



2010

MT. PLEASANT ARTS & CRAFTS FESTIVAL

Make downtown Mt. Pleasant your destination July 22-24, 2010 for the 2nd Annual Downtown Mt. Pleasant Street Festival!

This year we're declaring the week of July 18-25 as a "Celebration of the Arts" and making the Downtown Mt. Pleasant Street Festival **THE** place to be to celebrate summer! We've combined multiple cultural events, added in new activities, and made it bigger and better than ever! Take a look at what we've got in store for this year:

Arts & Crafts: More arts and crafts than ever before, plus we've kept the booth fees low, low, low so you can take home more, more, more money!

Blues Festival: Back for a second year...and growing! Smokin' hot blues on Friday and Saturday highlighting the best in the blues.

Chalk Art: Featuring famous artwork re-produced on the sidewalks throughout downtown. Lee Jones (www.chalk-it-up.com) will be the featured artist again for 2010.

Chair Affair: Art Reach of Mid-Michigan will showcase hand-decorated benches individually designed by mid-Michigan artists throughout downtown.

Discovery Days: by the Mt. Pleasant Area Discovery Museum with a children's scavenger hunt and interactive bird activities such as an urban bird study, nature-themed crafts, and educational series about flight mechanics.

Live Music: throughout downtown you'll find a variety of styles and genres to keep you entertained.

One-Act Play Festival: Comedy, tragedy, suspense, romance – you'll find them all in this weekend at the Broadway Theatre.

Sidewalk Sales: The three-day event showcases our eclectic and expansive array of one-of-a-kind stores and offers shoppers refreshing choices and alternatives. The year's largest sale in Mt. Pleasant's premier shopping destination, Sidewalk Sales is a not-to-be-missed shopping ritual for local residents and visitors alike.

Additionally, there will be hands-on activities for kids and a wide variety of foods to satisfy your cravings, including fajitas, BBQ, kettle corn, and much more!

So, what does this mean for you, the artist? By joining forces and expanding our events into one **HUGE** event it means a substantial increase in marketing and promotions to bring more people to you!

We hope you'll join us this year!

Sincerely,

Michelle Sponseller
Downtown Development Director
City of Mt. Pleasant, MI

Visit us online!
www.mpstreetfestival.com



ARTS & CRAFTS FESTIVAL DETAILS



1. All applicants must submit: 3 photos of artwork. Write your name on each photo and an arrow pointing to the top of all slides please. Include a self-addressed stamped envelope, which is the appropriate size for your photos, for their return to you.
2. Should you wish to apply electronically, please email application and photos of artwork/crafts to downtown@mt-pleasant.org. If application is accepted, you will be contacted so payment can be sent before show.
3. All work exhibited must be original and handcrafted by the artist. The limited use of manufactured items will be allowed, only if incidental to the final product. **No Buy/Sell Allowed.**
4. Participation is \$25 per booth, per day. Reduced price of \$50 for all three days. Sellers may participate to one, two or three days.
5. Priority of booth location will be given based on the number of days vendors choose to exhibit. Vendors exhibiting three days will receive first priority, vendors exhibiting two days will receive second priority and vendors exhibiting one day will receive third priority.
6. Artists are responsible for their own property and for furnishing their own tents, tables, chairs, and change.
7. Artists are responsible for insurance and protection of artwork and display. The City of Mt. Pleasant will not be responsible for damage to crafts, artwork or display.
8. Spaces are 10' x 10' with approximately 3 feet between booths. *If you need more than one booth space, please call to discuss.* Spaces with electricity are available, but limited. Please call if you need one. Spaces will be assigned by Arts & Crafts Fair Coordinator.
9. SECURITY: to maximize overnight safety and reduce the need for complete tear-downs and next-day set ups, there will be overnight security for those who wish to leave their display installation in place. **PLEASE DO NOT LEAVE ARTIST OR VENDOR MERCHANDISE OUT OVERNIGHT. THE CITY AND/OR ART REACH OF MID MICHIGAN WILL NOT BE RESPONSIBLE FOR MERCHADISE LEFT OUT.**
10. There will be no "rain date" in case of incumbent weather.
11. Set-up will begin at 7:00 a.m. each day. All booths and artistic work must be ready by 8:30 a.m.. The event hours will be Thursday & Friday 9:00 a.m. - 8:00 p.m., Saturday 9:00 a.m. - 5:00 p.m.
12. Violation of any of the above list of guidelines is basis for expulsion.

QUESTIONS?

City of Mt. Pleasant
Downtown Development
Arts & Crafts Coordinator
320 W. Broadway
Mt. Pleasant MI 48858

Telephone: (989) 779-5348

Fax: (989) 773-6791

Online: www.downtownmp.com

www.mpstreetfestival.com

Email:

downtown@mt-pleasant.org

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ARTS & CRAFTS FESTIVAL**

APPLICATION

DEADLINE - JULY 15

Contact Name: _____

Business Name: _____

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Telephone: _____ **Cell Phone:** _____

Fax: _____ **Email:** _____

Description of wares: _____

DAYS YOU WOULD LIKE TO PARTICIPATE:

ALL THREE DAYS: Cost \$50 - SAVE \$25!

Thursday, Friday and Saturday, July 22-24

TWO DAYS: Cost \$50

Thursday, July 22 and Friday, July 23

Friday, July 23 and Saturday, July 24

SATURDAY ONLY: Cost \$25

Saturday, July 24

DIRECTIONS:

- 1.) Complete application - indicating the days you would like to participate.
- 2.) Make a copy of the application for your records.
- 3.) Be sure to include color photos of your work . They will be mailed back to you after jurying has been completed. Or send in your application via email and send your photos electronically.
- 4.) Attach check payable to: City of Mt. Pleasant.

5.) Mail to:

City of Mt. Pleasant
Downtown Development
Arts & Crafts Coordinator
320 W. Broadway
Mt. Pleasant MI 48858



Art enables us to find ourselves and lose ourselves at the same time.

Thomas Merton



An artist cannot fail; it is a success to be one.

Charles Horton Cooley



An artist is a dreamer consenting to dream of the actual world.

George Santayana

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ART REACH
Of Mid Michigan



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U.S. POSTAGE PAID
MT. PLEASANT, MI
48858
PERMIT #72

DOWNTOWN MT. PLEASANT

Whether coming to visit just for an afternoon or for an extended stay, downtown Mt. Pleasant offers a break from the ordinary. With magnificent shopping, unique cultural attractions, and scenic parks, downtown Mt. Pleasant is an ideal destination!

Downtown Mt. Pleasant boasts over 135 businesses that include an eclectic array of specialty shops, art galleries, and excellent dining establishments, bars and bistros. . .you'll find "big city" amenities with small town service and charm.

Downtown Mt. Pleasant is centrally located in the state of Michigan and is bordered by the picturesque Chippewa River. Three of Mt. Pleasant's most scenic parks, Island Park, Mill Pond and Nelson Park, are also located downtown offering a local trail system with a variety of nature trails and cycling paths.

Located just a few blocks north of Central Michigan University's campus and 3 1/2 miles directly west of the Soaring Eagle Casino and Resort, downtown Mt. Pleasant has all you're looking for and more!

