

**BUSINESS APPLICATION**  
Annual Downtown Williams Lake Art Walk 2023  
August 11 – September 6, 2023



Downtown Williams Lake  
327 Oliver Street  
Williams Lake, BC V2G 5K4  
Office Phone: 250-398-5717

Please send application to [events@downtownwilliamslake.com](mailto:events@downtownwilliamslake.com) or drop off at our office on Oliver Street.

**Application deadline: May 4, 2023 Registration fee: \$175 due by June 14, 2023 upon notification of being accepted into Art Walk**

\*\* Late applications/payments may not be included in the 2023 Art Walk Guide

\*\* Space is Limited

The annual Downtown Williams Lake Art Walk is a free, 3.5-week self-guided tour through displays of artists' work in local downtown businesses. From August 11 to September 6, art enthusiasts will follow the Art Walk Guide to discover Cariboo arts and culture, visiting the many businesses where art pieces in various visual mediums will be displayed.

**BENEFITS OF BEING AN ART WALK VENUE:**

1. Your business name will be posted on Art Walk promotional materials.
2. Your business name, logo, address, and web links will be featured on the official Art Walk Guide, distributed at many Downtown Williams Lake locations.
3. You will see increased daily foot traffic into your business, potentially hundreds of new customers.
4. Your business will be featured in cross promotion through the hosted artist.
5. You will beautify your space by displaying the original artwork of your hosted artist.

**BUSINESS REQUIREMENTS & SUGGESTIONS**

- Participating Art Walk businesses must be located within the Downtown Williams Lake BIA boundaries.
- Participating businesses will collaborate with their paired artist in hanging, displaying, and selling their work in the venue.
  - Participating businesses must clear their wall space or display area of any other wall hangings for the duration of the Art Walk (with the exception of permanent installations, utility panels, etc.) as required.
  - Artworks from the exhibitor should arrive to the venue with proper hanging requirements such as frames and wire hangers.
  - Artworks from the exhibitor shall be displayed in a complete grouping in one area of the business. Viewers should not have to walk throughout the business searching for individual pieces.
- Hours of business will be posted in the Art Walk Guide, and businesses must adhere to those posted hours through August 11 – September 6, 2023. Many new visitors may come into your business.
- Downtown Williams Lake BIA will be pairing businesses with fitting artists, based on subject matter, volume, and scale of their work.
- Participating businesses are strongly urged to do their own cross promotion of the event through newsletters, Facebook, Instagram, email lists, and word of mouth.



**Tell us about you and your business.**

Business Name (as you want it written on any promo materials and media):

\_\_\_\_\_

Contact Person(s): \_\_\_\_\_

Street Address: \_\_\_\_\_

Mailing Address (if different): \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

\*Email: \_\_\_\_\_

Website Address: \_\_\_\_\_

Facebook Page URL: \_\_\_\_\_

**\* A VALID EMAIL ADDRESS IS REQUIRED TO PARTICIPATE IN THE ART WALK.** Please ensure you have listed an active email address to receive communications regarding the event. Updates will be sent via email to the contact person.

What are your hours and days of operation from August 11 - September 6, 2023?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

In the event that art sales occur during Art Walk, please check below all methods of payment you are willing to accept on behalf of the artist:

- Cash
- Cheque
- Debit
- Visa
- MasterCard
- AMEX
- E-transfer
- Not willing to accept payments, would refer sales to artist

Tell us about your interior space (Check all that apply and indicate approx. space):

Storefront window accommodation. Size: \_\_\_\_\_

Space for a table/counter display Size: \_\_\_\_\_

Space for easels. How many standing easels could you accommodate? \_\_\_\_\_

Wall space (for hanging) Space: \_\_\_\_\_

Other: \_\_\_\_\_



Anything else you would like us to know?

---

---

---

## TERMS AND CONDITIONS

I understand and agree to the following:

- Art displayed in my business may be removed from my venue at any time at the sole discretion of the Downtown Williams Lake BIA.
- An Artist and Venue Agreement will be completed and returned to the BIA by July 27, 2023.
- It is my responsibility to work with my provided artist to develop ideal space, display, lighting and traffic flow. I understand it is my responsibility to coordinate the installation of their artwork on or before August 11 through September 6, 2023.
- It is my responsibility to work with the artist to coordinate all clean-up of the space once the event is finished on September 6, 2023, unless other arrangements are made in advance.
- In the event of a sale of a piece of artwork, 100% of the proceeds go directly to the artist.
- I agree to aid the hosted artist in any selling of their artwork.
- If an artist sells a piece, it may remain on display or must be replaced until the end of Art Walk.
- I grant Downtown Williams Lake BIA permission to take photographs of my business, and grant Downtown Williams Lake BIA irrevocable worldwide license to use photographs of my entry/entries on event materials and the Downtown Williams Lake BIA website and social media.
- Downtown Williams Lake BIA does not cover expenses pertaining to the Art Walk displays in the business.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

-----

For office use only:

Date application received: \_\_\_\_\_ Payment received: \_\_\_\_\_ Payment type: \_\_\_\_\_

Venue: \_\_\_\_\_ Date Secured: \_\_\_\_\_