



Become a City of Santa Fe Plaza Park Artist/Artisan!

FAQs

How many licenses are available?

A total of 19 licenses are available for 16 Plaza Park spaces. Here are the license types available:

- 11 individual licenses (each license has one space)
- 6 rotating licenses (all licenses share three spaces)
- 2 collective licenses (each license has one space)

Applicants for the individual license category should have held and operated on a continual basis an individual license, a rotating license or participated in a collective license for 5 consecutive years prior to applying for an individual license.

How long is the license good for?

This is a 5-year license program. The term will run from January 1, 2023 through December 31, 2027.

What happens if I don't want my license before the 5 years are up?

Per code, if at any time after receiving a license, the artist/artisan vendor is not going to use a license, the vendor will notify the City and relinquish the license.

How much does it cost to be a Plaza Park Artist/Artisan?

- Annual Individual License: \$1500
- Annual Rotating License: \$500
- Annual Collective License: \$1500

Annual Fees

- \$35.00 - Business Registration for E Palace, allowing you to conduct sales downtown
- \$35.00 - Business Registration for your Art Studio/Workplace
- \$84.00 - Loading Zone Permit (If your business address is outside of City limits, the fee is \$97.50.)
- One-time \$21.00 application fee, if renewed annually



FAQs

How much space do I get on the plaza?

- All artists/artisans will occupy no more than 42 square feet (seven feet by six feet.) Artists/Artisans may have one or two display tables not to exceed a total of 21 square feet.
- Artists/artisans may have vertical displays not to exceed 6 feet in height from the ground. The artwork shall not be displayed more than 6 feet from the ground.
- If the jury panel approved two art mediums, then the artist/artisan will display each medium equally. The artist/artisan will not change the approved mediums during the term of the license.
- Each table will have skirting around three sides. The side facing the Plaza Park may be left open. An umbrella and up to two chairs are permitted.
- In addition to the display space, an additional work surface not to exceed 4 square feet for operations may be used, provided it is not used for display. All other supplies and storage will be kept in a neat and orderly fashion within the vendor's space.

How many days can I vend on the plaza and at what times?

During the months of March through October, all individual artist/artisans can set up and conduct business at least 15 days per month no less than 5 hours per day, unless otherwise approved by the city.

Rotating license holders will be set up at least 12 days per month, unless otherwise approved by the city. If the rotating license holder is not able to set up, the rotating license holder is responsible for contacting another rotating license holder to set up during the license holder's absence. A rotating license holder cannot use more than one space per day.

The city retains the right to modify this requirement for all artist/artisans because of inclement weather. If an individual license holder is temporarily not set up to sell, the license holder may allow an artist/artisan issued a rotating or collective license to use the space upon notification to and approval by the city.

Artist/artisan displays will only operate between the hours of 8:00 a.m. to 7:00 p.m. each day, including weekends, except as set forth in this paragraph. Artists/artisans cannot be set up after 12:00 noon, unless authorized by the city to extend the time, on the day prior to the major commercial events.

A nonprofit organization issued a collective license will determine how the time available shall be allocated among the artists/artisans included in the collective. No more than one artist/artisan may display their own artwork at one time. The collective will provide the city a written schedule showing the days and artists/artisans for each month. Artists/artisans participating under a collective license may be replaced by other members of the collective upon review and approval by the city.

APPLICATION & SELECTION PROCESS

When can I apply?

Applications will be available Monday, October 3, 2022, and due on Friday, November 4, 2022. Submit the application in person to Isabella Sharpe located in the City Clerk's Office, at City Hall, 200 Lincoln Avenue, Santa Fe, New Mexico, 87501.

What are the application requirements?

If you would like to apply to become a Plaza Park Artist/Artisan, you must submit:

- A letter of interest
- Resume
- Signed and notarized affirmation form
- Applicants will provide a State of New Mexico CRS taxpayer identification number *(list the ID number on your application)*
- Except for New Businesses: A Letter of Good Standing from New Mexico Tax and Revenue
- A completed Santa Fe Plaza Artist/Artisan Vendor License Application
- Four photographs of the Artist/Artisans studio/workplace. The artist/artisan will agree to have the studio or workspace viewed by the city or by the jury panel or its designated representative during the selection process.
- 10 photographs or digital images of each art median, representing the range of artwork to be sold. Two-dimensional artist/artisans may submit reproductions in lieu of photographs or digital images. **The photographs or reproduced artwork will have been made no more than one year before the date the application is submitted.**
- A written statement describing the process used to create each different type of artwork that will be sold; including the process and materials used to create each different type of ware.
- Sample of artist/artisan signature or stamp
- Six photographs or digital images of the proposed display with close ups of the sides, front and back showing the artwork that will be sold.
- Photographs of the applicant and every other person named on the application, labeled with names. **The photographs will have been taken no more than one year before the date the application is submitted.**
- Non-profit incorporation papers *(one copy for a collective application)*
- Copies of prior Plaza Park Artist/Artisan Licenses *(if applicable)*
- Proof of Santa Fe County Residency *(Driver's License, voter's registration card, or your City of Santa Fe Utility Bill)*

APPLICATION & SELECTION PROCESS

What is the selection process for the ranking of licenses?

The jury panel shall evaluate applications according to the following selection criteria and point system:

- Originality and creativity. (30 points)
- Technique, craftsmanship and production methodology. (30 points)
- An interview with the applicant, where the applicant is asked to demonstrate the creation of the artwork to the jury panel. (20 points)
- Data tracked by city staff in accordance with subsection 23-5.3H SFCC 1987, will be included as part of the selection criteria. (10 points)
- Compatibility and diversity with Plaza activities and the appropriateness of the artwork to the Plaza Park setting. Artwork should: be culturally appropriate; reflect an aesthetic that is not offensive to the community; and be indicative of the area's landscape and history. This subsection is not intended to restrict artistic creativity, expression or style or preclude contemporary art or craft forms or production. (10 points)

The following additional points shall be added to determine the final ranking:

- Applicants who hold an individual license at their time of application will be granted an additional seven percent to their ranking for each year they have held such a license in the current license term, not to exceed thirty-five percent.
- Applicants who hold a rotating vendor license but are applying for an individual vendor license will be granted an additional 3.5 percent for each year they have held a rotating license in the current license term, not to exceed 17.5 percent to their ranking.
- Applicants who hold an individual or a rotating artist/artisan license and are applying for a rotating vendor license will be granted an additional seven percent to their ranking for each year they have held such a license in the current license term, not to exceed thirty-five percent.
- Applicants who held more than one license in the current license term will be granted the additional percentage points relative to the number of years they have held the respective licenses in the current license term. Partial years will be rounded to the nearest whole year.



Need more information? Contact Isabella Sharpe
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