



*Sunday, Sept. 24, 2017*

*11 am to 5 pm*

*Downtown Saint Joseph, Minnesota*

*[millstreamartsfestival.org](http://millstreamartsfestival.org)*

Dear Artists,

Plans are underway for the 2017 festival for which we invite you to submit your application.

Artist applications will be available March 2 with a deadline of July 1, 2017. We will again be awarding Best in Show awards to three selected visual artists which includes consideration of booth display. Best in Show may also include an Emerging Artist award. All of these designations will include cash awards.

All art at Millstream Arts Festival is juried each year, including that of our returning artists, to assure quality and variety. Artist applications and fees are handled by [Zapplication](#),<sup>®</sup> an online, non-profit arts service organization. There is no charge for artists to use this service. Jury fees and booth fees can be paid by credit card or PayPal, however, payment by check is still an option. Applications from artists who joined us last year are archived through Zapp, so they will have an easier time applying this year. More information is provided below.

Ten dollars of each booth fee is applied toward sustaining the Jean Matzke Community Art Award. This memorial award honors former Millstream Arts Festival founder and planner, Jean Matzke, and is given annually to an individual or organization for demonstrating dedication to the local community art scene.

Please read through the instructions and guidelines following this letter. If you have any questions, feel free to contact Mary at [millstream@millstreamartsfestival.org](mailto:millstream@millstreamartsfestival.org). Best wishes for a successful art season! We hope to see you at Millstream on September 24!

Sincerely,

Millstream Artist Committee  
Mary Niedenfuer and Alicia Peters

## ARTIST INFORMATION

***Application deadline: JULY 1, 2017***

**Please read the following descriptions and instructions carefully.**

Millstream Arts Festival gives artists a venue to display and sell their work to a large, interested audience. All artwork is juried, which provides us with a higher level of quality, diversity and creativity of art on display, exemplifying the gifted artists in the region.

The event is a festive environment with a wide variety of visual arts, music, dance, enticing foods and hands-on art activities for children. Artists' fees are used to produce the event the following year. The festival is held annually on the last Sunday of September. Crowd numbers are estimated at 5,000-8,000.

### **Description of the Day**

Millstream Arts Festival is an outdoor event on Main Street in downtown St. Joseph, **rain or shine**. The festival opens to the public at 11 AM and ends at 5 PM. Arrival and set-up can begin no earlier than 7 AM on the day of the festival. Artists and food vendors are expected to come prepared for all types of weather. Artists are also required to be set up and vehicles removed from the exhibit area by 10 AM. Food booths will open and entertainment will begin at 11:00 AM, continuing throughout the day. **\*All artist and food booths are expected to remain set up for the entire event except in the case of an emergency.\*** Complimentary muffins and coffee are provided to all artists until 10 AM on the morning of the festival.

### **Eligibility**

Participation is open to all artists working in basketry, ceramics, fibers, handmade paper, glass, jewelry, leather, metal, wood, mixed media, and original two-dimensional fine arts. **The work exhibited must be of original concept and creation, designed and crafted by the applicant—unique art forms developed primarily for aesthetic and/or original concept rather than practical application except in cases of true folk artistry. Jurors will look for quality, originality and consistency of design.** We do not accept work made from commercial molds, kits or patterns, or other commercial methods. Copyrighted designs not owned by the artist are not permitted. Commercial reproductions are not acceptable. All artwork must be presented at the festival by the artist submitting the application.

### **Fee Structure**

**Application and application fees are due by JULY 1, 2017. Booth fees are due by August 1.** Shared booths are allowed, however, the combined art must complement each other.

- Jury fee \$25 (non-refundable)
  - Single booth/exhibitor fee \$85
  - Shared booth/exhibitor fee (limit of 2 exhibitors per booth) \$65 per artist
  - Literary exhibitor fee \$30 per author (no jury fee required)
- (See special information for writers below.)

## **Application and Jury Process for Visual Art (Please read carefully.)**

All art is juried, including that of returning artists. Artists apply via [Zapplication](#).<sup>®</sup> Jury fees and booth fees can be paid by credit card, PayPal, or check. Information on uploading photos for jury review is found on Zapp's website. Their photo requirements can cause frustrations with your application, so pay special attention to their instructions.

A specially-appointed panel of experts in the field of visual art will look for quality, originality and consistency of design. The identities of applicants remain anonymous during the entire review process—therefore, all images must be free of signatures, headshots or other identifying marks. Each artist is asked to submit three images of all work that will be represented at Millstream plus one booth photo. If this is your first show, a photo of a mock booth set-up is recommended. Pay particular attention to the size requirements for photos as this is where artists have the most difficulty submitting their applications through Zapp.

To apply for Millstream, start by creating an account at the Zapp website: <https://www.zapplication.org/event-info.php?ID=4591>.

The deadline for submitting applications is JULY 1, 2017. Applications are processed upon receipt of the \$10 jury fee and completed application. Upon being accepted, artists will be notified to pay the appropriate booth fee.

If you prefer to pay by check, it may be mailed to the following address:

**Millstream Arts Festival  
Art Committee  
P.O. Box 448  
Saint Joseph, MN 56374**

**Please note:** Artists whose work has been rejected by the Millstream jury within the past two years and which has not changed significantly need not reapply.

## **Special Information for Literary Artists (Authors and Poets)**

Literary exhibitor fee - \$30 per author (no jury fee required). Payment includes the use of table space and chair under a big top authors' tent known as The Book End.

Due to the special nature of your work, the process for literary artists is handled differently. **Neither jury fee nor images are required for writers;** however, sample writings are still required.

**Fiction & Non-fiction:** 2-3 pages in a Word document or PDF from a maximum of three books that you plan to sell at the festival.

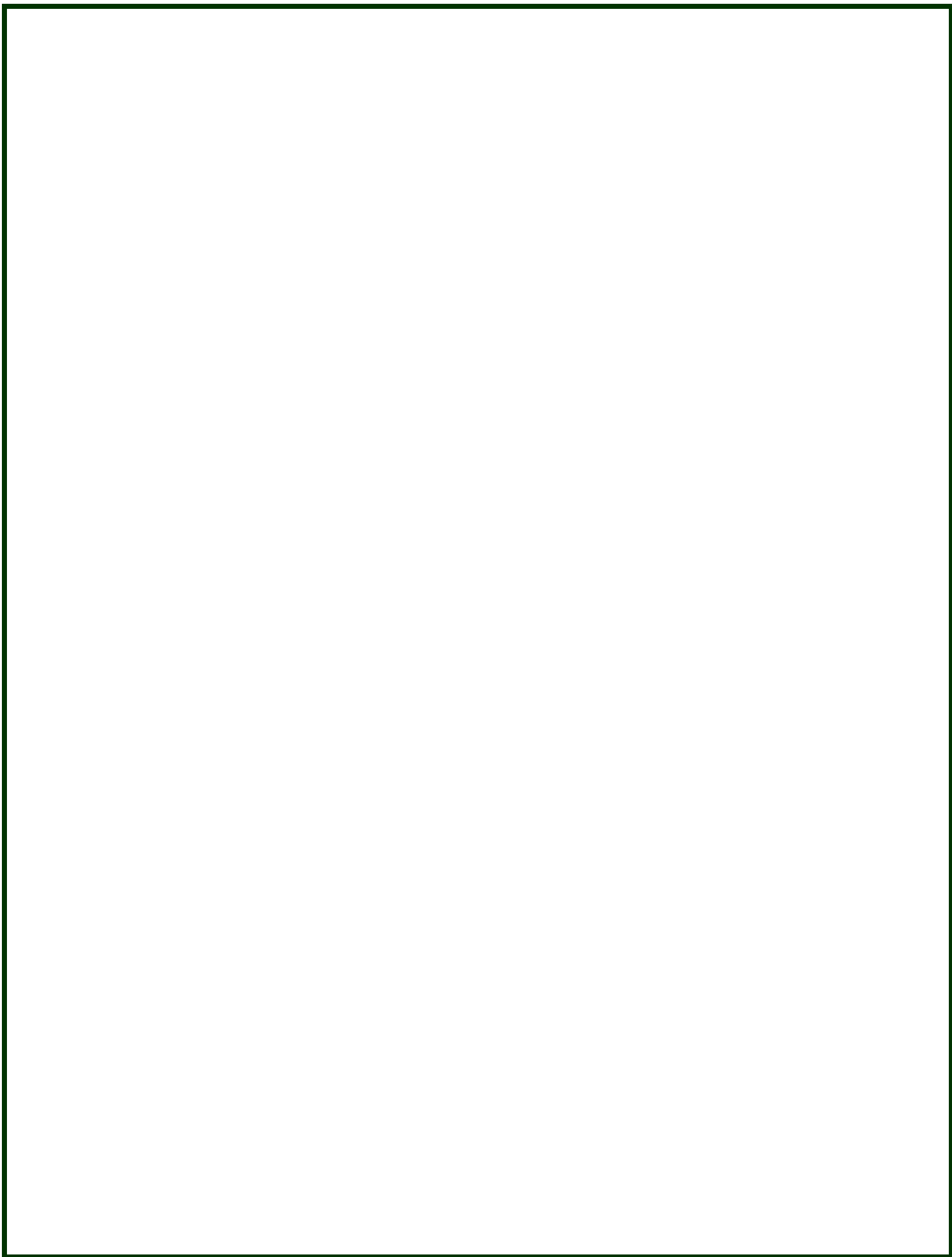
**Poetry:** 2-3 poems in a Word document or PDF from a maximum of three books that you plan to sell at the festival.

**Writers can submit an application [online using this link](#).**

Writers will be notified of their acceptance to the festival. Payments will be requested upon notification of acceptance.

## **Cancellations**

The deadline to cancel your booth is **September 10, 2017**. There are no refunds after this date. Please notify the committee at [millstream@millstreamartsfestival.org](mailto:millstream@millstreamartsfestival.org).



## Artist Awards

Cash awards will be given to three artists in recognition of the highest level of creativity and quality shown amongst exhibitors. Awards will be given during the festival as follows:

- Millstream Best in Show First Place     \$250
- Millstream Best in Show Second Place   \$150
- Millstream Best in Show Third Place     \$100

## State sales tax

State law requires that exhibitors collect and report Minnesota State Sales Tax and that a **completed ST-19 form be on site in order to participate in Millstream Arts Festival**. Call the Minnesota Department of Revenue at (651) 282-5225 or view their website at [www.taxes.state.mn.us](http://www.taxes.state.mn.us) for more information.

## Jean Matzke Art Award

Ten dollars of each booth fee is applied toward sustaining the Jean Matzke Art Award. This memorial award honors artist and former Millstream Arts Festival founder and planner, Jean Matzke. It is presented annually to an individual or organization for demonstrating dedication to the local community art scene.

## Exhibit Areas

Every effort is made to maintain a balance of media and high visibility for all exhibitors.

The festival is held on Main Street in downtown St. Joseph, **rain or shine**. All artist booths will be set up on pavement. There are no options for electricity. Participants must provide their own display materials including tables and canopies, which are strongly recommended. **Canopy weights are required**. While extra space is often provided, artists should plan on a booth space of 10' x 10'.

Displays must be set up by 10 AM the day of the festival and **artwork displayed the entire time the event is open to the public** (11 am-5 pm) except in the case of an emergency. Artist booths and materials must be removed from the street by 7 PM after the close of the festival. All proceeds of sales go to the participating artists.

## DAY OF THE FESTIVAL

- Registration/check-in begins at 7 AM.
- **Artists enter the festival on College Avenue, NORTH of Minnesota Street (Main Street).** [Click here to see a map](#). No other access will be allowed.
- Complimentary coffee and rolls will be available in front of The Local Blend Coffee Shop during set-up.
- To minimize congestion, artists are required to unload and move vehicles before setting up booths. Displays must be set up by 10:00 AM.
- The street will be reopened at 6:30 PM. For your safety, we ask that booths and materials be removed from the street as soon after the festival as possible.
- If you must cancel your booth, please notify the festival committee as soon as possible. No refunds after September 10.

## 2017 Dates to Remember

March 1	Application process opens
July 1	Deadline for applications
August 1	Booth fee payment deadline
September 10	Cancellation deadline (no refunds after this date)
September 24	Millstream Arts Festival, 11 AM – 5 PM

**Thank you for your participation.**

**We wish you every success!**

[millstream@millstreamartsfestival.org](mailto:millstream@millstreamartsfestival.org)