

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

BEST PRACTICES FOR BUSINESSES ON THE SQUARE

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. As the event grows, the boundaries may expand.

- If a downtown business would like to host artists, they can be included in all Carthage Art Walk promotional materials. Businesses should manage their own venue and will recruit their own artists.
- All art must be of a family-friendly nature. No pornographic or demoralizing content. Art that includes mature themes such as nudity is allowed but venue is required to post “Content includes mature themes including nudity” at the entrance of venue.
- Businesses should communicate with the art walk committee to be included in promotions.
- Communicate who is exhibiting in your business no later than the first of the month to insure inclusion in promotional materials. Email to wdouglas@ecarthage.com.
- To solicit traffic into the venue, we encourage you to keep your doors open and have something outside of the venue to draw attention (i.e. an acoustic musician, a plein air artist, a street performer, etc.)
- **In short, tell us how you plan to host event guests by the 1st of each month, we will do our best to promote your success.**

Let us know what you are doing! Send your info to wdouglas@ecarthage.com by the first of each month.

BEST PRACTICES FOR MUSICIANS AND PERFORMERS

- All performances in all venues should include family-friendly content. Music and performances should not contain pornographic or demoralizing themes, and profanity is prohibited.
- We have several areas reserved for acts. A microphone and some amplification can be used, but volume must be minimal enough to reach the audience without drowning out the other performers or conversations on the block (or inside venue in inclement weather). Musicians must bring their own equipment and are responsible for their set-up and tear down.
- Performers that sell products like CD's or T-shirts must report all sales taxes to the Missouri Department of Revenue. <http://dor.mo.gov/faq/business/special.php>
- Performers that are paid by the Art Walk committee must have a W-9 statement on file with the CVB. Payments to performers will be reported to the Missouri Arts Council, Missouri Department of Revenue, the Internal Revenue Service, and/or any sponsor of Carthage Art Walk.

MUSICIAN AND PERFORMER APPLICATIONS

Performers are not required to pay fees. All appearing on the Courthouse Lawn will need to sign an event waiver which includes accident indemnity, media release, and commitment to pay applicable taxes. Performers that do fill out applications, W-9s, contracts, and report attendance by the first of each month will:

- a. Be considered by the committee for a stipend payment
- b. Be listed on carthageartwalk.org so that venues or customers may find them for future booking consideration or purchases.
- c. Be included in social media promoting their attendance and the event.

Applications for each event are due on the first day of each month. Applicants that send in electronic images to wdouglas@ecarthage.com will receive priority in social media promotions.

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.