



# Town of Vienna

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## Legislation Text

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**File #:** 18-863, **Version:** 1

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### **SUBJECT :**

Movers and Shakers Music and Art Festival

### **BACKGROUND SUMMARY :**

The Movers and Shakers for Vienna Arts is proposing to hold an outdoor Music and Art Festival on September 7 & 8, 2019. This two-day outdoor festival will include juried art vendors, live music, food and beer. Hours of the event are Saturday from 10am to 8pm and Sunday 10am to 6pm. There is no admission fee to attend. The proposed event location is the Volunteer Fire Department parking lot and Cherry Street from Mill Street to Center Street. The second proposed location is Church Street from Mill to Dominion Street and Mill Street from Maple Avenue to Church Street.

The mission of the Movers and Shakers for Vienna Arts is “to promote the public, visual, literary, and performing arts through awareness, participation, education, fund raising and advocacy.” The Movers and Shakers fund projects on a case-by-case basis. They anticipate that public art will have many submissions for funding.

The Movers and Shakers have identified a need for a strictly hand-made juried outdoor arts festival in Vienna which will also serve as a fundraiser to support their cause. The Town currently has two outdoor festivals that include craft vendors - Viva Vienna and Oktoberfest. These two festivals do not require items sold by vendors to be hand-made. Vendors that make their own products cannot compete with prices of goods sold by vendors that sell buy/sell or imported items. The overall quality of items sold at an art show with no regulations is not as high as a festival that requires only hand-made items. Many hand-made vendors will chose not to participate in a festival that allows buy/sell and imported items. The Movers and Shakers Music and Art Festival is intended to attract high quality artists that hand-make their items.

The Movers and Shakers for Vienna Arts is requesting Town support for police/EMS, set-up/tear down, road closures and trash collection. Estimated cost is \$5,000 for police and \$4,000 for Parks & Recreation staff support.

### **SUMMARY/STAFF IMPRESSIONS :**

Parking will be a premium with the Farmer’s Market, Music and Art Festival, athletic activities at Caffi/Waters Field, W&OD Trail users and classes in the Community Center that weekend. That aside, the event could draw as many people that attended the Taste of Vienna each day, generating visitors to Town and additional spending at local businesses.

**RECOMMENDATION :**

The Parks & Recreation Director supports the Movers and Shakers Music and Art Festival.