

Chico ART Festival

On Floral Avenue - May 9 & 10, 2025

Friday May 9 | 4 pm - 8 pm & Saturday May 10 | 10 am - 4 pm

2025 Prospectus

ChiVAA, the Chico Visual Arts Alliance, is excited to announce our 12th Mother's Day Weekend Art Festival Extravaganza. Formerly known as Art at the Matador and Art Fiesta, the Chico ART Festival will be held on Friday, May 9, and Saturday, May 10 at St. John's Episcopal Church in Chico. This will be our 12th year of a spring festival that unites artists, art organizations, and the public, and our 4th year at St John's. Its serene setting includes beautifully landscaped grounds, picnic tables, a labyrinth, and plenty of parking. Demos, live music, a margarita bar, food trucks, and children's art activities will enhance this family-friendly event.

Our two-day, one-stop ART festival has four goals: to showcase our local artists, promote Chico as an arts destination center, educate the public about the variety and value of art in our community, and throw a really great Chico-style party.

We at ChiVAA will continue to garner support from Chico businesses to offset expenses and will promote our artists in print, on the air, and through social media. Participating artists will have the opportunity to transform their assigned spaces into living galleries where they can meet the public, market their wares, and be inspired by each other. Participating artists will automatically become ChiVAA members for a year.

Participation Requirements

- The Chico ART Festival committee will review your application, with its accompanying images and descriptions, to ensure that your art meets exhibition-quality standards. No imports or resale items are allowed.
- You must be present to interact with the public during event hours and may only show your own art. If you share a booth with other artists, each of you must submit an application (with images and descriptions) for approval.
- All participants must have a valid CA Seller's Permit or team up with a participant who has one. To obtain a CA Seller's Permit contact the California Department of Tax and Fee Administration at 800.400.7115 or go to www.cdtfa.ca.gov and register online.
- The event will take place rain or shine with no refunds or alternate dates in the event of a natural disaster.

Security

Onsite security is provided Friday night after the close of the show until 8:00 am Saturday morning.

Booth Rates & Payment Schedule

We have not raised our booth fees since 2013. Unfortunately, we cannot continue to charge \$150 for a booth due to drastic increases to our costs. Accordingly, we are increasing our booth fee to \$175.00 this year. Booth spaces are 10 feet by 10 feet outdoors. You provide your own tent, tables, and display furniture. The booth fees are tiered as follows:

- \$175 apply and make booth payment by March 15.
- \$200 apply and make booth payment by April 30.

New This Year – Artists’ Alley

We are adding an Artists’ Alley for artists who do not have a 10x10 booth display system or have smaller inventories. We will provide a 6-foot long table and chair. The Artists’ Alley will be located on the northeast wall under the eave of the Multi-Use building roof and it accommodates 11 table spaces. Apply early as spaces are limited. The fee for a table space is \$100.

- All artwork must fit on the table. No display or artwork can be attached to the building wall.
- The table must be completely covered with a tablecloth and any items stored under the table must be hidden by the table covering.

Cancellation and Refund Policy No refunds after April 15, 2025

Application Checklist - To be valid, your application must contain all items on this list:

1. Apply online on the [Artist Portal HERE](#) or download a paper application.
2. Pay booth fee.
3. Submit 4-5 images of your work, 1 of your booth, 1 of artist. You can submit digital images or hard copy photos. Digital images must be in jpeg or png format. Printed photos sent by mail will be used for screening only, but not for promotional purposes, and they will not be returned.
4. Name your files as FirstLastName_Title.jpg, FirstLastName_Booth.jpg, and FirstLastName.jpg.
5. Artist statement. Tell us about your art and let us know if you are planning something special at your booth. Past exhibitors have added to the excitement of the show with special events and/or live demos.

How to Apply

- **Apply Online:** Apply [HERE](#) and make payment via the [Artist Portal](#).
- **By Email:** Email application and/or images to festival@ChiVAA.org, pay online or by mail.
- **By Mail:** Send application and payment to ChiVAA – Chico ART Festival, P. O. Box 1967, Chico, CA 95927

Artists who share spaces must submit individual applications with images and information as in participation requirements.

Media Campaign

This includes radio, newspapers, TV, web & social networking. It is also important for you to use your social media to help promote your work and the show. Make sure to post regularly leading up to the days of the Chico Art Festival. Connect your social media with ChiVAA’s website, posts about your work and the show, and the Chico ART Festival Facebook page and event.

Want to join the Chico Art Festival Team? We are looking for additional team members to help set up the show.

Questions? Email: festival@ChiVAA.org or call Cynthia Sexton at 530-318-2105