



2015 Venue Information & Application

(Keep pages 1-3 for your records.)

ABOUT THE FIRST WEDNESDAY ART WALK

The First Wednesday Art Walk was developed by Downtown Vision, Inc. (DVI) to bring individuals to the historical and cultural core of the city and showcase Jacksonville's deep pool of creative talent. It began in November 2003 with a handful of locations and today includes more than 45 Downtown venues including: galleries and cultural venues, dining and nightlife venues and businesses. Each month, Art Walk features hundreds of visual and performing artists and draws an average of 6,000 patrons, creating a greater interest in a re-energized, pedestrian-friendly Downtown Jacksonville.

HOURS AND LOCATION

The First Wednesday Art Walk runs from 5-9 p.m. on the first Wednesday of every month, rain or shine, and encompasses 15+ blocks of the Downtown Jacksonville core.

REQUIREMENTS TO PARTICIPATE

- **Submit Your Application.** Fill out the attached application and fax, email, mail or deliver to DVI to be listed on the event permit. *Each venue must register once per calendar year.*
- **Display Artwork.** Each venue must display artwork or host live music and/or performances during Art Walk. While DVI does not match artists with venues, if you would like to connect with a local artist(s) to have them display their work in your venue, we recommend:

Call for Artists Through DVI's Email and Website

Submit a cut and paste-ready "call for artists" paragraph to hana@downtownjacksonville.org. The "call for artists" paragraph should include all pertinent information, type and quantity of art needed and your contact information. Your information will be included in DVI's monthly artist email and listed on loveartwalk.com.

Jaxartists.com

Visiting www.jaxartists.com for lists of area artists, their contact information and examples of their work.

Schools

Contacting art/music departments at local schools, including: the Art Institute of Jacksonville, Florida State College at Jacksonville, Jacksonville University, University of North Florida, Douglas Anderson and LaVilla School of the Arts.

Please note Art Walk is a family-friendly event. As a venue, you may need to consider signage for parents if an exhibit contains mature themes.

- **Theme.** Each month, DVI selects a theme for Art Walk. Themes will be listed in the monthly email to venues. While we recommend as many venues participate in the theme as possible, it is not mandatory. Participating in theme gives you the possibility of becoming a “highlight” on the map.
- **Sidewalks.** Setting up artists outside of your venue brings much more visibility on the streets. If you choose to set up artists outside your venue, please be mindful of pedestrians. A good rule of thumb is to make sure a stroller or wheel chair can easily pass by.
- **Map.** The 2015 flier consists of a large map listing all participating venues, plus four to six venue highlights for chosen venues participating in the monthly theme. DVI encourages participating in the theme, even if you are not highlighted that month.

PROMOTION PARTICIPATION: ART WALK MAP & MOBILE SITE

In order to streamline the process and provide last minute information for Art Walk patrons, DVI is simplifying the event map and adding a mobile component. The map will identify locations of venues; list only a small number of selected highlights from venues, which participate in the theme; and direct people to the mobile website for full information. All venues and blurbs will be featured on DVI’s mobile website, which can be update with any last minute additions.

Choose the way you’d like to participate:

Option 1: List my venue name for the year. If you select this option, DVI will list your venue (name only) on the mobile website and automatically add your venue name to each month’s event map. This option is only for venues who will be open every Art Walk.

Option 2: List my venue name and monthly “blurb.” For additional promotion, DVI can list a description of what artwork or performances you will host (“blurb” for short) on our mobile event website each month. In addition, we will select four-to-six blurbs that coordinate with the monthly theme to feature on the event map. We ask that you do your best to submit your blurb by our print deadline; blurbs submitted after the deadline will be added to the mobile website event in bulk prior to the event.

Print deadline information: DVI sends an email to participating venues after each Art Walk with updates and the print deadline. Typically, the print deadline is the second Friday of each month. For blurb examples, view: <http://iloveartwalk.com>.

When writing your blurbs, here are a few things to remember:

- i. Lead with the artist/musician/theme information.
- ii. Write about what's going on Art Walk night. If you want to promote future events, do it at your location Art Walk night.
- iii. Be succinct. With more than 40 locations to showcase we ask you to stay away from "fluffy" or non-essential content. DVI retains the right to edit submitted information.

Please note: patrons are very sensitive to venues that are listed on the map but closed during Art Walk.

Also, if you intend to host artists/performers on the sidewalk in front of your venue, please email hana@downtownjacksonville.org to update the event permit, regardless of the deadline. Please note: non-licensed food vendors or sales (ex. bake sales, etc.) should be housed indoors.

SEND US YOUR FEEDBACK

DVI relies on your feedback and traffic counts (or approximations) from Art Walk to gauge the success of the event and what we are doing. While we appreciate this input monthly, even if you update us every few months, it is helpful. Email your feedback to: hana@downtownjacksonville.org.

ALCOHOL

Venues choosing to serve alcohol must adhere to the following:

- Jacksonville's open container ordinance (Section 154.107 of the Municipal Ordinance Code) states that:
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, Downtown Vision recommends 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 a conspicuous sign near your exits warning patrons not to take alcoholic beverages onto the sidewalk, streets or other City property.

MAP DISTRIBUTION

DVI's Ambassador Team typically delivers the maps between the Thursday and Monday preceding the Art Walk. If you need the maps delivered the day of or have any special instructions regarding time of delivery, please include them on your application (attached). We will do our best to accommodate you.

A-FRAME SIGNAGE

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

THANK YOU FROM DVI

- DVI is committed to working with venues and artists that want to participate in Art Walk. We look forward to your involvement. For more information, visit downtownjacksonville.org.
- Downtown Vision, Inc. (DVI), the Downtown Improvement District, promotes Downtown revitalization through events such as Art Walk. DVI is a not-for-profit 501(c)6 organization funded by Downtown property owners to build and maintain a healthy and vibrant Downtown community and to promote Downtown as an exciting place to live, work, play and visit. Downtown Vision is the only organization devoted 100 percent to Downtown Jacksonville.



2015 Venue Application & Waiver

Please fill out completely and email, mail, deliver or fax to:
hana@downtownjacksonville.org | Fax: 904-634-8988
Downtown Vision, Inc., 214 N. Hogan St. Ste 120, Jacksonville, FL 32202

VENUE INFO

Contact Name: _____

Business Name (As you would like it listed on the map): _____

Business Address: _____

Email Address (print clearly): _____

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

Special instructions needed for the event map delivery: _____

PARTICIPATION INFORMATION (You may choose more than one)

_____ **List my venue name for the year (will send blurb if applicable).**

_____ **List my venue name and monthly "blurb."**

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

[LEGAL NAME OF VENUE]

[Date]

[Signature]

[Title]