

Cedar Falls Community Main Street  
206 Main Street Suite B  
Cedar Falls, Iowa 50613  
Telephone: (319)277-0213  
www.cedarfallsdowntown.com  
communitymainst@cfu.net

# ART Apalooza on **main**

**Welcome to the 5th annual ARTapalooza on Main,  
an outdoor celebration of the arts!  
Downtown Cedar Falls on Saturday, September 11, 2010  
9:00 a.m. - 4:00 p.m.**

ARTapalooza on Main takes place on the streets of downtown Cedar Falls and features over 40 juried artists displaying and selling their fine art and crafts. The one day event also features musicians, streets performers, and hands on art activities for children and adults. ARTapalooza has been a success for participating artists in the past and you are invited to apply for this year's festival.

### **About Downtown Cedar Falls**

The parkade in downtown Cedar Falls is filled with exciting shops, restaurants, and galleries. In 2002, Cedar Falls was designated a "Great American Main Street" by the National Trust. In 2004, Cedar Falls was one of the first Iowa cities designated a "Cultural District" by our state's Cultural Division. In 2005, the Iowa Tourism Division named Cedar Falls as the "Tourism Destination of the Year". In 2007, ARTapalooza was awarded honorable mention as one of the "best events" by Main Street Iowa.

### **Submission Requirements**

1. Four professional quality digital photographs provided on a CD or DVD in jpg or pdf format (st least 600 px). Please label each image with your name, the medium, and size.
2. Images submitted must represent the work that will be displayed at ARTapalooza.
3. All work must be creative and original. Kits, commercial molds, factory of machine produced items will not be accepted.
4. Completed application.

## Application and Fees

\*Non-refundable entry fee \$15.00

\*Booth Fee \$50.00

\*Please send separate checks for the entry and the booth fee.

\*Make checks payable to Community Main Street

\*The booth fee of those artists who are not accepted will be returned in a timely manner.

\*If an accepted artist does not attend, all fees will be forfeited.

## Jury

\*A panel of jurors will review all images in a blind process.

\*All decisions of the jury panel are final.

\*Applying artists will be notified of jury selection by mail approximately 21 days after the application deadline.

\*Images will be returned to those artist not selected only if an adequately stamped self-addressed envelope is included with the application.

\*Accepted artists' images will be kept for promotional purposes and returned the day of the event, or soon after.

## Spaces, Set-Up and Hospitality

\*All spaces are approximately 20' wide by 10' deep in an open, outdoor area on the streets of downtown Cedar Falls.

\*Artists must furnish tables, chairs, and any set-up items needed.

\*As ARTapalooza on Main is an outdoor show, please be prepared in the event of inclement weather, including wind.

\*There is no rain date scheduled.

\*All canopies must be fire retardant.

\*Booth assignments will be made in advance.

\*Check-in will begin at 6:00 a.m. Coffee and pastries will be provided from 7:30 a.m. until 8:45 a.m.

## Calendar

May 1 Application deadline

May 28 Notifications sent via e-mail

Sept. 11 ARTapalooza On Main, 9:00 - 4:00

Artist set-up from 6:00 a.m. - 8:45 a.m.

Tear down 4 p.m.

## Please print legibly

Name: \_\_\_\_\_

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

Address: \_\_\_\_\_

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

Telephone: \_\_\_\_\_ Tax Permit #: \_\_\_\_\_

Email Address: \_\_\_\_\_

Please describe your work:

Are you interested in demonstrating your work at ARTapalooza on Main?

Please list any special needs:

I will not hold Cedar Falls Community Main Street responsible for any accidental loss or damage of any kind. I understand that I am to adhere to the start and finish time of the venue.

Signature: \_\_\_\_\_

Please include the following items with the completed and signed application from above:

\* Self addressed, stamped envelope with adequate postage, if you want your images returned.

\* Separate checks for the \$15.00 entry fee and \$50.00 booth fee, payable to Community Main Street.

\* Four labeled images on CD. (Must be jpeg or pdf format)

## Send all of the above to:

Community Main Street, 206 Main Street Suite B, Cedar Falls IA 50613