

Urban Arts Tour

Information Sheet – Hosts & Artists

ACKNOWLEDGEMENT

ECAH gratefully acknowledges the Lekwungen people, known today as the Songhees and Esquimalt First Nations, as we work and gather on their traditional territory. We are grateful for the opportunity to live, work, and create art in this beautiful territory.

OVERVIEW

The Urban Arts Tour is an annual outdoor self-guided tour now in its 5th year, featuring local gardens and artists. We pair talented visual artists with some of Esquimalt's gardens for a unique, family-friendly day of adventure, art, and gardens. Every year we put together a map of stops throughout Esquimalt, and visitors are welcome to walk, cycle, or drive the tour.

In the weeks leading up to the tour, make sure you talk to your artist / host about:

DISPLAY AREA

Determine a suitable display area on the property. If there are multiple artists at the same stop, determine who goes where. The area should be easily accessible to visitors on the property and allow adequate spacing.

We highly recommend artists arrange a site visit with their hosts prior to the date of the tour to determine the layout of the artwork, and get an idea for the types of display materials required.

It is the responsibility of the artist to provide all display materials, and confirm what types of artwork displays are acceptable. For example, some hosts may be fine with artwork hung on their fences, others may not. Respect your host's boundaries, and communicate your intentions beforehand.

HOST PACKAGE

Please determine whether your artist or your host will pick up their Urban Arts Tour package. This will include 2 wayfinding signs and some maps. We will be in communication about when / where these will be available to pick up closer to the tour date.

OUTDOOR TENTS

Esquimalt Community Arts Hub
1-738 Wilson Street
Esquimalt, B.C.
V9A 3H2

ECAH

(778) 584-8002
hello@ecah.ca
ecah.ca

Your host may permit you to use an outdoor tent. **All outdoor tents must be staked and weighted.** Please be diligent in weighing down your tent. Esquimalt has a tendency to get **VERY** windy and the wind will rip tents out of the grass even with stakes. In the event of high winds, it is likely the event would be cancelled anyways as it presents a safety concern.

ARTWORK SALES

Artists are permitted to sell their work and are responsible for managing payment, transportation of artwork etc. ECAH does not take a commission from this event. We recommend artists look into getting a Square reader to take card payments, price their artwork beforehand, and ensure they have adequate change for cash payments.

We also recommend having business cards or flyers to give to tour participants.

TRAFFIC FLOW

If possible, consider how you would like guests to flow through the outdoor space. If your property has gates, please consider propping these open. In the past, hosts and artists have gotten creative with making arrows & signs to direct traffic.

DOGS & PETS

To ensure the comfort and safety of all visitors, participants and furry friends, **we ask that all dogs remain leashed during the event.** This reduces the risk of any harmful incidents, especially with small children, other pets and large groups of people in attendance.

NO-GO AREAS

We ask visitors to use good judgment and common sense while on properties, but it should be visually clear which areas of your property guests are not to access. For example, you may want to put up some rope to block off a vegetable garden.

ARTIST PARKING

Please connect to determine if a parking spot is required and if there are restrictions in place. Hosts are not required to provide parking, but may advise artists where best to park to access the property.

WEATHER CONSIDERATIONS

We will make a weather call the day prior to the event, Friday July 5, 2024. If at this point rain is strongly predicted, we will cancel the event. *Fingers crossed for lovely sun!*

SET UP AND TAKE DOWN

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Artists have from 9:00 a.m. to 10:00 a.m. to set up and from 4:00 p.m. to 5:00 p.m. to take down. Please ensure your display can be mounted in the allotted time.

PROMOTION / SOCIAL MEDIA / NUMBER OF VISITORS

ECAH will do our best to promote the event through our social media, eNewsletter, website and other channels. We do not guarantee any particular number of visitors to the event. For artists and hosts, it is your responsibility to notify your network of the event and help us cross-promote.

Some recommendations to help with promotion:

- Promote the UAT within your neighbourhood so your neighbours can attend!
- Hosts: Use ECAH signage on your front lawn leading up to the event for passers-by to see.
- Share/repost Urban Arts Tour content on social media.
- Tag ECAH in your social media posts so we can share your content on our platforms.

HOST THANK YOU GIFT

While it isn't mandatory to thank your host in any formal way, we appreciate that our hosts are being very generous with their space and time with this event. If it feels right to you, please consider thanking your host with a card or other kind gesture. ☺ Our lovely hosts make the event possible and we're so grateful to you and appreciative of your garden creations!

OTHER SUGGESTIONS FROM LAST YEAR'S FEEDBACK

Over the years, the Urban Arts Tour has received a lot of good feedback. Here are a few ideas to make your Urban Arts Tour awesome!

- It's a bit of a long day for hosts and artists; we will do our best to have volunteers stop by at least once throughout the day, however we recommend having a partner or friend to jump in to give you a break.
- Many hosts and artists wanted the opportunity to visit other stops. Feel free to get a partner or friend to trade places with you so you are able to do this.
- Several artists received commissions from the tour last year, be sure to bring business cards or a way for visitors to follow up with you (printing off a QR code that links to your social media or website is a great free alternative to business cards)
- Additionally, many visitors wanted to buy art but were not able to transport the art after the event. Consider offering next-day pick up to increase your sales!

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- Bring lots of water, sunscreen and a packed lunch. If your stop is very busy, it may be difficult to leave or take a break. Certain stops last year were very busy, almost like a market, so plan for this.
- Hosts / gardeners, feel free to also create a display with more information about you, the property and flora. Last year from our attendee survey, folks were very interested in the stunning landscapes and wanted to know more.

IMPORTANT NOTE:

The Urban Arts Tour is a DUAL FOCUS event. This means that both the visual art and the gardens are focal points of the tour for our attendees. We ask that artists and hosts respect one another's contributions, communicate in the weeks and days leading up to the tour, and make equal space for viewership of the art and the gardens.