



Dear Artist Applicant:

The El Segundo, Palos Verdes Peninsula, and South Bay Sunrise Rotary Clubs present the Fourth Annual South Bay Beer, Wine and Art Festival featuring many wineries, breweries, restaurants, artists and entertainment, plus a silent auction and opportunity drawing. Our guests are from Torrance, El Segundo, the Beach Cities, the Palos Verdes Peninsula, San Pedro and surrounding South Bay and Harbor area communities.

The South Bay Beer, Wine and Art Festival is a major fundraising event. The event will be held on Sunday, May 21, 2017, at Ernie Howlett Park in Rolling Hills Estates from noon to 5:00 p.m. The Festival starts at noon for VIP ticket holders. General admission will begin at 1:00 p.m. We are expecting over 2000 visitors.

We are doing something different this year. Based on some of the feed back from last year we are locating the artist's booths throughout the other beer, wine and food vendors. This should keep a fairly active crowd right in front of your booths. You should expect a very receptive crowd at this event for viewing and appreciating your art.

Please find attached a participant application for the 4th annual South Bay Beer, Wine and Art Festival. **We have only 20 artist spaces for this event.** We will accept applications on a first come first served basis. As we receive your applications and you are approved you will be included in the show until all spaces have been filled. We invite you to submit an application for consideration. We will review and consider all applications (including photos of your art and exhibit space) to ensure the quality of our event, and advise applicants whether or not they have been accepted into the show.

If you have any questions or need further information, please feel free to contact me at 310-373-5450 Studio, or 310-714-2108 cell, or e-mail at—cmsdesignphoto@aol.com.

Thank you!

A handwritten signature in red ink, appearing to read "C. Stillians".

Christopher Stillians, M.Photog.Cr.  
Beer and Wine Festival Art Show Committee Chair

# 4th Annual South Bay Beer, Wine and Art Festival

Sunday May 21, 2017, 12:00 pm to 5:00 pm

Ernie Howlett Park, 25851 Hawthorne Blvd., Rolling Hills Estates

(Up Hawthorne Blvd. Before you get to Palos Verdes Drive)



## 2017 Art Vendor Application



Application deadline April 15th

Please PRINT Clearly

Artist name \_\_\_\_\_

Assistant if applicable \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Cell \_\_\_\_\_

Email \_\_\_\_\_

Please list the items you will be showing and selling. Include a description of any demonstrations or activities you plan for the day in your booth if appropriate. Please be as verbally descriptive as possible. Please include a **CD with at least six image files** depicting your work. Feel free to add more than six to show the fullest range and quality of your talent. Also **include a file showing your exhibit set up**. These files should be **4x6 or 4x5 300 dpi jpgs**. You may as an alternative or in addition to sending images on a CD or DVD list your web site.

Web Site \_\_\_\_\_

Attach additional pages as needed: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Please state the general price range of the items you will sell: \$ \_\_\_\_\_ to \$ \_\_\_\_\_

10'x10' Exhibit spaces are available at the following: \$ 150.00

They will be randomly spaced throughout the other beer, wine and food vendors.

Canopies are required for all spaces.

Make check out to: "South Bay Sunrise Rotary Foundation".

City of Rolling Hills Estates Business License Fee:

Please write a separate check to: City of Rolling Hills Estates, and fill out the attached application, (note amount on the application). Mail the check and application to the city of Rolling Hills Estates at the address listed on the application. The city will mail your license to you. Be sure to bring it with you to the show should anyone request to see it.

\_\_\_\_\_  
Participant Signature \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
Date

Committee use only: Date paid: \_\_\_\_\_ Check #: \_\_\_\_\_ Amount: \_\_\_\_\_

# 4th Annual South Bay Beer, Wine and Art Festival

Sunday May 21, 2017, 12:00 pm to 5:00 pm

Participants must occupy their booths until 5 pm.

Ernie Howlett Park, 25851 Hawthorne Blvd., Rolling Hills Estates  
(Up Hawthorne Blvd. Before you get to Palos Verdes Drive)

## Information and Rules

### GENERAL INFORMATION:

The South Bay Beer, Wine and Art Festival is a family oriented Beer, Wine, and gourmet food tasting event which includes an art exhibit. The expected attendance this year will be two thousand paid attendants. This is a charitable fund raising event sponsored by the Rotary Clubs of El Segundo, Palos Verdes, and the South Bay. The funds raised this year will be distributed evenly to the three sponsoring Rotary clubs to be used toward deserving community projects.

### APPLICATION PROCESS:

Complete, sign and mail **all 4 pages of this application, including photos of booth and art to be exhibited**, and a check made payable to: **South Bay Sunrise Rotary Foundation for \$150**. Mail all of the above to:

Christopher Stillians  
CMS-Design Portraiture  
2550 Via Tejon, 1-C  
Palos Verdes Estates, CA 90274

Fill out the city of Rolling Hills Estates temporary business license application. Mail it to the address indicated on the application and include a check for the indicated amount. The city will send you your license in the mail. Please remember to bring it with you to the show should anyone request to see it.

Incomplete applications will not be considered. Please include a self addressed, stamped envelope large enough to hold your CD if you wish it returned. All CD's **not return requested** will be destroyed.

### ACCEPTANCE / SPACE ASSIGNMENTS:

Listing items on the application does not guarantee that the items will be included in the final approved list. The vendor jurors will determine eligibility based on quality, diversity, presentation, and originality in comparison with other applicants in your category. Every effort will be made to ensure a varied selection of art mediums and styles. If the Jury committee determines that work displayed in the show is different from that which was represented in your application you may be asked to remove it from your exhibit booth.

You will be notified by email or mail of your acceptance or non-acceptance, no later than February 15th if your application is received by **1-31-16**. Subsequent applications will be reviewed as quickly as possible. Upon acceptance by the Jury Committee your entry fee check will be deposited. Space assignments will be determined by the Art Committee. Written confirmation, space assignment, unloading permit with designated unloading time, and vendor parking area and permit will be provided to you within two weeks of the event. Space numbers will be clearly marked on the venue. In order to ensure a well balanced, aesthetically pleasing show the Jury committee reserves the right to change or substitute participant spaces, maintaining diversity and quality of the show. Should such a change be necessary, you will be advised in writing with sufficient notice.

\_\_\_\_\_  
Participant Signature

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
Date

**DISPLAY REQUIREMENTS:**

In order to maintain the orderly movement of the crowd, art may not project into the walkways or neighboring display spaces. All sales transactions, demonstrations, distribution of promotional materials or any other activity relating to your presence in the show must take place within the confines of your designated space. The Participating Rotary Clubs assume no responsibility for items or displays. Art work should be displayed in as tasteful a manner as possible. No stolen merchandise, designer knock-offs, secondhand or "swap meet" items or those with a lewd or vulgar content, amplified music, microphones, firearms, ammunition, drugs or drug paraphernalia are allowed on the show site. Violators will be expelled and fees will not be returned. The Jury committee reserves the right to refuse exhibit space to artists who display inappropriate or controversial content, and to remove any participant any time before or during the show in cases where: The participant is guilty of improper conduct; work is improper for family viewing; A participant hinders or encumbers another display or another participant's ability to properly exhibit; A participant attempts to sell items other than what was juried and accepted into the show based on photographs submitted with the application. **Participants are strictly prohibited from allowing any other vendor to sell or promote goods / services / or art from their assigned space.**

**SET UP:**

Unloading times will be assigned to each participant. **Each vehicle entering the venue MUST display their unloading pass in their windshield, (one pass per exhibit space).** All participants will be assigned an arrival and unload time. The unload area is also the area where you can park your vehicle after you unload. Double parking / blocking traffic in the left lane of the street, or attempting to set up your exhibit before your assigned time is prohibited, as it jeopardizes opening the event on schedule. Volunteers will be available to help move your display materials to your assigned space. If you need help setting up please feel free to ask a volunteer. The sponsors of this event and the volunteers themselves assume no responsibility for damage or loss of any kind as a result of the volunteer help given.

**POWER:**

Due to noise concerns, generator usage will not be permitted. **Please be advised that cellular reception can be unpredictable at the venue.. If concerned please check out before the event.**

\_\_\_\_\_  
Participant Signature

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
Date

**TEAR-DOWN:**

You may begin to dismantle your exhibit **only after the end of the Festival at 5:00 PM.**

**CLEAN-UP:**

All safety and fire regulations must be observed. Each participant is responsible for clean-up of their space. Trash receptacles will be available at the venue for disposal of trash. Dumping of any sort is prohibited, including oils, grease, coals, ice, trash, etc. onto any surface in the park or outside the park.

**REGULATIONS:**

Each participant is responsible for their own insurance, licenses and permits. Sales tax collection and payment to the California State Board of Equalization is the responsibility of the participant. **IMPORTANT NOTE: Representatives from the City of Rolling Hills Estates may visit each exhibit during the event to ensure that participants have the necessary temporary business license .**

Participant hereby indemnifies and shall defend and hold harmless the City of Rolling Hills Estates, the three sponsoring Rotary Clubs, it's officers, employees and agents from and against all suits, actions, legal or administrative proceedings, claims, demands, damages, liabilities, monetary loss, interest, attorney's fees, costs and expenses of whatsoever kind or nature arising out of injury or death of participant's employees or subcontractors, whether arising before, during or after completion of services hereunder and in any manner directly or indirectly caused, or contributed to in whole or in part, by reason of any act, omission, fault or negligence of participant or it's employees, agents or subcontractors.

**QUESTIONS:**

Please contact Christopher Stillians at Studio: 310-373-5450, Cell 310-714-2108, email: cmsdesignphoto@aol.com

I have read this application and associated rules completely. I understand that the South Bay Rotary Beer, Wine and Art Festival Committee has the right not to accept my application and, if so, I will be notified in writing or by e-mail and the space fee will be returned. If accepted I will participate at my own risk, pay for and obtain a City of Rolling Hills Estates temporary business license, and not hold the City of Rolling Hills Estates, the Rotary Club of El Segundo, the Rotary Club of Palos Verdes Peninsula, and the Rotary Club of The South Bay, or any of it's agents or representatives, liable for any loss or damage. If I do not comply with the event regulations or have misrepresented the goods / services I sell, I understand that I may be removed from the show without recourse, and may be denied acceptance to future Beer, Wine and Art Festivals.

There will be absolutely **NO REFUNDS** once you have been fully accepted as a participant, even in the event of rain or catastrophic event.

\_\_\_\_\_  
Participant Signature

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
Date



### City of Rolling Hills Estates

4045 Palos Verdes Drive North  
Rolling Hills Estates, CA 90274  
310-377-1577 • Fax 310-377-4468  
www.RollingHillsEstatesCA.gov

This Application is for:

- New Business
- Renewal
- Change of Owner
- Change of Address

### Business License Application - Date of Event

Mo/Day/Year

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

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

Address Suite City State Zip

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

(If Different)

Address Suite City State Zip

Business Phone: \_\_\_\_\_

Business Fax: \_\_\_\_\_

Business Activity: \_\_\_\_\_

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

#### Official Use Only

License No. \_\_\_\_\_

License Fee \$: \_\_\_\_\_

Penalty/Pro: \_\_\_\_\_

New/Renew: \_\_\_\_\_

Adj. Fee: \_\_\_\_\_

Amt. Remitted: \_\_\_\_\_

Check # \_\_\_\_\_

Date: \_\_\_\_\_

Ownership:

Sole Proprietor

Partnership

LLC

Corporation

Non-Profit

Federal ID No. \_\_\_\_\_

Social Security No. \_\_\_\_\_

Seller's Permit No. \_\_\_\_\_

State License (Contractor, Real Estate, etc): No. \_\_\_\_\_

Type: \_\_\_\_\_

Start Date In City \_\_\_\_\_

#### Owner or Principal Information

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

Title: \_\_\_\_\_

Phone(\_\_\_\_\_) \_\_\_\_\_

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

Address Suite City State Zip

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

Title: \_\_\_\_\_

Phone(\_\_\_\_\_) \_\_\_\_\_

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

Address Suite City State Zip

I declare under penalty of making a false statement the information is true and correct to the best of my knowledge.

Signature \_\_\_\_\_

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

Date \_\_\_\_\_

**\*\*Late Fee/Penalties:** Add a penalty of 10% of the license tax on the last day of each month after the due date with a maximum annual penalty of 50% of the application fee. Licenses are due and payable prior to doing business within the City to avoid penalty.

#### •Special Event Business License Application

•City of Rolling Hills Estates License Inspectors will conduct on-site inspections during the scheduled event to ensure compliance from the participants.

•Anyone selling tangible goods must have a valid California Seller's Permit.

•In addition, if you are a participant who is selling tangible items, state law requires sellers to complete form BOE-530B-titled "Temporary Sales Location Schedule," which you can obtain from the Board of Equalization at [www.boe.ca.gov](http://www.boe.ca.gov).

"Under federal and state law, compliance with disability access laws is a serious and significant responsibility that applies to all California building owners and tenants with buildings open to the public. You may obtain information about your legal obligations and how to comply with disability access laws at the following agencies:

The Division of the State Architect at [www.dgs.ca.gov/dsa/Home.aspx](http://www.dgs.ca.gov/dsa/Home.aspx).  
The Department of Rehabilitation at [www.rehab.cahwnet.gov](http://www.rehab.cahwnet.gov).  
The California Commission on Disability Access at [www.cdda.ca.gov](http://www.cdda.ca.gov)."

#### I. Are You (fee is non-proratable)

- Retail \$25.00
- Delivery \$25.00
- Services \$25.00
- Recreational \$25.00
- Food Services \$25.00
- Solicitation \$25.00
- Other \$25.00

Subtotal 25.00

SB 1186 State Mandated Fee 1.00

Processing Fee: 10.00

**TOTAL DUE 36.00**