



## The City of Slidell

Department of Cultural & Public Affairs  
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**Greg Cromer**  
Mayor

**Alex Carollo**  
Director



January 13, 2020

Dear Olde Towne Business,

The City of Slidell is excited to celebrate the 26th Anniversary of *Arts Evening*, one of St. Tammany's largest cultural festivals, on Saturday, March 21, 2020, from 5:00 to 9:00 p.m. If you've participated in *Arts Evening* before, you're aware that these events bring 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 the fun!

Enclosed you will find more information about these events:

- During *Arts Evening*, the City of Slidell will host a sneak peek of *Seeing Beyond: Ansel Adams Photographs from the New Orleans Museum of Art* in the Slidell Cultural Center at City Hall. We anticipate that this exhibit will draw more art lovers to Olde Towne, a benefit to all of the participating artists and businesses.
- In the event of inclement weather, *Arts Evening* will be rescheduled for a future date. Any cancellation decisions will be made by Thursday, March 19, so that businesses will have adequate time to make scheduling adjustments for staff, food or catering changes, and that artists and entertainers have enough time to make alternate plans.
- 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 Monday, March 2, 2020. If you have any questions, please call Alex Carollo or Catherine Olivier at (985) 646-4375.

Regards,

Alex Carollo  
Director of Cultural & Public Affairs

## Arts Evening 2020 Host Business Contract

<b>Monday, March 2, 2020</b>	Final deadline for Business and Artist registration forms
<b>Monday, March 9, 2020</b>	Host Business will be sent their Artist(s) contact information
<b>Monday, March 16, 2020</b>	Final date for Businesses to contact their Artist(s) to discuss display needs and make necessary arrangements
<b>Saturday, March 21, 2020</b>	<i>Arts Evening</i>

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 contact or be contacted by the Artist(s) no later than Monday, March 16, 2019, so that the artists may introduce themselves, discuss display space, special needs and decide on times to set up artwork.
2. Host Businesses who represent their own artists must provide artist information to the Slidell Department of Cultural Affairs no later than Monday, March 2, 2020.
3. The Host Business will receive an *Arts Evening* poster. The poster should arrive at the end of February. The Committee asks that the poster be prominently displayed in your front door or window.
4. The Host Business will be given *Arts Evening* programs when available 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 5:00 to 9:00 p.m.
4. We are suggesting that businesses refrain from serving heavy refreshments (or limit refreshments to something very light, like cheese trays and desserts) so that *Arts Evening* patrons are encouraged to dine at participating restaurants.
5. In the event of inclement weather, *Arts Evening* will be rescheduled for a future date. Any cancellation decisions will be made by Thursday, March 19, so that businesses will have adequate time to make scheduling adjustments for staff, food or catering changes, and that artists and entertainers have enough time to make alternate plans.

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.

# Arts Evening 2020 Host Business Agreement

Please fill out this form and return no later than Monday, March 2, 2020. PLEASE PRINT LEGIBLY.

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email Address: \_\_\_\_\_

Business Address: \_\_\_\_\_

*Address will be published in Arts Evening publicity materials.*

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

Business Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

*Phone number will be published.*

*This phone number will NOT be published.*

Please choose *ONE* answer for each of these items. **If your business is not participating, please leave 2 blank.**

- 1. **YES**, I will participate in *Arts Evening* on March 21, 2020 and have included my \$25 participation fee. Please make checks payable to the City of Slidell.
- 1. **NO**, I am unable to participate this year.
  
- 2. **YES**, I wish to have an artist(s) exhibiting at my location.
- 2. **YES**, I have **MY OWN** artist(s) who will be exhibiting and **I WILL PROVIDE** artist information for the *Arts Evening* publicity no later than Monday, March 2, 2020.
- 2. **NO**, I **DO NOT** wish to exhibit any artists at my location.

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 and understanding is appreciated.*

I have read and accepted the conditions of the *Arts Evening 2020* Host Business Contract.

\_\_\_\_\_  
Host Business Owner signature

\_\_\_\_\_  
Date