



Cultural Arts and Sciences Division Artist Performance Policy

Implemented on December 1, 2020

Purpose

The City of Ocala Cultural Arts and Sciences Division (the City) creates programming and events that activate public spaces and connect residents and visitors to Ocala's arts and culture. These programs often feature performing artists (Artist) from a variety of mediums. Artists are invited to perform at Cultural Arts events through a Performing Artist Application. Applications are accepted on a rolling basis. Submission of an application does not guarantee performance at city events.

Performance Opportunities

The following programs and events feature performing artists:

- First Friday Art Walk
- Retro Sounds
- Tuscawilla Art Park Series
- West Ocala Music Series (currently known as the Levitt AMP Ocala Music Series)

This policy also applies to any other programs and/or events not listed above, that are coordinated through the Cultural Arts and Sciences Division.

General Booking Criteria

The following, but not limited to the following, are considered in booking performing artists for cultural arts and science programs and events:

- The sound and body of the artist's portfolio
- The message, public persona, and reputation of the artist
- The suitability of the booking to the program or event (i.e. genre, theme, etc.)
- The suitability of the booking relative to Ocala's goal of creating access to quality, diverse types of music, and performance art.
- Artists must have an active social media presence and/or website.
- Artists must, at a minimum, possess a professional promotional photo and biography.

Prohibited at City Performances

The City creates family-friendly and inclusive programs and events that entertain and connect residents socially, and civically while encouraging creative tourism. The following acts are prohibited at city performances.

- Use of profane, obscene, or indecent language, attire, gestures, or behavior.

Performances that discriminate or include hate speech based on age, color, disability, gender, gender identity, gender expression; nationality, race or ethnicity, religion, sex, and sexual orientation, are strictly prohibited.

- Smoking, chewing tobacco, or intoxication during performances.
- Religious or political proselytizing. Religiously-inspired musical or dance or other performance is welcome.
- Additional logistical restrictions may apply according to venue of performance.

If Artist has any concerns or questions, regarding their performance, they should contact Ocala Cultural Arts staff at 352-629-8447 or artinfo@ocalafl.org.

Safety at City Performances

The safety of artists, staff, and attendees is paramount at City of Ocala events. Staff will consider safety and risk at city performances and may require artists to provide additional equipment and/or insurance to ensure safety and meet local and/or state regulations.

Insurance Requirements

Artists are required to provide insurance or indemnify the City of Ocala for any performances at city venues and events. Artists should obtain a general liability insurance policy issued by a company authorized to do business in the State of Florida and with an A.M. Best Company rating of at least B+. Coverage should include also include claims for damages for bodily injury, including accidental death, as well as for claims for property damage. The amount of such insurance shall be not less than \$200,000 for injury to one person arising out of a single incident and \$400,000 for injuries to more than one person arising out of a single incident, and \$200,000 for property damage with a reasonable deductible. Upon request by City, Artist shall provide City with certificates of insurance which shall list "City of Ocala, a Florida municipal corporation," as an Additional Insured and shall be active for the date of artist's performance.

In cases where insurance cannot be provided, the artist can request an exemption of these insurance requirements. Artists will be required to complete a Vendor's Acknowledgement and Agreement in Exchange for Waiver of Insurance Requirements agreement indemnifying the City of Ocala. Additional documents may be requested as determined by the City's Risk Department.

Program-specific Criteria

First Friday Art Walk

The First Friday Art Walk takes place the first Friday of each month, September through May from 6 to 9 p.m. First Friday Art Walk is a complimentary (free) event located within

Ocala's historic downtown. Event festivities include over 30 artist displays, monthly live entertainment, free family art activities provided by local arts organizations, and extended shopping hours at downtown businesses.

The following criteria are used for the booking and consideration of performing artists for First Friday Art Walk:

- Musical Performance
 - At least 50% of the performance material must be the artist's original music or arrangement.
- Dance Performance (physical choreography)
 - Student or professional
 - Solo or Group

Retro Sounds

Each March First Friday Art Walk travels back in time with Retro Sounds! Retro Sounds pays homage to the generations of past musical genres and performing artists. The evening features a musical performance by professional tribute artists or bands.

The following criteria are used for the booking and consideration of performing artists for Retro Sounds:

- Musical Performance
 - Tribute artists and bands are permitted if they apply to the era's themes and genres selected for the event.
 - Variety artists and bands performing a repertoire of music from the selected era.
 - If selected, artists are required to submit a setlist of songs for review.
- Dance Performance (physical choreography)
 - All performances should be themed, choreographed, be accompanied by appropriate music for the selected era.
 - Student and/or professional performance is accepted.
 - Solo and/or Group performance is accepted.

Tusawilla Art Park Series

Throughout the year, the Tusawilla Art Park Series takes place in Tusawilla Art Park and features live performances on select dates. Performance can be musical, dance, theatrical, or other forms of performance art. Community performances from non-profit or educational organizations are often incorporated.

- Musical
 - Headlining: The following criteria are used for the booking and consideration of headlining performing artists:
 - At least 75% of the performance material must be the artist's original music.
 - The Artist must possess professional press kit materials such as promotional photos, biography, and logo.
 - The following criteria are used for the booking and consideration of supporting performing artists:
 - At least 50% of the performance material must be the artist's original music and/or arrangement.
 - Schools and non-profit musical organizations are invited as musical support for events.
- Dance Performance (physical choreography)
 - Professional or advanced level performances and productions are accepted.
 - Performance should be choreographed and have musical accompaniment, either instrumental or pre-recorded digital music files (provided to city on a flash drive in MP3 format).
 - School and non-profits organizations are welcome, but troupes/companies must meet an advanced level performance (junior/senior and above level, etc.).
 - Acrobatic and Aerial performances can be considered according to venue capabilities. Artists may be required to bring additional equipment to support these mediums.
- Theatrical/Other Performance Art
 - Travel/portable productions can be produced and featured at the Tusawilla Art Park.
 - Productions can involve but are not limited to, acting, puppetry, comedy, spoken word.
 - All special equipment must be provided by the performer.
 - Schools and non-profit organizations are invited to perform at city events.

West Ocala Music Series

(currently funded through Levitt Foundation as the Levitt AMP Ocala Music Series)

The Levitt AMP Ocala Music Series is supported in part by the Mortimer & Mimi Levitt Foundation, a private foundation that empowers towns and cities across America to transform underused public spaces into thriving destinations through the power of free, live music. Each Levitt venue and AMP grant city features family-friendly programming and fosters opportunities for people of all ages and backgrounds to meet, mingle, and connect.

The Levitt Foundation requires that every artist featured in a Levitt AMP Music Series is professional, high-quality, and family-friendly. The overall lineup must be diverse, which includes a mix of genres, sounds, genders, cultures, and more. The series is subject to funding and may be modified based on funding secured.

The Marion Cultural Alliance (MCA) and the City of Ocala (the City) develop each series' lineup with careful genre selection and consideration. In addition to the Levitt Foundation criteria and goals of amplifying community pride, creating accessibility to music and championing public green spaces, MCA and the City seek to bring artists that underserved, and unrepresented populations and cultures can identify with and enjoy while introducing all of Ocala's residents to new musical genres and art forms.

The following is used for the booking and consideration of musical headlining artists:

- At least 75% of the performance material must be the artist's original music. Tribute artists/bands will not be considered unless there is a specific and creative re-imagining of the original music. (Examples: Bluegrass Beatles, Black Violin, etc.)
- Artists must be represented by a professional management, talent agency, or agent.
- Artists must professionally perform and tour at a variety of venues.
- Artists must have an active website representing an artist or band.
- Artists must have an active social media presence for the artist or band (i.e. Facebook, Twitter, Instagram).
- Artists must have professionally released album(s) or EP(s). Musical release that is solely released on established digital music platforms (iTunes, Spotify, etc.) will be considered on case-by-case basis.
- Artists must possess professional press kit materials such as promotional photos, biography, and logo.

The following criteria are used for the booking and consideration of musical support-level performing artists:

- At least 50% of the performance material must be the artist's original music. Tribute artists/bands will not be considered unless there is a specific and creative re-imagining of the original music. (Examples: Bluegrass Beatles, Black Violin, etc.)
- Must have an active website or Facebook representing artist or band.
- Artists must, at a minimum, possess a professional photo and bio.
- Support artists are selected based on their musical style and/or genre with consideration of headliners that are booked for the series.

Additional Levitt AMP Ocala Criteria

In addition to the consideration of budget (fee) and availability, the following, but not limited to, are considered in booking artists:

- The suitability of the booking relative to Ocala's goal of creating access to quality, diverse forms of musical genres, and performance as well as the Levitt Foundation directive to access genres not typically represented in the community.
- The diversity of the artist relative to the Levitt Foundation's goal for Levitt venues and Levitt AMP cities to present diverse lineups that represent every age, race, and gender on stage.

Performing Artist Submissions

Interested performing artists, bands, talent agents, or managers should complete a Performing Artist Submission Form, for consideration and submit it by email or mail to artinfo@ocalafl.org with the Subject Title – “Performing Artist Submission” – [ARTIST NAME] or mail it to Ocala Recreation and Parks, Attn: Cultural Arts – Performing Artist Submission, 828 NE 8th Avenue, Ocala, Florida 34470.

All submissions are submitted to a directory for future reference. If selected, City staff will contact the Artist to discuss performance at city events. Submission does not guarantee that Artist will be selected to perform at any city event. No additional solicitation is required or accepted.

If artists wish to organize and operate their own performance or event in a city space, public spaces can be permitted through the City of Ocala Special Event Permit Application. For more information visit: <https://www.ocalafl.org/government/city-departments-j-z/recreation-parks/staging-an-event-on-city-property> or call Ocala Recreation and Parks at 352-368-5517



OCALA CULTURAL ARTS & SCIENCES DIVISION PERFORMING ARTIST SUBMISSION FORM

If you are interested in performing at City of Ocala Cultural Arts events and/or programs, please complete the form below. Submit this form and any attachments to artinfo@ocalafl.org with the Subject Title – “Performing Artist Submission – [ARTIST NAME]” or mail to Ocala Recreation and Parks, Attn: Cultural Arts – Performing Artist Submission, 828 NE 8th Avenue, Ocala, Florida 34470.

Artist/Band Name	
Contact Name	
Contact Email	
Are you from a talent agency? If so, please provide the agency name and contact:	
Contact Phone	
Type of Artist <input type="checkbox"/> Musical <input type="checkbox"/> Dance Other, <i>please specify</i> :	
Musical Genre or Medium:	
Brief Artist Biography/Description:	
Provide Link to Electronic Press Kit (EPK) or website:	
Are you interested in performing at a specific city event? Please list the event below.	

For questions regarding this form, please visit www.ocalafl.org/performingarts or contact Ocala Cultural Arts at 352-629-8447 or artinfo@ocalafl.org