

Wisconsin Valley Art Association

WVAA ART IN THE PARK

Being one of the three events that make up the Artrageous Weekend provides numerous benefits for the show and exhibitors.

*We share the cost of the **shuttle system** provided for customers to travel between these three events.

* The groups benefit from the **broader advertising** afforded by a group effort and shared expenses.

- Having a multi-faceted event draws a larger crowd, **more customers**, and happiest exhibitors.
- It is estimated that **35,000 plus people** attend Art in the Park over the two-day event.

The WVAA's Art in the Park is a tradition. The 2012 event will be the **37th Annual!**

The Event:

Art in the Park
Saturday & Sunday – the weekend after Labor Day
Show Hours: Sat: 9:00am to 5:00pm
Sun. 8:00am to 4:00pm
Exhibition Building & East Gate Hall in Marathon Park

Set Up: begins Friday at noon and ends at 8:00pm

***All booths are inside buildings and the show is not dependant on the weather.**

*Security is provided for both Friday and Saturday nights.

***Food vendors: are located outside of East Gate Hall. The food vendors are limited to fundraising for non-profit community groups or individuals who donate their profits from the weekend to a non-profit community group or local charity.**

Shuttle buses: are provided free of charge for transportation between Art in the Park, the Festival Arts in Downtown Wausau, and the Birds in Art Exhibit at the Woodson Art Museum.

Parking: is provided for volunteers and individuals with handicaps near the East Gate Hall with easy in & out access to the event.

Added attractions:

Children's Craft Area in a quiet secure area of the **East Gate Hall**
ATM in a quiet secure area

Live & recorded music in the rotunda of Exhibition Building
Events/Booths as Fundraisers for Community Non-profit Groups
Book signing by the Illustrator/author of a Children's Book
Book readings in the children's Craft Area
Butterfly Release on Sunday afternoon

The Exhibitor/Volunteer Picnic is following the show on **Saturday evening**. Tickets are given to volunteers, based on volunteer hours. Additional tickets may be purchased for a nominal price.

Volunteer opportunities for Art in the Park:

Art in the Park is a completely volunteer run event and is the major fundraiser for the WVAA. There are many opportunities for member and their friends and families to participate through the year and during the actual event. Below is a listing of some of the major volunteer opportunities:

- Recruitment and marketing committee for exhibitions and attendees
- Exhibitor screening committee
- Obtain ads for the Art in the Park brochures –(offsets cost of brochure)
- Distribute Art in the Park brochures to area merchants, 7-14 days before the event.
- Volunteer meeting August: Assist with Registration Packets, Children's craft prep. etc.
- Friday-Registration, Exhibitor Parking, Member Booth set-up, hanging banners, signs, etc.
- Attendants for Volunteer and Handicapped Parking: shuttle Bus & one-way traffic flow attendant.
- Relieve exhibitors for lunch & bathroom breaks by watching their booth or be a lunch runner.
- Work in the Information Booths
- Work in the Children's Craft Area
- Distribute Art in the Park Brochures at the event
- Working the Member's Booth
- Take down and clean up.

Volunteers wear bright green tie-dyed-t-shirts with Art in the Park Logo and a Volunteer name badge.

More information and updates on volunteer opportunities are in the summer newsletter. A volunteer information meeting is held in mid to late August.

The Art in the Park Board is also made of volunteers that are WVAA members. The Board appoints the Art in the Park Chairperson for an unlimited term. The Chairperson selects the committee coordinators. Art in the Park meetings are open to all WVAA

members and Art in the Park volunteers. More information about the Art in the Park Board is in the Bylaws.

General (often asked) question about Art in the Park...and the answers.

Q: Are there any benefits for WAA members as exhibitors at Art in the Park?

A: Current WVAA members are waived the screening fee. WVAA members, as first time applicants and with any changes in their work, are required to submit the photos of their work and booth for the screening. Current WAA members who are returning exhibitors get the first choice of booth locations. Current WVAA members who volunteer at Art in the Park are allowed early set-up.

If you are interested in more information regarding an individual booth at Art in the Park, applications and application information may be obtained at www.wivalleyart.org or from the current Art in the Park Exhibitor Coordinator or Chairperson.

Q: Why are applicants screened for Art in the Park?

A: The mission of the WVAA is Art Education for the Community. In order to filter inappropriate applicants and protect the caliber of the show, it is necessary to screen the applicants. By screening for original, high-quality art and craft work, we are continually educating and exposing the public to the work of artisans, and supporting the art community by offering a venue to display their talent and sell their work.

Q: As a returning exhibitor, am I guaranteed a booth for Art in the Park each year?

A: No, in order to meet the requirements of a screened art and craft fair, the screening committee must evaluate each application on its own merit through photographs and information provided on the application. To provide a well-balanced show and variety for the customers, we limit the number of exhibitors. Jewelry, pottery and woodworking/furniture generally fill early, but each category varies from year to year. To have the best chance of being screened and accepted into the show, it is highly recommended that you submit your application with high quality photographs of your work.

Q: Is Art in the Park only event that is held at Marathon Park that weekend?

A: No, Currently and for the past 20 years, there are 2 events held at Marathon Park during the weekend. **Art in the Park** is in the **Exhibition Building** and **East Gate Hall (Youth Building)** and the area between these buildings.

“Art Word” is another event that is organized as a private business venture and is **located in and by the Multipurpose buildings and the Calf Barns**, directly behind Art in The Park show buildings