

CARTHAGE ART WALK



Fourth Friday Guidelines

FREQUENTLY ASKED QUESTIONS

What are the boundaries of the Carthage Historic Downtown Art Walk?

For the purposes of the Carthage Art Walk, the square district is defined as the Carthage Square and one block off from Second Street to Fifth Street and Lyon to Howard and all locations within those streets as formed in a square.

What time does Carthage Historic Downtown Art Walk begin?

Carthage Art Walk begins at 6:00 p.m. and ends at 9:00 p.m. every Fourth Friday of the month between April and September. Businesses with storefronts may stay open later than 9 p.m. Our committee would love to promote after-hours activities!

What time can I set-up?

Designated streets close at 3:30pm. Set Up time is 4:30pm.

Can my organization come and give freebies during the event?

Please check in with the committee; do not distribute free food or drink items without committee and health department approval. Any participant in Carthage Art Walk may distribute free non-edible items.

What happens if it rains?

Carthage Art Walk happens RAIN, SNOW, OR SHINE! Even in pouring rain, our fans love to explore the Historic Carthage Square and see our artists. Our committee will never cancel any portion of Art Walk.

What does Carthage Art Walk need to sustain this event?

This event is truly a community effort! We are always in need of volunteers, sponsors, and space on the Square for artists and performers. Let us know if you would like to support Carthage Art Walk.

Contact information:

Have questions or want additional updates?

www.carthageartwalk.org,

www.facebook.com/carthageartwalk,

Wendi Douglas, Carthage Convention & Visitor's Bureau, Executive Director
wdouglas@ecarthage.com 417.359.8181

GUIDELINES FOR BUSINESSES AND NOT-FOR PROFIT ORGANIZATIONS

For the purposes of the Carthage Art Walk, the square district is defined as the Carthage Square and one block off from Second Street to Fifth Street and Lyon to Howard and all locations within those streets as formed in a square. The south side of the square will provide space for businesses, not-for-profits, public entities, and clubs who do not have a storefront presence on the square.

- Businesses provide their own booth materials including but not limited to tent, table, chairs, and all promotional materials. Each space will be 10'x10' with front access unless otherwise arranged.
- The booth display should be professional, interactive and indicative of the representative business. It should be engaging and well-branded. For example, when a passerby looks at the booth, they should immediately know what type of business you are, recognize your logo, and expect there is something to do or talk about at your booth.
- We encourage all businesses to think outside of the box with this event. Our audience expects an arts and culture-based event so we encourage you to tie into the arts and culture theme. Some examples include:
 - Kids crafts such as making pinwheels or hats with your logo stamped on it.
 - Raffles to a downtown destination or for a piece of local art.
 - Interactive murals or sculptures.
 - Contests including hula hoops, historical trivia of Carthage, etc.
- There will also be an application fee of \$20 for each month that you are interested in exhibiting. If you are selling items and are a for-profit business, you will need to have a City of Carthage business license.
 - Political candidates are not appropriate for this venue and will not be given booth space.
 - Prohibited businesses include multi-level marketing products such as Scentsy, Pampered Chef, Thirty-one, etc.
 - Any sale items must be indicative of your business. For instance, if you are a Chiropractor, you may sell BioFreeze, but you cannot sell hair bows or cookies.
- Booths are not allowed to give away free food or drink. If wanting to sell food, please refer to the "Food Vendors" section of this Handbook.
- There are a limited number of booths available; they will be filled on a first come, first serve basis. There may be no businesses that offer the same service. Priority is given to Downtown businesses, Art Walk sponsors and locally-owned businesses. Dependent on the variety of applicants, businesses will likely be assigned spaces based on services such as healthcare, office supply, social services, etc.
- Selling, Licensing and Taxes: If you are a for-profit business selling an item, you must have a City of Carthage business license prior to each event and must report your sales to the Missouri Department of Revenue. If you are a non-profit or public entity, a license is not needed. If you are not selling an item, you do not need a license.

BUSINESSES & NOT FOR PROFIT APPLICATION

1. Send business or organization's name, contact information and general description of booth activities to wdouglas@ecarthage.com by the first of each month.
2. Within one week of application deadline, the CHDAW committee will communicate if you are accepted.
3. For profit businesses, after acceptance, pay application fee of \$20/month. If you are selling items, make sure you have a current City of Carthage Business License.

Carthage CVB Accident Waiver and Release of Liability Form

Carthage Art Walk: April 27, May 25, June 22, July 27, August 24, and September 28, 2018
Friday Evenings from 6 pm to 9 pm

I HEREBY ASSUME ALL OF THE RISKS OF PARTICIPATING AND/OR VOLUNTEERING IN THIS ACTIVITY OR EVENT, including by way of example and not limitation, any risks that may arise from negligence or carelessness on the part of the persons or entities being released, from dangerous or defective equipment or property owned, maintained, or controlled by them, or because of their possible liability without fault. I certify that I am physically fit, have sufficiently prepared or trained for participation in the activity or event, and have not been advised to not participate by a qualified medical professional. I certify that there are no health-related reasons or problems which preclude my participation in this activity or event.

I acknowledge that this Accident Waiver and Release of Liability Form will be used by the event holders, sponsors, agents, and organizers of the activity or event in which I may participate, and that it will govern my actions and responsibilities at said activity or event. In consideration of my application and permitting me to participate in this event, I hereby take action for myself, my executors, administrators, heirs, next of kin, successors, and assigns as follows:

(A) I WAIVE, RELEASE, AND DISCHARGE from any and all liability, including but not limited to, liability arising from the negligence or fault of the entities or persons released, for my death, disability, personal injury, property damage, property theft, or actions of any kind which may hereafter occur to me including my traveling to and from this event, THE FOLLOWING ENTITIES OR PERSONS: Carthage Convention & Visitor's Bureau, Carthage Historic Downtown Art Walk Committee, City of Carthage, County of Jasper, their directors, officers, employees, members, volunteers, representatives, and agents, the activity or event holders, activity or event sponsors, activity or event volunteers;

(B) I INDEMNIFY, HOLD HARMLESS, AND PROMISE NOT TO SUE the entities or persons mentioned in this paragraph from any and all liabilities or claims made as a result of participation in this activity or event, whether caused by the negligence of release or otherwise.

I acknowledge that the Carthage CVB, City of Carthage and their directors, officers, volunteers, representatives, sponsors, and agents are NOT responsible for the errors, omissions, acts, or failures to act of any party or entity conducting a specific event or activity on behalf of the Carthage Art Walk Committee. I acknowledge that this activity or event may involve a test of a person's physical and mental limits and may carry with it the potential for death, serious injury, and property loss. The risks may include, but are not limited to, those caused by terrain, facilities, temperature, weather, condition of participants, equipment, vehicular traffic, actions of other people including, but not limited to, participants, volunteers, spectators, coaches, event officials, and event monitors, and/or producers of the event, and lack of hydration. These risks are not only inherent to participants, but are also present for volunteers.

I hereby consent to receive medical treatment which may be deemed advisable in the event of injury, accident, and/or illness during this activity or event.

I understand that at this event or related activities, I may be photographed. I agree to allow my photo, video, or film likeness to be used for any legitimate purpose by the event holders, producers, sponsors, organizers, and assigns.

The accident waiver and release of liability shall be construed broadly to provide a release and waiver to the maximum extent permissible under applicable law.