



## **Business Art Walk FAQ Sheet**

### **Do I have to be open to the public during Art Walk to participate?**

Yes, the purpose of this event is to drive traffic into your business during Art Walk. The Art Walk hours are from 4:00 – 8:00 pm, which is often outside of many businesses hours, but the opportunity to interact with hundreds of event attendees is well worth the later evening.

### **What is the cost to participate in the Downtown De Pere Art Walk?**

The registration cost for downtown businesses is \$50. This cost is a non-refundable. Registration fees help with the marketing and advertising expenses for the event.

*Payment can be made to:*

Definitely De Pere  
131 Broadway, Ste. D  
De Pere, WI 54115

### **How does the event work with artists?**

You will transform all or part of your business into a temporary art gallery. An artist will display their work during the event, and attendees will come into your business to meet the artist and see their work. The only expectations of you are to coordinate with your artist in advance, and to be accommodating with space requirements for your artist.

### **How does the wine tasting portion of the event work?**

Attendees wishing to participate in the wine tasting will purchase tickets in advance. Participating businesses will provide samples of a signature wine. We encourage you to serve small bites along with your wine samples to add to the overall experience but this is not required. We will provide necessary glasses, napkins, and any additional serving supplies.

### **What if my business does not have a liquor license?**

Definitely De Pere will provide you with a temporary liquor license. You will need to provide staff to serve the wine and they must possess a certificate of training. If you do not have a licensed staff member, we can help you find one.

### **My business has nothing to do with art... should I participate?**

Yes! The goal of this event is to bring the arts downtown, regardless of the business type. We recognize that by putting art in your business (even temporarily), we can drive new customers into your business, raising awareness of your product, brand, and location.

### **Will we be assigned an artist and can I host more than one artist?**

Yes, artists will be juried in this year and you can host more than one artist if you would like. We will assign an artist or artists to your business. If you already have an artist you would like to work with, please indicate your preference on the application.

### **Have more questions?**

Please don't hesitate to contact Kendall Tilkens at [kendall@definitelydepere.org](mailto:kendall@definitelydepere.org) or 920-403-0337 if you have any questions.