



Kawartha Lakes Arts and Heritage Trail - Participants' Guide

The Kawartha Lakes Arts and Heritage Trail is a new cultural tourism attraction that is being introduced in Kawartha Lakes. The 'trail' is virtual, rather than an actual trail, such as the Trans-Canada Trail. Visitors who wish to experience the area's unique culture will be able to choose from a wide range of destinations on the Trail Map to create their own custom tour and an enriched cultural experience that reflects their particular interests. A great example of a visitor's trail that is similar to what will be introduced here in Kawartha Lakes is the Arts Trail in Prince Edward County (<http://artstrail.ca/>).

Information about the Arts and Heritage Trail can be accessed on a webpage and online map on the City's website. The map pinpoints the location of each cultural destination and provides information about each, and includes embedded links to participants' websites as well as stories associated with Trail destinations. Roadside signs identify all locations that are part of the Trail.

Local artists, museums and cultural destinations that would like to increase the number of visitors and see an increase in sales, should consider being a part of the Trail.

Who should participate / What could be included?

- Artists or artisans working in any medium with studios or showrooms that are open for public viewing with hours of operation posted (even if seasonal or by appointment)
- Galleries or museums that are open for public viewing with hours of operation posted (even if seasonal or by appointment)
- Heritage sites that are managed or cared for by registered local organizations, that are publicly accessible for visitors or that exemplify or tell a story about the history of our community and local cultural identity
- Historic buildings
- Walking tours

Benefits of being a member of the Arts and Heritage Trail

- Each member of the Trail receives an official “Arts and Heritage Trail” sign installed on the roadway to mark their location
- Each member is featured online on the Arts and Heritage Trail Map and information that they provide about their cultural destination is presented for each location
- The Arts and Heritage Trail is promoted on the Ontario Tourism Website (ontariotravel.net) and will be included on the new Regional Tourism Organization 8 (Kawartha Northumberland) website
- The Arts and Heritage Trail Program Coordinator and the City’s Economic Development Officer – Arts, Culture and Heritage will work with you to develop and maximize your profile, improve marketing and Arts & Heritage Trail programming.

Participation Requirements

- You must be a registered business, not-for-profit or site of interest in Kawartha Lakes
- Cultural tourism must be a primary focus of your operation
- Any artistic products that are displayed or sold must be authentic / original artistic works or products made by a local artist
- Each piece of artwork must bears the artist’s name and have biographical information available for customers
- You must post your hours of operation and adhere to them
- You must be a member of either the Kawartha Lakes Arts Council or the Kawartha Culture and Heritage Network
- You must be willing to link your website (you must have one) to the Arts and Heritage Trail webpage, the City’s website and the Kawartha Lakes Arts Council or Kawartha Culture and Heritage Network’s websites (a website development program is available through Economic Development at the City)
- You must carry and provide evidence of a minimum of 2 million public liability insurance, or be willing to sign a waiver stating that the City of Kawartha Lakes, the Kawartha Lakes Arts Council or the Kawartha Lakes Culture and Heritage Network

will not be held liable for any insurance claims associated with the Arts and Heritage Trail program

- You must provide courteous and professional service at a standard that is expected for a featured tourism destination

Kawartha Lakes Arts and Heritage Trail

Application Form

(Please complete the application form, the insurance form, and provide a description and photos of your location, attractions and products.)

Name: _____

Organization / Museum, Gallery or Studio: _____

Address: _____

_____ Postal Code: _____

Phone: _____ Email: _____

Website: _____

Hours / Dates of Operation: _____

I understand that by signing this application form that I am committing to being a participant in the 2016 Kawartha Lakes Arts and Heritage Trail and I am committing to being open at the times I have identified, and agree with the above requirements. In return, the Kawartha Lakes Arts Council or the Kawartha Lakes Heritage Network agrees to administer and promote the Arts and Heritage Trail program in partnership with the City of Kawartha Lakes.

Name: _____ Date: _____

Signature: _____

Please provide a description and attach a photo of your attraction / destination - these will be utilized to provide information for potential visitors on the Website, about what they will see and do if they choose to visit you.

Click here to enter text.

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INSURANCE FORM

Do you hold at least 2 million public liability insurance for the facility / destination that will be a part of the Arts & Heritage Trail? (please attach current insurance policy statement)

Yes

No

If you cannot provide evidence of a minimum of 2 million public liability insurance, please complete the following waiver stating that the City of Kawartha Lakes, the Kawartha Lakes Arts Council or the Kawartha Lakes Culture and Heritage Network will not be held liable for any insurance claims associated with the Arts and Heritage Trail.

Name: _____

Organization / Museum, Gallery or Studio: _____

Address: _____

_____ Postal Code: _____

Phone: _____ Email: _____

INSURANCE WAIVER

I, _____, the undersigned, agree to the following:
(name)

I agree to hold the Arts and Heritage Trail, the Kawartha Lakes Arts Council, the Kawartha Lakes Heritage Network and the City of Kawartha Lakes harmless from any claims, including but not limited to those for personal injury sustained by myself or any Arts trail visitor, while visiting this Trail destination, or any damage to my property that arises as a result of my participation in the Kawartha Lakes Arts and Heritage Trail. This waiver is binding on my successors, legal representative and assignees.

Signature: _____ Date: _____