

# Arts Organization Registration First Friday Art Walk Season 2020 - 2021



## **STEP ONE: Tell us about your organization.**

Organization Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ # of Members: \_\_\_\_\_

Please list the names of participating members:

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Extension: \_\_\_\_\_ Cell Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**A VALID EMAIL ADDRESS IS REQUIRED TO PARTICIPATE IN THE ART WALK**

## **STEP TWO: Tell us about your organization and its connection to cultural arts.**

Please describe your organization in 20 words or less: (will be used in our marketing materials): \_\_\_\_\_

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

Our organization will be (*please check all that apply*):    Setting up a display

Accepting Donations

Providing a FREE Art Activity for the Public

Doing demonstrations

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

Please describe the art activity your group will provide (coloring sheets are not allowed): \_\_\_\_\_

\_\_\_\_\_

Please list any art events/shows that you have previously participated in: \_\_\_\_\_

\_\_\_\_\_

Are there any special requirements we should know about? Please explain: \_\_\_\_\_

\_\_\_\_\_

First Friday Art Walk representatives reserve the right to request removal or modification of displays that do not reflect that which was submitted (i.e. marketing materials, display items, etc.)

## **STEP THREE: Images of your promotional materials and display.**

Please provide three images or documents that represent your organization, and any merchandise you intend to sell. Additionally, provide images that showcase how you display your materials at events. By submitting this application and your images you are giving permission to the City of Ocala's Cultural Arts and Sciences Division to utilize the images for promotional purposes. You may provide printed photographs or a flashdrive of digital image files in jpg format with high resolution images. Please send digital files to [artwalk@ocalafl.org](mailto:artwalk@ocalafl.org). See next page>>>

**STEP FOUR: Declare which First Friday Art Walk Events you are attending:**

*Please check.*

- |                                    |                                   |                                   |                                |                              |
|------------------------------------|-----------------------------------|-----------------------------------|--------------------------------|------------------------------|
| <input type="checkbox"/> September | <input type="checkbox"/> November | <input type="checkbox"/> January  | <input type="checkbox"/> March | <input type="checkbox"/> May |
| <input type="checkbox"/> October   | <input type="checkbox"/> December | <input type="checkbox"/> February | <input type="checkbox"/> April |                              |

**STEP FIVE: Please read the following rules, regulations, and sign:**

Non-profit organizations that are directly related to cultural arts are given *first priority* to participate in First Friday Art Walk. **Organizations that are not directly related to cultural arts may be considered but ARE REQUIRED TO PROVIDE A FREE ART ACTIVITY FOR THE PUBLIC DURING THE EVENT.** First Friday Art Walk Steering Committee will review all registrations and approve or decline. Items or artwork for sale *must* be approved by the FFAW Steering Committee, and included in your registration for review.

**First Friday Art Walk is the first Friday of each month from September thru May from the hours of 6pm - 9pm. Set up may start at 5pm and must be completed by 6pm. Break down will start at 9pm and must be completed by 9:30pm. Participating organizations must be present during ALL event hours on the dates they have declared on their application.**

**TWO UNEXCUSED ABSENCES WILL RESULT IN BEING DISMISSED FROM THE CURRENT ART WALK SEASON**

**Attendance** - If you are unable to attend an Art Walk that you originally signed up for, you must give **three weeks'** notice of your absence. Otherwise, please ensure you have a back-up person to set up and manage your display.

**Fees** - There is a **ONE-TIME \$50.00 registration fee** for all applicants valid for the entire season. If for any reason your organization is declined, you will be refunded your registration fee in full.

A **MONTHLY \$25.00 fee is required to rent a tent, tables, chairs and lights from the City of Ocala.** This will all be set up for you by City staff, and ready by 5pm. **Organizations must fully operate their booth, including break-down and clean-up of your designated booth space.** There is a limited number of tents provided by the City. All spaces will be filled on a "first come, first serve" basis.

**Waiving/Reducing the tent rental fee:** Monthly tent rental fees may be waived **if the organization provides their own tent, tables, chairs and lights, and sets it up themselves.** If an arts organization provides a **FREE** cultural arts related activity for the public to participate in, First Friday Art Walk will give a **60% discount off the monthly tent rental (\$10.00 MONTHLY fee).**

**Rain - Have a rain plan.** In the event of rain, consider bringing a smaller display or a tarp in order to be prepared for inclement weather. Light rain should not prevent you from participating. **Notification of cancellation will be sent via email by 3pm the day of the event.**

**Deadline:** The application deadline is **the first day of the month prior to the First Friday Art Walk.** (i.e. October 1st for the November Art Walk). Applications will be reviewed and notifications of acceptance or declines will be sent two (2) weeks before the next First Friday Art Walk.

The City of Ocala reserves the right to use photographic images of visual and performing artists, and /or their work, for advertising and promotion purposes only. Your application and photographs will be reviewed by the First Friday Art Walk Steering Committee. First Friday Art Walk and the Committee reserves the right to refuse application to anyone for any reason. All decisions are made ultimately at the discretion of the City of Ocala's Cultural Arts and Sciences Division.

I have read the rules and regulations above, and agree to follow them.

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

**STEP SIX: Please submit application, digital files of images, and **\$50.00 one-time registration fee payable to the City of Ocala** to:**

First Friday Art Walk  
828 NE 8th Avenue, Ocala, FL. 34470  
artwalk@ocalafl.org | 352-629-8447