



CITY OF SALEM, MASSACHUSETTS

2017 ARTISTS' ROW PROGRAM

KIMBERLEY DRISCOLL
MAYOR

CALL FOR CREATIVE ENTREPRENEURS

Mayor Kimberley Driscoll is looking for creative entrepreneurs to participate in the thirteenth season of Artists' Row, a City of Salem Arts Space Initiative. Artists' Row is located in historic downtown Salem at 24 New Derby Street, across from Old Town Hall and Derby Square. This area at the heart of the City was originally built as a market place and continues to this day to be an important public plaza and pedestrian way.

Artists' Row is a seasonal program (May 18 –November 1, 2017) that provides space for artisans interested in building their audience through daily engagement with residents and visitors to Salem. The variety of activities considered for Artists' Row spaces are to include all types of uniquely produced or crafted products that have appeal to a wide audience. Possible categories are handcrafted products, artwork and artisanal food products.

The City is interested in activities that will contribute to a lively activated passage that serves as an entryway to one of the central public spaces in downtown Salem. Of particular interest are placemaking programs that help residents and visitors re-imagine public spaces as places to play, engage, and create. Placemaking inspires people to collectively reimagine and reinvent public spaces as the heart of every community strengthening the connection between people and the places they share.

PROGRAM GOALS

- To create a lively atmosphere and add to the diverse cultural offerings available for residents and tourists visiting historic downtown Salem.
- To give individuals or partnerships an opportunity to share their unique products and artisanal practices with the public in an engaged retail environment.
- To offer cultural enrichment to the public in the form of free and open workshops (demonstrations, presentations, performances, participatory activities) given by participants relating to the materials and practices of the producers and their unique products.

PROGRAM OVERVIEW

- All creative entrepreneurs regardless of race, gender, belief, national origin, sexual orientation, or physical disabilities are eligible to apply.
- Participants of Artists' Row will offer an interesting and diverse array of art and handcrafted products and use art to animate and engage community and neighborhood spaces.
- There is one stall available for licensing through this program: Stall #5 (refer to attached map for stall locations and sizes).
- **Monthly Rental Fee:** Stall #5 - \$100.
- No commissions are charged and participants retain 100% of sales from their products.
- City staff will offer assistance in finding resources to support participants' businesses including practical business skills and financial management.

2017 ARTISTS' ROW SEASON

Open to the public May 18 –November 1, 2017.

DEADLINE FOR SUBMISSION:

By or before **12:00pm (noon) Friday, March 10, 2017 noon**. Hand deliver or mail completed applications to the Department of Planning & Community Development, Attn: Deborah Greel, City Hall Annex, 120 Washington Street, Salem, MA 01970.

SITE VISIT

To schedule a visit to the stall please contact Deborah Greel, dgreel@salem.com.

PROGRAM REQUIREMENTS

Products:

- All work **MUST** be created by the individuals participating in the program and must be original handcrafted works or products. Mass produced or manufactured works are not acceptable (sales representatives and agents are not eligible).
- All prices for artwork or handcrafted products **MUST** be visible to the public. Participants are responsible for collecting sales tax.
- Selected participants are responsible for transporting all products, support material and equipment to and from the site, and for all installation, display and sales.

License Agreement:

- Art stalls **MUST** be open to the public Mondays, Wednesdays, Fridays, Saturdays and Sundays. **Hours:** from noon to 6:00pm, Monday, Wednesday & Sunday. Noon-7pm, Thursday – Saturday. Participants are encouraged to stay open more than the required days and times.
- Selected participants will be required to sign a **License Agreement with the City of Salem**.
- Selected participants are required to provide a **\$500 security deposit** for the use of one stall. The security deposit will be refunded at the end of the season if the stall is returned to the City in a reasonable condition and all program requirements are satisfied.
- Selected participants are responsible for securing his or her own **Liability Insurance**. The City of Salem is not responsible for damage to work caused by the elements, theft, or vandalism.
- Selected participants shall be responsible for payment of electricity, and if desired, phone and internet service.
- Selected participants **MUST** attend mandatory monthly meetings with the City's Program Manager, which typically occur the first Thursday of each month at 10:00am at City Hall Annex, 120 Washington Street, 3rd floor conference room.
- At the end of the 2017 Season, participants are responsible for removal of all their work, equipment, furnishings and for cleaning art stall prior to final inspection by the City's Program Manager. **All participants MUST vacate stalls before or by November 10, 2017 unless other arrangements are made with the program manager.**

Community Engagement/Programming:

- All participants **MUST** provide a minimum of twelve (12) complimentary workshops, demonstrations, and/or performances to the public throughout the 2017 season.
- Participants are responsible for staffing, supplies, marketing and outreach for the programming. Collaborations with other participants to present workshops and performances that tie into Salem events are encouraged.
- Participants are encouraged to think of fruitful partnerships with local businesses, cultural institutions, and non-profit organizations in order to achieve their community engagement goals; the City will support them in reaching out to potential partners.
- Vending Program on the Row: The City invites juried artist/vendors for a fee to showcase and sell their work at designated days and areas on Artists' Row. Products include fine art, including but not limited to photography, sculpture, digital prints and handcrafted products made by the exhibiting artist, artisan, crafter, and designer.

Signage/Marketing:

- Selected participants are responsible for the costs associated with the fabrication and installation of an exterior business sign. Exterior business signs can only be installed on the existing sign pole and the design and layout of the sign **MUST** be reviewed and approved by the City of Salem Redevelopment Authority and its Design Review Board, prior to fabrication and installation.
- Selected participants will be encouraged to present a proposal to the Program Manager for temporary exterior enhancements to their stalls. These could include features such as seating for the public, plants and garden elements, decorative lights, unique displays related to the products being sold, or other components that contribute to a lively and appealing environment between New Derby and Front Streets throughout the season. (Features need approval by the City of Salem Redevelopment Authority and its Design Review Board.)
- To promote Artists' Row businesses and workshops/performances, and events, examples of marketing materials may include but not limited to: posters, rack cards, social media/twitter/Instagram and press releases to local media.
- Every Thursday from June 15 – October 19, 2017 from 3:00pm to 7:00pm vendors associated with the Salem Farmers' Market set up in various exterior locations at Artists' Row. It is anticipated that up to six (6) such vendors will be accommodated without interfering with artist's dedicated outdoor vending space, during market days.

SELECTION CRITERIA

The final selection of Artists' Row participants are based on the following criteria:

- Quality of products and uniqueness of materials and/or methods.
- Appropriateness and scope of appeal for Artists' Row setting and an audience of diverse ages and backgrounds
- Variety of products among the four spaces within the City's goal of selecting diverse representation of cultures, products, or styles.
- Quality of interactive workshops and/or performances for the general public
- Potential of participants' work to contribute to a lively atmosphere in a marketplace area and be a vibrant part of daily life in the City
- Ability to work well with other participants in a group setting



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2017 ARTISTS' ROW APPLICATION

APPLICANT INFORMATION (PLEASE PRINT)

Name of Artisan/Artists/Group: _____

Primary Contact Name: _____

Address: _____

Home Phone #: _____ Cell Phone #: _____

Email Address: _____ Website: _____

PROPOSAL

Briefly describe your work and proposed art stall concept (add additional page if necessary). *Additionally, please include all the information required on the Checklist found on Page 4 of the CALL FOR ARTISANS/ARTISTS*

CERTIFICATION

The undersigned represents and warrants that the information provided is true and complete and that the City of Salem may consider this application as continuing to be true and correct until a written notice of a change is given to the City by the undersigned. The undersigned authorizes the City to make all inquiries it deems necessary to verify the accuracy of the statements made herein. The undersigned understands that this application does not constitute an agreement or commitment on the part of either the applicant or the City of Salem to use an Artists' Row Stall.

Name: _____

Title: _____

Signature: _____

Date: _____

DELIVER OR MAIL COMPLETED APPLICATIONS TO:

Department of Planning & Community Development
Attn: Deborah Greel
120 Washington Street
Salem, Massachusetts 01970

DEADLINE FOR SUBMISSION IS BY OR BEFORE 12:00PM (NOON) FRIDAY, MARCH 3, 2107



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PHOTO DESCRIPTION SHEET

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| <i>PHOTO #1 – Title:</i> | |
| Medium: | |
| Techniques: | |
| Dimensions (Height x Width x Depth) in inches: | Retail Price: \$ |

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| <i>PHOTO #2 – Title:</i> | |
| Medium: | |
| Techniques: | |
| Dimensions (HxWxD) in inches: | Retail Price: \$ |

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| <i>PHOTO #3 – Title:</i> | |
| Medium: | |
| Techniques: | |
| Dimensions (HxWxD) in inches: | Retail Price: \$ |

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| <i>PHOTO #4 – Title:</i> | |
| Medium: | |
| Techniques: | |
| Dimensions (HxWxD) in inches: | Retail Price: \$ |

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| <i>PHOTO #5 – Title:</i> | |
| Medium: | |
| Techniques: | |
| Dimensions (HxWxD) in inches: | Retail Price: \$ |

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| <i>PHOTO #6 – Title:</i> | |
| Medium: | |
| Techniques: | |
| Dimensions (HxWxD) in inches: | Retail Price: \$ |



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PHOTO DESCRIPTION SHEET

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|------------------------------|------------------|
| <i>PHOTO # 7 Title:</i> | |
| Medium: | |
| Techniques: | |
| Dimensions (HxWx) in inches: | Retail Price: \$ |

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| <i>PHOTO # 8 Title:</i> | |
| Medium: | |
| Techniques: | |
| Dimensions (HxWxD) in inches: | Retail Price: \$ |

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| <i>PHOTO # 9 Title:</i> | |
| Medium: | |
| Techniques: | |
| Dimensions (HxWxD) in inches: | Retail Price: \$ |

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| <i>PHOTO # 10 Title:</i> | |
| Medium: | |
| Techniques: | |
| Dimensions (HxWxD) in inches: | Retail Price: \$ |