



Tina Betz Urban Artist Exchange

SECTION 1: Event Guidelines / Purpose and Mission

The Tina Betz Urban Artist Exchange (UAE) fosters creativity, artistic expression, and cultural engagement within the Wilmington community. The UAE hosts events that align with its mission to promote the arts and cultural enrichment. These guidelines outline the requirements and expectations for hosting events in the UAE.

1. Event Alignment with Mission

- Core Mission: All events hosted in the UAE must align with its mission to support and promote creativity, artistic expression, and cultural engagement.
- Types of Events: Suitable events include performances, workshops, art exhibitions, community gatherings centered around the arts, and similar activities that contribute to Wilmington's cultural and artistic life. This is an open-air site visible and audible to the community and families. No explicit content, language or imagery will be allowed or approved.

2. Event Proposal Submission

- Proposal Form: Event organizers must complete and submit the UAE Event Proposal Form, detailing the event's objectives, activities, logistics, and how it aligns with the UAE's mission.
- Submission Timeline: Proposals should be submitted at least six weeks before the desired event date to allow adequate time for review and coordination.
- Review Process: The UAE staff will review proposals to ensure alignment with the mission and assess logistical feasibility. Organizers will be notified of the decision within two weeks of submission.

3. Event Planning and Communication

- Coordination: Once approved, event organizers must maintain regular communication with the UAE staff regarding event details, changes, and requirements.
- Changes to Event: After approval, any significant changes to the event's focus, activities, or logistics must be communicated to and approved by the UAE in advance.
- Final Approval: The event's final approval is contingent upon adherence to the agreed-upon plans and compliance with UAE's mission and guidelines.

4. Use of Space and Facilities

- Space Allocation: The UAE offers a variety of spaces, including indoor studios and an outdoor amphitheater. Space allocation will be determined based on the event's needs and availability.
- Setup and Cleanup: Organizers are responsible for setting up and cleaning up the space before and after the event. UAE staff may be able to provide support if arranged in advance.
- Equipment: The proposal should request any required technical equipment (e.g., sound systems, projector).
- Refundable Site Cleanup Fee Policy: All event organizers applying to use the Urban Artist Exchange (UAE) must pay a refundable site cleanup fee. This fee ensures that the venue is meticulously maintained after each event.
 - Fee Details:

- The fee is fully refundable if the site is left clean and orderly, trash is disposed of properly, and no damages occur to UAE property.
 - Fee amounts vary based on the event size and are outlined during the application process.
 - o Refund Process:
 - A UAE representative will inspect the site after the event.
 - Photo documentation of the site's condition will be provided to the organizer.
 - If cleanup and damage standards are met, the fee will be refunded within 14 business days.
 - Costs for additional cleaning or repairs will be deducted from the fee, and any remaining balance will be refunded.
- This policy aligns with the UAE's mission to maintain a clean and welcoming space for all.

5. Marketing and Promotion

- Approval of Materials: Before distribution, the UAE must approve all marketing and promotional materials, including fliers, social media posts, and press releases.
- UAE Branding: Events hosted in the UAE should include the venue's name and logo in all promotional materials to acknowledge the partnership.
- Social Media: Organizers are encouraged to promote their event through social media and tag the UAE in posts.

6. Compliance with Policies

- Behavior and Conduct: All participants and attendees must adhere to UAE's code of conduct, which promotes respect, inclusivity, and a safe environment.
- Event Capacity: Organizers must ensure the event does not exceed the venue's capacity limits. UAE staff will guide capacity based on the chosen space.
- Permits and Insurance: Depending on the nature of the event, organizers may be required to obtain permits or insurance. The UAE can guide these requirements.

7. Financial Arrangements

- Venue Fees: Venue fees may apply depending on the nature of the event and the organizer. These will be discussed during the proposal review.
- Free Use of Space: The UAE may provide space at no charge for events that strongly align with its mission and benefit the community.
- Fundraising: If the event includes fundraising activities, the UAE must approve them in advance. The activities should support the arts.

8. Cancellation and Rescheduling

- Notice: Organizers must provide at least two weeks' notice if they need to cancel or reschedule the event. Failure to do so may affect future proposals.
- UAE Rights: The UAE reserves the right to cancel or reschedule an event if it no longer aligns with the mission or if unforeseen circumstances arise.

9. Post-Event Evaluation

- Feedback: After the event, organizers may be asked to participate in a brief evaluation to provide feedback on their experience and discuss areas for improvement.
- Future Events: Successful events that align well with the UAE's mission may lead to opportunities for future collaborations.

10. Participation Fees

- **No—or Low-Cost Participation:** To ensure accessibility to the community, all events or activities hosted in the UAE must have a no- or low-cost participation fee.
- **Final Approval:** The UAE will be the final arbiter of participation fees. Organizers must submit proposed fees for review and approval as part of the event proposal process.

These guidelines ensure that all events hosted at the Urban Artist Exchange contribute positively to the community and align with the UAE’s mission of promoting arts and cultural engagement in Wilmington. Organizers are encouraged to carefully review these guidelines and work closely with UAE staff to create meaningful and impactful events.



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SECTION 2: SITE APPLICATION

1509 CLIFFORD BROWN WALK, WILMINGTON, DE 19801

Return via email to cityfest@wilmingtonde.gov

<p>Contact's Full Name: _____</p> <p style="text-align: center;"><i>Last First M.I.</i></p>	<p>Today's Date: _____</p>
<p>Address: _____</p> <p style="text-align: center;"><i>Street address Apt/Unit #</i></p>	<p>Phone: _____</p>
<p>_____</p> <p style="text-align: center;"><i>City State Zip Code</i></p>	<p>Email: _____</p>

Name of Organization/Company: _____

Instagram/Facebook Handles: _____

Date and Time of Event: _____	Number of people expected: _____
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Type of Event:

- Workshop
- Performance (Music, Dance, Theater)
- Art Exhibition
- Community Gathering
- Other (Explain) _____

Title of Event: _____

Event Description: _____

How Does This Align with the UAE Mission? *Explain how your event aligns with the UAE's mission to foster creativity, artistic expression, and cultural engagement in the community. *



Space Requirements:

*Describe the space you require (e.g., indoor studio, outdoor amphitheater) and any specific setup needs. *

Technical Requirements:

*List technical needs (e.g., sound system, lighting, projectors). *

Support Services:

*Indicate if you need additional support (e.g., security, volunteers). *

Marketing & Promotion:

*Describe your plan for promoting the event (e.g., social media, flyers). *

Budgeting & Funding:

*Provide an overview of the budget for your event and any funding sources. *

Compliance & Approval

Mission Alignment Confirmation:

I confirm that this event aligns with the mission of the Urban Artist Exchange to promote the arts, creativity, and cultural engagement within Wilmington.

Approval of Changes:

I agree to notify and seek approval from the UAE for any changes to the event’s focus or activities after submitting this proposal.

Organizer’s Signature

Signature: _____ **Date:** _____

****UAE Review and Approval (For Internal Use Only) ****

Reviewed by:

Name: _____

Date: _____

Event Approved:

Yes

No

Comments/Conditions:

***Provide any additional notes or conditions for the event.**

This form ensures that all event proposals are thoroughly reviewed for alignment with the UAE's mission and provides a structured way for organizers to submit their plans.