



**ARTIST APPLICATION CHECK LIST**  
**Event Date: July 21, 2012** (3<sup>rd</sup> Saturday in July)  
**10:00 am- 4:00pm**

Location: Lake Mills Commons Park, located in the heart of downtown Lake Mills at the corner of Main and Lake Streets.

Accepted Media: Original fine art and fine craft in the categories of painting, photography, mixed media, sculpture, fiber/textile, glass, jewelry, pottery/ceramics and functional art.

Eligibility: Open to all Wisconsin residents who are 18 years and older, exhibiting works of original concept, design and execution. *Artists must be present the day of the event.*

Demonstrations: Consider demonstrating your work at your booth—it heightens the experience for patrons by connecting them more closely to the creation of art.

Selection of Artists: All exhibitors will be selected by a jury of visual arts professionals and will be notified of selection by **May 30th**.

**ARTIST APPLICATION CHECK LIST: Please complete one application per artist.**

**Deadlines:** Applications will be accepted until **May 1st**.

Notification of acceptance will be sent in a timely manner via email or by snail mail if necessary.

- Completed application form postmarked on or before **May 1st**.
- Wisconsin Temporary Event Operator and Seller Information Form.  
\*Now required with application to avoid last minute confusion. *See pages 3 and 4.*
- Three (3) high-quality DIGITAL images of artwork that accurately reflects the artwork to be presented (as it will be seen during the festival), as well as one of your booth set-up/ display (showing tent), are required with your registration. *Hard Copy photos or slides cannot be accepted any longer. See specific instructions on application.*
- \$15.00 Jury Fee, non-refundable, separate check. All checks will be deposited when received. Returned checks for insufficient funds are subject to a \$30.00 penalty fee at minimum.
- \$70.00 Exhibitor Fee for a 10x10 foot booth space, separate check. If an applicant's work is not accepted, we will send a reimbursement check for this \$70 fee to the address provided on the application.
- Self-addressed, stamped envelope (SASE), for notification and return mailing of CD or hardcopy photographs, if application is not selected to exhibit. Please include enough postage to return CD and photos.
- Place a reminder on your calendar for the Lake Mills Arts Festival for the third Saturday in July.

**Make TWO SEPARATE Checks payable to: LAKE MILLS MAIN STREET PROGRAM**

**Mail application, WI Temporary Event Operator's and Seller's Information Form, fees and images on CD to: Lake Mills Arts Festival-Application Submission, 200 Water Street, Lake Mills, WI 53551**

Please email labeled images to Dawn Anderson, Artist Coordinator, 'Wg0Xk b4 W\UfhYf"bYh  
If you have questions, please contact Dawn Anderson at (262) 565-3944 or visit the Lake Mills Arts Festival website at: <http://www.lakemillsartsfestival.com>



**ARTIST APPLICATION-LAKE MILLS ARTS FESTIVAL**

**JULY, 21, 2012, (3<sup>rd</sup> Saturday in July)**

**10am-4pm**

**Complete one application per artist. Please write neatly. Incomplete applications will be returned!**

Please check the best description for your medium:

- |                   |                        |                      |
|-------------------|------------------------|----------------------|
| Painting _____    | Sculpture _____        | Glass _____          |
| Mixed Media _____ | Pottery/Ceramics _____ | Fiber/Textiles _____ |
| Photography _____ | Jewelry _____          | Functional Art _____ |

Artist Name: \_\_\_\_\_ Studio or Business Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Alternate Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

How did you hear about the Lake Mills Arts Festival? \_\_\_\_\_

PLEASE READ THE STATEMENTS BELOW AND INITIAL THE BOX OF YOUR CHOICE

YES, I give **permission for the use of the images** supplied with this application, for promotional purposes, which would include newspaper publications and website images.

NO, I **do not give permission** to LMAF to use the images supplied with this application and/or those images of me and my work taken during the festival itself for promotional purposes.

**IMAGE SUBMISSION INFORMATION:** \_\_\_\_\_ Check here if you have emailed your images to [WcbXk b4 VUfhYf"bYh](mailto:WcbXk b4 VUfhYf)  
**Four images** may be sent in electronic format on CD/DVD or via email. Each digital work sample image should be submitted in the following format:

- High quality JPEG, Limit the file size to no more than 1MB per image.
- Images should be in proper orientation for viewing (upright on monitor).
- File name should be in the following format: **number\_applicant name\_title.jpg**. Abbreviate where possible to keep the file name short.
- Examples: **01\_SallySmith\_Untitled.jpg 02\_SallySmith\_Flowers.jpg 03\_SallySmith\_Portrait.jpg 04\_SallySmith\_Booth.jpg**

**Digital Image Resource:** For additional tips for preparing digital images visit:  
[http://artsboard.wi.gov/featured\\_stories\\_detail.asp?fnid=30&locid=171](http://artsboard.wi.gov/featured_stories_detail.asp?fnid=30&locid=171)

**Image #1** Title: \_\_\_\_\_

Media: \_\_\_\_\_ Size/dimensions: \_\_\_\_\_

**Image #2** Title: \_\_\_\_\_

Media: \_\_\_\_\_ Size/dimensions: \_\_\_\_\_

**Image #3** Title: \_\_\_\_\_

Media: \_\_\_\_\_ Size/dimensions: \_\_\_\_\_

**Image #4 Booth/Display Image (MUST INCLUDE TENT AND ARTWORK):** 10'x10' is the smallest acceptable booth size; 10'x15' is the largest. A white Easy-Up or similar shelter is required (self provided) for each booth space. Electricity is not supplied. Tent size: \_\_\_\_\_ General description of all artwork to be displayed the day of the event: \_\_\_\_\_

\_\_\_\_\_, I, hereby swear or affirm that the artwork represented in the supplied images is of **my own original concept, design and execution**, I understand that completion of this application does not guarantee acceptance to the festival, that my **presence is required** the day of the event, and that an **easy up style tent** is required to be setup the day of the event in the designated booth space.

**(Signature of artist):** \_\_\_\_\_ **Date:** \_\_\_\_\_

# Wisconsin Temporary Event Operator and Seller Information

Information on this form is required under sec. 73.03(38), Wis. Stats.

*Instructions on reverse side.*

<b>E V E N T  O P E R A T O R</b>	<p><b>PART A: Event Information: To be completed by the operator of the temporary event</b></p> <p>1. Name of Temporary Event <u>Lake Mills Arts Festival</u></p> <p>2. Date(s) of Temporary Event _____</p> <p>3. Location of Temporary Event (e.g., Venue, City) <u>Lake Mills, WI 53551</u></p> <p><b>PART B: Operator Information: To be completed by the operator of the temporary event</b></p> <p>1. Name and Address <u>Lake Mills Main Street Program</u> <u>200 D Water St., Lake Mills, WI 53551</u></p> <p>2. Daytime Telephone Number ( <u>920</u> ) <u>648-2344</u></p> <p>3. E-mail Address _____</p> <p>4. Wisconsin Tax Account Number _____ - _____ - _____</p> <p>If blank, check appropriate box:</p> <p><input type="checkbox"/> No Taxable Sales      <input type="checkbox"/> Exempt under Occasional Sales Rule      <input checked="" type="checkbox"/> Exempt Nonprofit Organization</p> <p><input type="checkbox"/> Other – Explain: _____</p>
<b>S E L L E R</b>	<p><b>PART C: Seller Information: To be completed by seller and given to event operator on or before the first day of event.</b></p> <div style="border: 1px solid black; padding: 2px; text-align: center; margin: 5px 0;"> <b>THIS IS NOT AN APPLICATION FOR A WISCONSIN TAX ACCOUNT – SEE INSTRUCTIONS</b> </div> <p>1. Legal Name _____</p> <p>2. Business Name _____</p> <p>3. Address (Street or Route) _____</p> <p>4. City, State and Zip Code _____</p> <p>5. Home Telephone Number ( _____ ) _____</p> <p>    Business Telephone Number ( _____ ) _____</p> <p>6. Wisconsin Tax Account Number _____ - _____ - _____</p> <p>7. Social Security Number _____ - _____ - _____</p> <p>8. Federal Identification Number (FEIN) _____ - _____ - _____</p> <p>9. Check one box indicating the type of activity you intend to engage in at this event:</p> <p><input type="checkbox"/> Selling Taxable Merchandise or Service      <input type="checkbox"/> Display Only</p> <p><input type="checkbox"/> Selling Exempt Merchandise or Service      <input type="checkbox"/> Exempt under Occasional Sales Rule</p> <p><input type="checkbox"/> Direct Sellers, Company Name _____      <input type="checkbox"/> Nonprofit Organization</p>

*I declare that the information on this form is true and correct to the best of my knowledge and belief and that I am authorized to sign this form.*

Print Name: \_\_\_\_\_

Signature \_\_\_\_\_ Date: \_\_\_\_\_

Information about temporary events, including forms, instructions and FAQ's can be found on the Department of Revenue's website at [www.revenue.wi.gov/html/temevent.html](http://www.revenue.wi.gov/html/temevent.html). If you have additional questions, please contact the Department of Revenue by e-mail at [tempevtprg@dor.state.wi.us](mailto:tempevtprg@dor.state.wi.us) or telephone at (920) 832-2910. See reverse side for submission instructions.

# Instructions for Completing Operator and Seller Information

## EVENT OPERATOR:

An "operator" is defined as a person or entity (such as an individual, association, partnership, corporation, or nonprofit organization) that arranges, organizes, promotes, or sponsors an event. An operator may also be referred to as an organizer, exhibitor, or decorator. An operator may or may not be the owner of the property or premises where the event takes place. An operator may also be a seller at the event.

**Note:** A Wisconsin tax account number (formerly seller's permit) is required if selling taxable merchandise or services. Admission fees are subject to sales tax in Wisconsin.

**Step 1:** Complete Parts A and B.

**Step 2:** Provide a copy of *Wisconsin Temporary Event Operator and Seller Information* (Form S-240) with Parts A and B completed to each seller participating in your event.

To obtain additional copies of Form S-240 go to the Department of Revenue's web site at [www.revenue.wi.gov/forms/sales/index.html](http://www.revenue.wi.gov/forms/sales/index.html). If you prefer, you may use the fill-in form available from the same web site.

**Step 3:** Submission – Event Operator.

Submit compiled vendor information to the department as soon as possible but no later than 10 days from event closing using one of the following methods:

- **Electronic Reporting:** If you have all the required sellers' information, use the Excel spreadsheet, provided at [www.revenue.wi.gov/html/temevent.html](http://www.revenue.wi.gov/html/temevent.html). (Excel viewer is available.) Fill in the information for all sellers participating at the event and e-mail the spreadsheet to [tempevtprg@dor.state.wi.us](mailto:tempevtprg@dor.state.wi.us).
- **Paper Reporting:** Mail completed Forms S-240 or a printed version of spreadsheet to:

Temporary Events Program  
Wisconsin Department of Revenue  
265 W Northland Ave  
Appleton WI 54911

Revenue Field Agents attend temporary events to verify registration of sellers. Sellers must have evidence of their Wisconsin tax account number at the event.

## SELLER:

A "seller" is defined as a person or entity involved with selling merchandise or providing taxable services at a temporary event. A seller may also be referred to as a vendor, exhibitor, or booth owner.

**Important:** This form is not an application for a **Wisconsin Tax Account Number**. If you do not already have a tax account number but are required to, you will need to apply for one directly with the Department of Revenue prior to the event. You can apply online or download an application, *Application for Business Tax Registration* (Form BTR-101) on the department's web site, [www.revenue.wi.gov/forms/sales/index.html](http://www.revenue.wi.gov/forms/sales/index.html). Not all sellers are required to obtain a Wisconsin tax account number. Some of the reasons a seller may not need a tax account number are:

- The seller only sells tax-exempt items, such as vegetables for home consumption.
- The seller is only displaying at the event, no onsite orders are being taken, and taxable merchandise is not later shipped into Wisconsin.
- The seller qualifies for the occasional sale exemption. (See Publication 228, *Temporary Events*.)

If you have questions regarding applying for a Wisconsin tax account number, contact any Department of Revenue office, visit our web site, or call (608) 266-2776.

**Step 1:** Complete Part C (event operator should complete Parts A and B).

Line 1: Enter your individual, partnership, association, or corporate name.

Line 2: Enter your business name, if different.

Line 3: Enter the address of the physical location of your business. If different, also provide your mailing address.

Line 6: Enter your 15-digit Wisconsin tax account number. You can find this number on your Form ST-12.

This number is **not** your 6-digit seller's permit number issued to you prior to December 31, 2002.

Lines 7 & 8: Enter your social security number and/or federal employer identification number. This is required under sec. 73.03(38), Wis. Stats., if you do not provide a tax account number.

**Step 2:** Submit completed form to event operator on or before the first day of the event.