

Downtown Business Owner,

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 locations to promote for our venues; you have been identified as a very qualified candidate! 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: Cars

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

December 7 & 8, 2012: Christmas Open House

Our goal is to promote artists at not only our fine galleries around the square but with various other businesses (like yours) as well. Restaurants, retailers and other businesses will be recruited to feature artists in hopes of providing our visitors with a variety of settings and atmosphere so that they may shop and linger on the Historic Carthage Square. 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 January 20th so that we may begin to consider your venue 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 and business in downtown Carthage.

Thank you,

Wendi Douglas
Executive Director
Carthage Convention & Visitor's Bureau
402 South Garrison
Carthage, MO 64836
1-866-357-8687



Recommendations for a Successful Art Walk Venue

Naturally, this is your opportunity to welcome guests to your business and we do not have requirements for our venues other than to provide timely paperwork so that we may promote your participation, to provide space for your artist and to honor your commitment to the event by having your business open as agreed. We consider the following to be TIPS to get the best response for your efforts.

Your Artist is your Guest

The artist that you have chosen or been assigned is your first guest to help you have a successful Art Walk. As this is your first time participating in Art Walk, this may be your artists first time to participate as well or your artist may be able to council you on great ideas for presentation. The artist may be concerned about issues such as space, lighting and basic housekeeping issues such as table and chairs. Remember! The venue is responsible for providing space – the artist should provide all materials to fill that space. Tables, easels, lights, pedestals, etc. If you meet with your artist in advance, you may provide some of those materials to ease their load but how the artist fills your space is up to the artist. Treat your artist as if they are a guest. Each Art Walk will bring you a new artist unless you AND the artist request the repeat combination. IF you have any issues, please attempt to negotiate with your artist 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 business in that arrangement.

Provide food and/or beverages

Food and drinks are always a good way to draw people. For your Art Walk, consider partnering with a food vendor. You may decide to have hors d'oeuvres, sodas and adult beverages for the Friday evening and popcorn, popsicles, small candy or family friendly snacks for Saturday.

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; your customers will feel like "special guests" to Art Walk and in turn may invite friends and family to your business. At the event, create an attractive, welcoming and attention-getting atmosphere. Have your employees greet and guide guests to the area where your artist viewing will occur. If appropriate, consider giving a short tour of your facility with a little history and an interesting fact or two.

Provide a snapshot of what your business is and does

Bring a short informational piece about your business 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 sales flyers and materials 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 visit your business.

Provide prizes and give-aways

Your customers and prospects love to receive give-aways and win prizes. Provide small items with your name and logo featured on them for people to take with them. This could include calendars, pens, paper pads, etc. but be sure they either reflect your product line or will be useful to all who attend. You could also provide an opportunity for attendees to register to win your product or service. Make sure to keep the business cards that are placed in your register to win box. This is an incredible database opportunity to have the contact information of prospects that have already expressed interest in your product or service.

Don't forget the obvious

Remember to invite all of your current customers, clients, members, vendors and employees. People who work with you on a daily basis are the best ambassadors for your organization. If appropriate, make sure that your employees are setting appointments with prospects right away.

KEEP your commitment

In 2012, the Art Walk committee must have signed paperwork in order to include your business in the event. We expect our venues to develop a plan for the year and keep the commitment. Please make sure your facility is open and available during the event hours. IF you must cancel or change your plans, please contact the ART WALK committee IN WRITING at least two weeks before the event. Venues that cancel before an event will be reviewed by the committee to be considered for future events. Venues that fail to open for within 15 minutes of event start or close 15 minutes prior to event end will not be invited to participate in future events.

After Art Walk

Please send in comments and suggestions to wdouglas@ecarthage.com! We are quickly working to put together the next event and value your input!



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

2012 Art Walk Venue Application

Applications are due March 1st annually.

Business: _____

Contact: _____

Address: _____

Phone: _____ Cell Phone: _____

E-mail: _____ Website Link: _____

Our business will be offering the following amenities to the public

- | | | |
|--|--|-------|
| <input type="checkbox"/> Public Restrooms available | <input type="checkbox"/> Live Music | _____ |
| <input type="checkbox"/> Children's Activities (Saturday only) | <input type="checkbox"/> Food or drink | _____ |
| <input type="checkbox"/> Wine Tasting (Friday only) | <input type="checkbox"/> Other | _____ |

Business / Venue: Please return form to Carthage CVB. There are no costs for registration or participation

Business Hours _____ Will you stay open for the entire event? yes no

Preferred artist (if applicable) _____

It is the policy of the Carthage Historic Downtown Art Walk committee to rotate artists so that a fresh appearance is maintained at each event; therefore, you may not get the artist selected for every event and you may select up to four artists.

I have read and understand the media release, liability waiver, and acknowledgement of rules. Our venue will be available for all four events in 2012.

Signature _____ Date _____