

New Location!

Dutchess Fine Art & Craft Market
Hosted by the Dutchess County Arts Council
Saturday & Sunday, November 13 & 14
Mercury Grand Hotel, The Grand Ballroom
2170 South Road (Route 9), Poughkeepsie, NY
Saturday 10 am to 6 pm; Sunday 11 am to 4 pm

The Dutchess County Arts Council is seeking applications from qualified craftspeople, artisans, and artists in the visual arts. Only original, handmade goods in all media will be considered. This exhibition will be carefully juried to present a balanced show offering diversity of product and price point for maximum shopping enjoyment. No items from kits or resale goods may be submitted. The Fine Art & Craft Market is coordinated by the Arts Council and sponsored by local businesses and individuals. Proceeds support Arts Council programs, artists, and arts organizations throughout the region. The jury will be composed of county retail business owners, design professionals and other arts professionals, some of them prominent in their fields.


Due to the growing demand for more space at the FACM, this year it is MOVING TO A LARGER, MORE CENTRAL LOCATION. We are *very* excited to be housed in the Grand Ballroom of the Mercury Grand Hotel (across from the Bonefish Grill) directly abutting Route 9 northbound. This spacious, elegant meeting area will allow us to enlarge and unify the booth spaces, as well as the show itself WITHOUT RAISING THE BOOTH FEE. There will now be room for 40 artisan booths with all booths 8' (deep) x 10' (wide) and with plenty of free parking. Artisans needing overnight accommodation will receive substantial room discounts at the hotel.

The Arts Council will be involved in a heavy advertising and promotion campaign to draw attendance. We will provide 10,000 color postcards, print advertising, radio, and ads or listings in most of the regional daily, weekly, and monthly periodicals. We will seek press, tv, and radio editorial coverage where appropriate, as well as tie-ins to County Tourism and related websites. The Mercury Grand Hotel will also provide us with marquee coverage in its signage out front, directly on Route 9, for all passing traffic to see (just like it does for "Bananas Comedy Club"). We will also place scores of signs around the county at strategic locations. We strongly encourage artisans to use the postcards to send to their mailing lists, as this has proven to be highly effective in drawing customers.

If you would like to be part of this year's event, please return the attached application, complete with images, descriptions, and a \$15 non-refundable jury fee no later than Friday, March 19, 2010. **Please note: The jury fee is waived for current Dutchess County Arts Council members.** You can also download the application at www.artsmidhudson.org. Notification and acceptance will be mailed by April 23, 2010. If accepted, the booth fee is \$200 (we have 12 corner spaces available for an additional \$25); plus \$20 if you require electricity (recommended.) Please do not send the booth fee with your application. Accepted participants will receive a contract with further instructions.

Thank you for your interest and support. Please contact us at info@artsmidhudson.org or by phone at (845) 454-3222 if you need more information. If you know of anyone who might be interested in applying to the show, we ask that you share this information with them. Thank you.

Sincerely


Benjamin Krevolin
President


Lisa J. Fiorese
Business Manager/Fine Art & Craft
Market Coordinator

DUTCHESS COUNTY ARTS COUNCIL Vision, Mission, and Program Summary

Vision:

We envision Dutchess County as a place where a variety of high-quality art is produced and presented; residents are engaged in the arts as part of daily life; and where the strength of our county's artistic and cultural life supports the social and economic vitality of our diverse communities.

Mission:

The mission of the Dutchess County Arts Council is to provide the leadership, funding, encouragement, and services necessary for the highest quality of art to thrive in our county and region, and for citizens to value the arts as an important part of daily life, economy, and social fabric of our communities.

We Value...

- the highest quality art, for its ability to empower residents, uplift communities, and enable citizens from all walks of life to transcend the mundane.
- community leaders and all entities within and outside our county who share and work to achieve common goals involving the arts.
- the diversity of cultures and people of our county for their central role as participants in a pluralistic society.
- continuous improvement as a leading nonprofit arts agency and service provider to artists, arts organizations, and citizens.

The Dutchess County Arts Council provides many vital services to the community, including:

- **Dutchess County Arts Fund**, a united arts fund providing operating support, project grants and individual artist fellowships
- **New York State Council on the Arts' Decentralization grants** for Dutchess and Ulster Counties
- **New York State Council on the Arts' Arts in Education grants** for Dutchess and Ulster Counties
- **Conferences, technical assistance and arts management training**
- **Art in the Loft at Millbrook Vineyards & Winery** and other exhibition venues
- **ArtScene** newsletter/guide
- **Artscene E-edition**, a weekly informational email
- **Dutchess County Executive's Arts Awards**
- **Fine Art & Craft Market**
- **Folk Arts Research, documentation and presentation**
- **Dutchess Arts News**; Weekly column in *Hudson Valley News* and bi-weekly in Poughkeepsie Journal's *Enjoy*
- **Cultural Arts Network**
- **Arts Advocacy** on local, state and national levels
- **Media promotion** of Dutchess County and regional arts

*For additional information on Dutchess County Arts Council's programs and services visit:
www.artsmidhudson.org*