



Discover Emerging Artists in
Downtown Bracebridge

Performing Artists 2009 CALL FOR ENTRY

Saturdays and Sundays from July 11 to August 23, 2009

ABOUT ART IN THE HEART

In 2008, the District Municipality of Muskoka declared Muskoka a Designated Arts Community. In support of this milestone, the Town of Bracebridge, with support from Muskoka Arts & Crafts and Muskoka Small Business Centre, launched a new arts initiative called ART in the HEART.

ART in the HEART is where new & emerging artists are discovered on the streets, alleys and public spaces along Manitoba Street in downtown Bracebridge – Muskoka's Downtown.

As a pilot, the 2009 ART in the HEART will expand to include a variety of performing artists in addition to visual artists.

ELIGIBILITY

ART in the HEART is a juried street art market for new and emerging artists. The term new and emerging refers to performing artists who have mastered the basic techniques of their art but it does not represent their full time career.

All performing arts are eligible (i.e. dancers, musicians, theatrical performers, magicians, mimes, etc.) Applicants must be permanent or seasonal residents of Muskoka. Proof of residency is required and could include a driver's license, utility or municipal tax bill. Also, include a formal arts related resume that details performing arts experience (if any) as well as education.

All performers are advised that a live audition may be required prior to final acceptance into the program. Auditions will be held either May 2 or 3, 2009 at the Rene M. Caisse Memorial Theatre.

APPLICATION DEADLINE

Monday April 27, 2009 is the deadline to apply.

DATES & HOURS OF OPERATION

Art in the Heart runs every Saturday and Sunday from July 11 until August 23, 2009.

The program will be open to the public as follows:
Saturdays: 9:00am - 5:00pm
Sundays: 10:00am - 3:00pm

Performing artists will be required to perform for 3-two hour shifts over the course of a two day weekend. Times will be allocated at the time of acceptance. Artists who wish to perform for longer hours are permitted to do so. The above hours reflect minimum expectations by program organizers.

If for some reason your performance cannot adhere to the length and number of shifts, please indicate in detail what you propose so that the jury may decide if an exception can be made to accommodate your act.

Performers may commit to one weekend or multiple weekends. However, in no cases will performers be permitted to rent space for a single day only. In other words, you must commit to a minimum 2-day show. The space in which you perform will rotate over the course of the weekend allowing for maximum public exposure. Exceptions will be made for acts requiring complicated setups (eg. a theatrical performance with included set). Under no circumstances are performers allowed to leave early without first consulting with the Event Coordinator who is present at 35A Manitoba Street or at the designated information booth.

PLEASE NOTE: Organizers of the program reserve the right to reduce the number of weeks the program runs if an insufficient number of artists apply.

ASSESSING ELIGIBILITY

All applicants should attempt to submit either a CD or DVD that is representative of your work, and/or make yourself available for an audition on May 2 or 3, 2009. If you are unavailable on these dates, a CD/DVD must accompany your application. If your act requires access to electricity, you **must** indicate this on your application form. **Please note that access to electricity is extremely limited. Preference will be given to acoustical performances.**

A jury of professionals will evaluate all submissions. Entries will be evaluated based on originality, quality of performance and suitability for the program. The jury reserves the right to decide upon the appropriateness of all entries submitted. The jury's decision is final. If, on site, the act greatly deviates from the CD submitted or the audition performance, organizers reserve the right to immediately cancel the balance of the performance.

All applications must be submitted using the attached application form. Judging of applications will be completed by May 11, 2009. Acceptance letters, as well as General Rules and Regulations will be mailed out the following week.

ART in the HEART will make every attempt to return all submissions once the jury has made its decision. A stamped, self-addressed envelope must be included with your application in order to return your CD/DVD. Please ensure an appropriately-sized envelope is included with your submission.

When preparing your CD or DVD submission, please follow these instructions:

- If sending a CD only, it is expected that you will also send a photograph representative of the performance setup you will be supplying so that the jury can evaluate it
- If sending a DVD, ensure that the performance and setup on the video is similar in nature to what you will be providing at the Art in the Heart. I.e. Do not send us a musical performance showing the performance of a full band if you will be performing solo at Art in the Heart (or vice versa).
- Submit all performances on one CD/DVD. Label the CD/DVD with your name and send it in a protective mailer to prevent breakage.
- NOTE: a live audition may be required prior to acceptance into the program.

BOOTH SIZE, LOCATION & PRICE

Part of the charm of this program is that it takes place outside in the alleyways and public spaces in Downtown Bracebridge. As a result, spaces **vary greatly** in terms of size, shape, exposure and grade. Performers are asked to give careful consideration as to how much space they will require and specify a couple of options that would be suitable on their application form. Performers are encouraged to design a space that will protect them from inclement weather. Some sort of flexibility is good for performing spaces as in most cases the ground may be slightly uneven.

Exhibitors are required to fulfill all of their setup requirements. In other words, we are simply providing a vacant space. In no instances are exhibitors to utilize the exterior walls of buildings for their set up requirements.

All spaces for performing artists cost \$20 plus GST (\$21.00) per weekend. In exchange for the space rental fee, performing artists will be able to solicit payment from patrons by providing some type of receptacle for money and/or by selling merchandise (eg. CD's of their performances). NOTE: Space rental fees are due immediately upon receipt of acceptance into the program. Cheques or money orders should be made payable to the Town of Bracebridge.

SET UP & TEAR DOWN

Setup time for performing artists is very flexible. If your setup is quite simple, it is planned to move your site at the end of each shift, thus exposing you to the greatest variety of traffic. If however your setup is quite complicated (eg. a theatrical arts booth with an accompanying set) allowances will be made to ensure that you keep the same space all weekend.

SECURITY

There will be no security provided for participants on the Saturday evenings. Therefore, performers will need to remove all of their possessions at this time. Performers are responsible for their own liability insurance covering damage, breakage or theft of their equipment, props or other personal property. The Town will provide insurance that covers personal injury to the public as well as property damage to landlords whose business your space encroaches upon. Example: if someone trips over your equipment/props and injures themselves, or if your equipment/props blow over and breaks the window of a nearby business.

OTHER INFORMATION

MUSKOKA SMALL BUSINESS CENTRE

As part of your fee, performers will be offered a series of free workshops hosted by Muskoka Small Business Centre and Bracebridge Arts Council covering topics such as PST/GST, connecting with your audience, insurance, business registration and so forth. These workshops will be scheduled shortly after notification of acceptance into the show. **Attendance at workshops is mandatory.** See attached addendum for the proposed workshop schedule.

FOOD & WASHROOMS

It is suggested that participants bring their own food or rely on Manitoba Street restaurants. The only washrooms available are public washrooms. Locations of these facilities will be included with your acceptance package.

DISCLAIMER

Organizers of this program offer no guarantee of visitor attendance or sales/income.

PARKING

Performers can park all day for free at either the Hiram Street or Woodchester parking lots. Offloading in the morning and pick up in the evenings can take place from a street location nearest to your actual space.

CANCELLATION POLICY

Refunds will be provided up to and including June 15, 2009. After that date, exhibitors forfeit their registration fee should they need to cancel. The Town reserves the right to cancel anyone's participation in accordance to the event's policy. In this case, a full refund would be offered.

COLLECTION OF PERSONAL INFORMATION

Information collected is for purposes of the administration of this program only. This information will only be released with permission of the artist.

PST NUMBER

All performers who plan to sell copies of their CD will need their own PST registration number. Contact the Muskoka Small Business Centre (705-646-9021) for more information.

HOW TO APPLY

In order to be juried, your application must include the following items:

- A completed Application Form.
- A resume.
- Proof of Muskoka residency.
- A CD or DVD (work identified with your name) of your work OR an indication that you will be available on May 2/3 for an audition.
- A self-addressed stamped envelope large enough to allow for return of your CD/DVD and application.

SEND APPLICATIONS TO:

Muskoka Arts & Crafts
Attention: ART IN THE HEART - PERFORMING

By Mail:
Box 376, Bracebridge, ON, P1L 1T7

In Person or by Courier:
15 King Street, Bracebridge, ON, P1L 1H4

QUESTIONS

If you have any questions or comments, please contact:

Elene Freer

Muskoka Arts & Crafts
705-645-5501

info@muskokaartsandcrafts.com



Jill Harris

Town of Bracebridge
705-645-5264 ext. 227

jharris@bracebridge.ca



Deena Brock

Muskoka Small Business Centre
705-646-9021

info@muskokaenterprisecentre.com

