



Artisan Shacks at the Seaside Marketplace

Saquatucket Marina

715 Main Street, MA-28, Harwich Port MA 02646

Program Overview

About the Artists Shacks at the Seaside Marketplace

Background

The Shacks began as a means to start showcasing the local arts community to help improve the quality of life for residents, and travelers. We wanted folks to contribute to the economic growth of the town by shopping small and getting a rich arts experience.

Arts and Culture have an impact to build healthier, stronger, and more vital communities. Launched in 2018 the Seaside Marketplace was a way to bring business to another end of Harwich Port to serve as a collaboration between The 204 formerly known as the Harwich Cultural Center and the Harwich Harbormaster. The area is our way of expressing our creative economy outside for all to enjoy.

The Artist Shacks are located next to the Harbormaster's building, Dockside, Capt'n Kids, and Brax Landing. They sit on a stone path that is the leading walk way for all Folks taking the Island Ferry, Seal Cruise, or getting to their boat slips. We strive to make the shacks a go to place for locals and visitors.

The Details

Shacks are 12' x 8', embedded in a "park" like area with some shady trees, and stone path. We continue to develop the site with landscaping along with some future lighting and other fixtures. The goal is to create a desirable destination and one that people will seek out and not just walk past.

Each shack is equipped with 4 outlets. No furniture is in the unit. There is a Double Door entry that can be propped open fully during operation. All shacks have a ramp entry. Your fee includes the cost of electricity. Each shack is secured by a security lock.

Keys will be handed out during Move In Day. In case of emergency or key loss during operation the Harbormaster has back up keys. When your rental term has come to close you will leave your key in the shack if not already picked up by the shack representative. All shacks are required to be cleaned out by each renter. Please leave the Shack in the manner in which you entered it. Please remove all nails and tacks used during your stay.

Schedule-Summer 2023 The Shacks operate on a Wednesday through Tuesday Schedule. Opening day will be open Wednesday June 28, 2023 and closing day September 5, 2023. Schedule of Operation is Wednesday through Tuesday from 10:00am to 5:00pm **(NEW HOURS FOR 2023 SEASON)**. Artists are free to open earlier or stay open later. The Shacks MUST be open and staffed by the Artist during the designated hours. As noted here. Please note that depending on bookings we are open and willing to work with Artists and Vendors for load in/out times. Please note that the hours that we have designated are best suited based on the foot traffic in the area and are the best for the area in which our shacks are.

- Week One: June 28, 2023 - July 4, 2023
- Week Two: July 5, 2023-July 11, 2023
- Week Three: July 12, 2023 - July 18, 2023
- Week Four: July 19, 2023 - July 25, 2023
- Week Five: July 26, 2023 - August 1, 2023
- Week Six: August 2, 2023 - August 8, 2023
- Week Seven: August 9, 2023 - August 15, 2023
- Week Eight: August 16, 2023 - August 22, 2023
- Week Nine: August 23, 2023 - August 29, 2023
- Week Ten: August 30, 2023 - September 5, 2023

Staffing All Shacks must be staffed by the Licensee; however it is acceptable for that duty to be shared with the designated individual by the Licensee. Prior approval is required and must be noted on the Artist application.

Move In/Out Tuesday Night after closing or Wednesday morning before opening is available for Move In Day and Move out must be complete on Tuesdays to make way for the next shack renter. The Shack Representative will meet with the incoming artists to

pick up keys and inspect the unit. On Wednesday or other time scheduled the shack representative will meet with the incoming artist at 8:00am to provide keys to the shack and review important details about your stay.

Weather In the event of inclement weather, the Shacks may close, based upon consensus of the Artists; the Shack Representative will send out an email in the event of inclement weather with the option that you have to close or remain open. Please note that life safety is extremely important and we do not want to encourage individuals and groups to put them self in a unsafe situation.

License Term and Fee The Shacks are rented by 1 week terms. An individual or group may rent for multiple weeks at a time or by the month. Week one begins for **Summer 2023 on June 28**. Pop Ups are encouraged and can be worked around any schedule. Please inquire separately if you are interested in a pop up weekend. Fall weekends and holiday events will begin Saturday/Sunday after Labor day. When completing your application you can mark all the weekends of interest.

Shack Rental Summer \$200/week

Fall/Holiday Weekends \$60/weekend

Pop Up: \$30/day

Rental Agreement In order to rent a Shack you MUST complete a Shack Rental Request form. Once the form has been reviewed and dates become available you will be contacted to secure the space. In order to secure the space and begin to take advantage of the marketing provided you will need to submit a **non-refundable \$50 deposit**. This deposit applied to your balance for your shack week rental. Rental payments are required in full 7 days before your rental period. No refunds will be available if you cancel or forfeit your shack rental week.

All fees may be paid via personal check, cashier's check, cash or online. Please make all checks payable to Town of Harwich and deliver to:

Kara Mewhinney
Director of Cultural Affairs
732 Main Street, Harwich MA

In person you can deliver payments: 204 Sisson Road, Harwich MA by appointment
Online payments: Inquire for link to directly pay

Insurance is required for all terms. You are required to carry Commercial General Liability insurance in the amount of \$1,000,000. The Town of Harwich must be named as additional insured.

Resources We have seen in our experience a great deal of artists use ACT Insurance. Visit their website at www.actinsurance.com you can use any insurance company of your choosing.

Marketing New for 2023 the Artisan Shacks at the Seaside Marketplace will be marketed in a variety ways including but not limited to

1. Website 204sisson.com which will have a complete list of all participates
2. Facebook and Instagram weekly updates
3. Regular event listing in local publications such as the Chronicle and chamber website to name a few
4. Brochures will be printed before the season and distributed locally
5. A email blast with the aid and support of the Harwich Chamber

Our Shacks are meant to give you an avenue to showcase, share, and sell your work. Our marketing methods are not meant to be your soul source of marketing you must also market yourself. Please use #Inspireharwich

Events & Attractions Currently shared on the same property we have Dockside Restaurant, Brax Landing, Capt'n Kids Fishing adventures, The Marina where boaters are local or visiting a dock, as well as the main dock area for Nantucket Ferry and Monomoy Cruises. We are looking to grow our opportunities in 2023 working with the Chamber and capitalizing on themed evenings. We are looking to bring exciting new pop ups, game corner, wine tastings and more to help increase foot traffic to the area. Each opening night will be Shack Nights with Live Music and entertainment for visitors.

How to Participate Is simple if you are an artist, craftsman, art or culture based program we are open to working with you. We are also looking for farmers, seafood vendors and others for pop up days. Note that all inquiries do require approval for a shack week. No request is guaranteed. We ask that all pieces of work of art are original and made from the artist, handmade, or unique items. The items in which you are looking to sell must be approved before you are guaranteed space at the Shack. We will accept prints, cards, or the manufactured items derived from the artist's original work. Sample images must be provided for approval.

Applications will be reviewed within 4 weeks of submission and you will be notified if you have been accepted. Applications will be juried on a rolling basis so long as there are slots still available for upcoming weeks we can fill those spaces. Date requests will be honored to the best of our ability; however in some cases we may not be able to do so. In any event when your application is accepted we will work with you to inform you which weeks are available and we can provide you a waitlist for the week in question.

Standards and Procedures for Seaside Marketplace Artisan Shacks

1. Hours of Operation and Attendance

All Shacks must be open during the posted hours of operation unless closed due to weather or other extraordinary circumstance. No Shack can be left unattended. An

approved representative must be available during required hours of operation. Failure to meet this requirement may result in termination of license.

2. Items for Sale

All items offered for sale must be approved as part of the jury process; if the Artist wishes to offer any items not approved during the jury process, the Artist must first submit images of those items as a supplement to the original application and obtain approval.

3. Conduct

We believe in #InspiresHarwich and encourage those to have a Happy Life moto. We expect that all participants will present themselves, at all times, in a respectful and professional manner. All artists, customers, family members and visitors are expected to conduct themselves in a respectful manner by representing themselves and their business in a professional manner at all time. Gossip, Criticism and Rudeness to each other or to the public is NOT TOLERATED. As well as activities of a lewd nature. Inappropriate or disruptive conduct will result in an immediate revocation of the License to use the Shack.

- There is no use of foul language between artists or the public
- The use of non-medical marijuana or tobacco products is prohibited on the property
- The public use of Alcohol is prohibited unless it is sanctioned event with proper license from the Town of Harwich
- Demonstrations are encouraged and welcome, they cannot however impede egress through walk way or impose on another shack. Designated areas will be marked and laid out for individuals to run demonstrations for people to enjoy.

4. Parking

All artists are allowed to park in spaces that are not signed nor designated for other means.

5. Grounds-Presentation and Maintenance

Trash that is accumulated during your stay needs to be taken care of and properly disposed of we ask that you do not leave anything out. If there is something out of place or damaged in your area please report so that it can be addressed.

6. Signage

At the Seaside Marketplace a sign that represents the Artists Shacks is place on the main road, another is placed at the overflow parking lot where the ticket boots are. We additionally have a feather flag to mark the area in which the shacks are located. Each Shack has a blue/white OPEN flag that they can put out each day. We ask that each Shack renter places their flag inside their unit when closing for the

evening. If an artist wants to display a sign the only size that is allowed is a 12" x 18" yard sign that can be placed on the road. Please work directly with the point of contact for placement. If you want additional signs to mark your shacks you are allowed to hang signs on the outside of your shack they must be representative of your work and not be damaged. If a sign looks or appears to not be in good standing condition you can be asked to remove the sign. You are allowed to use the space around your shack no further than 4' from the side of your Shack. Please understand that anything of yours that is placed away from your shack and not in the designated area can be removed.

7. Music/Performance

Currently we do not have music nor performances scheduled for our 2023 season. We are working to book and schedule performances and activities for 2023. If you have an idea or are interested in sharing resources for this initiative please let us know.

8. Maintenance

For all maintenance requests please contact Kara Mewhinney, Director of Cultural Affairs by call/text directly at 774-212-3482. If there is an immediate emergency please head to the Harbormaster location immediately.

9. Keys

All shacks are secured with a pad lock, each lease is provided a key for their unit at check in. This key must be returned on the final day of your rental period. Please note that for any key related issues such as locking your key in your unit to please visit the harbormaster shack. If further assistance is required you can notify Kara at 774-212-3482

10. Reporting

At the end of your lease a Shack Exit Survey will be sent via email for the artist to complete. During this report we ask about foot traffic, profits, demographic etc. This feedback will greatly support our future efforts in ensuring that we can continue to make the Shacks a designated must go spot in Harwich Port. Information is kept confidential we do not ask for names or emails to complete the survey we are simply looking for data to make educated decisions.

11. Inclement Weather

In the event of inclement weather the Point of Contact for the Shacks will work directly with the artists to determine the plan of action. If there is a heat related emergency then we will suggest that Artists use their discretion on staying open or closed. During times of significant storms we will leave the discretion to each individual artist. If you choose to close for weather related situations you must contact Kara Mewhinney, Director of Cultural Affairs by call/text directly at 774-212-3482 to notify of the change in your hours.

12. Marketing and Advertising Materials

As a participant of the Seaside Marketplace you will be included in our website, social media, and press release programs. The material we share and supply will be based on the media, content, and images that you have sent in for approval. If you want additional items marketed or a particular item then you must specify the material you want the focus to be on. In order to set up each artist for success we ask for the following

- **Artist Bio/Statement**- Please send via email to culturalcenter@townofharwich.us this should include specifics about your medium, description of work, materials that you use, and any other fun facts or unique features. Please provide this in two paragraphs. Also include any websites or social media platforms that you are affiliated with
- **Tag Line**- One brief two sentences at most as to what associates you or your work
- **Images**- In order to ensure your application is juried in a timely manner we ask that you send images that are only representative of the work in which you will have. While we understand and know that particular unique items that are handmade will not be a 100% match we encourage you that the work you show us must be representative of the items in which you plan to sell or showcase.

13. General Notes

- In interior of the Shack is 12' x 8'
- There is currently no lighting in place. We are working on interior lighting for the 2023 season and will provide updates as we have them. In past folks have put up string lights, shop lights, and other lighting to benefit their needs.
- There is a 4 outlet unit in each Shack
- All shacks entrances are a ramp that leads to double doors
- There is no furniture, tables, or chairs in the shack
- There is no venting or windows that open. For 2023 we are working on having a window that can open for cross ventilation. In past seasons folks have used fans to keep cool on the very hot summer days.
- The doors do have a padlock for safety
- The area is light by some light poles during the night for safety
- Parking is available at no cost. Please park in an area that is not labeled or marked in either parking lot (main or overflow)
- All business signs and marketing materials on display must be attractive, appropriate scale, and professional represent your business
- Artwork hung outside of the Shack on the doors is encouraged. Be cautious to not block the egress or walkways around the shack
- Here is a list of items that we have found others to share that makes the experience enjoyable
 - Entry rug that helps add color or texture to the unit
 - Sunscreen, hats

- Water
- Extra sweater, blanket, towel etc. You never know what our New England Weather will give us
- Radio/Music
- Extra Lighting
- Table
- Chair

Ready to get started? Complete the Application to get going!

14. Property Map-Not to scale

Shacks

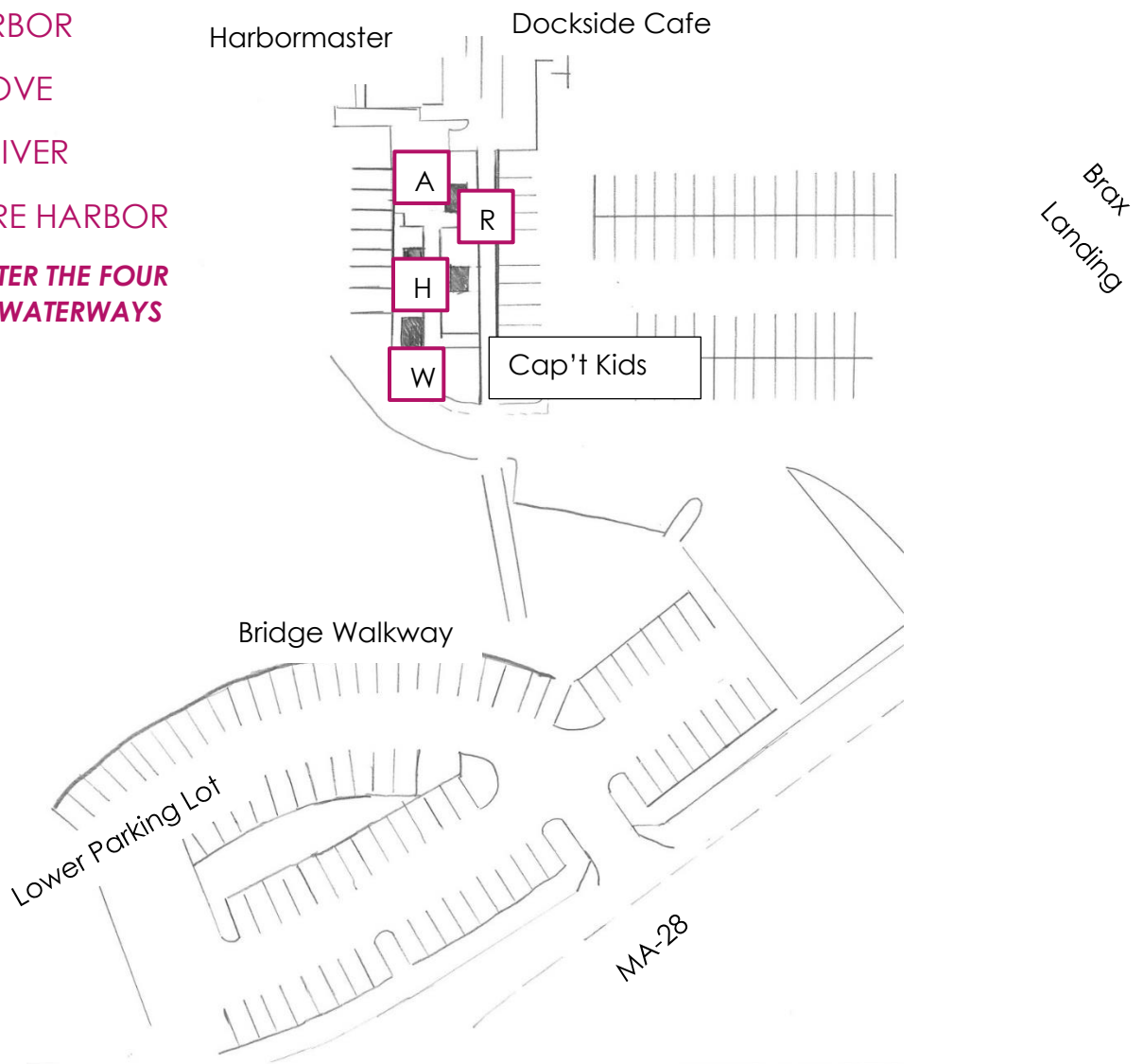
A-ALLEN HARBOR

R-ROUND COVE

H-HERRING RIVER

W-WYCHMERE HARBOR

**NAMED AFTER THE FOUR
HARWICH WATERWAYS**



Placement within the marketplace is based on products, variety, and availability. It is determined by the Director of Cultural Affairs. You are free to bring your vehicle as close as possible for load in/load out. The lower parking lot is available for daily parking.

Public wifi network available Saquatucket Harbor marina password 3harbors