



**The City of Slidell**  
Department of Cultural & Public Affairs  
PO Box 828 • Slidell, LA 70459  
acarollo@cityofslidell.org • 985.646.4375

**Greg Cromer**      **Alex Carollo**  
Mayor                      Director



February 10, 2022

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 19, 2022, 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!

Here's some more information about this year's event:

- During *Arts Evening*, the City of Slidell will host George Dunbar: A Retrospective at the Slidell Cultural Center at City Hall. We anticipate that this exhibit will draw more art lovers to Olde Towne, a benefit to all 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 17, 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.
- This year's *Arts Evening* brochure will be digital. Attendees will be able to view the brochure on their cell phones or print the brochure. Since we no longer have printing costs for the brochure, we will not be collecting an *Arts Evening* fee from each participating business.

Please see the enclosed information and return your registration form to us no later than Monday, March 7, 2022. If you have any questions, please call the Department of Cultural & Public Affairs at (985) 646-4375.

Regards,

Alex Carollo  
Director of Cultural & Public Affairs

## ***Arts Evening 2022 Host Business Contract***

<b>Monday, March 7, 2022</b>	Final Deadline for Business and Registration forms
<b>Wednesday, March 9, 2022</b>	Host Business will be sent their Artist(s) contact information
<b>Monday, March 14, 2022</b>	Final date for Businesses to contact their Artist(s) to discuss display needs and make necessary arrangements
<b>Saturday, March 19, 2022</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 Wednesday, March 9, 2022, 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 7, 2022.
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.

*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 17, 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 2022 Host Business Agreement

Please fill out this form and return no later than Monday, March 7, 2022. 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.*

- YES, I will participate in *Arts Evening* on March 19, 2022.
- NO, I am unable to participate this year.
- YES, I wish to have an artist(s) exhibiting at my location.
- YES, I have my **OWN** artist(s) who will be exhibiting, and **I WILL PROVIDE** artist information for *Arts Evening* publicity no later than Monday, March 7, 2022.
- NO, I **DO NOT** wish to host any artists at my location

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

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My first and second choices for artists (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 and second choice, if they are participating in the event. The final decision will be made by the Arts Evening Committee. Currently, the Committee is composing a list of participating artists. Your flexibility and understanding are appreciated.*

I have read and accepted the conditions of the *Arts Evening* 2022 Host Business Contract.

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

\_\_\_\_\_  
Date