

## MUSIC ON MAIN, PRETE PLAZA, 221 E. MAIN STREET, ROUND ROCK, TEXAS

The City of Round Rock, Department of Arts and Culture, has opened three (3) 10' x 10' tents for artists during the Music on Main shows, held at Prete Plaza. The Music on Main dates are listed below. The goal is to have different artists throughout the spring. This will be repeated in the fall. We will open fall registration in late July/early August.

Please use the Artist Popups document to apply for the Saturday popups. See the website at [roundrockarts.org](http://roundrockarts.org) for more information on the Saturday morning artist popups.

### APPLICANT INFORMATION

Please send an email to [music\\_on\\_main\\_artists@roundrockarts.org](mailto:music_on_main_artists@roundrockarts.org) with the following information. The email, with complete information, will be considered your application for consideration.

It is assumed that by applying for consideration you have read all the information in this document and agree to its terms. A request for consideration that includes all the requested information will speed up the acceptance process. It may be helpful to copy and paste the 11 items below into your email to ensure that all the requests for information are answered:

1. Your name as you want it posted on Facebook, etc.
2. Your name for the purpose of communication between you and us. Just put "same" if it is the same.
3. Name of your business if different than your name. Just put "same" if it is the same.
4. A phone number used on the day of the event
5. A phone number used before the event
6. An email address
7. Tell us if you reside in Bell, Williamson, Hays, Burnet, or Travis county
8. The **TWO (2)** dates you would like us to consider. The dates must be set a month apart to help provide a variety of artists. The available dates are:
  - a. Music on Main Spring Break Bash
    - i. March 16, 17, 18, 19, 20, 2020 and March 25, 2020
  - b. Music on Main
    - i. April 1, 8, 15, 22, 29, 2020
    - ii. May 6, 13, 20, 27, 2020(FYI (DO NOT REQUEST) Rain Dates: June 3, 10, 17, 24, 2020)
9. A description of what you are selling. The focus is on artwork, jewelry, and art-oriented crafts YOU create. Whatever is sold must avoid copyright infringement.
10. Include up to three pictures of what you will sell.
11. If you are coming in as a team, provide the same information listed above for your team member. Clearly indicate, however, who is our primary contact.

### THE ACCEPTANCE PROCESS

#### **Timeliness and responsiveness.**

All requests for consideration are handled as they are received. This includes all communication, from receipt through acceptance/denial. Communication is by email. If the applicant does not respond quickly, there may be someone else who slips in and takes the spot because he/she responded quicker.

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Answering ALL the questions and providing the requested images will minimize the email-back-and-forth.

### **Review of items being sold and acceptable participants.**

Unless the artwork shown would not fall under the concept of visual art in some way—and it is broadly defined!—or is part of a commercial venture, it will likely get in.

1. We will not accept vendors who are distributors for others, such as art gallery owners, art agents, distributors, or commercial firms.
2. We will accept one portrait/caricature painter at each Music on Main event. Scot Wilkinson is managing the face painters for Music on Main. Portrait/caricature painters are also limited to two appearances per season.
3. We will not accept any vendor who is not focused on art. If you are not creating and selling YOUR art, please do not apply for consideration.
4. Artists must come from one of the counties identified in Question 7 under APPLICANT INFORMATION.

### **THE EXPECTATIONS AND REQUIREMENTS**

Note the set-up time of 3:00-5:00 pm and knock down at 8 pm. sharp. The event runs 6:00-8:00.

***Staff appreciates rapid take down of your space so PARD staff can quickly move in and tear down the tents.***

1. About the tented spaces.
  - a. Only 3 tents/3 artists will be provided for Music on Main. This includes the portrait/caricature artist if available.
  - b. We provide one 6' table and one chair.
  - c. **Only your sign may be placed on the tent's canopy.** You will be asked to remove anything other than a lightweight sign from the canopy. Consider having it made professionally. Foam core-based signs are sturdy, light weight, and hang well. Consider having it laminated in case there is rain or mist. Or, consider plastic honeycombed boards. Professional signage draws people to your booth!
  - d. You may secure grid wall, etc. to the tent's **vertical posts (not the canopy!!!)**. All tape must be removed when you check out. Consider using zip ties (and bring scissors to remove the ties) or velcro-type "ties." **Keep the weight to 10 pounds. If it is deemed that the weight is too heavy, you may be asked to remove your wall and inventory!!!** Fees may be charged if staff must remove tape or if tents are broken from the weight of your products, up to the cost of tent replacement for a damaged tent.
  - e. If you plan to enter this show, the popups, and/or the fall Art Walk frequently, and as there is no charge to enter, it may be time use those savings and create attractive, free standing displayers, bring a second table with table top displays, or provide your own tent and related displayers.
2. Spaces are first come, first take. There are no inside options in The Downtowner Gallery.
3. Please bring your own extension cords for power, possibly up to 50 feet or so (more may be better). However, it would be better to have charged "bricks" to use your phone for your transactions and the cable to make that happen. Tape down your extension cords with duct tape or other durable tape if people are walking over it routinely.
4. A CRITICAL REMINDER: Setup: 3:00-5:00 pm. Don't disappoint your potential customers by not being totally ready by 6:00 pm! Keep in mind that there can be as many as 300 music lovers.

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You want to be set up so that those who arrive early can look at your wares undeterred, and you can set up without competing with the crowds. Sunset is at 7:30. By the end of April sunset is at 8:00 pm.

5. It is expected that you will stay until 8:00 pm unless there is an emergency.
6. We ask that you quickly knockdown at 8 pm so PARD staff can move in and clean up the space for the next day.
7. Parking: Parking will be a bit more challenging than on Saturdays as the parking lots and spaces will be full of vehicles. However, there is a pull in/out south of the plaza where you can temporarily unload. Please unload quickly and move your car so another artist can get in. We suggest you have a partner to assist you.
8. Bring your own dollies, friends, and carts to carry stuff. There are no dollies or carts in the Downtowner Gallery.
9. You keep all the income from your sales. The more works you have with various price points, the more likely you'll sell something!
10. Restrooms in city hall, behind the Downtowner Gallery, is for artists only. Others should use the on-site porta-potties or the restrooms in the library, which is open until 9 pm.
11. Unlike the Saturday popups, you have a two hour, not five hour, sales period. On the other hand, there is a captive audience enjoying the music. Consider these factors when presenting your inventory. It may be best to limit inventory to what can be seen easily on a table placed closest to the front of the tent to catch ambient light as sunset is starts at 7:30 at the start of Music on Main.
- 12. Remember to cancel if you need to! Just email the appropriate contact listed at the bottom of this document. We provide the list of participating artists to the city on Tuesday morning. This is why you are contacting the city on Tuesday and Wednesday if you need to cancel. *We WILL cancel future reservations if you do not cancel by Monday at midnight. There are limited exceptions to this requirement.***
13. If you are a no show, future reservations will be cancelled.
14. We communicate by email only. We are a volunteer group and may be doing our work at midnight. We appreciate your understanding and commitment to keeping up with your email.
15. When the lists are sent to you noting future commitments, please:
  - a. Verify the spelling of your name
  - b. Verify the dates we have you logged down as attending
  - c. Quickly notify us if you cannot make a scheduled date, and inform us of a preferred date to replace it

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**PLANNING FOR THE EVENT AFTER YOU ARE ACCEPTED**

1. **Promote. Promote. Promote.** You are your best advertiser. You probably have a list of followers and buyers. Please let them know when you'll be downtown. You want to see them and hopefully they'll buy something! It is all about relationships, right?
2. **DO NOT FORGET YOUR BUSINESS CARDS AND SOMETHING TO WRITE WITH. REALLY!!**
3. Make sure all your electronics are fully charged.
4. Please stay until 8:00 pm unless there is an emergency. If you leave early, let a City of Round Rock staff member or volunteer in The Downtowner Gallery know. Scot Wilkinson and/or Christina Rudofsky will be on site during the shows.
5. Please bring all snacks, drinks etc. for your own consumption. When it is hot or humid, please bring plenty of water to drink. When it is cold or cool, consider coffee, cocoa, hot tea, and hot cider to stay warm!!!
6. If you need to cancel, please do so by midnight Monday! Just email [music\\_on\\_main\\_artists@roundrockarts.org](mailto:music_on_main_artists@roundrockarts.org). Failure to do so may result in cancellations of remaining spots and the inability to register for Fall 2020.
7. Check your email if the weather is not optimal for artists to attend. You may get a notification as soon as 3 days before the event or the morning of the event. CHECK YOUR EMAIL REGULARLY please.

**WHO YOU GONNA CALL?**

Contact info through Monday before the event: [music\\_on\\_main\\_artists@roundrockarts.org](mailto:music_on_main_artists@roundrockarts.org)

Contact info Tuesday through Wednesday before the Wednesday night event:

[crudofsky@roundrocktexas.gov](mailto:crudofsky@roundrocktexas.gov) or [swilkinson@roundrocktexas.gov](mailto:swilkinson@roundrocktexas.gov)