



HONORING TRADITION. DRIVING INNOVATION.

GUIDELINES FOR EVENTS

These guidelines are for performance artists (dancers, musicians, poets, etc.), workshop instructors, lecturers and others interested in hosting an event (whether one-day or recurring) at The ARTERY. If you are a visual artist interested in an exhibit, please download GUIDELINES FOR EXHIBITS.

TERMS AND CONDITIONS

The ARTERY is a multi-purpose exhibition and event facility serving as headquarters for the Asheville Area Arts Council (AAAC). Located in the River Arts District in Asheville, The ARTERY is available for fine art and craft exhibitions, workshops, lectures, receptions, meetings, rehearsals, small-scale performances and other approved functions. Our policies help assure proper maintenance, use and enjoyment of our facilities. We request your cooperation in adhering to our usage policies to ensure the preservation of this unique space.

Exhibitions, programs and events are considered by submitting proposals to be juried by rotating panels of creative professionals representing various disciplines. Their selections are based on artistic merit and pursuant to the AAAC's intent to illuminate the breadth and depth of Asheville/Buncombe's creative sector.

As The ARTERY is a flex-space, this application is a comprehensive explanation of how to apply and what to expect. Not all information may be relevant to your proposal. For the purposes of this document, the term "artist" may refer to any discipline, including but not limited to visual artists, musicians, dancers and other performers.

The ARTERY's maximum capacity is 49 people.

DEADLINES

Applications are currently reviewed on a rolling basis. This is subject to change. Applicants will be notified via email as soon as possible after the review of the status of their application. Please do not call. No materials will be returned. Please do not include a SASE.

The Artery . A Flex-Space provided by the Asheville Area Arts Council

346 Depot Street . Asheville, NC 28801

www.ashevillearts.com . info@ashevillearts.com

APPLY IN PERSON, BY SNAIL MAIL OR ONLINE

Fill out the online form or download & print the hard copy form found at <http://ashevillearts.com/artery/proposal-form/>. If you have questions please email The ARTERY (info@ashevillearts.com). An interview may be necessary.

IN PERSON

The ARTERY hours are Tuesday-Saturday, 11am-6pm.
The ARTERY is located at 346 Depot St., Asheville, NC 28801.

BY MAIL

Asheville Area Arts Council
Attn: ARTERY application
PO Box 507
Asheville, NC 28802

ONLINE

Complete online application [here](#).

TO APPLY FOR AN EVENT

The ARTERY can host workshops, lectures, receptions, meetings, rehearsals, small-scale performances and other approved functions.

ELIGIBILITY FOR EVENTS

Applicants must have an Access Membership to the AAAC. The ARTERY is open to artists and artist teams of all disciplines who are 18 years or older. Youth proposals are welcome with a sponsoring member. Extra consideration will be given to programs and exhibitions that serve disadvantaged or under-served populations.

FEES AND DEPOSITS

Hourly Rental Fees.

Weekday Rental Fees. These rates apply only to use of The ARTERY during the following times: Monday-Thursday 10:00am-12:00pm

- \$30 per hour for the event and \$15 per hour for set-up and break-down.

Weekend Rental Fees. These rates apply to the use of The ARTERY during the following times: Friday-Saturday 10:00am-12:00pm

- \$35 per hour for the event and \$17.50 per hour for set-up and break-down.

Deposit. A deposit of \$100.00 plus half (1/2) of the total rental fee must accompany the Contract (completed in full). The reservation deposit is used to reserve the space for the date of the function. The \$100 security deposit covers any damage to the premises resulting from the rental up to \$100. Any damages over \$100 will be billed to the artist. If no damages

The Artery . A Flex-Space provided by the Asheville Area Arts Council

346 Depot Street . Asheville, NC 28801

www.ashevillearts.com . info@ashevillearts.com

are found after the event, the security deposit may be applied to the remaining balance for the rental or returned. Labor incurred by The ARTERY to perform services otherwise the responsibility of the artist according to the Terms, Conditions, and Rules (incorporated herein) will be billed at \$50.00 per hour.

Payment Type. All payments must be made in cash or check.

The ARTERY Staff. All rental fees include a staff person from The ARTERY to be present to assist with gaining access to the facilities for set-up and clean-up. The staff person will remain on the premises for the event to answer questions about The ARTERY and ensure the Terms, Conditions and Rules of this contract are upheld.

Final Payment. The balance is due upon conclusion of the event. The final invoice will include the rental fee along with any additional fees resulting from damage or cleaning required after the event and the deduction of the security deposit, if applicable.

Cancellations. Cancellations must be made 2 weeks in advance for a complete refund of the deposit. Any cancellation made less than 2 weeks in advance of the date of the event will forfeit half (1/2) of the deposit. Any cancellation made during the week of the event will forfeit the entire deposit.

ARTWORK

The artwork in The ARTERY, displayed or stored, shall not be moved without the express consent of AAAC staff. If it is necessary to move any of the existing art or furniture this must be arranged with a staff person. Part of the beauty of using The ARTERY as a venue is the uniqueness of the artwork present. The ARTERY cannot guarantee a specific artist or work of art will be on display during any given event. Please note that The ARTERY does not take requests in regards to the display of art.

MARKETING

AAAC will cross-promote opening receptions and other events via e-newsletter and social media promotions. All other promotions are the responsibility of the exhibiting party or parties. If you are creating promotional materials for your exhibit/workshop/program, please email info@ashevillearts.com for the AAAC logo and other pertinent information for print materials.

LOGISTICS

Ticket sales, staffing, supplemental equipment, décor and refreshments are provided by the exhibiting party. The AAAC has basic tables and chairs to accommodate most needs.

The Artery . A Flex-Space provided by the Asheville Area Arts Council

346 Depot Street . Asheville, NC 28801

www.ashevillearts.com . info@ashevillearts.com

A/V EQUIPMENT

The ARTERY is equipped with several electrical outlets and track lighting. Some A/V equipment is available for use with a small additional rental fee, including a PA system with a 4-channel mixer, a digital projector and screen, a basic light kit and some recording equipment.

Stereo System. The ARTERY features a stereo system, featuring an iPod dock that may be used by the artist. AAAC staff will assist in setting up and maintaining the stereo system. *The fee to use the stereo system if more than and iPod is used is \$5/hour.

Microphones. Microphones can be used at a rate of \$5/hour.

Projector & Screen. The projector & screen can be used at a rate of \$5/hour.

SET UP AND CLEAN UP

Access. A staff person will be available to open the facility. Please contact The ARTERY (info@ashevillearts.com) at least 4 days prior to your function to discuss time for access to the space.

Loading and unloading can be done from Depot Street in front of the gallery. Parking is available on the street and in several nearby lots.

Equipment and Supplies. Our staff is not sufficient to provide support services and/or equipment for events held here. Each group must assume full responsibility for providing support services, decorating, set up and clean up. Immediately following the function, clean up must include removing from the premises all items brought to the property. No items may be left at the property for pick up at a later time without the express consent of AAAC staff. The premises should be cleared within 1 1/2 hours of the end of the event. Additional time on the premises will incur an additional fee based on the break-down rates mentioned below. Items in the offices, in the bathroom, on shelves or on display elsewhere in The ARTERY may not be used by the artist or the caterer under any circumstances.

All rental equipment must be delivered and picked up on the same day as your function. If you have extenuating circumstances and require an exception, you must have approval prior to the day of your function from AAAC staff. All rental vendors must be approved in advance by AAAC staff.

Clean Up. Clean up must include wiping down surfaces used during the function, removing all decorations and equipment brought to the property, and all trash. You must leave The ARTERY as you found it. Please notify a staff person prior to departing so they may do a walk through. All trash resulting from your function must be removed from the property on the day of your function - none may be left at The ARTERY. All food waste must be removed from the property at the end of the function. The artist and/or caterer are responsible for providing trash cans & bags.

The Artery . A Flex-Space provided by the Asheville Area Arts Council

346 Depot Street . Asheville, NC 28801

www.ashevillearts.com . info@ashevillearts.com

VENDORS

Caterers. Caterers must have a valid caterer's license. Prior to your function, the artist is responsible for providing the caterer with a copy of the "Terms for Caterers" (a separate document available by request). Caterers and/or artists are responsible for providing all tables, preparation tools, china, crystal, eating utensils, etc. Upon completion of your event, all items will be removed and trash removed from the premises. Any utensils, dishes, etc. in the cabinets, or on shelves in The ARTERY may not be used.

MUSIC

Live Music. All musical instruments must be approved by The ARTERY staff in advance.

Recorded Music. See A/V Equipment section of document for information about using our stereo system.

PROHIBITED ITEMS

Smoking is NOT allowed in The ARTERY.

Candles are NOT allowed in The ARTERY. Decorative electric candles (that run off batteries and have no flame) are permitted.

ALCOHOL POLICY

Alcoholic beverages are permitted but may NOT be for sale without proper ABC permits and the express consent of AAAC staff. Any and all liabilities arising from consumption on the premises are the responsibility of the artist.

DECORATIONS

Decorations must be approved by The ARTERY staff. Refrain from attaching any items to the walls, windows, doors or woodwork unless express consent is given. Any tables, equipment, etc. that are used must not be pushed up against the walls nor have bases or legs that may damage our floors. We request that the number of people decorating and arranging be limited to four. Parking should be off premises with the exception of loading and unloading. All decorations are to be removed from the premises immediately following the event unless other arrangements have been made in advance. We are not responsible for decorations left on the property after everyone has departed.

Moving existing furniture is NOT permitted unless express consent has been given by AAAC staff.

Nothing may be thrown inside The ARTERY.

The Artery . A Flex-Space provided by the Asheville Area Arts Council

346 Depot Street . Asheville, NC 28801

www.ashevillearts.com . info@ashevillearts.com