



2018 Venue Application

(Keep pages 1-2 for your records.)

ABOUT ART WALK

The First Wednesday Art Walk was developed by Downtown Vision, Downtown's Business Improvement District, to create a monthly experience that showcases Downtown Jacksonville at its full potential, to promote Downtown businesses within a platform of diversity and creativity, and to bring people to Downtown. Today, Art Walk features hundreds of visual and performing artists and draws an average of 8,000 patrons each month.

Art Walk takes place from 5-9 p.m. on the first Wednesday of every month—rain or shine—in a 15-block area of Downtown's Northbank.

REQUIREMENTS TO PARTICIPATE

1. **Submit an Annual Application.** Complete the attached application and email, mail or deliver to Downtown Vision. Your application must be received at least TWO WEEKS BEFORE Art Walk to be included in our advertisements. Applications must be renewed each calendar year.
2. **Program Your Venue Art Walk Night.** This can be a display of local artwork, or hosting artist booths, live music or performances.
 - You may choose to program inside or in front of your venue.
 - For safety compliance, non-licensed food vendors or sales (e.g. bake sales) must be programmed inside.
 - Art Walk is a family friendly event. We ask anything that contains mature themes be programmed inside.
 - Any outside programming must leave room on the sidewalk for pedestrians to pass freely.
 - Not sure where to start? Contact Events Manager Alex Abreu-Figueroa at Alexandra@dtjax.org.
3. **Tell Us About It.** Email a one or two sentence summary of your planned programming to Alexandra@dtjax.org by THE SECOND FRIDAY OF EACH MONTH to be included in any Art Walk advertising. The more specific you can be, the more interest you are likely to get.
 - Focus on art. Information on sales, discounts and future promotions will not be included.
 - DVI retains the right to edit submitted information.

Downtown Vision reserves the right to remove any venue that does not meet all requirements from future Art Walk advertising and promotions.

ALCOHOL

Venues choosing to serve alcohol must adhere to Jacksonville's open container ordinance (Section 154.107 of the Municipal Ordinance Code):

Except as provided in this Section, it shall be unlawful and a Class B offense for any person to sell, serve or consume any alcoholic beverage upon public streets or sidewalks, at any City park or playground, at or in any City building or on any property owned, leased or occupied by the City.

In order to help ensure compliance with the Ordinance Code, we recommend the following to all alcoholic beverage licensees and non-licensees that serve alcohol:

- Verify that any person to whom you serve an alcoholic beverage is at least 21.
- Serve beer and wine in sample-size cups unless you are licensed.
- Do not accept any form of payment for alcoholic beverages unless you are licensed.
- Post conspicuous signs near your exits warning patrons not to take alcoholic beverages onto the sidewalk, streets or other City property.

SEND US YOUR FEEDBACK

We rely on your feedback and traffic counts (or approximations) to gauge success, email your feedback to Alexandra@dtjax.org.

MAP DISTRIBUTION

Our Ambassador Team typically delivers event maps to locations around Downtown one week before Art Walk. If you have special delivery instructions, please include them on your application and we will do our best to accommodate you.

SIGNAGE

We produce a limited number of event signage. Our goal is to make sure each block of activity has at least one A-frame sign. Unfortunately, we cannot fund a sign for every venue.

However, if you are interested in purchasing an A-Frame to display during Art Walk, we will split the cost with you, so your cost will only be \$50. DVI will be responsible for A-Frame design, production and distribution when A-Frame is delivered. Please indicate in your application if you are interested in this option.

THANK YOU FROM DVI

Downtown Vision is committed to working with venues and artists that want to participate in Art Walk. We look forward to your involvement.

Alexandra Abreu-Figueroa
Events Manager
Alexandra@dtjax.org
634-0303 x222

Katherine Hardwick
Vice President of Marketing
Katherine@@dtjax.org
634-0303 x230

Downtown Vision is a not-for-profit organization revitalizing Downtown through clean and safe initiatives, experience creation, marketing and information management. Created by commercial property owners through a self-assessment and governed by a board representing Downtown property owners, DVI administers a 90-block Business Improvement District. For more information, visit downtownjacksonville.com.

2018 VENUE APPLICATION & WAIVER

Please fill out completely and email, mail, deliver or fax to:

Alexandra@dtjax.org | Fax: 904-634-8988

Downtown Vision, 214 N. Hogan St. Ste. 120, Jacksonville, FL 32202

Contact Name: _____

Business Name: _____

(As you would like it listed on the map)

Business Address: _____

Email Address: _____

Business Phone: _____ Contact Phone (if different): _____

Hours of Operation During Art Walk: _____

Special instructions needed for the event map delivery:

Interested in purchasing an A-Frame? (check the appropriate answer): YES ___ NO ___

AGREEMENT

The undersigned ("Venue") hereby agrees to indemnify, defend and hold harmless the City of Jacksonville and Downtown Vision, Inc., and their directors, officers, agents and employees ("Indemnified Parties") from and against all liabilities, loss, claims or damages (including reasonable attorneys' fees and costs, including fees and costs on appeal) resulting, or alleged to result from personal injury and/or property damage occurring on Venue property or relating to Venue's First Wednesday Art Walk participation.

The Venue agrees to meet all event requirements listed in the application.

The individual signing this agreement represents that he/she is authorized to sign on behalf of the Venue.

[LEGAL NAME OF VENUE]

[Date]

[Signature]

[Title]