



**VILLAGE ART FAIRE**  
**2020 Policies & Procedures**  
 (Please read and keep for your records)

The Village Art Faire (VAF) is owned and operated by the San Clemente Downtown Business Association (SCDBA) for the express purpose of enhancing and promoting Downtown San Clemente. The goals of the Village Art Faire are:

- To attract weekend visitors to the Historic Downtown San Clemente.
- To increase awareness of the Downtown as a unique retail, dining and entertainment district.
- To promote Downtown Businesses and the rich cultural environment and history.

It is your responsibility to read through the 2020 Policies & Procedures as there are changes/ additions from 2020.

- The number of Vendors selling a particular item/product may be limited at the discretion of the Art Faire Director. However, there may be artists selling similar (not identical) artwork.

**Location:** Downtown San Clemente on Avenida Del Mar sidewalks

**Dates:** First Sunday of every month

**Art Fair Hours:** 9:00 am – 3:00 pm

**Space Fees:**

- Sidewalk Space: \$65 per month**  
(sidewalk spaces are approximately 4 ft. deep by 8-10 ft. wide)
- Bulb-out Space: \$100 per month**  
(bulb-out spaces are approximately 10 ft. by 10 ft.)

**Payments Due:** A payment reminder will be emailed on the 15<sup>th</sup> of every month and payment must be received 7 days (one week) before the show date. This means payments must be received no later than on or before the Monday prior to the VAF. Plan ahead when mailing! **Payments received later may result in a \$10 late fee.**

**Payment Methods:** Cash, PayPal, Credit Cards (Visa, MC, AMEX) & Checks Payable to: SCDBA  
 Cash and checks can be mailed or dropped off to the address listed on the office policies. Please indicate VAF and/or Alison on envelopes.

Please write the month(s) you are paying for in the “memo” section of your check.

**DO NOT write credit card information on application.** You will be contacted for this information.

SAN CLEMENTE DOWNTOWN BUSINESS ASSOCIATION (SCDBA)

215 AVENIDA DEL MAR STE. H

SAN CLEMENTE, CA. 92672 (949) 218-5378

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**Returned Checks:** \$35.00 fee for returned checks. Future payment must be by cashier's check or money order. You will not be allowed to sign up for another event until a new payment is received.

**Late Payment Fee: \$10 LATE FEE** for payments received after the payment due date or paid on day of the event. If paying late, there will be no assurance that the artist will still be able to secure their usual space. So, please pay on time if you want to ensure a specific space assignment. No exceptions.

**Set up/Clean up:** Setup begins at 7:30 am and must be completed by 8:45 am. Clean up begins at 3pm. Vendors must not pack up and leave their space prior to 3:00 p.m. You have the option to continue to sell until 4:00 p.m. but must be off the street by 5:00 p.m. Any trash must be disposed of before you leave. Please take packing, boxes, etc. with you!

While setting/packing up: DO NOT block driveways, alleyways or the street even for a minute!  
**Do not "hold" a parking space prior to break down.** Parking spaces are reserved for all of our guests. If the SCDBA receives a complaint, the Vendor will be terminated from participating in future Village Art Faires.  
**Please respect the merchants on Avenida Del Mar.**

**Late arrivals:** You must arrive for set up no later than 8am or it will be assumed you will be a "no-show" and your space may be given to another artist. Vendors may be excluded from future Art Faires at the discretion of the Art Faire Director for consistent late arrivals.

**No Show: A Vendor that has not arrived by 8:15 am will be considered a "no show" and there will be no credit towards another Art Faire.** Additionally, your space may be reassigned to another artist for the day. Vendors who fail to show up and do not give proper notice shall be deemed to have withdrawn from all future Village Art Faires.

**Cancellations:** Vendors must cancel two business days prior to the date of the Art Faire in order to receive a credit towards another date. This means you will need to contact me by phone or email by Thursday morning prior to the Sunday VAF. Post cancel date illness does not qualify for a credit.

**Weather: The Village Art Faire is a "Rain or Shine" event.** It is the sole responsibility of the Vendor to be aware of weather conditions and take necessary and appropriate precautions. Vendors/Participants are responsible for providing protective covers, weights, tie-downs, etc. Shoppers look forward to, and still attend the VAF in bad weather. However, if on the day of the event, the weather proves to be such that it would be damaging to your products, you may cancel and we will credit your payment to a future month. You must call, text, or email your cancellation no later than 8:00 am on the day of the show; simply not showing up will be considered a "no show". Each vendor will be allowed one such weather cancellation per year. If you are using a weather credit to cover payment on a new show date and the weather on that day is such that you choose not to attend, your weather credit will be forfeited and not re-credited.

**Parking: All vehicles must be moved off of Del Mar after unloading no later than 8:30 a.m.** Free parking is available along the 100 blocks of Ave. Cabrillo and Ave. Granada. (One block north and south, respectively, from Ave Del Mar).

**Space Assignments:** All spaces are assigned by the Art Faire Director. Your space assignment will be sent via email on or before the Friday prior to the Sunday Art Faire. Your space number is identified by the business address of the store/restaurant the space sits in front of on Avenida Del Mar. Odd numbered addresses are on the South side of Del Mar. Even addresses are located on the North side of Del Mar.

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**Verbal Contracts:** There are no verbal contracts in regards to space assignments or sales. SCDBA does not guarantee the sales of the vendors. SCDBA reserves the right to reassign spaces of vendors.

### Display Spaces:

- The Village Art Faire is on the sidewalks of Avenida Del Mar in Downtown San Clemente. Due to the topography Downtown, many spaces gently slope down from east to west.
- **SCDBA requires all Vendors to develop quality displays** that will effectively showcase their product(s). This policy will be strictly enforced. Displays may not exceed six (6) feet in height and may not extend beyond the boundaries of the designated space.
- **Displaying on the front of a store's property is strictly prohibited.** Chairs and other personal effects will remain within your space and not be placed in front of storefronts even if the store is closed.
- **Displays/products must maintain 48 inch clear space on all sidewalks** for emergency and disabled access. The walking space in front of the businesses is NOT allowed to be used by you or your work.
- The spaces vary in size, but most are a maximum of 4 ft. wide by 8 – 12 ft. long. Some spaces have lamp posts, trash cans or other objects at either end of the space. **It is the Vendor's responsibility to review the space assigned prior to the Art Faire to ensure the space will be adequate for their display. Benches located in the bulb-out spaces must remain available and accessible.**
- **Vendors shall provide their own equipment:** structures, umbrellas, tables, table cloths, chairs, easels, and other support required to display their equipment.
- **Chairs, umbrellas, etc. must be located on the sidewalk and not in the street.**
- **Clothing racks are not allowed.** Be creative! There are many other effective ways to display clothing.

### Communications:

- You must have an email account. All notifications are sent out by email. Payment reminders, space assignments and general information are sent out by email. All VAF questions should be sent to [info@scvillageartfaire.org](mailto:info@scvillageartfaire.org) (If you don't have a computer, most public libraries have computers you can use for free.), or you may call 949.395.7008.
- The coordination of the VAF is a part time job and does not include regular office hours; however, email and phone messages will be checked daily and applications or questions can always be dropped off at the DBA office.

**Application Process:** It takes approximately 3-5 days to process an application. All items to be sold must be reviewed by the Art Faire Director and will be approved based on creativity, authenticity and uniqueness. Acceptance for a particular date or multiple dates, does not guarantee admission to future Art Faires. **To preserve the integrity and intent of the Village Art Faire, you may be asked, at any time, to authenticate the products you sell as being your own creative work.**

### Please include the following items with your completed application:

**(Applications missing any of the items below will NOT be processed)**

- Copy of California Seller's Permit and San Clemente City Business License\*
- Photos/images of ALL the items you are planning on selling.
- Photo, sketch and/or written description of your display including space size needed.
- Mail or drop off your application, and other applicable information to:  
SCDBA VAF/Alison, 215 Avenida Del Mar Ste. H, San Clemente 92672
- Or email your application to: [info@scvillageartfaire.org](mailto:info@scvillageartfaire.org)

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### Permits & License Requirements:

- All VENDORS must possess a Sales and Use Tax number issued by the California Board of Equalization. (California Board of Equalization: General Questions 1-800-400-7115; Irvine: 949-440-3473 (<http://www.boe.ca.gov> )  
A copy of your permit MUST accompany your application. There is no fee for this.
- \*A San Clemente City Business License will be required after you have been accepted into the show. Please contact the city office at 949-361-6166.

**Eligible Participants:** It is the express intent of the San Clemente Downtown Business Association that the Village Art Faire feature and represent the creative output of artists & crafters. **Products offered/displayed must be hand-made and created by the Vendor and the artist/crafter must be the applicant and participant/exhibitor at the Art Faire.** Occasionally, in case of illness, vendors, with prior approval from the Art Faire Director, may designate a replacement representative to work a specific Art Faire. The number of Vendors of a particular item/product may be limited at the discretion of the Art Faire Director. Only items listed on the application & approved by the SCDBA can be displayed and sold.

**Wholesale/Retail:** Strictly prohibited. Any wholesaling or persons acting as sales representatives for other businesses disqualifies you from being an exhibitor/participant/vendor. The products sold at the Village Art Faire are to be produced, modified, or crafted by the artist. Additional processes involved with the creation needs to be of substantial value, and added to the product; therefore proof of production will be required.

**Noncompliance:** Noncompliance with these policies and procedures will result in forfeiture to participate in

future Village Art Faires. **All vendors must be properly permitted and paid in full prior to the show.**

**Please keep a copy of these policies in your records for reference. The answers to the most asked questions are usually contained within the VAF policies so review them first, thanks!**

Looking forward to a highly successful and creative 2020. Thank you to our continuing artists and welcome to the new ones!

Best regards,

**Alison Richards**  
Village Art Faire Director

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