

# ART ON THE BEACH at Avila

## Guidelines for Artists

Sundays from April 6 through Thanksgiving on the Promenade at Avila Beach  
Sponsored by the Avila Business Association & El Camino Art Association  
Contact: Tom Morton 805-595-2541 [tmrender@charter.net](mailto:tmrender@charter.net)

Once accepted by the El Camino Art Association jury to exhibit at "Art on the Beach at Avila, the following protocols need to be followed:

### REQUIREMENTS

All artists must belong to the El Camino Art Association. A copy of a current resale permit from the California Board of Equalization is required to participate in this venue.

### COMMISSION ON SALES

There is a 10% commission paid on your gross sales and a one time \$100.00 venue fee that covers all ECAA venues that can be paid at the start of the year, or the artist can pay a 20 percent commission due on the first \$1000.00 in sales for each calendar year. Subsequent to the \$1000.00 in sales, the commission is reduced to 10 percent for the remaining of the year. These commission amounts are due at the end of each month. This amount is collected on the 'honor system' and each artist is responsible for their own accounting. Commissions/fees can be given to the venue coordinator at the end of the show for the given month, or mailed to Tom Morton, P.O. Box 2203, Avila Beach, CA 93424.

### RESERVATIONS FOR SPACE

Although individual spaces are not reserved, you are asked to sign-up in advance for the Sundays you wish to be at Art on the Beach at Avila. If you have to cancel any dates that you've previously signed up for, contact Tom Morton as soon as possible so that your reservation can be given to another artist. There is space for approximately 20 artists, spaced two to a planter. After this number is reached there will be a waiting list. Artists who are active in the services of El Camino will have priority for space when applicable.

### SPACE INFORMATION – DISPLAY REQUIREMENTS

The **maximum height of the display area is not to exceed six (6) feet**. Although this height requirement is in effect, remember that sudden wind gusts make lower, vented and stable displays a wise configuration for this venue. If your display is tall, you must secure it in a manner that prevents any accident from the off and on shore winds that are quite prevalent at times.

The parameters for our displays. There are to be no canopies. Tables are compact, and space is closely shared. Spaces are to be in back of the furthest point of the "red wave area" on the ocean side, and only a few feed out from the planters on the store front side so as to provide a fire and emergency land down the Promenade. Displays are not to extend beyond the ends of the planters for more than a few feet.

### ADVERTISING OF ART ON THE BEACH

This venue is advertised in all local papers regularly. A publicized feature of our venue is that many artists are 'painting on location', so if you can, please paint or draw as you are able while you are displaying on Sundays. The venue is advertised from 10 am – 4 pm so please remain on the Promenade during those hours. You may stay until 6 pm if you'd like, since we are covered by insurance until then.

## TROUBLESHOOTING

The 'Art on the Beach' venue is supervised by a 'Surfboard' committee made up artists who are consistently available for help at Avila. If you have any concerns or need help in any way, please present your issue and give your name to a Surfboard member (Tom Morton, Rod Aszman, George Rosu, Donna Schook, Joan Goodall) and a solution will be discussed at the next 'surfboard' meeting.

## REMINDERS:

- Artists must represent and sell Only their own original work, or reproductions thereof, and not the work of any other artist.
- Since there is a high volume of people on the Promenade at times, any spills or breakage from wind or accident must be cleaned immediately and thoroughly, especially if it is the breakage of glass. Ask for help from fellow artists if need be. Use tape to remove all glass particles within the area of the accident because of liability factors.
- All art subjects must be tasteful and within reason since we are on a public beach and are not an art gallery. Nude paintings and suggestive messages are not acceptable. Artwork must be packaged or framed in a professional manner. Gallery wrapped canvas is accepted.
- Since we don't have defined spaces at Avila, take care to work together to enhance displays for each other, especially on the more crowded Sundays.
- Crafts (tiles, pottery, jewelry, wearable art and misc.) and photography are not included in this venue in consideration of the Promenade businesses.

I agree to abide by all the guidelines, either written or verbal, as described to me by the Sow Committee and/or the ECAA. I understand that failure to do so will result in a possible expulsion from the show without refund of my fees and will possibly result in my being barred from future ECAA venue.

Remember, when setting up your displays, SAFETY is the main issue.

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Tear off this bottom portion, sign and return to Tom at the beach. Thanks

**Please sign** here that you have read and agree to guidelines for Avila, and return this bottom portion to Tom Morton. Please include a copy of your current California Seller's permit.

Print Name \_\_\_\_\_

Artist Signature \_\_\_\_\_ Permit # \_\_\_\_\_