



# 2025 ART WALK FAQ

## OVERVIEW

In 2023, Midtown Association invested into the Central City's rich arts and culture scene by supporting the revitalization of a Sacramento tradition: Second Saturday. Midtown Second Saturday in 2023 was a resounding success, bringing more than 70K visitors, presenting more than 230 events and attractions and reaching more than 884K social media impressions between the months of May - October! We saw dynamic block parties, family-friendly concerts at our Midtown Parks, mesmerizing art shows at our galleries, pop-up art installations, and more.

In 2024, Midtown Association introduced a distinctive monthly Midtown Second Saturday Art Walk to showcase a curated route with galleries, studios, theatres, restaurants, and more each month highlighting local art, artists and musicians.

In 2025, the monthly Midtown Second Saturday Art Walk will introduce a new theme every month that aims to uplift Midtown's diverse artist and business community:

### ➤ **MAY - Through the Lens: A Focus on Midtown**

For National Photography Month, this Art Walk will aim to highlight **photographers and photography** in central Midtown and include participating Midtown Second Saturday sponsor, Mike's Camera, and Viewpoint Photographic Art Center.

### ➤ **JUNE - Pride in Art**

For Pride Month, this Art Walk will highlight **LGBTQIA+ art and artists** in central Midtown.

### ➤ **JULY - Art in Motion**

In July, the Art Walk will highlight **performance art and live music** connecting central Midtown and the Sutter area including live music venues and theatres in Midtown.

### ➤ **AUGUST - Urban Dreams**

Alongside a major art installation for Second Saturday, this Art Walk will highlight **futuristic and surreal art** along 16th Street between Fremont Park and Blue Diamond Growers.

### ➤ **SEPTEMBER - Global Inspirations**

To celebrate Sacramento's cultural diversity, this Art Walk will highlight **international art, music and food** in central Midtown.

### ➤ **OCTOBER - Women in the Arts**

In October, the Art Walk will highlight **female-identifying artists** between Midtown Sutter and Alhambra.



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## GET INVOLVED

With 500+ monthly registrants following the Midtown Second Saturday Art Walk route each month, there are opportunities for local artists, galleries, studios, theatres, and businesses to participate. Here's how to get involved:

### > ARTISTS

- Midtown Association will be looking for up to 10 **artists and musicians** for every Midtown Second Saturday to host pop-up art programming at participating locations along the Art Walk route - art programming may include **performance art, live music, pop-up galleries, and live art demonstrations** and locations may include participating businesses in Midtown or on the sidewalk along the route.
- All booked opportunities through Midtown Association are paid.
- Artists will be required to enter a contract agreement with Midtown Association and obtain insurance that meets the organization's insurance requirements at least 48 hours before the event.

### > GALLERIES, THEATRES, AND STUDIOS

- Midtown Association will be looking for up to five **galleries, studios and theatres** for every Midtown Second Saturday to invite Art Walk attendees into their spaces for a showcase of art programming, art displays or performances, during the Art Walk from **2 to 8 p.m.**
- Galleries, studios and theatres are asked to coordinate their own programming and communicate event details to Midtown Association at least two weeks in advance for promotion.
- Galleries, studios and theatres will be required to enter a contract agreement with Midtown Association at least 48 hours before the event.

### > BUSINESSES

- Midtown Association will be looking for up to three **restaurants, bars or small businesses** for every Midtown Second Saturday to invite Art Walk attendees into their space for programming like live art, music or pop-up art galleries.
- Midtown Association will coordinate artist booking and payment based on a business' space and preferences. Businesses are encouraged to support engagement by highlighting existing art or artists in their space or organizing Second Saturday specials or promotions.
- Businesses will be required to enter a contract agreement with the Midtown Association at least 48-hours before the event.



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### ➤ PROMOTION: HOW WILL MIDTOWN ASSOCIATION PROMOTE THE ART WALK?

- Midtown Association will be sharing Midtown Second Saturday content through all social media channels. Art Walk participants are encouraged to follow and tag [@exploremidtown](https://www.instagram.com/exploremidtown) to have Second Saturday content reshared.
- Each Midtown Second Saturday Art Walk route is available through the interactive map on [midtownsecondsaturday.com](https://www.midtownsecondsaturday.com). Visitors can also register ahead of time to receive an email the day before with Art Walk details.
- Each participating location will be identified with a Second Saturday Art Walk A-frame sign. Attendees can navigate to each location along the route via Midtown Second Saturday Art Walk sidewalk stencils.

### ➤ ARTIST STIPEND: WHAT IS THE ARTIST STIPEND FOR PARTICIPATION?

- All participating artists contracted through Midtown Association will be paid a stipend for participating in the Midtown Second Saturday Art Walk. The base rate for music and art programming is \$50/hour, plus an additional \$50 to cover the cost of insurance. The final stipend budget for each opportunity will be communicated before the contract process.

### ➤ ARTIST PAYMENT: HOW WILL MIDTOWN ASSOCIATION PAY THE ARTIST STIPEND?

- Artists must provide an invoice within 72 hours of the event to be paid within 30 days via [bill.com](https://www.bill.com) or [credit card](#). To be paid via CC, artists must provide a payment method with a link to pay (ex. Square or PayPal Request).

### ➤ CONTRACT AND INSURANCE: AM I REQUIRED TO SIGN THE CONTRACT AND PURCHASE BUSINESS INSURANCE TO PARTICIPATE?

- **Artists** - All participating artists must enter a contract with Midtown Association, complete a W-9, and provide proof of insurance that meets Midtown Association's insurance requirements at least 48 hours before the event to participate. Insurance requirements will be sent over during booking confirmation. The contract will be sent for digital signature via SignNow.
- **Businesses** - All participating businesses must sign a partnership agreement via SignNow that outlines the details of their participation in the Midtown Second Saturday Art Walk.



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## FAQ CONTINUED

### ➤ APPLICATION: HOW DO I APPLY FOR THE MIDTOWN SECOND SATURDAY ART WALK?

- Interested artists and businesses must sign up to participate in the Midtown Second Saturday Art Walk via [this link](#).
- Participation is limited. Artists and businesses are encouraged to sign up as soon as possible to secure a spot.
- Applications will remain open while there are opportunities available and will close when all Art Walk artist and locations are confirmed.

### ➤ ARTIST AND BUSINESS SELECTION: HOW ARE PARTICIPANTS SELECTED?

- Midtown Association is an organization that values diversity, equity and inclusion as essential to our mission. We encourage applications from candidates of all backgrounds, experiences, and perspectives.
- Artists and businesses will be selected based on availability, location, theme, and their ability to meet Midtown Association's contract and insurance requirements.
- Artists must be at least 18 years of age.

### ➤ NEXT STEPS: WHAT SHOULD I EXPECT AFTER APPLYING TO PARTICIPATE IN THE MIDTOWN SECOND SATURDAY ART WALK?

- Applications will be reviewed in the order that they are received. Midtown Association will reach out to applicants if there is an opportunity that is a good fit for their application.
- Opportunities will be extended in order by month. For example, opportunities in May will be confirmed before opportunities in September.
- Midtown Association will contact applicants via email to begin confirming availability and contract details.

### ➤ CONTACT: WHO CAN I CONTACT AT MIDTOWN ASSOCIATION WITH QUESTIONS?

- For questions pertaining to the Midtown Second Saturday Art Walk and application process, email Associate Director of Events and Markets, Amanda Sawasy at [amanda@exploremidtown.org](mailto:amanda@exploremidtown.org).
- For questions pertaining to Midtown Second Saturday marketing and promotions, email Associate Director of Communications, Vince Marchese at [vince@exploremidtown.org](mailto:vince@exploremidtown.org).