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

KIM BERGERON
Director

September 6, 2011

Dear Olde Towne Business,

We are pleased to announce that *Arts Evening 2011*, one of the area's largest cultural festivals, will be returning to Olde Towne on Saturday, November 5, 2011, from 4:30 to 9 p.m.

If you've participated in *Arts Evening* before, then 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:

- The rain date is set for Sunday, November 6, on the same time frame.
- We offer several options for host businesses – your business can opt to participate in the event without hosting an artist. This option makes it easier for locations with limited display space.
- This year in conjunction with Arts Evening, the Slidell Cultural Center will be hosting "Andy Warhol: Celebrities" from the New Orleans Museum of Art. We anticipate that this event will provide an even greater draw to the event, enticing more local citizens and visitors to the area.
- In conjunction with this event, we will be hosting a citywide Pop Art celebration, similar to our "Paint the Towne Blue" promotion in conjunction with "The Blue Dog Days of Summer: George Rodrigue from the New Orleans Museum of Art." Should you wish to receive details about the free Pop Art promotional opportunities, please be sure to provide a valid email address with your Arts Evening Application.

Please see the enclosed information and return your registration form to us no later than September 19, 2011. We ask the courtesy of a reply even if you choose not to participate.

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

Respectfully,

Kim Bergeron

Arts Evening 2011 Host Business Agreement

Please fill out this form and return **no later than September 19, 2011.** 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 November 5, 2011 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), November 6, 2011.

   _____ I will not participate in the rain date (if needed), November 6, 2011.

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 September 23, 2011.

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 2011* Host Business Contract.

_____ _____

Host Business Owner Date

Arts Evening 2011
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, October 14, 2011, 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 September 23, 2011.
3. The Host Business will display an *Arts Evening* poster in its front window. This poster should arrive the third week of October. The Committee asks that the poster be hung by Friday, October 21, 2011.
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 4:30 to 9:00 p.m.
4. This year, we are once again requesting that businesses refrain from serving 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, November 6, from 4:30 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.
6. The Host Business will be considerate and appreciative of the Artist and everyone attending *Arts Evening*.

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

Thank you for your participation in this event.