

## Art Walk Business Tool Kit

### **What is the Art Walk?**

The Long Beach Art Walk is a monthly event that takes place every second Saturday of the month from 5 to 10 p.m. in the East Village and Downtown area of Long Beach. Artists and art enthusiasts alike may walk the route of their choice, which expands 7 city blocks with 6 galleries, 26 murals, and 30 businesses with art!

### **How do I participate in the Art Walk and be included on the map?**

Businesses can be added to the map by contacting [info@artslb.org](mailto:info@artslb.org). Please contact the Arts Council at least three weeks prior to the Art Walk event. Businesses must submit the following information:

- Business Name
- Contact Person
- Telephone Number
- Email
- Business License Number
- What type of art activation the business will provide each month (art, music, other.)
- Businesses must commit to being open for each art walk.
- Businesses must commit to promoting their events and add their events to the Art Walk calendar each month. Use hashtags #artslb and #LBArtwalk

After submitting this information, you will also be added to the LB Art Walk Tour on the app, Tour LBC.

### **How do I post an event on Artslb.org?**

Visit <https://artslb.org/events/community/add>. Be sure to select the event category "LB Art Walk" to be added to the Art Walk page.

### **How does a business find artists to pop up in front of their store?**

Visit the Arts Council's Artist registry at <https://artslb.org/artist-registry/>. If you need additional assistance, contact [info@artslb.org](mailto:info@artslb.org).

### **What are the guidelines to having a pop up outside of your store?**

Businesses must submit their information to the Arts Council (see the above list of information needed.) If there will be a live music performance they will additionally need to submit a diagram of their store or store front and indicate where the music will be located.

### **What is Tour LBC?**

Tour LBC is a free app that provides self-guided tours of the art, history and culture of Long Beach. The app can be downloaded in the App Store and Google Play. If you would like to add additional inside photos of your business and/or a business description to your stop on the tour, please email this information to [josh@tourlbc.com](mailto:josh@tourlbc.com).