



Questions/comments about this document, email wsartwalk@gmail.com.
revised 02.25.2021

West Seattle Art Walk	2
About us	2
About this guide	2
Joining the Art Walk	3
Merchant	3
Restaurant/Bar/Cafe	3
Sponsor	4
Getting Started	5
Communications template	5
Initial conversation	5
Identifying an Art Walk Lead	5
At-a-glance details	6
Installation	6
Promoting your event/artist	6
Art Walk Night	7
Food and beverage	7
Selling art	7
Conversation tips	7
Wrapping Up	8
Breakdown	8
Art Sales and Financial Reconciliation	8
Thank You	8
Recap	8
Appendix	9
Art Walk Checklist	9
Communications templates	9
West Seattle Art Walk Rules	10
Artist Agreement	12

West Seattle Art Walk

About us

The West Seattle Art Walk is a monthly art event held on the second Thursday of each month (year-round) from 5pm to late. The Art Walk is hosted by local West Seattle merchants who feature a wide range of art and showcase our vibrant artist community.

Our goal is to support and connect artists and merchants in creating a memorable Art Walk experience. We aim to do this by providing a framework for best practices in working with each other, by promoting artists and businesses in our marketing efforts online and in print, and by offering educational workshops that allow all of us to take this community event to the next level.

The West Seattle Art Walk is proudly brought to you by the West Seattle Junction Association, a nonprofit 501(c)(3), and the West Seattle Arts Council.

About this guide

This guide is meant to walk you through the process of participating as a business from start to finish. It also includes helpful tips in creating a successful event.

Joining the Art Walk

Merchant

As a merchant, you curate your artists and work directly with them to plan their Art Walk night.

If you don't have an artist, we have a portfolio of available artists to choose from. Email us and we will send it to you.

We'll reach out to you on a quarterly basis to confirm your participation, and then on a monthly basis to gather details of your Art Walk night for marketing purposes.

The cost and benefits are outlined below:

	Merchant	
	\$50/quarter or \$180/year	\$20/month
Business featured in printed walking map (1,000+ printed)	✓	-
Receive Art Walk plaque to display at your business	✓	-
Receive posters to hang at your business (50+ printed)	✓	✓
Receive walking map postcards to distribute to customers	✓	✓
Promotion on our website, social media, and community email newsletter	✓	✓

Restaurant/Bar/Cafe

As a food establishment, you may either extend happy hour, give a discount, special, or an offer during Art Walk. There is no cost to participate.

We'll reach out to you on a quarterly basis to confirm your "Art Walk special".

The benefits are outlined below:

	Restaurant/Bar
	No cost
Business featured in printed walking map (1,000+ printed)	✓
Receive Art Walk plaque to display at your business	✓
Receive posters to hang at your business (50+ printed)	✓
Receive walking map postcards to distribute to customers	✓
Promotion on our website, social media, and community email newsletter	✓

Sponsor

Your financial support sustains our Art Walk program and contributes to maintaining and growing a thriving arts culture in West Seattle.

As a sponsor, you will receive visibility through our marketing efforts in digital and print media and reach an audience of Seattle art enthusiasts who are excited about local art collections.

The cost and benefits are outlined below:

	Sponsor
	\$175/quarter or \$650/year
Business logo on the front of walking map	✓
Business logo on the front of the posters	✓
Three months of promotion which includes your logo, description of your business and services (provided by you) and logo recognition on the Art Walk website sponsors page	✓
Three months of your logo placed on Art Walk home page under the most current map and venue listings	✓
Inclusion in the monthly West Seattle Junction newsletters (7k subscribers)	✓
Social media feeds (Facebook, Twitter & Instagram) for both the West Seattle Art Walk and West Seattle Junction (over 18k combined likes and followers)	✓

Getting Started

Determine your goals and objectives. Are you looking to expand your customer base? Trying to gain more marketing exposure? Contribute and be a part of the West Seattle community? Think about what you want to achieve and use those things to measure your success, whatever that looks like to you.

As a merchant, you have multiple options for sourcing artwork.

1. You reach out to your own artists.
2. Individual artists will reach out to you.
3. If you don't have an artist, we have a portfolio of available artists to choose from. Email us and we will send it to you.

Communications template

Create a file in your inbox with email templates for Art Walk communication.

Here are some examples:

- Call for artists – in this email, you'll want to write a brief introduction (if applicable), upcoming Art Walk dates, and a request for artist participation.
- Meeting confirmation – In this email, you'll want to confirm a meeting time (whether it's in person or by phone) to discuss logistics and details of the show -e.g. artist details, installation/show breakdown, contracts dates/times, whether snacks and drinks will be provided, etc.
- Confirm final details the week of Art Walk
- Follow up to recap the event
- Responding to an artist application in a tactful way (accept or decline)

Initial conversation

When you meet with your potential Art Walk artist, cover these topics at a minimum:

- Installation and space considerations – ask what kind of space will they will need, how many pieces would you like to showcase or have room for, describe the lighting, are there hardware/hanging requirements, are they responsible for putting the artwork up or will you enlist someone from your staff to help
- Food/beverage – who is responsible for providing these, if applicable. If you are not a food establishment, do not charge for alcohol.
- Percentages and handling sales – be prepared to talk about pricing. Do you have a mark up? High end gallery rates are 40% at most, so consider that and be reasonable. This might apply if you are a retail shop or gallery-type setting. If you do not already sell art, it's recommended that you don't take a cut from the artist. You may be limiting your pool of artists if you do. To discourage clients from buying direct, ask your artist to mark their prices temporarily to mirror yours on their site. The artist should also highlight that these items are currently displayed in an Art Walk show.
- Signed agreement – Leave the meeting with a signed agreement if both parties are in mutual agreement
- Next steps – cover key deadlines and dates for when things need to happen.

Identifying an Art Walk Lead

Do you have a go-getter in your business who wants more responsibility or has an interest in art? Having them be the lead on Art Walk could be helpful to you. You stay in the loop and make the final decisions, but perhaps your

Art Walk Lead could be the communication liaison between the artist and the West Seattle Art Walk Coordinator. Additionally, if your other staff members have questions, they'll be the point person on all things Art Walk. Be sure to create some parameters on how much time your Art Walk Lead can spend on these responsibilities. If you have a person on your team that can do this, it'll be a little less for you to have to manage.

At-a-glance details

Keep the details of the event handy in case you need to answer an inquiry or write a post to promote your artist's show.

Name of artist	
Facebook/Instagram/Twitter	
Artist's website	
Opening reception	
Dates of exhibition	
Artist's bio	
About the show	
Artwork for purchase?	

Installation

Your artist will install artwork on a date and time prior to Art Walk night that you and your artist agreed upon. If you or a staff member will be hanging the artwork, handle them with care.

Promoting your event/artist

The West Seattle Art Walk will be promoting this event through our social channels, our website, and event calendars across the city including the West Seattle Blog. Your artist will reach out to their connections as well. We suggest that you promote it within your social networks and in-person interactions with your customers.

We suggest posting to Facebook, Instagram, and Twitter if you have followers on those platforms. Neighborhood-specific Facebook groups such as 'West Seattle Connection' are also highly active and a great place to share your event. Additionally, you can post it to your business blog, if you have one, or create online events on platforms like Eventbrite.

Before you post, be sure to have:

- The show's title, if applicable
- High-res images from your artist
- Artist bio
- Geolocation check-in at your business – when you post photos, tag your business location so that people can find you or see your Art Walk photos
- Appropriate tagging
Hashtags are used on many social platforms, particularly Instagram and Twitter, so that other people can share and view photos from an event with that hashtag. For example, we use ones like #westseattleartwalk and #westseattle on Instagram, so that anyone who clicks on that hashtag will see all photos tagged that way. You can also '@' someone, which is when you tag someone's account and give them attribution. If you have questions on this, find someone in your business who's savvy with social media.

On Art Walk night, consider having people “check-in” at your business for a gift or coupon. Take photos with the artist and tag them. The more you engage in social, the more exposure and recognition you bring to your business as a patron of the arts.

Art Walk Night

Confirm with your artist what time they’ll arrive, set up food and drinks, and wrap up. If you aren’t able to be there, assign a staff person who will be the artist’s point of contact for the night.

Food and beverage

If you are going to be preparing any food, make sure to have a box of food safety gloves available in case there is any question. Ideally, when you serve food the public you should have a food handler’s permit. This is very loose for Art Walk and has generally not been an issue, but it’s better to be safe.

The West Seattle Art Walk in no way endorses serving alcohol. If you choose to serve during Art Walk nights, we suggest you check with your insurance carrier about liability coverage and with the state liquor control board regarding permits. If you choose to serve alcohol, it’s vital that you don’t allow folks who are drinking wine/alcohol to leave your business with their beverage. We suggest you have a designated person who is pouring wine, checking IDs, and making sure people don’t leave your business with alcohol.

Selling art

Your artist will be busy mingling with guests. Make sure that you create a seamless experience for your customers if you are handling sales.

Conversation tips

Have a short bio to introduce the artist. If you are not available on Art Walk night, choose a lead staff member to introduce the artist.

A few ways to do this:

- Make an announcement if there is a timed demonstration.
 - Introduce artist in person or bring people over to the artist.
 - Invite guests to go talk to the artist.
- Tip: Pick a favorite piece as a conversation starter for your clients.

Wrapping Up

Breakdown

Your artist will break down their show at the date and time you agreed on. They will quickly work to pack up their artwork.

Art Sales and Financial Reconciliation

Work with your artist to note of pieces that have been marked as 'SOLD' and set those aside for pickup for those buyers. Discuss who will manage shipping or dropping off art if that is applicable. Do this promptly. Make sure to do a financial reconciliation to make sure all pieces sold have been accounted for. If there are original pieces or prints that buyers have requested during the month, either you or your artist need to follow up on those requests, per your agreement on how to handle art sales.

Thank You

Send a quick thank you to your artist for sharing their artwork in your space.

Recap

Reflect on the event. From the initial outreach, to the planning, to the big night, and closing of the show - how did it go? Is there anything you'd do differently for next time?



Participation Rules 2021 Updated 02.25.2021

Definitions:

- **Host** – Business or organization participating in Art Walk
- **Partner** – Business or organization who assumes a larger share of financial support for the monthly event; may or may not host an artist.
- **Venue** – Location of the Host's Art Walk event(s)
- **Artist** – Visual Artist, Musician, Writer, et al. (or any group of these) showcasing their creative work(s) at Art Walk
- **Duration** – Hosts to choose a timeframe within the language of "5pm to LATE"

Participation Rules:

- A. West Seattle Art Walk is organized on a quarterly or annual cycle. All participating Hosts sign-up for and agree to remain active in Art Walk on a quarterly (3 month) or annual (12 month) basis.
- B. West Seattle Art Walk occurs on the second Thursday of each month, year-round, and runs from "5pm to LATE."
 1. During each Art Walk Thursday in a given quarter, participating Hosts (who have signed up for that quarter) agree to have their Venue open to the general public during the Hosts determined duration and hold a publicly accessible Art Walk event at their Venue location.
 2. Prior to a given quarter, if a participating Host wishes to make any changes to this schedule at their Venue, they must present those changes to the Art Walk Coordinator for approval before the registration deadline for that quarter. This includes changing event hours at their Venue or choosing not to host an event each month.
 3. If a participating Host is not able to hold a scheduled Art Walk event that they have signed up for, they must contact the Art Walk Coordinator as soon as possible in order to remain in good standing. Any participating Host and/or Venue who misses a scheduled Art Walk event and does not notify the Art Walk Coordinator ahead of time will be removed from good standing. Any subsequent participation by that Host and/or Venue in Art Walk will be at the discretion of the Art Walk Committee.
 4. Restaurants or drinking establishments are not required to host an artist due to the complications of diners in the business (but can at their discretion).
 5. Restaurants or drinking establishments may offer discounts on food or beverages during Art Walk, may extend happy hour or offer a free item within their set time duration.
- C. Participating Art Walk Hosts and Art Walk Partners sign-up for a quarter-year at a time or annually. The fee to register is charged by the quarter, or paid in full at the time of annual registration. No refunds or adjustments to the registration fee will be granted for participating Hosts or Partners, even if that Host does not participate in all Art Walk events in a given quarter.
- D. The cost of the Hosting registration fee is \$25-\$50 per quarter as the year progresses or \$150 per year. The cost of the Partnership fee is \$175 per quarter or \$650 per year.
- E. Participating Hosts agree to find and showcase at least one new Artist per quarter. The Art Walk Committee encourages Hosts and Venues to showcase new Artists frequently to keep Art Walk fresh and exciting. Partners are not required to host artists; but can, for

no additional fees than what was already paid in the quarterly or annual fees to the West Seattle Junction Association.

- F. Payment of the registration fee is due at the time of sign-up. The Art Walk Committee prefers that all fees be paid via PayPal. Any changes to the payment method must first be approved by the Art Walk Coordinator before sign-up, no exceptions. Non-payment means no participation.
- G. All art displayed or performed must be the original creation or interpretation of the participating Artist(s). The Artist(s) must also hold the appropriate rights in order to legally display or perform the work.
- H. All other details of the participating Host's Art Walk event are up to the sole discretion of the Host to work out with their Venue and their Artist(s). This includes, but is not limited to:
 - 1. The Host's or Venue's agreement with the Artist(s) on selling work, setting up the space, taking down the art, and other considerations. The Art Walk Committee encourage Hosts, Venues, and Artists to carefully work out these details together prior to the event.
 - 2. Hosts or Venues that wish to serve wine or other alcoholic beverages at their event are strongly encouraged to thoroughly research the legal requirements related to their Venue in regards to this. The West Seattle Art Walk is not responsible for disseminating or correctly applying the directives of any rules, laws, or other requirements related to legally serving alcohol at an Art Walk event. Any Host and/or Venue who choose to serve alcohol do so at their own liability.
- I. All participating Hosts, Venues, and Artists agree to WAIVE, DISCHARGE CLAIMS, AND RELEASE FROM LIABILITY the West Seattle Art Walk, the city of Seattle, and the West Seattle Junction Association (WSJA), its officers, directors, employees, agents, and volunteers from any and all liability on account of, or in any way resulting from injuries and damages, even if caused by negligence of the West Seattle Art Walk's officers, directors, employees, agents, and volunteers, in any way connected with the West Seattle Art Walk.
- J. Partners are also required to follow the same participation rules as Hosts, regarding artist coordination and use of alcohol (points H, H1, H2, I)
- K. Partners need to provide a logo suite at the time of registration for the Art Walk Committee to use in updating the marketing materials and website.