



## **Round Rock Chalk Walk Arts Festival October 7 - 8, 2022**

### **Location**

Dell Diamond, 3400 East Palm Valley Boulevard  
Round Rock, Texas 78665

### **Contact**

Scot Wilkinson, City of Round Rock Arts and Culture Director, [chalkwalk@roundrocktexas.gov](mailto:chalkwalk@roundrocktexas.gov)

Website: [www.chalkwalk.org](http://www.chalkwalk.org)

Phone: 512-671-2705

### **Event Summary**

The Round Rock Chalk Walk Arts Festival is Round Rock area's largest and most prestigious festival, drawing over 60,000 people annually to this free event during the first weekend in October. Round Rock Chalk Walk Arts Festival features hundreds of artists, vendors, sponsors, local and regional musicians, theatrical performances, foods and drinks, and a children's area with performances. Round Rock Chalk Walk Arts Festival will be held at Dell Diamond in Round Rock, Texas, where artists and vendors exhibit, showcase and sell their work. Originally hosted by Round Rock Arts ([www.roundrockarts.org](http://www.roundrockarts.org)) and now sponsored by the City of Round Rock Arts and Culture, Chalk Walk Arts Festival is a showcase for a large variety of fine art, fine crafts and other vendors and provides patrons with the opportunity to meet and talk with the artists who created the work. The focal point of the festival is Chalk Mural Artists creating street paintings, but also includes daily live entertainment with Friday and Saturday concerts, making for a perfect weekend at Dell Diamond!

### **Festival Hours**

Friday, October 7, 2022: 2:00 pm – 9:00 pm

Saturday, October 8, 2022: 9:00 am – 7:00 pm

### **Artist Vendors /Vendor Hours (open to the public)**

#### **Friday, October 7<sup>th</sup>: 2:00 pm - 9:00 pm**

Evening activities include live music performances. All Vendors will remain present at their booths through the duration of the event until 9:00 pm.

#### **Saturday, October 8<sup>th</sup>: 9:00 am - 7:00 pm**

Activities include live music and performances. Artist Vendors/Vendors will **not** tear down/strike until the conclusion of the event at 7:00 pm. No vehicles/trailers will be allowed to be moved toward Dell Diamond.

**Load-in for all Artist Vendors/Vendors (Load in hours are strictly enforced.)**

Friday, October 7: 9:00 am to 1:30 pm - *Open for business by 1:45 pm*

Last minute setup/emergencies occur on Saturday, October 8: 8:00 am to 8:45 am. *All Vendors will be open for business by 9:00 am.*

Artist Vendors/Vendors are required to stay for the duration of the festival, as well as setup and breakdown within the allotted times. Early pack-up is not permitted.

**Layout and Location**

All Artist Vendors/Vendors will be located under tents and on pavement (excluding food trucks/trailers/booths) at the Northwest Parking area at Dell Diamond. Each big tent will have 10 vendors divided evenly in 10' x 10' spots. No tables nor chairs will be provided. Booths are to be decorated and professionally displayed for visitors during the festival with product balance, uniqueness and appeal of booth and attractiveness of display.

**Definitions:**

**Chalk Mural Artists** are people that are wanting to draw "chalk" a picture on the pavement.

Your entry will be entered into the competition. You can register to be a "Chalk Mural Artist" at: [www.chalkwalk.org](http://www.chalkwalk.org)

**Artist Vendors/Vendors**, spanning an assortment of sectors, will be selling product and/or marketing their organization, and they include: *(there may be more than one type of similar products/vendors)*

- **Artist Vendors** are for Artists selling art (ceramics, fiber, glass, jewelry, metal, sculpture, garden art, painting, drawing, 2D mixed media, photography...).
- **Business Vendors** are considered all types of crafts for the senses (handmade products, candles, soaps, fibers, embroidery, wearables, leather, clothes, scarves, hats, bags, belts, shoes, furniture...).
- **Non-Profit Organizations** must be able to show their IRS tax exempt status and their sales tax identification number.
- **Commercial Booths** are considered to be any type businesses selling or promoting products.

**Jury and Selection Process**

There are 120 Artist Vendors/Vendors booths available at Round Rock Chalk Walk Arts Festival. These potential slots will be determined through a jury process from the application you submit. Round Rock Chalk Walk is looking for creative, interesting, and original types of products and booths.

**Fees**

**Chalk Mural Artists:** (wanting to draw a chalk mural): \$30

**Artist Vendor Booths:** (wanting to sell art at the festival under a tented booth): \$100

**Business Vendors:** (wanting to sell Business Products): \$150

**Non-Profit Organization:** (wanting to promote a non-profit (must provide activity): \$25

**Commercial Vendors:** \$500

**No refund and no cancellations.**

**This is this is a rain or shine event.** The fee must be paid through the website [www.chalkwalk.org](http://www.chalkwalk.org). All Artist Vendors/Vendors booth fees are due upon submission of entry into Round Rock Chalk Walk Arts Festival. If needing to pay by check, please notify City of Round Rock Arts Director at [chalkwalk@roundrocktexas.org](mailto:chalkwalk@roundrocktexas.org).

## **Notification**

An official email will arrive to your email address provided from Round Rock Chalk Walk Arts Festival Director upon completion of submitted entry. This email will tell all Artist Vendors/Vendors of their acceptance or denial into the festival.

## **No Electricity Fees**

Electricity is provided for all booths and areas. Those needing electricity must provide certified extension cords and ensure that appropriate safety methods are utilized to prevent festival goers and those manning the booth from tripping on power cords. Only 110 amp is available. Generators are not permitted.

## **Cancellations**

No refunds and no cancellations for any reason.

## **Amenities**

Covered tented areas for all Artist Vendors/Vendors during the festival  
Easy-In/Easy-Out for Artist Vendors/Vendors/Chalk Mural Artists at Dell Diamond  
Food and Drink Booth area available throughout the day at Dell Diamond for purchase  
Event Guide with map, Artists' names and booth locations  
No Wi-Fi Available – please bring your own hot spots  
Festival T-Shirt to all Chalk Mural Artists/Artist Vendors/Vendors  
An On-Site Weather Monitoring and Communication System  
24-Hour Security and Round Rock Police  
Free Admission and Free Parking to all participating

## **Rules and Regulations**

The following policies and rules have been established by Round Rock Chalk Walk Arts Festival to ensure the quality and integrity of the show. Round Rock Chalk Walk Arts Festival, City of Round Rock and Dell Diamond considers its enforcement of these rules our exclusive right and responsibility.

## **Application Information and Process**

- Exhibition in previous festivals does not guarantee acceptance.
- Artist Vendors may only exhibit and sell the type of works that has been submitted.
- Please provide accurate contact information. If you are not the one setting up this booth, please give us the name, email address, and cell phone number of the person who is setting up so we can ensure that the Artists/Vendor receives important information.
- Double booths are very limited and will be available on a first-come, first-served basis. Additional fees might be applied.
- Specialty or corner booths are assigned by the City of Round Rock Arts and Culture Director.
- Booth sharing is allowed. Artist Vendors/Vendors may share booths but must be approved through the application process.
- Submitted application and signature on the Artist Vendors/Vendors Agreement (for those invited) confirms acceptance that noncompliance can result in expulsion from the current Round Rock Chalk Walk Arts Festival and ineligibility to exhibit for a period of at least two (2) years. If an Artist/Vendor is removed from the show for noncompliance of the rules, no booth fee refund or compensation will be made.
- It is the work of the Artist Vendors/Vendors that is juried; therefore, any change will require approval from the City of Round Rock Arts and Culture Director before the show. The jury committee or festival staff reserves the right to refuse exhibition of work that is not consistent with submitted application.
- City of Round Rock and Dell Diamond reserve the right to ask that inappropriate materials,

signage, and activities be removed from any booth space.

- Round Rock Chalk Walk Arts Festival is a family friendly event. Ensure that all items for sale, exhibits, signage, and visuals are appropriate for a family centered event.
- All Artists/Vendors are expected to leave a clean space after teardown. Please remove all trash located in your assigned area by throwing away trash in designated containers.
- City of Round Rock and Dell Diamond are not responsible for any loss or damage of items contained or associated with your business or paid booth space prior to, during, or after the event. You are responsible for any damage to exhibit grounds caused by actions of those manning your booth.

#### **Prohibited substances and activities**

- Chalk and chalk products (chalk is sold during the festival and can be used only in designated areas).
- Silly string or Confetti in any form, including cascarones eggs.
- Water balloons.
- Handing out literature beyond your booth space.
- No food or drink items to be sold by Artist Vendors.
- Bringing your own Foods or Beverages of any type. Dell Diamond will be providing all foods and drinks during the festival. Artists/Vendors may bring your own water bottles.
- Unwrapped and homemade food is prohibited due to Department of Health requirements.
- Pets and Service Dogs may not be part of a booth unless other animals have been preapproved as part of the booth's function, such as petting zoos. All service dogs must be on leashes or some other form of restraint. All waste material and other related refuse associated with these animals must be cleaned up and disposed of regularly for the health and safety of all festival goers.
- Smoking and tobacco use is prohibited in Artist/Vendor booths and festival grounds.
- Amplified or acoustical sound and music may not be broadcast from booths if the sound level interferes with the business conducted in neighboring booths or the music provided by the festival planners.
- Foods and Alcohol may not be brought into Dell Diamond or taken outside of festival grounds.
- All Dell Diamond rules, regulations and amenities will be enforced.

#### **Fire Marshall**

The Fire Marshall will walk the festival grounds at Dell Diamond and inspect all Artist Vendors/Vendor areas of the festival. The Fire Marshall will look for fire extinguishers and no smoking signs (if appropriate) and clear pathways. The Fire Marshall also looks for appropriate electrical cords (secured to the ground, correct gauge, etc.). Please always follow parking and fire lane rules (even when unloading/loading).

#### **Chalk Mural Artists Work and Designs**

Be aware of the Artists' mural works on the street around Dell Diamond. If your staff member or volunteer ruins Artists' works, you may be asked to leave the festival and pay for damages.

## General Information

- Artists must comply with all safety requirements and vehicles must be parked only in designated areas. Noncompliance will result in your ineligibility to participate in future festivals.
- There may be more than one (1) Vendor of the same product or products.
- Participating Artist Vendors/Vendors will be responsible for collecting and paying current Texas sales tax on all sales made during the show and report them as being sold in Round Rock, Texas.
- Artists are responsible for proper insurance and protection of work and set-up. The City of Round Rock and Dell Diamond will not be responsible for damage to work or set-up for any reason (including Acts of God).
- If the City of Round Rock or Dell Diamond is required for reasons beyond its control to postpone, shorten or cancel the Round Rock Chalk Walk Arts Festival, no Artist/Vendor shall have any right or claim for any damages whether direct, indirect or consequential, or any other kind, arising or alleged to arise by reason of postponement or cancellation of the event.
- No refunds or preferred treatment can be made for inclement weather or any other causes not in the control of the City of Round Rock or Dell Diamond.

## Vendor Booth Information and Check-in

- A picture ID is required at Artist Vendors/Vendors check-in by all Artists (including partners) accepted to exhibit. Artist Vendors/Vendors may NOT set-up or have their booth set-up until they have provided proof of their presence.
- All Artist Vendors/Vendors must be on-site during the entire Round Rock Chalk Walk Arts Festival.
- Artist Vendors are provided with approximately a 10' x 10' space under a tented area. These Vendor tents are placed on pavement. No tables or chairs provided.
- Booth assignments are made at the discretion of the City of Round Rock Arts and Culture Director.
- Check-in begins on Friday, October 1<sup>st</sup>: 9:00 am to 1:30 pm. Open for business on Friday by 1:45 pm. Last minute setup/emergencies occur on Saturday, October 2<sup>nd</sup>: 8:00 am to 8:30 am. Open for business on Saturday by 9:00 am.
- Artist Vendors/Vendors must park and unload from the parking lot and carry in items to booth area. No vehicles may park and unload in fire lanes or festival area. Artist Vendors/Vendors then need to move your vehicle to designated park areas and set-up at your leisure. If additional Saturday morning setup is required, the setup must be finished by 8:30 am.
- Artist Vendors/Vendors must stay within the perimeters of the assigned booth and avoid interference with other booth spaces.
- We are unable to move your space once the location has been assigned.
- Bring wheeled carts for load in/out. None are available otherwise.
- Do not move event boundaries (sawhorses, fencing, tape, etc.) without Event Staff assistance. Artist Vendors/Vendors/Chalk Mural Artists may be asked to leave the festival if boundaries are moved, and fees will not be refunded.
- All Artist Vendors/Vendors must provide its own certified extension cords, equipment, hanging systems and staffing and meet all safety requirements.
- All Artist Vendors/Vendors are responsible for assuring safety and security in and around your booth in a manner that minimizes risk, injury, or hazards to you or the public.
- Booth space should be clean, neat, and presentable during and after the event.
- All stock, boxes, and personal items will be kept out of sight.

## Parking

All vehicles must be parked in the designated parking lot at Dell Diamond. All RV's, unhitched trailers or Artist/Vendor vehicles of all kind must be parked in designated areas. For more parking details go to:

<https://www.milb.com/round-rock/ballpark/directions-and-parking>

**Tear Down/Strike**

Tear Down/Strike is on Saturday, October 2<sup>nd</sup> starting at 7:00 pm.

Clean up includes removing all items, chalk, tape, paper, garbage, blocks, rocks, food, bottles etc. In other words, leave the space in the condition in which you received it. Please check out with Artist/Vendor coordinator before leaving. If you leave early or do not follow festival rules, you will not be welcome to apply for future shows.

**Safety**

There will be a first aid station at the festival. Location will be provided on the day of the event. All Vendors are encouraged to be safe and exhibit a positive and family friendly attitude. Any safety issues should be reported to someone wearing an EVENT staff shirt. Cooling stations are provided for Chalk Mural Artists. Please wear comfortable clothing and good shoes for your protection and convenience.

**Requirements Specific to Non-Profits**

Non-Profits must provide information about a specific type of activity for attendees within your booth space. It is expected that Non-Profits will provide the stated activity as your application was approved based on the activity.

**Indemnification**

All Mural Artists, Vendors, Non-profits, Commercial and participants must sign an indemnification clause. The City of Round Rock and Dell Diamond is not responsible for any injuries. The City of Round Rock and Dell Diamond EW not responsible for lost, damaged, or stolen property.

**Rain or Shine Event**

The Round Rock Chalk Walk Arts Festival at Dell Diamond is a rain or shine event. No refunds or cancellations. All sales final.

**Contact**

Scot Wilkinson

City of Round Rock Arts and Culture Director

[chalkwalk@roundrocktexas.gov](mailto:chalkwalk@roundrocktexas.gov)

940-391-1928 cell, 512-671-2705 office

## **Chalk Mural Artists**

### **Chalk Mural Artists Requirements**

All Chalk Mural Artists must design a chalk art mural that fits in a 8' x 8' space. This design must be created during official festival times.

### **Check-in**

Mandatory Artist Check in will be Thursday, October 6<sup>th</sup> from 5:00 pm to 7:00 pm in the Dell Diamond Parking lot at the check in booth.

### **Items you will receive**

- 48-Color Set of Pastels (Donated by Jerry's Artarama)
- Artist Goodie Bag & Swag
- Your Pre-Assigned Chalk Square Location #
- Chalk Walk T-Shirt: Size required:

### **Items you may want to bring**

- Knee pads/ towel or something to kneel on from Home
- Cardboard—to put underneath your knees so you don't smear your chalk painting while painting/moving around
- Sunblock
- Hand wipes
- Hand Sanitizer
- Water
- Snacks
- Hat/Sun Visor
- Sunglasses
- Your Artist portfolio (to show off)
- A folding chair—when you just want to relax
- Extra chalk (Always a good Idea to have a few extra sticks of Black & White chalk or any prominent colors)
- Chalk Line—to grid the street
- Photo reference print of your painting (grid it)
- Broom—to sweep any debris away from your square before you begin to grid & paint
- Tarp/Tape (in case of rain)

### **Schedule of Events**

Thursday, October 6<sup>th</sup>, 5:00 pm – 7:00 pm

Mandatory Artist Check-in at the Dell Diamond parking lot. Look for the Artist check in booth. Artists will receive their chalk, the location of their square, and other information. You may begin your drawing at your assigned area that evening.

Friday, October 7<sup>th</sup>, 7:00 am – 8:00 pm: Artists can work on their street paintings.

Saturday, October 8<sup>th</sup>, 7:00 am - 4:30 pm: Artists can work on their street paintings

Saturday, October 8<sup>th</sup>, 5:30 pm - 6:30 pm: Judging of artwork murals begin

Saturday, October 8<sup>th</sup>, 7:00 pm: Awards Ceremony for winners at the Main Stage area

## **Chalk Mural Artist FAQ's:**

**Can I use Spray-Chalk?** No. Artists may only use pastel sticks to draw from

**Can I use a large printed template or "mask" to trace my artwork onto the street?** No. To maintain the integrity of the festival, artists may not bring in masks to trace their work. Any Artist using a mask will be disqualified from judging. The fun of the festival is to see artwork drawn by hand. However, Artists may use hand-drawn chalk-grids, chalk-lines, etc.

**Can I use large chalk sticks?** Yes. Large chalk sticks (aka. Jumbo Street Pastels) are approved. These are great for covering large areas.

**Do I need to fill the ENTIRE 8' X 8' SQUARE with my street artwork?** No. You will be assigned a 8' x 8' chalk square area but it is up to you on the size. But, murals looks best when the entire area is used.

**If I cannot check in on Thursday, October 6<sup>th</sup>, will there be a late check in?** No. Because the event is growing in size, it is important that all Artists check in on Thursday, October 6<sup>th</sup> from 5:00 pm -7:00 pm. If you cannot check in at that time, you will need to send someone to check in for you.

**Can I work with a team of Artists?** Yes. Just remember to register in the category that fits the age of the oldest Artist on your team. (i.e. if a high school student is working with an adult, then they should enter in the "Adult Artist" category)

## **What are the prizes this year?**

Best of Show: \$1,500

Winning Murals: 1<sup>st</sup> Place: \$750, 2<sup>nd</sup> Place: \$500, 3<sup>rd</sup> Place: \$250

Most Creative: \$100

Best Representation of Round Rock: \$100

Best Animal: \$100

Best Figure: \$100

Best Copy of a Famous Masterpiece: \$100

Best Elementary School: \$250, 2<sup>nd</sup> place Elementary School: \$50, 3<sup>rd</sup> place Elementary School: \$25

Best Middle School: \$250, 2<sup>nd</sup> place Middle School: \$50, 3<sup>rd</sup> place Middle School: \$25

Best High School: \$250, 2<sup>nd</sup> place High School: \$50, 3<sup>rd</sup> place High School: \$25

## **What if it rains?**

If there is rain, please bring a plastic tarp with tape to cover your art work. No there is no guarantee your art work will be safe during a rain event.

## **Rain or Shine Event:**

The Round Rock Chalk Walk Arts Festival is a rain or shine event. No refunds or cancellations.

**Can I bring my portfolio to show off?** Yes. Artists who have portfolios or business cards are encouraged to bring them to the event. It can be a time to network, meet new fans, and show off your talent! If you have a portfolio, you may set it down near your chalk square and let people look through it!

**Miscellaneous:** No standing umbrellas/ tents are allowed at the chalk walk, as the shadows create distracting shadows over the artwork, and it makes it difficult for the festival attendees to see the artwork. There will be shaded tent areas, throughout the chalk area only for Chalk Mural Artists. Please stay safe and drink plenty of liquids.

**If you have any questions,** please email Nancy [nancy@cordovanartschool.com](mailto:nancy@cordovanartschool.com) or at the Cordovan Art School (512) 275-4040.





**ROUND ROCK CHALK WALK ARTS FESTIVAL**  
**CHALK MURAL ARTISTS/ARTIST VENDORS/VENDOR APPLICATIONS**  
[www.chalkwalk.org](http://www.chalkwalk.org)

**Contact Name:**

**Chalk Mural Artist or Chalk Mural Artist Team Name:**

**Vendor Name:**

**Address:**

**City/State/Zip:**

**Contact Phone Number (be able to receive text information):**

**Email:**

**Type of Booth and Fees:**

**Chalk Mural Artists:** (wanting to draw a chalk mural on pavement)

\$30: All Artists/Vendors

Category area:

Name or Team Name:

T-Shirt Size:

**Artist Vendor Booths:** (wanting to sell art)

\$100: All Artists

Type of art/medium you are selling (be specific):

**Business Vendors:** (wanting to sell Business Products)

\$150:

Type of product you are selling (be specific):

**Non-Profit Organization:** (wanting to promote a non-profit (must provide activity))

\$25: Non-Profits Art project required.

Name activity:

**Commercial Vendors:**

\$500 Commercial Booths

Type of product you are selling (be specific):



**Agreement:**

In consideration of the opportunity to display and introduce or sell my work, products, or services to the public, I (the “Applicant”), will follow the terms outlined in this Contract, Release Form and the Round Rock Chalk Walk Arts Festival Guidelines document which I have received through a link on this page. I understand that my original application is also part of the documentation subject to the terms and conditions of this Agreement.

I acknowledge and understand that this is a rain or shine event and no refunds are available.

I further acknowledge and understand that City of Round Rock and Dell Diamond reserve the right to accept or deny any submission with or without cause.

I further agree to grant City of Round Rock permission to publish in all media my name, artwork, and location for use in marketing through press releases in print, television, and the internet. I further agree to allow the City of Round Rock to release such information to other such persons and entities as it desires.

**Waiver of Liability**

Neither City of Round Rock nor Dell Diamond assumes any responsibility for loss, injury, or damage to any property of an Artist/Artist Vendor/Vendor. I acknowledge and understand that by executing this Agreement electronically, I am releasing the City of Round Rock and Dell Diamond, along with their officers, employees and agents, from any and all liability resulting from any loss, injury or damage to my property. I further acknowledge and agree that City of Round Rock recommends that all Artist Vendors/Vendors carry their own personal property insurance.

**Sale of Exhibit Items**

The sale of any exhibited items or services at the Round Rock Chalk Walk Arts Festival is between the Artist Vendor/Vendor and the individual buyer. Neither City of Round Rock nor Dell Diamond shall in any way be responsible for the promotion of sales or the sales of exhibited items or services. I understand and acknowledge that Round Rock Chalk Walk Arts Festival reserves the right to determine the type of arts, crafts, sponsors and vendors that can be displayed during the festival.

I acknowledge and agree that I have read and understand all terms contained in this Agreement and the Round Rock Chalk Walk Arts Festival Chalk Mural Artist/Artist Vendor/Vendor Guidelines contained in the registration documents. I further acknowledge and understand that the information I provided in my Application reflects my intent as a Mural Artist/Artist Vendor/Vendor. By submitting this Agreement electronically, I agree to be bound to the terms and conditions of this Agreement and all Guidelines and registration documents. I agree to contact the City of Round Rock Arts and Culture Director in a timely manner if there are any changes required to my Application.

**Signature:**

**Date:**