes, containers or any other items will not be allowed to remain on sidewalks after set up. Items remaining on sidewalks after 10 am may be confiscated. The Chamber assumes no responsibility for items confiscated as a result of the aforementioned situation. Merchandise should be displayed as colorfully and tastefully as possible. **No stolen merchandise, pets, designer knock-offs, amplified music, microphones, firearms, ammunition, alcoholic beverages or drugs are allowed on the show site. Violators will be expelled and fees will not be returned.**

**Regulations:** The Chamber reserves the right to remove any exhibitor anytime before or during the show in cases where: The exhibitor is guilty of improper conduct; Work is improper for family viewing; An exhibitor hinders or encumbers another display or another vendor's ability to properly exhibit; An exhibitor attempts to sell work other than what was juried and accepted into the show based on photographs submitted with application. **Exhibitors and/or merchants are strictly prohibited from allowing any other vendors to sell goods from their assigned space.** The Chamber obtains a permit from the City of Hermosa Beach for the event. The Chamber therefore assumes responsibility for public safety and event management. Any exhibitor, merchant, or vendor who does not comply with event regulations will be required to vacate the entire space and/or immediately provide a certificate of insurance with \$2 million liability naming the Chamber of Commerce and the City of Hermosa Beach as additional insured.

In order to maintain the orderly movement of the crowd, all sales, leafleting, sampling, conducting demonstrations, distributing written materials and any other commercial, promotional and charitable solicitation activities must be conducted within the participant's preassigned display space. These activities shall not interfere with the orderly and safe movement of the crowd and shall not overflow into neighboring display spaces. These activities are not permissible anywhere else inside the Fiesta Hermosa grounds. Engaging in these activities at any location other than the preassigned space is grounds for removal from the Fiesta. If the Chamber determines that the participants are interfering with the normal flow of traffic or are overflowing into neighboring display spaces, the officials may limit the activity.

**Free Speech Policy:** All groups or individuals desiring to leaflet, distribute written materials or engage in any political, religious, charitable or other form of solicitation activities at the Fiesta Hermosa must register with the Chamber. All registrants will be assigned space within the Free Expression Zone on a first come, first served basis and these activities must be conducted within the registrant's preassigned space inside the Free Expression Zone. These activities shall not interfere with the orderly and safe movement of the crowd and are not permissible anywhere else inside the Fiesta Hermosa grounds. Engaging in these activities at any location other than the Free Expression Zone is grounds for removal from the Fiesta. Contact Carla Merriman at the Hermosa Beach Chamber of Commerce (310) 376-0951 to register.

**Taxes / Insurance / Licenses:** A valid California State Board of Equalization Seller's Permit number must be obtained prior to the first day of the show. Exhibitors must collect and report 9.75% sales tax. Exhibitors are required to have a temporary or permanent resale license, which may be obtained from the California State Board of Equalization, 591 Green Valley Circle, Suite 200, Culver City, CA 90230, (800) 400-7115, or from the office in your area. Resale licenses are audited on site by the State Board of Equalization. For vendors who do not have a Hermosa Beach Business License, a \$25 City of Hermosa Beach Vendor Fee is required. A copy of The Swap Meets, Flea Markets, or Special Events Certification Form (#BOE-410-D) must be included with your application. **Exhibitors are responsible for their own liability, theft, and workers compensation insurance.**

**Electricity:** Spaces with electricity are limited and must be requested when application is submitted. There is a \$50 charge for electricity, and electricity is available only in certain locations along the venue. A request for electricity does not guarantee that it can be provided. The Fire Department requires that extension cords be a commercial grade and taped down.

**Parking:** All vendor vehicles must be unloaded and immediately removed from Fiesta venue prior to booth set up. All vehicles must be removed from venue by 9:30 am and driven to the designated vendor parking area or vehicles will be towed. All exhibitors must park in the offsite exhibitor parking area. **NO EXHIBITOR PARKING IN PUBLIC CITY LOTS.** No parking in alleys, against barricades, or business parking lots. This regulation is strictly enforced. If you park on city or private property, in alleys OR IN CITY PARKING LOTS you will be ticketed and towed. ALLEYS AND LOTS WILL BE MONITORED ALL DAY EACH DAY.

***For more information about the event, visit our website at [www.FiestaHermosa.com](http://www.FiestaHermosa.com)***

**Hermosa Beach Labor Day Fiesta 2010**  
*Labor Day Weekend ~ Saturday-Sunday-Monday, September 4, 5 & 6th*  
**Arts & Crafts Vendor Application**  
 Please **PRINT** Clearly

Business Name \_\_\_\_\_

Artist/Crafter's Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Day Phone (\_\_\_\_) \_\_\_\_\_ Email Address: \_\_\_\_\_

**\*\*\*The Swap Meets, Flea Markets, or Special Events Certification Form (#BOE-410-D)  
 must be included with your application.\*\*\***

**Refund check payable to:** \_\_\_\_\_

<b>\$550.00 Fee for each space</b>	<b># of Spaces Requested</b> _____	<b>@ \$550.00</b>	<b>=</b>	<b>\$</b> _____
\$25 Non-refundable jury fee	Required	@ \$ 25.00	=	\$ _____
\$25 City Vendor Fee	For non-H.B. Bus. Licenses	@ \$ 25.00	=	\$ _____
\$50 Electricity Fee (if requested)	Optional	@ \$ 50.00	=	\$ _____
\$50 Non-refundable Late Fee if received after <b>July 23, 2010</b>		@ \$ 50.00	=	\$ _____

**TOTAL AMOUNT ENCLOSED:** \$ \_\_\_\_\_

Prior to deadline, total should be \$600, not including electricity; if electricity is required, add \$50, totaling \$650.

Have you been a previous participant in this event? ( ) Yes ( ) No

**(NO PARTICULAR SPACE IS GUARANTEED. AREA MAY BE RE-MAPPED  
 AND SOME SPACES RE-ASSIGNED PRIOR TO THE EVENT)**

Category of items: (Please check one)

- ( ) Jewelry ( ) Clothing ( ) Ceramics ( ) Paintings ( ) Photography ( ) Glass ( ) Mosaics  
 ( ) Mixed Media ( ) Metal ( ) Woodwork ( ) Leather ( ) Other \_\_\_\_\_

**Remember to include the following items along with this completed application:**

- ( ) Six (6) photos of your work, including one (1) showing booth display and set up.
- ( ) A self-addressed stamped envelope large enough and with adequate postage to return photos.
- ( ) A self-addressed 8 1/2" X 11" envelope with \$1.22 return postage for jury results.
- ( ) A completed Swap Meets, Flea Markets, or Special Events Certification Form (#BOE-410-D)
- ( ) Application fee (**cashiers check or money order only**) made payable to:

**Hermosa Beach Chamber of Commerce & Visitors Bureau**

I have read this application completely, I understand, I agree to pay and hereby submit this application. I understand that the Hermosa Beach Chamber of Commerce has the right not to accept my application and if so, I will be notified in writing and the space fee/business license fee will be refunded. The jury fee and/or late fee will be retained. If accepted, I will participate at my own risk and not hold the City of Hermosa Beach or Hermosa Beach Chamber of Commerce, or any of its agents or representatives, liable for loss or damage. If I do not comply with the event regulations, I understand that I may be removed from the show without recourse.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**1007 Hermosa Avenue – Hermosa Beach, California 90254 – (310) 376-0951 – Fax (310) 798-2594**