

ART WALK 2010

DBA Merchant Guide

ART WALK MISSION:

To enhance and promote the Art Community in San Clemente and generate vitality for downtown business.

We strongly encourage any and all businesses to participate either by staying open and hosting an artist on the sidewalk in front of their stores, or, at least staying open until 9:00PM. This event is intended to increase your sales by bringing customers into downtown at night. It also is a bunch of fun and brings us all closer together. We also encourage you to treat it as an open house and host some snacks and beverage if you like.

ARTISTS:

Brian Frab (brianfrab@gmail.com) will coordinate the location of the artists this year. This is the hardest part of the event and essential for a smooth operation. The Arts and Crafts Fair map that we use as a guide. If you have an artist in mind already or need an artist please send your artist requests directly to Dave or Brian. It really does work best if you have an artist to whom you are connected. We will be giving past participating artists the first choice of spaces. If an artist is not booked through Dave then they may be asked to move. We will not be charging artists as was done in years past and did not work well for the artists. We typically feature about 20 artists a night.

ART:

This is a fine art event. No crafts allowed. If you are in doubt about whether an artist's work is appropriate please contact Dave or Brian.

EVENT DESCRIPTION:

The event involves the demonstration and display of artist work on selected City sidewalks and bulb outs on Del Mar and El Camino Real, as well as the north and south sidewalks on Ole Vista from Cabrillo to Granada. Participating businesses will be open to the public and may provide other activities, demonstrations and sales of goods within the confines of their place of business.

EVENT SCHEDULE:

The event is scheduled for the last Thursday of the month during June through September 2010 from 6:00 pm - 9:00 pm on the following dates: June 24, July 29, August 26, September 30, 2010.

DESIGNATED AREA SET UP & ACCESS

- The event will take place on City sidewalks and bulb outs on Del Mar and El Camino Real, as well as the north and south sidewalks on Ole Vista from Cabrillo to Granada.

- The access to entrances and exits cannot be blocked. This includes the accesses to fire hydrants, fire department connections and post indicator valves.
- Tables, canopies and other display items shall be set up so as to provide a minimum path of four feet wide on all sidewalks.
- Electrical extension cords shall not be used unless approved by the Building Division's Sr. Building Inspector. Extensions must be eight feet above the sidewalk or, if on the sidewalk, they must be protected from pedestrian traffic and secured to the sidewalk.
- The City of San Clemente will allow the DBA to provide a shuttle vehicle as per the attached diagramed route to facilitate moving patrons from participating site to site. This vehicle will obey all traffic laws.
- The DBA will strictly enforce Special Event Partnership Policy regarding artists or vendor parking. Absolutely no parking by artists or vendors on Del Mar or in the Library parking lot.
- Special construction related conditions may exist that would prohibit the use of certain selected sites. Priors to each event, the organizers must contact the City Engineers office 949-361-6120 and check on Construction schedules for the selected sites. If construction prohibits the use of certain areas, they will not be authorized.

LICENSES AND PERMITS

- **No direct sales by artist are approved for this partnership event.** All sales are to be by the participating businesses. All businesses must have City Business License.
- The permittee shall maintain current evidence of insurance (via certificate of insurance and the accompanying endorsement) that names the City of San Clemente as an additional insured, which is satisfactory to the City's Risk Manager.
- No amplified sound permits are to be issued as part of this Special Event Partnership.
- The permittee shall abide by all applicable laws, including the Orange County Health
- Del Mar Merchants that wish to participate must coordinate with the DBA. Sales and refreshments for these merchants are to be inside the premises of their business, unless they have coordinated a temporary sales permit with the Licensing department to engage in outdoor activity and are part of the DBA venue.

IN CLOSING:

Let's make this event really happen this year. We have several new businesses and fresh energy. This is year seven for the event and in the past drew hundreds of customers every night. The more you participate the better the event. Thanks for being involved!

Contact: Dave@BeachFire.com or brianfrab@gmail.com