



Arts on South: Gallery Application

Complete this form and email to Philadelphia's Magic Gardens' *Arts on South* program at acameron@phillymagicgardens.org. Please note: by submitting your proposal, you are not guaranteed a space. Thank you for your interest in the *Arts on South* Program.

1. Applicant Info:

Name:
Email:
Phone:

2. Artist group or collective name:

Website (if applicable):
Primary contact person or 'gallery manager':
Phone:
Email:
Secondary contact person:
Phone:
Email:

3. Title of gallery:

4. Briefly describe the concept for the gallery space

5. Galleries are required to be open from Wednesday - Sunday from 3:00 – 8:00 pm. Briefly explain how you will staff your gallery

10. Please submit resumes of the Gallery Manager, secondary contact, and any other major contributors to your gallery space.

Arts on South Guidelines

Leasing guidelines about the retail spaces:

- Artist collectives are signing a lease to the South Street Headhouse District (SSHD), who is signing a lease to the real estate owner through Triad Realty.
- The SSHD will insure each space during the course of the rental so in the event of guest injury, all properties are covered.
- The leases will go under the Gallery Manager's name and that person will serve as the responsible party for the space.
- Each artist group pays a security deposit of \$250 as a means of protection on any damage done to the space during occupancy; this will be returned in full provided the space is in good condition and there are no delinquent utility bills at the end of the gallery term.
- The signed lease is not pending until the receipt of \$250 security deposit.
- If the retail space is rented, the gallery has three weeks to a month to conclude their exhibition, remove their artworks, and return the space to its original state (not including the improvements made by the galleries).
- Galleries are admitted to the program on a four-month term. Galleries may apply to continue in the AOS program for three consecutive terms (one year). After this time period, galleries may apply to re-enter the program after two terms have passed.

Utilities for the retail spaces:

- Each artist group pays for utilities (gas, electric, water). A small retail space averaged \$100 total per month in utilities during the last round of *Arts on South*. The utilities will depend on usage and the size of the space. Large spaces that run excessive air conditioning or heat can run up high bills. Make sure to use your utilities wisely.
- Failure to pay utilities will result in termination of the gallery. The SSHD reserves the right to take utilities out of the security deposit if the utilities are not paid at the end of the gallery term.
- Whenever paying a utility bill, the Arts on South Coordinator must be emailed and informed of the type of bill and the amount paid. (acameron@phillymagicgardens.org) The AoS Coordinator needs to be informed of bill payments in order to facilitate communication in the program and to make sure that everyone is getting their bills on time.

Guidelines for activities:

- All keys will be distributed to the galleries by April 15, 2012

- Galleries should plan to start work and activity in their space by April 20, 2012.
- Galleries must be open a minimum of 3:00PM – 8:00PM Wednesday through Sunday. Galleries are encouraged to be open as much as possible.
- All galleries must have a reception or event on 4th Fridays, as part of the South Street 4th Friday program. They will receive support and marketing from the South Street Head House District and PMG for these events. We are working to negotiate donations or discounts from local businesses for the gallery visitors.
- Galleries may have any other events/activities they wish. They may serve food/drink in the spaces but cannot charge money for them.
- Exhibitions are controlled by the gallery space.
- PMG will offer optional services to process gallery purchases through our credit card machine and cash registers for easy cash management options. We will provide a buyer's form for you to use to make these transactions very simple.
- Galleries must be cleared and clean for new participants by the end of their lease on August 15, 2011.

Benefits for Art Collectives:

- **FREE MARKETING:** PMG and the South Street Headhouse District will contribute to promotion of Arts on South Events through the SSHD website, PMG website, and an *Arts on South* website
- **FREE SPACE:** Rent-free space on “the street that never sleeps!”
- **ARTIST/COMMUNITY NETWORKING:** Participating groups will get to mingle during orientation and conclusion meetings