

2021 Park City Kimball Arts Festival Prospectus

Festival Dates: August 6-8, 2021

Historic Main Street, Park City, Utah

Dear Artist,

Thank you for your interest in the 52nd annual Park City Kimball Arts Festival!

Hosted by the nonprofit Kimball Art Center, the Park City Kimball Arts Festival is a three-day, award-winning visual arts festival located in the heart of the world-famous resort community of Park City, UT. Every year, roughly 220 professional artists are selected by a blind jury to showcase their work, and more than 50,000 art enthusiasts from around the world converge on Park City's Historic Main Street to purchase it. In 2019, reported artist sales totaled \$1.2 million!

The Park City Kimball Arts Festival consistently ranks among the top festivals in the country for artist sales and attendee experience. Offering 13 visual arts media, this annual three-day event also features live music, gourmet food and drink, and a host of creative and collaborative activities.

Due to the COVID-19 pandemic, the 2020 Park City Kimball Arts Festival was moved to a virtual platform. Kimball Art Center was fortunate to shift grant funding and completely redesigned our virtual home, www.parkcitykimballartsfestival.org. We are excited to see you back on Main Street in 2021 and are equally excited to continue featuring artists on our virtual platform and to expand our reach to even more arts fest patrons!

Accolades from our 2019 Participating Artists:

- "It's a great show and our communications with the powers that be were stellar. The quality of the show is top notch."
- "(The Kimball Arts Festival) provides us with the opportunity to be successful as artists. The show is extremely well organized and extremely profitable. What more could we ask? I have no suggestions for improvement because it is a record show every year. Not to mention we have a blast at the show."
- "Fantastic audience and sales! Everyone really appreciates the high quality available."
- "Thank you for putting on such an awesome event! My sales are the best of any art fair each year. Keep doing what you are doing!"
- "Well run, well attended, attentive staff, great sales."
- "Just LOVED the show the people and the town! Wow. I consider myself lucky."
- "I thank you for running a terrific show. Artist friendly and very well-run show."
- "This is our most profitable and enjoyable show every year!"

2019 Festival Information and Demographics:

- Attendance: 53,000+
 - 44% from out-of-state
 - 55% Female, 45% Male
- Age*:
 - 18-30: 11%
 - 31-45: 16%
 - 46-60: 31%
 - 61-70: 22%
 - Over 70: 18%
- 78% with college or advanced educational degrees*
- Annual Household Income*
 - \$50,000- \$99,999: 21%
 - \$100,000 - \$149,999: 19%
 - \$150,000 - \$200,000: 18%
 - More than \$200,000: 30%
- Comprehensive print, digital, broadcast, and social media marketing plan to promote the event locally, regionally, and internationally.
- Printed color festival map, website listings with thumbnail images and links, and a customized artist map.
- Over 30,000,000 media impressions in 2019.

*This is from our survey data that only includes respondents ages 18 and over. Ticket data shows 11% of attendees are 17 and under. This information therefore represents the breakdown of the remaining 89% of adults 18 and over.

We hope you apply to the 52nd Annual Park City Kimball Arts Festival!

EVENT OVERVIEW:

The Park City Kimball Arts Festival (the “Festival”) is an award-winning, jury selected visual arts festival located in the heart of the world-famous resort community of Park City, Utah. Now, in its 52nd year, the Kimball Arts Festival is Utah’s longest-running visual arts festival and is one of the most highly regarded art events in the West. For three days, the Park City Kimball Arts Festival proudly features more than 220 professional fine artists across 13 disciplines, providing visitors with an opportunity to meet and purchase art from a wide variety of talented artists from across the country and internationally. Each year, the Festival draws more than 50,000 art enthusiasts to Park City’s Historic Main Street for a celebration of art, cuisine and music.

Proceeds from this three-day event support the nonprofit Kimball Art Center (“KAC”), Park City's community art center since 1976. Kimball Art Center is dedicated to providing arts access, education, engagement and experience to everyone. Through our exhibitions, educational arts programs, and events, KAC provides a platform and a place for artists and arts enthusiasts to come together to explore, celebrate, develop and cherish the creative spark that lives within us all. We believe that art brings meaning, joy, direction, community enhancement and inspiration to the 85,000+ community members we serve each year. We know that art changes lives and brings people together, sustaining our vibrant community and inspiring positive change in the world around us. Monies raised from the event help support:

- Art education and curriculum in public schools, including cross-curriculum lesson plans integrating art into core subjects, and after-school art programs in area elementary schools.
- Access to thought-provoking exhibitions.
- Scholarships for low-income children to participate in art classes and camps.

- Hands-on instruction for teenagers dedicated to the study and practice of the visual arts.

2021 FESTIVAL DATES AND TIMES:

The Park City Kimball Arts Festival is held annually during the first full weekend in August.

Friday, August 6 – Sunday, August 8, 2021

Friday, August 6	7:00 a.m. – 5:00 p.m.	Load-in/Set-up
Friday, August 6	5:00 p.m. – 9:00 p.m.	Public Hours
Saturday, August 7	10:00 a.m. – 8:00 p.m.	Public Hours
Sunday, August 8	10:00 a.m. – 6:00 p.m.	Public Hours

IMPORTANT DATES AND DEADLINES:

November 1, 2020 – Application window opens via Zapplication

January 2021 – Street map and festival contingency plans released. Will include details on how the festival will be modified in response to various COVID scenarios. It is Kimball Art Center’s recommendation that new artists wait until after these plans are released to apply. See below for more information.

March 1, 2021, 11:59pm MDT – Applications Close

April 1, 2021 – Status notification by email

April 1 through 30, 2021 – Booth fees payment and Acceptance Materials returned to KAC

April 30, 2021, 5:00pm MDT – Deadline for submission of payment and Acceptance Materials for participation

- Artists who have been accepted and elect to participate in the Festival (each a “Participating Artist”) must submit booth fee payments (payable by check or credit card) to KAC with their executed Artist Agreement and Booth Request (the “Acceptance Materials”) to KAC by 5:00 p.m. MDT on April 30, 2021 (the “Acceptance Deadline”). The term “Participating Artist,” as used in this Prospectus, refers to both individual artists and collectively to co-artists who apply together in a single application and who will be displaying co-created works in a single booth.
- **Artists who have been accepted but have not submitted the Acceptance Materials to KAC by the Acceptance Deadline will forfeit their acceptance to the Festival.**

WEBSITE: <http://www.parkcitykimballartsfestival.org/>

EMAIL: artsfest@kimballartcenter.org

ARTIST AGREEMENT:

Each Participating Artist must complete and submit an agreement (the “Artist Agreement”) setting forth the rules and regulations of the Festival (the “Festival Rules”) and defining the rights and obligations of KAC and the Participating Artist with regard to Festival participation. The Artist Agreement will be provided in the packet of materials sent to accepted artists.

FEES:

2021 Application Fee:

A non-refundable application and jury fee of \$50 is payable through Zapplication.

2021 Invited Artist Booth Fees:

- | | |
|---|----------------|
| • Regular 10' x 10' Row Space: | \$575 |
| • Regular 10' x 10' Single Corner: | \$775 |
| • Regular 10' x 10' Endcap (limited availability): | \$925 |
| • Large 10' x 20' Row Space: | \$1,150 |
| • Large 10' x 20' Single Corner: | \$1,300 |
| • Large 10' x 20' Endcap (limited availability): | \$1,700 |
| • Large 10' x 20' Island (limited availability): | \$1,850 |

Zone Location requests and specific booth requests are available for additional fees. All booth requests are subject to availability and are assigned at KAC's discretion.

If the festival needs to be modified due to COVID-19 precautions, booth fees might be subject to change.

BOOTH INFO:

- Accepted artists will submit booth fee payments (payable by check or credit card) and Booth Request Form to KAC along with their other Acceptance Materials.
- Each booth space allows for **one** exhibitor. Booth space cannot be shared.
- Booth fees cover the 10' x 10' or 10' x 20' space only.
- Participating Artists must provide or rent their own tent and materials to display their work in an outdoor environment. Tents must be fire-safe and adequately weighted with 50lb weights per leg. We strongly recommend tents with sides that can be closed.
- The Festival takes place on paved streets located on a gradual hill. No booth location is perfectly level, therefore Participating Artists should be prepared with leveling devices and proper weights.
- Electricity and running water are not available.
- Set-up is Friday, August 6 at an assigned time. Tear down is Sunday, August 8, and must be completed by 10 p.m.

SALES AND TAX INFORMATION:

- Participating Artists retain **all** revenue from the sale of their work. The Kimball Art Center does not take any portion of artist sales.
- Taxes must be paid to the Utah Tax Commission at the conclusion of the Festival at the on-site tax checkout desk; payments can be made by cash, check or credit card.

ELIGIBILITY:

The Festival is open to individual or co-artists selling his/her/their original artwork in a variety of mediums (for more information, see eligible media categories). No dealers, proxies, agents or representatives are permitted.

Participating Artists must be onsite during all public hours of the Festival.

ELIGIBLE MEDIA CATEGORIES:

- **Ceramics:** All original clay work is acceptable (wheel-thrown, slab, etc.) Each item must be signed and made by the artist. No commercial casts, molds machine made, mass produced or production studio work is allowed.
- **Digital Art:** This category includes any original work for which the original image, or the manipulation of other source material, was executed by the artist using a computer. Artwork must be in signed and numbered limited editions, on archival quality materials. Traditional photographs taken through a digital media should apply in the photography category.
- **Drawing:** Original work made with dry media including chalk, charcoal, ink, pastel, pencil or from the fluid medium of inks and washes applied by pen or brush are to be entered in this category.
- **Fiber:** Wearable and non-wearable original work made of a fibrous material. Includes basketry, weaving, papermaking, leather and fine wearables. No machine tooling, machine-screened patterns or other forms of mass production are permitted. No studio production or factory produced wearable items, regardless of additional modification or enhancement by the artist, may be exhibited. The artist is to be involved with the execution of the entire process.
- **Glass:** Original work in which the primary material is glass. (For glass jewelry, please use the jewelry category.)
- **Jewelry:** Original jewelry made from precious and non-precious metals, gemstones, enamel, glass, clay, fiber, etc. All components should display a high degree of skill and of original design. No commercial casts, molds, settings or production studio work is allowed. All aspects of the finished product must be created and executed by the artist.
- **Metalwork:** Original non-sculptural, non-jewelry metalwork. No production studio work is allowed.
- **Mixed Media:** 2- and 3-dimensional work that incorporates more than one type of material that is non-sculptural.
- **Painting:** Original two-dimensional painted works using acrylic, oil, tempera, watercolor, etc.
- **Photography:** Photographic prints made from the artist's original image and processed by the artist or under artist's direct supervision. Artwork must be in signed and numbered limited editions, on archival quality materials. Photographers must disclose their creative and printing processes as well as edition sizes.
- **Printmaking:** Printed works for which the artist's hand manipulated the plates, stones or screens and which have been properly signed and numbered as a limited edition may be entered in this category. Traditional methods accepted include etchings, engravings, intaglio, monotype, monoprint, relief printing, serigraphs and block or woodblock prints. All photogravure, photocopy and/or offset reproductions, will be rejected. Printmakers are required to disclose both their creative and printmaking processes. All aspects of the finished product must be created and executed by the artist.
- **Sculpture:** Original, non-functional, 3-dimensional work of any material. Sculpture made from Clay, Glass, or Wood are encouraged to apply in their own medium.
- **Wood:** Original carved, hand-tooled or machine-worked wood. Includes handmade wooden furniture.

For frequently asked questions on which media category artwork belongs in, please refer to our FAQ's at: <http://parkcitykimballartsfestival.org/artists/artists-area>

APPLICATIONS:

Applications **for artists** are available through the Zapplication.com website for a fee of \$50 per application. The application fee is nonrefundable. Each \$50 fee is for a single media

category. Artists interested in applying in more than one media category may now submit multiple applications with a single profile (13 categories maximum, application fee of \$50 per category submission).

- Please complete the application fully, including the artist statement, process, edition size and information about the images submitted
- **Artists may apply only once per media category.**
- This is a blind jury process -- **do not submit images, statements and descriptions of artwork with the name or images of the artist/company. Applications in violation of this requirement will be disqualified and removed prior to jury review.**
- Five images are required, as follows:
 - o Four images representative of the quality and style of an artist's body of work to be exhibited at the Festival are required per application.
 - o The fifth image, must be of a booth or display of the artist's work, showing overall continuity and presentation of your current body of work. **The fifth image is mandatory.**
 - If a booth image per se is not available, submit an image taken of a grouping of works in a gallery or other setting representative of the works to be exhibited at the show.
 - The purpose of the booth image is to ensure the artist has a complete body of work which is represented both in the first four images and also within the fifth image. It also helps identify the scale of the artist's work.
- For image tips from Zapplication, please visit: <https://www.zapplication.org/help-center.php?page=image-preparation>

MULTIPLE APPLICATIONS:

Artists interested in applying in more than one media category may now submit multiple applications with a single profile (13 applications maximum, only one application per medium, application fee of \$50 per category submission). Multiple applications utilizing the same images will not be considered. An artist may apply only once in each category. Artists whose work is selected in multiple media categories must still exhibit in the same booth space.

Artists may only exhibit in the media categories in which they have been accepted.

JURY PROCESS:

Each year a new selection committee of 12 jurors is assembled to score the art submissions. The jury consists of art experts, including collectors, gallery owners and local artists. Kimball Art Center board members and staff do not participate as jurors.

Artists' images are scored by our jury panel a point system (1-7). Jurors are given one week to view the applications on their own schedule. Each juror sees only the 5 images and Artist Statement online via computer screen monitor and scores the images independent of other jurors.

- Artwork is considered solely on the images pictured – high quality images are recommended.
- The Artist Statement should describe material and technique that explains the body of work well.
- This is a blind jury process, so please do not include your name or business name or other identifying marks or information in your Artist Statement or images.

Artists are selected based on the highest cumulative jury scores in their media category. A wait-list of additional artists is based on jury scores and used for replacement purposes. The exact number of accepted and waitlisted artists varies each year depending on street construction and

layout. The notification date is April 1, 2021.

2020 Accepted Artists were given the option to rollover their acceptance to the 2021 Park City Kimball Arts Festival for a fee. This resulted in 153 artists deciding to rollover their acceptance to the 2021 festival and will be exempt from the jury process. They are still required to submit their application. **Pending changes to the historical festival footprint and operations, we will have approximately 65 spaces available for new applicants. More information to come in January 2021.**

It is Kimball Art Center's recommendation that new artists wait until after these plans are released to apply.

Decisions by the jury panel are final.

AWARDS:

Kimball Art Center representatives will present a Best in Show award to an artist in each media category on Sunday, August 8th at the Festival. Best in Show awards are determined by a carefully selected panel of street jurors and artists who receive a Best in Show award will be automatically invited back to participate in the following year's Festival for the media category in which they were awarded; the jury fee for the following year will be waived for their application in that media category only. The previous year's Best in Show winners are required to submit the application, Artist Agreement and booth fees on schedule. There are no monetary awards, however Kimball Art Center is currently working with sponsors to create prize packages for our future Best in Show winners. Stay tuned!

ON-SITE REQUIREMENTS & SALES:

- All artwork exhibited at the Festival must be of the quality and style represented by the Participating Artist in images submitted with the application as well as of the media category for which they are accepted.
- Participating Artists must provide or rent their canopy tent.
- All Participating Artists shall agree to comply with KAC & Festival Rules and all local, state and federal rules for safety.
- Participating Artists must keep all displays, storage and chairs within the confines of their booth space. Participating Artists are responsible to present a clean and tidy space – all cardboard and storage containers must be removed from the festival corridor prior to the start of the event.
- Promotional items such as postcards, notecards, posters, etc. are not permitted to be displayed or sold at the Festival.
- Participating Artists **must be present during the entire Festival** and, with the exception of instances in which the booth is watched by a booth sitter provided by KAC, Participating Artists must personally staff their booth space. No agents, dealers or representatives may attend the Festival in place of the Participating Artist. Photo identification is required at check-in. In addition, the Festival staff reserves the right to check ID at any time.
- Booth and display must be open and remain intact during all public hours of the show.
- Temporary business licenses are provided for Participating Artists through the KAC.
- Artists retain all revenue from the sale of their work.
- Artists are responsible for paying sales tax to the Utah State Tax Commission by cash or check at the end of the Festival on Sunday, August 8, 2021.

ORIGINAL ARTWORK REGULATION:

All art must be original, handcrafted work. No commercial, mass produced or manufactured work will be accepted. The artist, upon submission of images, guarantees the accuracy of the description of artwork presented and the authenticity of the artwork as original and created by his/her own hands. The Kimball Art Center reserves the right to reject any displays or items not in keeping with the character of the images submitted.

REPRODUCTION REGULATION:

A reproduction is defined as any existing work of art that is copied by digital or photographic means and printed on an offset press, a serigraph press or through a computer by means of an ink jet or electrostatic printer. This definition includes giclée prints and reproductions with additional enhancements by the artist. 2-dimensional reproductions are allowed under the following provisions:

- Reproductions are labeled as such.
- Reproductions are signed and offered in a limited quantity.
- Reproductions may make up only 20% of the artwork exhibited in booth

SECURITY:

The Kimball Arts Festival provides 24-hour general security, including security patrol zones, surveillance technology and an integrated police presence at the event site using the Park City Police Department and a private security firm. However, the Festival takes place over several blocks on a public street with many open/active bars and restaurants. There is no way to ensure complete security. **Participating Artists exhibit all works at their own risk. The Kimball Art Center and its representatives are not responsible for any damage, theft or loss of artwork, display materials or other booth contents. Artists are required to carry insurance for their works.** (see below).

Individual/small group booth security staffing via the private security firm is available for an additional fee.

INSURANCE:

Participating Artists must maintain general liability insurance including bodily Injury and property damage liability in an amount not less than \$1 million per occurrence/\$2 million in the aggregate for the duration of the Festival. Participating Artists must provide proof of such insurance, listing KAC as an additional insured by July 10, 2021.

Insurance Resources:

A reference guide to artist insurance can be found at the following url:

<https://cerfplus.org/business-insurance-plans/>

The link to the above website is provided for convenience and reference only and KAC takes no responsibility for the content of the website.

WEATHER:

The Park City Kimball Arts Festival is an outdoor show at 7,000' elevation in the beautiful mountain town of Park City, Utah. The weather can vary significantly throughout the day and storms and strong winds can appear suddenly. **The Festival will take place rain or shine. No refunds will be given due to adverse or unexpected weather.** It is the Participating Artists' responsibility to protect their works and other personal property from rain, wind or other weather-related conditions. We

also recommend that you dress in layers and bring clothing for sunshine, rain, and colder temps!

ARTIST SERVICES AND SUPPORT:

- Kimball Art Center partners with a variety of hotels and other accommodations in Park City. Prior to the Festival, we will pass along special artist discounts from our lodging partners!
- Website listing with artist images and link to artist website.
- A customized map just for Participating Artists with addresses and important locations.
- A Welcome Tent with bagels and coffee at the Artist Check-In location Friday morning.
- An Artist Lounge with coffee and all-day refreshments, plus electrical outlets for charging devices for Participating Artists during the Festival.
- Early morning load-in option for those with long or delicate set-ups.
- Staggered Assigned load-in time for organized load-in with space to unload.
- Complimentary artist parking for one vehicle (and 1 trailer) per artist in dedicated lots, including oversized parking.
- Participating Artists will be given festival credentials for themselves and one assistant or co-artist (two total). Additional credentials will be available for purchase.
- Boxed lunches available for purchase delivered directly to Participating Artist booth during the Festival.
- Water and snacks delivered by volunteers throughout the Festival.
- Booth sitters available via text
- SMS/Email alert system for Participating Artists.
- Experienced, helpful, and friendly staff to help answer application and event questions.

CONTINGENCY PLANS:

In light of COVID-19, Kimball Art Center has been working hard to reimagine the Park City Kimball Arts Festival and how we can take steps to be as safe as possible for our artists, staff, volunteers, and patrons. We are working diligently with our internal staff, city officials, and local health department representatives to create a festival that will safely offer the best experience for all involved. **Kimball Art Center will release all updated plans, protocols, and policies in January 2021.** It is Kimball Art Center's recommendation that new artists wait until after these plans are released to apply.

LEGAL:

By applying to the Park City Kimball Arts Festival, each applicant, if chosen to be a Participating Artist, assumes all responsibility for the safeguarding of their products and display at the Park City Kimball Arts Festival on August 6-8, 2021. **The Participating Artist acknowledges that it is their responsibility to insure their property.** The Participating Artist agrees to hold harmless the Kimball Art Center, its directors, sponsors, partner organizations, coordinators, volunteers or employees, for any damage, loss or theft, to my artwork or other personal property, or injury to my person, regardless of cause resulting from my participation in this event. By applying, applicants and Participating Artists further agree that each item submitted and/or displayed will be their unique and original artwork, and to abide by all the rules and regulations set forth in the Festival Rules.

The KAC has the right to close, cancel, or postpone the Festival if (1) any unforeseen circumstances occur that would affect, in KAC's sole judgment, the safety of the event for attendees or vendors or (2) for any Force Majeure Event. A Force Majeure Event may include, by way of example only, flood, tornado, hurricane, other unusually severe storm, lightning, earthquake, explosion, fire, riot, acts of the public enemy, civil disturbance, natural disasters, epidemic, pandemic (including, but not limited to, the COVID-19 pandemic), impact of war or

mobilization, sabotage, power outages or actions by any governmental authority (whether valid or invalid), including court order and other similar types of events. Changes in general economic conditions such as inflation, interest rates, economic downturn or other factors of general application, or events that merely render performance somewhat more difficult or expensive do not constitute a Force Majeure Event.

In the event of such a closure, cancellation, or postponement, no refunds of Application Fees, Booth Fees, or any other amounts of money paid to KAC by or on behalf of any Participating Artist will be given. Further, no Participating Artist will have any right or claim for any damages whether direct, indirect or consequential, or any other kind, arising or alleged to arise by reason of any closure, cancellation, or postponement of the Festival.

KAC reserves the right to change Festival Rules and procedures at any time and for any reason without prior notice.

For additional Frequently Asked Questions:

<http://www.parkcitykimballartsfestival.org/artists/artists-area>

Thank you for your interest in the 52nd Annual Park City Kimball Arts Festival!

