



MORADA WAY ART WALK ARTIST/VENDOR CONTRACT & INFO 2024

Please read this contract in its entirety. Sign and date it, and return a copy to Riona Campbell, Executive Director, via email or a hard copy before checking-in to Art Walk. Email is the preferred form of communication.

Email: info@moradaway.org

Mail: Jessica Ann Cecil, Executive Director
Morada Way Arts & Cultural District
151 Morada Way, Islamorada, FL 33036
941.720.0345

ART WALK BULLET POINTS

To Apply for Art Walk: Artists should submit a portfolio of no less than five (5) images for consideration and approval via email to info@moradaway.org. Social media accounts should be submitted **IN ADDITION** to this portfolio, **NOT** in lieu of a formal portfolio. Artists will be notified via email if their application has been approved.

Artists are to arrive on the day of the event **NO EARLIER** than **4pm** and will subsequently be shown to their assigned spot.

Artists will park their car, unload all tents/items/etc at their assigned spot, park their vehicle in designated Art Walk parking, and then return to set up their spot. Vehicles should **NOT** block Morada Way and the egress of other vehicles, especially UPS delivery vehicles.

Artists must supply their own tables, tents, and extension cords.

The participation fee is \$75 per artist/spot. This participation fee is non-refundable. In the case of inclement weather or unforeseen circumstances affecting Art Walk, artists have the option to rollover the fee to next month's Art Walk. Artists attend Art Walk at their own discretion. **Art Walk is NEVER canceled.**

Artists are **NOT** guaranteed the same space each art walk **NOR** are they guaranteed participation in every event.

Artists **MUST** email info@moradaway.org at least one full week in advance of the event to be considered for a spot, otherwise participation and physical space will be unavailable.

Those who will not, or cannot, comply with these procedures will NOT be allowed to participate in future Art Walks.

The foundation of our Art Walk is a sense of community.

Third Thursday Art Walks have become the signature event of our Art District, and a source of pride for the community of Islamorada.

When it comes to our Art Walks, we, as an organization, are committed to the concept of artistic excellence, family entertainment, and sense of community that this event was created to provide.

To assure the continued success of this event, we continually review each Art Walk to determine if we are meeting the expectations of our residents, guests, local businesses, and supporters.

Whereas many artists view this as strictly an opportunity to sell art, we, as promoters, **view it as an opportunity to educate, inform, and network with prospective customers with the inspiration of art in the background. We ask that our artists approach each Art walk in this spirit.**

This event is not solely centered around sales.

It is about outreach to the community and creating a connection with the arts. It has been proven throughout the history of our Art Walks (more than 7 years) that those who understand and apply this concept have consistently experienced increased sales in the days and weeks after the event.

We strive to make our Art Walks productive for our artists, inspiring and entertaining to our guests, and pleasing and unobtrusive to our neighboring businesses and residents.

With your help, understanding and cooperation, we will continue to be successful in providing this event for the community.

Allowed displays are described in the enclosed *Selection of Artists* section.

SELECTION OF ARTISTS

FIRST TIME ARTISTS

All artists are selected by our Artists Selection Committee. Selections are made from a review of applications submitted that meet the criteria listed below. The committee's selection is final, and not subject to appeal.

Artists may apply as many times as they wish. Returning artists are **NOT** guaranteed a spot at every art walk and will provide a portfolio upon request.

CRITERIA FOR SELECTION

Compliance with Procedures and Rules – Each applicant must download, print, read, and sign a copy of the Procedures and Rules as contained herein. This document must be mailed (or emailed) to the Executive Director at info@moradaway.org before the application will be considered.

Artistic Excellence – The Art Walk is a carefully curated and juried monthly event. Each applicant is required to submit at least five (5) high-quality images of the work they will display. It is expected that the portfolio submitted and work displayed will be in the same vein and of the same quality; if not, artists will be asked to leave. The Artist Selection Committee will review each artist's setup at the outset of the event to assure compliance.

Original Work– Absolutely no buy-sell permitted! All work must be the creation of the artist displaying it. Jewelers who string purchased beads, precious stones, or found objects will be evaluated on an individual basis, with design, creativity, and uniqueness as determining factors.

The Morada Way Art Walk is primarily focused on Fine Art media, including sculpture, ceramics, installations, painting (both acrylic and oil), printmaking, and photography.

Recycled, Earth Friendly and “Local Heritage” inspired art – The artists selection committee gives priority to and special consideration to artwork that is made from recycled materials, or that features the unique heritage of the Florida Keys as its focus and inspiration. Excellence of FINE art will remain the primary consideration.

RETURNING ARTISTS

Returning artists will not be required to submit a new application after they have been accepted for the Art Walk- unless they have not exhibited at art walk in several months OR their body of work has changed/expanded. **Compliance will be determined by the Artist Selection Committee.**

Returning artists are NOT guaranteed a space in every Art Walk. MWACD is dedicated to maintaining the vibrancy and inspirational nature of this event, which necessitates artist variety.

Artists are NOT guaranteed the same space every month. Non-compliance with the assigned spot will result in the artist not being invited back.

Every effort will be made to apply this policy in the fairest, most equitable manner possible. All artists are required to notify the Operations Coordinator of their desire to participate in the upcoming event **at least two weeks in advance.**

ARTWALK VENDOR PROCEDURES AND RULES

DISPLAY FEES

The current participation fee is **\$75 for artists** and **\$100 for food vendors/non-artist booths.**

Non-profit entities are exempt from fees if attending Art Walk solely to raise awareness and educate visitors. **If nonprofit(s) are planning to fundraise, a \$50 participation fee will be required.** Nonprofits must still submit portfolios/information regarding their specific causes and planned display.

Fees can be paid by check or cash on the night of the event. Checks should be made out to Morada Way Arts and Cultural District. If you are unable to attend due to unforeseen circumstances, the participation fee will roll over to the next event. Confirmation will still be required to reserve a booth location.

****Please Note: MWACD does not allow political activity of any type at its Art Walk.***

ASSIGNMENT OF DISPLAY LOCATIONS

Assignment of display locations is the responsibility of the Operations Coordinator and Executive Director.

The layout of the Art Walk is a complex process, which requires hours of careful thought. It is complicated by the erratic arrival times of the artists and the urgent need to keep the streets open and clear. We respectfully request our artists to respect the experience and expertise of the person assigned to this task and refrain from any urge to interfere.

Artists should NOT arrive any earlier than 4pm on the day of the event and MUST be completely set-up by 6pm.

Those who will not, or cannot, comply with this request will not be allowed to participate in future Art Walks.

ARTIST DISPLAYS

Beginning with the January, 2017 Art Walk, the following policies regarding display/setups will be implemented:

Lighting of displays is limited to LED lights and bulbs- Power outages have been common in the past, necessitating this policy. Artists are responsible for bringing the own lights, extension cords and any other equipment necessary to support their display.

Trash and recycling- Receptacles for trash and recycling are available throughout the display area. No trash (bottles, cans, tie-straps, cigarette butts, etc.) will be left in the display area at the conclusion of the event. **Offenders will not be permitted to future Art Walks.**

ARTIST PARKING

Parking is limited in the Art District. All participating artists will be notified, upon arrival, of approved areas for artist parking. Most of these areas are several blocks from the display area; please plan accordingly. Any artist who parks in an area other than that designated for artist parking not be allowed to participate in future Art Walks.

When arriving at the display area, artists are requested to contact a MWACD volunteer for their assigned display location. The volunteer will escort the artist to their assigned spot, where they will off-load their display set-up and art. Before setting up their display, the artist will park in the designated parking area and then return to set up their display. **Cars are NOT to be left in Morada Way while setting up as this blocks the flow of traffic and businesses operating in the area.**

Please note: The largest portion of the Art Walk is held on Morada Way. This is a busy street during the day and it supports such businesses as UPS, World Wide Sportsman, The Moorings, The Redbone, and the Florida Keys Brewing Company. Our organization has an obligation to respect the need for free and clear access to these businesses during the work day. We ask our artists to work with us fulfilling this obligation. The unloading process must be accomplished as quickly and efficiently as possible.

At the conclusion of the Art Walk, artists will be permitted to park their vehicles on Morada Way to break down their display. Please do not park vehicles on the grass!!

**The Procedures and Rules as set forth above can be changed and modified at the discretion of the Executive Director and/or Board of Directors of the Morada Way Arts & Cultural District at any time, and that all participating artists will be notified of such changes when they are made.*

I have read this contract in its entirety, including the Principle Foundation of Art Walk, the Selection of Artists, and all Art Walk Vendor Procedures and Rules. I understand that my failure to abide by these Principles, Procedures and Rules can result in not being accepted as an artist vendor for future Art Walks.

Artist/Participant Signature

Date

Executive Director Signature

Date