

Production Agreement for 2004 Wireless Arts Festival

This is an agreement between NYCwireless, the Downtown Alliance, and the Lower Manhattan Cultural Council to produce the 2004 Wireless Arts Festival.

The combined efforts of a leading NYC arts organization, business improvement district, and community group dedicated to wireless computing, will allow the production of highly successful event that explores the interconnected implications of newly popularized wireless technologies on art and the urban environment.

As a partner organization, LMCC will:

- Fund, implement, and organize the entire RFP process and curatorial framework. This will entail partnering with Yury Gitman and Brooke Singer to conceptualize the art event, form a jury, and develop a selection process. It will also include sending out the call for proposals, organizing responses, implementing the actual jury process, and responding to potential participants' questions. In addition, it will require working in conjunction with Yury Gitman and Brooke Singer to create all of the curatorial texts for the event.
- Market the event through its usual and established mechanisms. This will entail distributing a joint press release and placing listings in LMCC's seasonal brochures, email announcements/blasts, *New Lower Manhattan and its Digital Futures* print and online marketing pieces, on its website, and in any other normally employed publicity mechanisms. This will also require reaching out to the local and regional arts communities.
- Curate, organize, fund, and implement two panels for the event.
- Provide guidance and support in the fundraising for the event. This will entail providing feedback on collateral and target lists and, where appropriate, help to identify potential sponsors. LMCC will agree to allow the use of its logo, name, etc. in the fundraising efforts for this event. All fundraising materials will be circulated to all partners for final sign off prior to being sent. Once the Alliance and NYCwireless develop a fundraising prospect list for the festival, project partners will compare this list to LMCC's fundraising prospects for the *New Lower Manhattan and its Digital Futures*. Where there is overlap, project partners will strategize how to proceed on a case-by-case basis.

As a partner organization, NYCwireless will:

- Provide the intellectual and technical framework for the event.
- Project manage the actual art event and its planning.
- Provide operational organization and primary staffing for event.

- Provide technology support and education for artists about use and implementation of Wi-Fi technologies.
- Fundraise for the event in conjunction with Downtown Alliance. NYCwireless will agree to allow the use of its logo, name, etc. in these efforts.
- Market the event through its usual and established mechanisms. This will include distributing a joint press release and placing listings in its email blasts and on its website, as well as promoting the event through its monthly meetings and Special Interest Groups (SIGs). This will also require reaching out to the local and regional technology communities.

As a partner organization, The Downtown Alliance will:

- Secure all necessary approvals and permits for the event.
- Provide “Wi-Fi” at no cost for the event with an event “splash” page.
- Fundraise for the event conjunction with NYCwireless. The Downtown Alliance will agree to allow the use of its logo, name, etc. in these efforts.
- Market the event through its usual and established mechanisms. This will include distributing a joint press release and placing listings in the Downtown Alliance’s quarterly newsletter, bi-weekly email blasts, as well as on its website and the splash page of its district-wide Wi-Fi network. It will also require reaching out to the Lower Manhattan business, residential, and visitor communities.

Project partners will check in by April 30, 2004 to evaluate funds raised by the Downtown Alliance, NYCwireless, and LMCC for the event and what monies will be available for artists’ fees and production.

In recognition of contributions, all three organizations will be listed as presenting partners on all event marketing collateral including:

- Press Releases
- Print Marketing Materials
- Online Marketing Materials
- Website
- Event signage and literature.

For anything not explicitly mentioned above, please assume that the responsibility will be shared equally by LMCC, NYCwireless, and the Downtown Alliance. In addition, if one of the three organizations uses one of the other organization’s names or logos in fundraising collateral, they

will show the material to other organization(s) for permission before sending it out. Permission will not be unreasonably denied.

Jordan Silbert
Downtown Alliance

3/11/2004
Date

Dana Spiegel
NYCwireless

3/11/2004
Date

Wayne Ashley
Lower Manhattan Cultural Council

3/11/2004
Date