



# CALL FOR ARTIST PROPOSALS



California State Parks & Coastside State Parks Association  
Present

## 3rd Annual Coastal Wildflower Day & Earth Day Festival

**A Day of Celebration and Service**

**April 16, 2016**

**10am to 4pm**

Locations: Francis Beach Visitor Center, Dunes Beach, & Coastside Trail  
Half Moon Bay State Beach

This year, Coastal Wildflower Day and Earth Day celebrations come together at Half Moon Bay State Beach for a unique combination of celebration and service, in stewardship of coastal habitats, plants and wildlife, and in commemoration of the start of California Native Plant Week. This event fulfills ***the mission of the California State Parks: to provide for the health, inspiration, and education of the people of California by helping to preserve the state's extraordinary biological diversity, protecting its most valued natural and cultural resources, and creating opportunities for high-quality outdoor recreation.***

Festival activities will include volunteer coastal cleanup and native plant restoration projects, educational nature walks led by native plant specialists, plant sales and education at the native plant nursery and garden, kids' coloring contest and games, a bistro serving hot beverages, a food truck, live music, and interactive art installations along the Coastside Trail. Admission is free to the public.

For the first time, this event will include interactive public art installations at several designated sites along the Coastside Trail between Francis Beach Visitor Center and Dunes Beach in Half Moon Bay. The combined events of Earth Day and Coastal Wildflower Day bring together conservation enthusiasts



The Coastal Wildflower Day and Earth Day Festival is supported by the California Native Plant Society Santa Clara Valley Chapter and the California State Parks Foundation Park Champions.



CALIFORNIA  
STATE PARKS  
FOUNDATION

from various non-profit organizations to create an educational immersion into coastal nature and native plants, volunteer service opportunities for coastal cleanup, and a family-friendly celebration of the natural beauty of our coastal public lands.

We invite three types of proposals from artists for participation in this festival:

1. **Temporary site-specific installations, interactive activities, productions, and other expressions of art that reflect the aim of the event and align with the mission of the California State Parks stated above.** Works that include nature education, active art making, performance, or other interactive features are especially sought out.
2. **Live musical performances** that will be presented at scheduled times throughout the day on two outdoor stages - one for acoustic solo or duo acts and one for bands with three or more members.
3. **Exhibitor spaces for vending artists** who wish to sell their works to the public. Tables, pop-up tents, and all other display materials must be provided by the artists.

Details on all three of these options for participation are provided below.

The artistic production of Coastal Wildflower Day and Earth Day Festival is organized by a committee of community volunteers and State Park rangers. We envision the artistic component of the festival to be a dynamic celebration of all life forms - humans, animals, and plants - in thriving collaboration on our coastal lands and water.

Coastal Wildflower Day and Earth Day Festival is an all-volunteer event supported by generous contributions from various community non-profit organizations, including Coastside State Parks Association.

Coastal Wildflower Day and Earth Day Festival 2016 is the first expanded artistic production of this annual event, and we are currently seeking artists who are willing to donate their time and talents to make this pilot year a successful launching point for future possibilities of expansion.

## 1. TEMPORARY SITE-SPECIFIC INSTALLATIONS/INTERACTIVE ACTIVITIES/PERFORMANCE APPLICATION

Coastal Wildflower Day and Earth Day Festival 2016 is designed to nurture positive connections in our communities and with our natural world. The public is invited to watch, listen, touch and/or participate in the arts exhibits presented. Installations may include storytelling, *plein air* painting, nature poetry reading, nature journaling, nature sketching, performing arts, activities particularly suited for children of various ages, and other expressions of art whose intention and message align with the festival's mission. This is a Leave No Trace event, and it is essential that all artists and participants in the festival respect the fragility of certain plant and wildlife habitats along the Coastside Trail and surrounding areas. There are a limited number of designated spaces available for installations. The criteria for artist selection are listed below.

**Timeline for submissions and artist selection:** Proposals should be submitted as early as possible, as artists will be selected on a rolling basis until the targeted number of artists is reached or **February 15, 2016**, whichever comes sooner. Artists selected for participation will be notified by email no later than February 29, 2016.

**Orientation meetings on location:**

**Wednesday, March 16, OR Saturday, April 2, 11am – 2pm;** Francis Beach Visitor Center, Half Moon Bay, CA.

**All participating artists are required to attend one of the mandatory orientations at the park** (either Wednesday, March 16, or Saturday, April 2). These meetings will allow everyone to orient to the Coastside Trail, to deeply connect to the event's vision, and to visualize the specific sites where the installations will take place.

**Submission:** Submit your proposal to the festival artistic coordinator Lisa Chu ([wildtomatoarts@gmail.com](mailto:wildtomatoarts@gmail.com)) and include the following:

- **Primary contact** first and last name, email, mailing address, and phone number.
- **Artist or group name** as you would like it to appear on all event materials.
- Number of participants in your group.
- Title of your installation/performance/offering.
- Estimated duration of your installation/performance/offering.
- Size of work, type of space needed for your installation/performance.
- Description of your installation/performance/offering (for interactive projects, include how you plan to engage audiences). **LIMIT: ONE PAGE**
- Supporting materials: 3 to 5 good-quality photographs or drawings (.jpg), short movies (.mov), or audio samples (mp3).
- Any website links to provide us a better understanding of your artwork, projects, previous works, or experiences.
- Which orientation meeting will you attend? You (or at least one representative of your group) are required to attend one of the orientation meetings: **Wednesday, March 16, OR Saturday, April 2, 11am – 2pm**, at Francis Beach State Park, Half Moon Bay.
- A short description of your installation/performance for publicity purposes (limit 50 words)
- A short bio for publicity purposes (limit 50 words)
- One link to a website for publicity purposes
- One image (.jpg) to be used for publicity purposes

**Juror(s) & Selection Criteria:** Festival Artistic Coordinator Lisa Chu will do preliminary screening of submissions and Half Moon Bay State Beach Supervising Ranger will have final approval of proposed installations. Artist proposals will be selected on the basis of alignment with the missions of the Coastal Wildflower Day & Earth Day Festival and of the California State Parks, compatibility with the event's Leave No Trace policy, content appropriateness to family-friendly event and all-ages audiences, artists' agreement to attend one of the mandatory orientation meetings on the

dates listed above, and availability of an appropriate site to accommodate the proposed installation or performance or activity.

### **Logistical Notes:**

- The California Coastal Trail (aka, Coastside Trail) between Francis Beach and Dunes Beach is a 1.5-mile long paved trail, with little to no tree cover. Winds can be gusty. Available sites are primarily along the trail, on grassy areas containing no native plants. **A map of the sites and approximate locations is available here:** <http://bit.ly/ProposedSitesCWD2016>
- Please note that the final location of each installation is subject to approval by the Half Moon Bay State Beach's Supervising Ranger.
- None of the installations/performances/activities may obstruct access to the Coastal Trail or cause permanent damage to any California native plant species restoration areas.
- No permanent alterations of the landscape features are allowed.
- All installations must be assembled and dismantled on the same day by the artists, while respecting the park environment and regulations.
- This is a 'leave no trace event'.
- The audience includes children of all ages.
- Drinkable water and restrooms are available, but electricity is not.
- Materials must be moved by cart or other non-powered means.
- Artists are responsible for their own costs and transportation needs.

### **Installation & Performance Notes:**

- Digging holes in the ground is not allowed. Stakes no greater than the size of a tent stake may be used to secure items.
- Any objects tied to trees must prevent all damage to the bark. Only lightweight objects are allowed. No hanging of heavy objects on the trees.
- Performers are not allowed to hang from the trees or to climb on them.
- No electricity on site. No generators are allowed. This is an 'un-plugged' event.
- No fire is allowed.

- No major changes of the environment are allowed.

**Publicity:** Participating artists will be listed on the event's program and featured on the website, press release, and any other promotional material. We encourage artists to distribute their own promotional materials via social media or other means.

For any further questions or concerns, email Lisa Chu at [wildtomatoarts@gmail.com](mailto:wildtomatoarts@gmail.com).

## 2. LIVE MUSICAL PERFORMANCE APPLICATION

The festival is expanding to include two different music stages near the Francis Beach Visitor Center: one stage will feature acoustic solo or duo acts, and a second stage will feature groups of three or more members.

A schedule of featured performers on each stage will be selected from the musical groups who submit completed applications.

The audience for both stages will include adults and children of all ages.

### **Submission:**

#### **Apply by February 15, 2016.**

Submit your application to festival music coordinator Randy Bales at [rbales@hotmail.com](mailto:rbales@hotmail.com), with the following information:

- Primary contact first and last name, email, mailing address, and phone number
- Group name as you would like it listed on publicity materials
- Number of people in your group
- Instrumentation
- Genre of music (4-word maximum)
- One website link for publicity purposes
- One image (.jpg) for publicity purposes
- Link to one representative audio or video sample (please provide link to one specific song sample, not a page of many songs, many videos, or an entire album)

For any further questions and concerns, contact Randy Bales at [rbales@hotmail.com](mailto:rbales@hotmail.com).

### 3. VENDING ARTISTS APPLICATION

A limited number of spaces for selling coastal-inspired, wildflower-inspired, or Earth Day-inspired work will be available at the Francis Beach State Park area outside the Visitor Center. **Fee for participation as a vending artist will be \$50 per booth, maximum size 10 feet by 10 feet.** Up to two artists may share a booth space. All artists must provide their own tents, tables, and any other setup required for vending. In the event of cancellation by California State Parks due to weather, the participation fee will be refunded to the artist. If for any reason the artist cancels their participation, the fee will be refunded only if a replacement can be found.

#### **Submission:**

#### **Apply by February 15, 2016.**

For each artist in your application, provide the following via email to Lisa Chu ([wildtomatoarts@gmail.com](mailto:wildtomatoarts@gmail.com)):

- Artist first and last name, email, mailing address, phone number
- Name of artist with whom you will be sharing booth space (if applicable)
- Name you would like listed in publicity materials
- Brief description of your offering for publicity purposes (up to 10 words)
- One link to a website to be used in publicity materials
- One image (.jpg) to be used in publicity materials
- Mail a check in the amount of \$50 payable to **Coastside State Parks**

**Association** to the following address:

Coastal Wildflower Day  
c/o Lisa Chu  
P.O. Box 11  
Half Moon Bay, CA 94019

For any further questions or concerns, email Lisa Chu at [wildtomatoarts@gmail.com](mailto:wildtomatoarts@gmail.com).