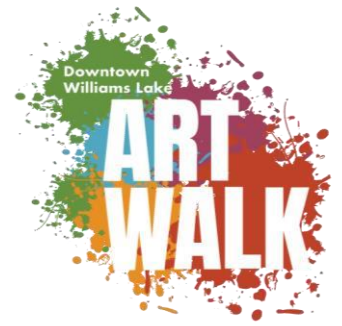


BUSINESS APPLICATION

Annual Downtown Williams Lake Art Walk 2024

August 9 – September 4, 2024



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

Please send application to events@downtownwilliamslake.com or drop off at our office on Oliver Street.

Application deadline: May 6, 2024

Registration fee: \$175 due by June 13, 2024 upon notification of being accepted into Art Walk

** Late applications/payments may not be included in the 2024 Art Walk Guide

** Space is Limited

The annual Downtown Williams Lake Art Walk is a free, self-guided tour through displays of artists' work in local downtown businesses. From August 9 to September 4, 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 – print and digital.
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; Art Walk historically sees 500-800 participants.
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 **must** 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 9 – September 4, 2024. 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 9 - September 4, 2024?

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.
- 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 9 through September 4, 2024.
- It is my responsibility to work with the artist to coordinate all clean-up of the space once the event is finished on September 4, 2024, 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 with another piece of art, 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: _____