



Local Artists, Musicians and Entertainers – We want YOU!

The Carthage Convention & Visitor's Bureau is working on Carthage Historic Downtown Art Walk for 2012. Naturally, the first item on the agenda for the event(s) is to find artists, musicians and possibly a new type of entertainer. We would love your participation in our any of our 2012 events and we list the dates and themes below:

April 13 & 14, 2012: Comic Books & Graphic Arts

June 1& 2, 2012: Historic Route 66 in Carthage

October 12 & 13, 2012: Theme TBA (*in March to align with Maple Leaf Festival*)

November 30 & December 1, 2012: Christmas Open House

Our Spotlight Artists will be chosen based upon theme and will not need to pay a registration fee; other artists need not comply with theme. Our spotlight artist will be chosen by the committee from artist applications once deadlines have passed.

Our goal is to promote talent at not only our fine galleries around the square but with various other businesses as well. Restaurants, retailers and other businesses will be recruited to feature talent (like you) in hopes of providing our visitors with a variety of genres and mediums. We have enclosed details and forms for you to fill out and return as a first step in determining your needs and qualifications to be placed in the event.

Since 2012 is our second year for the Carthage Historic Downtown Art Walk, your input is vital and we hope you will help us build a quality event with your participation as well as your ideas and opinions. Please fill out the enclosed form and return it to the CVB by **February 20th** so that we may begin to consider your talents for our new and exciting year.

Thank you for the time and talent you continue to share with the community. We are truly excited about this new partnership for promoting art in Carthage.

Thank you,

Wendi Douglas

Carthage Convention & Visitor's Bureau

402 South Garrison

Carthage, MO 64836

wdouglas@ecarthage.com

1-866-357-8687



Rules and Recommendations for a Successful Artist

Naturally, this is your opportunity to welcome guests to view your work and we do not have requirements for our artists other than provide timely paperwork so that we may promote your participation and you must provide art and materials in which to display your work. However, we also support the laws of our city and state and therefore, **ARTISTS MUST PAY CITY & STATE SALES TAX**. Contact the CVB for reporting forms.

Art Walk Hours

The Carthage Historic Downtown Art Walk operates over a two day period, a Date Night Friday night and Family Day Saturday. The hours are from 6-8:30 p.m. Friday evening and 10 a.m. -3 p.m. Saturday. Friday has a theme that is more couple or adult oriented and may have a wine tasting and food opportunities. Saturday is a family theme and will have more kid friendly activities. **ARTISTS** may unload and set their work after 3:30 p.m. on Friday and may break down and pack after 3 p.m. on Sunday. **ARTISTS MUST BE IN PLACE BY 5:30 P.M. ON FRIDAY.** Artists should plan to attend the entire event. If you are unable to stay, discuss your hours with your venue and ask for a waiver from your venue so that you may receive your deposit back. **ARTISTS MAY NOT BREAK DOWN BEFORE 3 P.M. ON SATURDAY.**

Your Venue is your Host

The venue that you have chosen or been assigned has volunteered to host and to help you have a successful Art Walk. This may be your first time participating in Art Walk, this may be your venue's first time to participate as well. However, your venue may be very experienced in building a display and may have great ideas for presentation. The venue may be concerned about issues such as traffic, customer flow and basic housekeeping issues such as liter and making sure everyone has a positive experience. Remember! The venue is responsible for providing space – the artist should provide all materials to fill that space like tables, easels, lights, pedestals, etc. If you meet with your venue in advance, they may provide some of those materials to ease your load but how the artist fills the space provided is the responsibility of the artist. Treat your venue as if they are a host. Each Art Walk will bring you a new venue unless you **AND** the venue request the repeat combination. If you have any issues, please attempt to negotiate with your venue and then report any unresolved issues to the Carthage CVB for review by the Art Walk committee.

Media Relations

We are all very excited to offer the Historic Downtown Art Walk; please trust the Art Walk committee to develop media and social networking relationships for the event. We appreciate your time and efforts to update your social networking contacts and encourage you to link to Historic Downtown Art Walk official information. Do not create events, pages, or groups for the art walk. Additionally, the Art Walk committee will arrange all media contact. If you are contacted by the media, contact Carthage CVB immediately. We would be thrilled to feature your work in that arrangement.

Get the prospect or customer's attention

Mail flyers or post cards to your customers a couple weeks in advance to remind them of the Art Walk; we believe your customers are "special guests" to Art Walk and in turn may invite friends and family to view your work. At the event, create an attractive, welcoming and attention-getting atmosphere. Greet and guide guests to the area where your viewing will occur. If appropriate, consider giving a short statement of your work with a little history and an interesting fact or two.

Provide a snapshot of who you are

Bring a short informational piece about your work and/or the Art Walk with you to all networking events. If you do not have materials, request Art Walk materials from the Carthage CVB 417-359-8181. Display these prominently and have a few on hand to distribute. Feel free to add Art Walk information to all your calendars, websites and updates that you distribute to your customers. Make sure that your contact information is included on the front of your information. Art Walk will offer new customers a no pressure opportunity to view you work.

Provide more information

Your customers and prospects need a way to continue the relationship. Often the purchase of art work is an educated decision making process to discuss and consider. Give prospects an opportunity to re-connect by providing business cards or flyers with information on how to further connect with you. Make sure to include your name, address, phone, e-mail and website. A sampling of pictures is an added touch to consider. We hope that you will be successful at the event but also feel your success may come after the event.

City & State Taxes

Reporting forms will be distributed upon arrival at the event. If you do not have a state tax ID number or a City of Carthage Business license, YOU MUST shelter under a partnering business license. The Carthage CVB has volunteered to assist but you must make arrangements by contacting the CVB prior to the event and customers may only pay using cash or check. Carthage CVB 417-359-8181 or wdouglas@ecarthage.com

Don't forget the obvious

Remember to invite all of your current customers, clients, members, family and friends. To order materials for distribution, please contact the Carthage CVB 417-359-8181 or wdouglas@ecarthage.com.

After Art Walk

- ✍ It is the artists' responsibility to work with the venue to coordinate all clean up and clearing of space. Your area should look exactly as it did before you arrived. No later than one hour after close of the event.
- ✍ Please fill out a survey or offer suggestions for future events to the Carthage CVB.
- ✍ Make sure your paperwork is up to date and current! If you would like your deposit back, we need your address; if you would like to participate at a future event, we need current information!



Fax to: 417-359-9119
E-mail to: wdouglas@ecarthage.com
Mail to: Carthage Convention & Visitor's Bureau
402 S. Garrison
Carthage, MO 64836
Phone: 417-359-8181

www.carthageartwalk.com

2012 Artist Application

All applications are due six weeks prior to event.

Event Date: _____

Please add my personal information for FREE e-mail updates

Business or Organization: _____

Contact: _____

Address: _____

Phone: _____ Cell Phone: _____

E-mail: _____ Website Link: _____

Description of work and display: *(musician, artist, medium, size of space needed, etc.)*

I will need the following

- access to electricity
- access to water
- table & chairs
- _____

Preferred venue: (if applicable) _____

Please return with \$5 per event and signed Insurance Waiver & Release of Liability and Media Release Form.

I have read the rules and recommendations provided by the Carthage Historic Downtown Art Walk and agree to follow the rules as outlined including reporting all city and state sales taxes. I understand failure to follow the guidelines may result in denial of future opportunities to feature my work at the Carthage Historic Downtown Art Walk and I further understand that the \$5 enclosed with the form will be returned if I am denied space to the Art Walk at which I am applying.

Signature _____

Date _____



**CARTHAGE HISTORIC DOWNTOWN ART WALK
INSURANCE WAIVER & RELEASE OF LIABILITY FORM**

Please note: There are two places on this sheet that require a signature

In consideration of being allowed to participate in any way in Carthage Historic Downtown Art Walk programs, related events and activities, I the undersigned:

1. Agree that prior to participating, I will inspect, the facilities and equipment to be used, and if I believe, to the best of my ability, that anything is unsafe for me, my property or the public at large, I will immediately advise CARTHAGE CVB of such condition(s).
2. Acknowledge and fully understand that I will be engaging in activities that may involve risk of damage to my art work and/ or property and economic losses which might result only from my own actions, inactions or negligence of others, or the condition of the premises or any equipment used. Further, that there may be other risks not known to me or not reasonably foreseeable at this time.
3. Assume all the foregoing risks and accept personal responsibility for myself and/or my property and the damages that may occur during the CARTHAGE HISTORIC DOWNTOWN ARTWALK.
4. Release, waive, discharge and covenant not to sue CARTHAGE HISTORIC DOWNTOWN ART WALK, its affiliated sponsors, their representative administrators, directors, participants, vendors, volunteers of the organization, and owners and leasers of premises used to conduct the event, all of which are hereinafter referred to as "releasees", from demands, losses or damages on account of injury, including damage to property, caused or alleged to be caused in whole or in part by the negligence of the releasee or otherwise.

I/WE HAVE READ THE ABOVE WAIVER AND RELEASE, UNDERSTAND THAT I/WE HAVE GIVEN UP SUBSTANTIAL RIGHTS BY SIGNING IT, HAVE NOT CHANGED IT ORALLY, AND SIGN IT VOLUNTARILY.

X _____
Participant's Name (PLEASE PRINT CLEARLY) Signature Date

MEDIA RELEASE FORM

NAME _____ Male ___ Female ___

MEDIA/PHOTO WAIVER: I hereby authorize and give my full consent to CARTHAGE HISTORIC DOWNTOWN ART WALK and it's sponsors to copyright and/or publish any and all photographs, videotapes and/or film in which I or my art work may appear while attending the CARTHAGE HISTORIC DOWNTOWN ART WALK event. I further agree that CARTHAGE HISTORIC DOWNTOWN ART WALK may transfer, use or cause to be used, these photographs, videotapes, or films for any exhibitions, public displays, publications, commercials, art and advertising purposes, and television programs without limitations or reservations.

X _____
Participant's Signature Date



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I/WE HAVE READ THE ABOVE WAIVER AND RELEASE, UNDERSTAND THAT I/WE HAVE GIVEN UP SUBSTANTIAL RIGHTS BY SIGNING IT, HAVE NOT CHANGED IT ORALLY, AND SIGN IT VOLUNTARILY.

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