



Palm Beach County Open Studios Memorandum of Understanding 2025

Artist/Organization Name: _____

Artistic Medium: _____

Email: _____

Phone number: _____

Website: _____

Instagram: _____

Facebook: _____

Studio Address (including studio number in multiple artist locations):

Does your studio/venue have dedicated parking? _____

If yes, approximately how many spaces are available? _____

If no, where is the best place to park during the event date/time?

Please check here if your location is accessible to persons with a disability: Yes ___ No ___

Please check here if you would like to be identified as a BIPOC artist: Yes ___ No ___

Requested t-shirt size: S ___ M ___ L ___ XL ___ 2XL ___

Event Date: May 17-18, 2025

Event timing: 10 a.m. to 3 p.m. (*artist or designated representative must be available for the entire event on both days)

Fee: Free to participate

Audience: Members of the local community and visitors to Palm Beach County



Contracting Party:

Cultural Council for Palm Beach County
601 Lake Ave.
Lake Worth Beach, FL 33460
Tax ID: 59-1862336
www.palmbeachculture.com

About Palm Beach County Open Studios

The purpose of the Palm Beach County Open Studios is to provide Palm Beach County-based creative professionals with an opportunity to show and sell their work to both the local community and visitors. Participation is free, but each creative professional or organization must commit to receiving visitors at all times between 10 a.m. and 3 p.m. on Saturday, May 17, 2025, and Sunday, May 18, 2025. The promotion of this event will be included in MOSAIC (Month of Shows, Art, Ideas & Culture), a month-long cultural tourism promotion in May led by the Cultural Council that targets the drive-market and local audiences.

Services to the artist include:

- Studio map designed and printed by the Council which will be available for download on the Council website and distributed in key locations (map may be printed in local publications).
- Inclusion of the event on a dedicated landing page on the Council's website (openstudiospbc.com) and shared in email newsletters, a press announcement, and select collateral materials.
- A digital toolkit for artists to market the event to their audiences.
- Event signage (will be available to pick up at the Council's headquarters the last week of April 2025 and should be prominently displayed at the studio or organization location).
- One MOSAIC or Palm Beach County Open Studios branded swag item (ex. apron, t-shirt, etc.) per artist while supplies last.

The Artist or organization agrees to the following:

- To be open to the public from 10 a.m. - 3 p.m. on Saturday, May 17, 2025, and Sunday, May 18, 2025.
- To cross-promote the event on social media and to personal database of collectors and supporters.
- To have an area designated to prominently display work by Palm Beach County-based artists (if the contracting party is a cultural organization or venue).
- To coordinate all media coverage through the Cultural Council's Marketing department prior to the event date.
- To coordinate the use images or other promotional materials from the Cultural Council's Marketing department prior to the event.

Initials _____



Cultural Council Contacts:

- Mumbi O’Brien, Community Engagement Manager, mobrien@palmbeachculture.com, 561.471.2903
- Jessica Ransom, Director of Artist Services, jransom@palmbeachculture.com, 561.472.3336

Questions should be directed to **openstudios@palmbeachculture.com**.

Acceptance of agreement and terms:

Signature: _____

Date: _____

Action items:

1. Each participating artist should complete the memorandum of understanding form, sign and return to openstudios@palmbeachculture.com **no later than February 24, 2025 to ensure participation and inclusion in printed guide.**
2. Consider attending the *Social Media Marketing for Artists* ICA session at the Cultural Council on Tuesday, February 13th from 9 – 10:30 am, *which will include specific information on preparing for Palm Beach County Open Studios.*
3. We will email all participating artists as we get closer to the event date with more information, helpful resources, and available dates to pick up maps, signage etc. to display at your studio/venue.