



The City of Slidell

DEPARTMENT OF CULTURAL & PUBLIC AFFAIRS
P. O. Box 828 ♦ Slidell, LA 70459
Phone (985) 646-4375 ♦ Fax (985) 646-4231 ♦ www.slidell.la.us

FREDDY DRENNAN
Mayor

ALEX CAROLLO
Director

January 29, 2018

Dear Olde Towne Business,

The City of Slidell is excited to celebrate the 24th Anniversary of *Arts Evening*, one of St. Tammany's largest cultural festivals, on Saturday, April 14, 2018, from 4 to 9 p.m. Enclosed you will find information about the upcoming event.

If you've participated in *Arts Evening* before, you're aware that this annual event brings crowds of up to 5,000 to Olde Towne for shopping, live entertainment and dining. If you're new to Olde Towne, you won't want to miss out on one of our biggest nights!

Enclosed you will find information about this year's upcoming event:

- During *Arts Evening*, the City of Slidell will host the opening of *From the Vaults of the New Orleans Museum of Art* in the Slidell Cultural Center at City Hall. We anticipate this event will draw more art lovers to Olde Towne, a benefit to all of the participating artists and businesses.
- The rain date is set for Sunday, April 15, 2018, on the same time frame.
- We offer several options for host businesses, including hosting artists and their works. Your business can also opt to participate in the event without hosting an artist. This option makes it easier for location with limited display space.

Please see the enclosed information and return your registration form to us no later than Friday, March 9, 2018. We ask for the courtesy of a reply, even if you choose not to participate.

If you have any questions, please call Alex Carollo or Catherine Olivier at (985) 646-4375.

Regards,

Alex Carollo

Arts Evening 2018 Host Business Agreement

Please fill out this form and return **no later than Friday, March 9, 2018**. We request the courtesy of a response, even if you are unable to participate this year. PLEASE PRINT LEGIBLY.

Business Name: _____

Contact: _____

Address: _____

City, State, Zip: _____

Business Phone: _____

Email Address: _____

Please choose ONE answer for each of these three items. **If not participating, leave items 2 and 3 blank.**

1. _____ Yes, I will participate in *Arts Evening* on April 14, 2018 and have included my \$25 participation fee. Please make checks payable to the **City of Slidell**.
 _____ **RESTAURANTS ONLY:** please list me in the "Dining Guide" of the *Arts Evening* program for \$50 (this includes your \$25 participation fee plus a dining listing).
 _____ No, I will be unable to participate this year. Please keep me on the list for future events.
 _____ No, I will not be participating in *Arts Evening*. Please remove me from the mailing list.
2. _____ I will participate in the rain date (if needed), April 15, 2018.
 _____ I will not participate in the rain date (if needed), April 15, 2018.
3. _____ I wish to have artist(s) exhibiting at my location.
 _____ I want to participate in *Arts Evening* but do not wish to exhibit any artists at my location.
 _____ I have my own artist(s) who will be exhibiting and *I will provide artist information for the Arts Evening publicity no later than **March 9, 2018**.*

Space you will make available for artist (include description, location and dimensions of space)

My First and Second Choices of Artist: (Please leave blank if you have no preference.)

First Choice: _____ Second Choice: _____

Please note: Every effort will be made to place artists you have chosen as your first choice, if they are participating in the event. The final decision will be made by the Arts Evening Committee. At this time, the Committee is composing a list of participating artists. Your flexibility is appreciated.

I have read and accept the conditions of the *Arts Evening 2018* Host Business Contract.

Host Business Owner

Date

Arts Evening 2018
Host Business Contract

With participation in *Arts Evening*, the Host Business will comply with the rules and regulations set forth by the *Arts Evening* Committee, Department of Cultural & Public Affairs and City of Slidell, including, but not limited to the following:

Prior to *Arts Evening* Night:

1. The Host Business will be contacted by the Artist(s) no later than Friday, April 6, 2018, so that the artists may introduce themselves, discuss display space, special needs and decide on times to set up exhibits.
2. Host Businesses who represent their own artists must provide artist information to the Slidell Department of Cultural Affairs no later than Friday, March 9, 2018.
3. The Host Business will display an *Arts Evening* poster in its front window. This poster should arrive in early April. The Committee asks that the poster be prominently displayed in your front door or window.
4. The Host Business will be given 25 *Arts Evening* programs to keep in their business and hand out to customers. Additional programs can be provided upon request, and will be provided while quantities last.

***Arts Evening* Night:**

1. The Host Business will have its business and surrounding area cleaned and well lit for that night.
2. The Host Business will have display space clean and available for the Artist(s) and will give the Artist(s) ample time to set up the display.
3. The Host Business will be open for business from 4:00 to 9:00 p.m.
4. This year, we are once again requesting that businesses refrain from serving heavy refreshments (or limit refreshments to something very light, like cheese and crackers) so that *Arts Evening* patrons are encouraged to dine at participating restaurants.
5. The rain date for this event will be Sunday, April 15, from 4:00 to 9:00 p.m.
IMPORTANT: If you wish to participate in *Arts Evening* but are unable to remain open for the rain date, please indicate such on your Business Registration Form so that we may provide your artists with an alternative location for that night.

If you have any questions or concerns about *Arts Evening*, please call Alex Carollo or Catherine Olivier at the Slidell Department of Cultural & Public Affairs at (985) 646-4375.

Thank you for your participation in this event.