

Guidelines for Participation

The following are the guidelines for participation in Arts and Eats. Participants must meet the criteria and agree to the terms stated below. Applications and payment are due May 31, 2023.

Eligibility

Participant Guidelines

Tour sites must be within the [designated areas](#) of Allegan, Barry, Calhoun, Kalamazoo, and Van Buren Counties and are restricted to those sites selected by the Arts and Eats Committee. Farm and restaurant sites must provide hours they will be open on October 21 and 22, 2023. Artist sites agree to be open 10:00-5:00 on October 21 and 22, 2023.

Artists

All work must be original and handcrafted. No pieces created from commercial kits, stencils, molds, patterns, or prefabricated forms are acceptable.

Participating galleries must represent a significant number of locally-based artists from within the tour region.

For hosted artists

Hosted artists may participate at either another artist's studio or one of the central venues. Hosted artists must include a demonstrative or educational element in their display. Only artists residing in Allegan, Barry, Calhoun, Kalamazoo, or Van Buren Counties will be accepted.

For farms

Specialty crop farms must be growing food for sale to local markets OR selling a product made on their farm using local materials. Farms featuring heritage animals are also considered for tour sites.

For restaurants

Participating restaurants must feature entrées created from Michigan agricultural products.



Participation Fee*

Returning participants: \$70

New participants: \$85

Hosted artists: \$30

Hosted artists with optional photo: \$55**

*If applicants are not accepted to Arts and Eats, the participation fee will be refunded. Accepted participants can withdraw from the tour for a refund until July 1st.

**Hosted artists pay a significantly reduced fee for a smaller space in the Map and Guide. This space does not include a photo of their work. Hosted artists can elect to pay an additional \$25 fee to have a photo of their work included in the Map and Guide.

Participant Responsibilities

Tour Promotion

Each site/participant must promote the Arts and Eats tour through its networks independently of the official tour promotions. This includes distributing copies of the Map and Guide, displaying promotional materials, and promoting the tour online if applicable. Each participant will be provided with promotional materials for display and/or distribution.

Communication

Participants will receive an email each month with information about the tour and next steps. Participants will also have access to all up-to-date tour information via a participants-only webpage.

Materials Pickup

Three dates and locations will be provided for participants to pick up their materials. Participants are responsible for picking up their materials on one of these dates.

Participants who do not fulfill their participant responsibilities will not be invited back.



Tour Promotion

Map and Guide

The Map and Guide gives visitors information about tour locations and serves as a reference after the tour. The map is given out during the year to visitors through arts councils, chambers of commerce, and other partners. Participants are responsible for distribution of the Maps they are given for the greatest promotional impact.

Arts and Eats App

The Arts and Eats app for both Android and iPhone serves as a digital, interactive copy of the Map and Guide. Promotional materials with a QR code linking to the app will be provided.

Signage

Each site will prominently display Arts and Eats signs during the tour to help direct visitors to the site. New participants will be provided with one large sign and two directional signs.

Other Promotion

Arts and Eats promotion is year round. Participants may send business updates and special event info to the marketing coordinator, who will post throughout the year.

