



Kings Drive Art Walk 2024

14th Anniversary

SATURDAY MAY 4 11:00 am – 6:00 pm
SUNDAY MAY 5 11:00 am – 5:00 pm

RULES AND REGULATIONS

- ❑ Awarded spaces are nontransferable. No one will be allowed to exhibit without first having juried into the Event and having paid the exhibition fee to the Event. Shared spaces are not permitted and each exhibitor must jury separately. Displays must fit into designated spaces without infringing upon neighboring spaces.
- ❑ The opportunity to meet the artist and discuss their work in an informal setting attracts many visitors and increases sales. Artist should demonstrate their craft sometime during Event hours for the benefit of those who attend unless prior approval has been secured in writing from the Director.
- ❑ Exhibitors must participate for the entire two days of the Event. A signed application is a commitment to show. *No refunds will be made 45 days prior to the Event.*
- ❑ Each exhibitor must realize this is an outdoor show; there is no level ground as in mall shows and weather can be uncooperative. There will be no refunds due to inclement weather.
- ❑ The Event insists all exhibits must be in keeping with good taste. The Director of the Event shall have the sole discretion to require the removal of any work, which he or she determines violates the Event's rules. Exhibitors shall not display or offer for sale any adulterated, misbranded or impure articles.
- ❑ Exhibitors are responsible for maintaining and leaving their assigned areas free of refuse, and in otherwise good condition. Park litter laws prohibit promotional material from being distributed unless approval is obtained in writing from the Director of the Event.
- ❑ Only the Event is permitted to sell T-shirts, sweat shirts, balloons and caps bearing the Event logo. Any other similar item sold/given away by any other organization during the Event may be confiscated.
- ❑ Although the Festival in the Park is a Charitable Organization [Internal Revenue Code Section 501(c) (3)], the exhibit fees for the Event are not charitable deductions. However, exhibit fees may qualify as tax-deductible business expenses. Please consult your tax advisor.
- ❑ Each exhibitor is responsible for the collection of North Carolina and County of Mecklenburg sales tax (7.25%) and payment thereof to the NC Department of Revenue. (Contact: Registration Info, 704-519-3000 ext. #2; Web link: <https://www.ncdor.gov/taxes-forms/sales-and-use-tax/how-file-sales-and-use-tax-resources>) Festival in the Park is not acting as an agent and will not be responsible for the collection or payment of any sales tax. There is no commission charge for any art sales.
- ❑ The Event will not be responsible in any way (i) for any theft or damage to the exhibit or equipment or any other property belonging to Vendor or Vendor's employees who are participating in the Event nor (ii) for any theft or other loss of Vendor's proceeds or receipts from his/her/its participation in the Event. Since there is no way to insure the property of individuals attending or participating in the Event, either as an exhibitor, an artist displaying artwork or photography on a panel board, or a person or group of persons performing on the stage, each individual must be entirely responsible for his/her own equipment, artwork, crafts, or the like, proceeds, receipts, or any other property of any kind whatsoever, and should plan accordingly, in order to prevent any theft or mysterious disappearance of any of same during the Event.
- ❑ Registration will begin on Saturday (first day of the Event) from 6:30am to 9:00am. **No one will be allowed to check in after 9:00am.** (Early check-in for artists will be offered on Friday afternoon from 1:00pm to 4:00pm at Midtown Park. You may set up your tent & display, but no merchandise.)
- ❑ No vehicles are allowed on the Greenway.
- ❑ On Sunday closing, vehicles will be allowed to park on S. Kings Dr. upon the announcement from security. This is for your safety and safety of your patrons.
- ❑ Failure to abide by the rules and regulations set forth herein may be grounds for removal from the Event. No refund shall be provided for such removal.
- ❑ Each exhibitor shall indemnify and hold harmless the Event for any damage, cost or liability caused by an act or omission of exhibitor during or related to the Event.

- The Fire Marshall requires that each tent be secured at each corner with a minimum of 40 pound weights. Applicant shall ensure that tents are properly roped, braced, anchored and secured in a manner to ensure stability in light of weather conditions. Tents must also include a certificate certifying that tents are fire retardant or must have sewn-in labels indicating the same. Applicant shall be responsible for all damage caused by any tent, including personal injury or death or property damage, whether from a tent that collapses, blows away or is otherwise not secure or in some way unsafe. NO stakes, just 40+ pound weights on each leg.**
- Festival in the Park's mission is to bring the community together through the arts. Consistent with this mission, the Festival values and celebrates diversity and strives to provide an inclusive community atmosphere built upon mutual respect, dignity, fairness, and equality where all people are valued regardless of race, ethnicity, gender, or sexual orientation. The Festival requires that all artists, vendors, concessionaires and other Festival participants treat others in attendance at the Festival, including attendees, staff, volunteers, vendors, artists and concessionaires, with courtesy and respect at all times. Failure to uphold these standards or to act in accordance with the Festival's commitment to a diverse and inclusive community shall be grounds for immediate dismissal from the Festival, at the sole discretion of Festival personnel.
- When signing our application agreement, applicant agrees and understands that Festival is not liable for any damage to applicant's personal property while on the premises of Kings Drive Art Walk. It is each applicants responsibility to safeguard their own personal property at all times. Festival is not responsible for any damage or theft to property left unattended.

KINGS DRIVE ART WALK PROVIDES THE FOLLOWING:

- Tent location assignment (all locations are assigned at the Event's discretion).
- One 110 electrical outlet per tent. (Additional fee for electricity is \$50.) Each outlet will pull a maximum of four (4) 100-watt spots. **NO MORE** than four (4) 100-watt spots are allowed. **NO EXCEPTIONS.** Vendors will be required to lower wattage if not in compliance.
- All booth locations are easily accessible for set-up/tear down.
- Exhibitor parking.
- 24-hour security.

KINGS DRIVE ART WALK DOES NOT PROVIDE THE FOLLOWING:

- Tent
- Display equipment for setup of exhibit tents.
- Tables or chairs.
- Electrical equipment (including drop cords, light bulbs, fixtures, etc.)

As a reminder:

- Exhibit spaces are awarded based on the quality and variety of the exhibitor pool.
- All work to be exhibited must be original and attributable solely to the demonstrating craftsperson or display artist.
- Festival in the Park takes no commission for any art sales.
- The Festival Exhibitor Committee will screen each artist/exhibitor during the KDAW, and if the work exhibited does not comply with the rules and regulations or the slides or photographs submitted, the artist/exhibitors would be required to leave the KDAW. Judgment of the Committee in this matter will be final, and no refunds will be given.

GPS location of Kings Drive Art Walk

510 South Kings Drive
Charlotte, NC 28203

EMERGENCY Medical / Police

**Call 911 and
Tom Geisler, Security coordinator 704-618-9010**

Should you need anything?

Please feel free to contact our Artist's Relations Staff at 704-607-6444. We will get to you as soon as we possibly can. Please understand we work by work order and your situation will be handled in the order in which it was received. Also, there are three locations along the Greenway ... "Info Tent".

Booth Sitting

Booth sitters will not be responsible for selling goods for the artists or the exchange of funds for items being sold by the artists.

At the beginning of the KDAW, the artists should sign-up for booth sitting. The Artists Relations Committee will be responsible for having a booth sitter available to tend to the artist's booth for no more than 30 minutes per booth. This service will be provided no more than four times a day per booth/artist. Booth sitting will not be available for artists who have two or more adults in attendance for the Festival. Booth sitting will be done by both the volunteers for the Festival in addition to the ARC members based on the availability of the volunteers and ARC members..

Inclement Weather Closing

The Kings Drive Art Walk is a rain or shine event. In the case of inclement weather, you may choose to close your booth and remove your art work from the elements. However, you must notify festival staff prior to closing your booth. The parking of vehicles on S. Kings Drive will not be permitted for any reason, including the removal of art work, during Kings Drive Art Walk operating hours.

Parking for KINGS DRIVE ART WALK

Parking is available all day Saturday and Sunday at/on:

S. Kings Drive parking lot (reserved for artists/vendors)

South Torrance Street

Baldwin Avenue

Ellison Street

Henley Place

Please be considerate of the neighbors; do not block their driveways and do not intrude on their property. Police will be issuing citations and or towing for illegal parking.

KDAW Vendor Move Out

Tom Geisler, Kings Drive Art Walk security coordinator, is requiring that you pack up everything ***before*** you move your vehicle to the road for loading on Sunday at 5pm. You will not be allowed to be stopped on the road until the end of the KDAW and police cars are blocking the lane.

All of our staff and volunteers appreciate your participation and hope you enjoyed the KDAW.

See you next year!

ACCOMMODATIONS & RESTAURANTS and DIRECTIONS

CHARLOTTE AREA HOTELS

Days Inn
118 E. Woodlawn Road
Charlotte, NC 28217
704-525-5500

Hotels on McDowell Street
Located near S. Kings Drive
Higher rates

CHARLOTTE AREA CAMPGROUNDS

CHARLOTTE/FORT MILL KOA CAMPGROUND

I-77 South, Exit 88
940 Gold Hill Road
Fort Mill, SC
803-548-1148; 888-562-4430; www.koa.com

LAKESIDE LODGES & CAMPGROUND

8332 Regent Parkway
Fort Mill, SC 29715
803-547-3500; www.lakesidelodges.com

McDOWELL NATURE PRESERVE

15222 York Road
(Hwy. 49 South)
704-583-1284 for reservations

AREA RESTAURANTS

EAST BLVD AREA - BRIXX PIZZA, OUTBACK STEAKHOUSE, PIZZA HUT, MOE'S SOUTHWEST GRILL, SHOWMARS, THAI THAI TAKE OUT, DOLCE RISTORANTE ITALIANO, FERN (Vegetarian), STARBUCK'S COFFEE AND MANY OTHERS

PARK ROAD AREA - THE ROASTING COMPANY, CHICK-FIL-A, BRUEGGER'S BAGEL, STARBUCKS, JASONS DELI, CHINESE, WENDY'S, McDONALD'S, FLYING BISCUIT AND MANY OTHERS

SOUTH KINGS DRIVE AREA - MAMA RICOTTAS, MELTING POT, GREAT HARVEST BREAD, ZOE'S, DUNKIN DONUTS, CHINESE RESTAURANTS, AND MANY OTHERS IN METROPLITIAN COMPLEX

PROVIDENCE ROAD AREA - BEN & JERRYS, NAPA ON PROVIDENCE, FENWICKS

SOUTH BLVD. AREA - ARBY'S, KFC, BASILS, TRYON HOUSE AND MANY OTHERS

WOODLAWN ROAD AREA - AZTECA MEXICAN, BOJANGLES

Parking Pass 2024



Please place parking pass on your dash.

Parking on the corner of S. Kings and Baxter

Across from check in at MidTown Park.

PLEASE fill out your name and phone number,
in case we need to reach you during the show.

Your name will be verified on a list upon arrival.



Early registration (tent set up only, no security)
will be available for art exhibitors

Friday registration

1:00 pm – 4:00 pm

Location: Mid Town Park on S. Kings Drive

Friday, May 3, 2024

Please note that parking will **not** be allowed on S. Kings Drive
during unload time on Friday for early registration.

You will need to park and dolly to your space.

Please be prepared to do so.

Fill out & mail this form back
to the Festival office or **notify us by email.**

1409 East Boulevard, Charlotte, NC 28203

festival@FESTIVALinthePARK.org

(You will not receive a confirmation for early registration.)

Name: _____

Address: _____

City: _____

Phone (cell): _____

E Mail: _____

KDAW Publicity 2024

Kings Drive Art Walk's pre-event communications strategy employs a combination of signage in high-profile locations, paid media, earned media, email marketing and social media outreach to target the Charlotte-metro media market.

We receive publicity and coverage for the KDAW over the entire Charlotte-metro media market through our media relationships with digital media publishers and nearly all of the radio and television broadcasters in our region. The KDAW is often featured on WBTV News, Charlotte Today (WCNC, NBC Charlotte), NBC Charlotte News, (WCNC, NBC Charlotte), Charlotte Five, Queen City Weekend (WSOC, ABC) and Axios Charlotte (formerly Charlotte Agenda).

Radio outlets covering the Charlotte-metro market have also mentioned the KDAW on-air and online including drive-time radio programs across all formats (Country, Urban, Rock, Talk, etc.). We are also included in neighborhood/community newsletters across the city of Charlotte.

Our paid media outreach includes WFAE (National Public Radio - 90.7 FM) and boosted social media posts Facebook.

The KDAW has been included in dozens of online event calendars throughout the region.

Our email marketing targets more than 7,500+ households in four different messages sent during the month of April.

Signage in Charlotte's city-center includes Overstreet banners, and kiosk posters. These are posted for one month prior to the KDAW in the heavily-trafficked Tryon Street corridor, resulting in more than 5 million impressions.

Our social media channels include Facebook (over 13,000+) and Instagram (over 2,800), where we employ a variety of tactics to engage a broad and diverse audience, including paid/boosted posts.

Through this communications strategy, our outreach obtains millions of audience impressions throughout the month of April/May across the entire Charlotte-metro region to continue attracting a robust patronage for the KDAW.