
OBJECTIVE	To enhance the Asheville Regional Airport Authority's (ARAA) cultural composition by providing for and encouraging music performances in the terminal.
PURPOSE	<p>The inclusion of music in the public adds to the dimension, depth and character of a community; it inspires our youth, fortifies local identity, and adds to the quality of life.</p> <p>Musical art in the airport will distinguish Asheville Regional Airport and help integrate it more fully into the culture of the region. Different musicians will allow for a variety of shared musical genres throughout the year, enhancing the passenger experience.</p>

METHOD OF OPERATION	<p>An Airport terminal is a family environment in which the presence of children can be reasonably expected at all times. Persons in the Terminal are a captive audience to music played in the piano area. Therefore, no music that is obscene, indecent, or that promotes hatred, bigotry, violence, or intolerance will be permitted. Music performed must be original by the artist or in the public domain.</p> <p>Musicians/Performers must complete the necessary forms and submit them along with a tape, CD or DVD to the Marketing and Public Relations Department for consideration. Samples of music will not be returned. By submitting an application, performers agree to a Drivers' license check made by the ARAA Department of Public Safety for consideration.</p> <p>Marketing and Public Relations (MPRD) shall review the information and proposed schedule of performances to determine acceptance of the musician/performer.</p> <p>Musicians/performers shall be allowed to place a tip jar on the piano. Musicians shall be responsible for all applicable taxes.</p>
----------------------------	---

PROCESS	1. Requirements
Musician Application	(a) Musicians/performers must submit: <ul style="list-style-type: none">i. A completed Performer Application form (Attachment A)ii. Resume of musical experienceiii. Tape, CD, DVD, wave, avi, or mp3 file samples of original musiciv. A current photograph (head-shot only)v. A one-paragraph biography

**Musician
Application**

- vi. By submitting an application, musicians/performers automatically agree to a Drivers' license check made by the ARAA Department of Public Safety for consideration.
- vii. Incomplete applications will not be considered.
- (b) Musicians/Performers will be required to sign an agreement with the ARAA (Attachment B).
- (c) Applications are available on the Asheville Regional Airport website or at the ARAA Offices 8:30 a.m. – 5 p.m. Monday- Friday. Completed applications may be submitted via USPS, express services, or e-mail at art@flyavl.com.
- (d) Applications will remain on file for one year.
- 2. Restrictions
 - (a) There is no limit to the number of times a musician/performer may perform, however the musicians/performers must resubmit the application forms for performance date purposes.
 - (b) Eligible musicians/performers are limited to those with residence in one of the eleven counties served by the Asheville Regional Airport: Buncombe, Haywood, Henderson, Jackson, Madison, McDowell, Mitchell, Polk, Rutherford, Transylvania and Yancey.
- 3. Deadlines
 - (a) ARAA must receive a completed application no later than three weeks prior to the first performance date requested.
 - (b) Performance dates/times will be suggested by the musician/performer, but determined by ARAA staff members.

**Performer/Musician
Selection**

- 1. Performer/Musician Selection
 - (a) The Marketing and Public Relations Department (MPRD) shall review all completed applications submitted by musicians/performers and advise which accepted to participate.
 - (b) The MPRD reserves the right to request references.
 - (a) The MPRD shall base the selection of musicians on the following criteria:
 - i. Experience
 - ii. Suitability
 - iii. Genre of original music
 - iv. Driver's license check

Notification of Selection

1. Selected performers/musicians will be notified within seven (7) business days.
2. Musicians/Performers must contact the ARAA MPRD within five (5) business days of notification to confirm performance and arrange to sign the performance agreement.
3. The musician/performer must sign the performance agreement (Attachment B) prior to the performance. Failure to do so will result in forfeiture of selection, in which case an alternate musician will be selected.

Performance Promotion

1. Identification
 - (a) The ARAA will produce a placard displaying the musician's name.
2. Promotion
 - (a) ARAA may produce promotional materials containing information provided in the musician's application. Produced items may include but are not limited to news releases, brochures or the Internet.
 - (b) Musicians/Performers shall be provided a small table (adjacent to the piano) for displaying their own signage, brochures or promotional materials.

Date of Performance

1. The musician/performer is responsible for uncovering/recovering the piano.
2. The musicians/performer must obtain a visitor badge from ARAA MPRD or Department of Public Safety. Musicians/performers must present a photo ID (drivers' license, passport, etc).
3. The musician/performer shall pick up the placard and tip jar from the ARAA offices. The visitor badge, tip jar and placard shall be returned to the ARAA offices immediately upon conclusion of the performance.

Performance notes, guidelines and Piano care

1. Musicians/Performers shall dress appropriately; no offensive costumes/clothing shall be permitted.
2. Musicians/Performers are required to cover/uncover the piano for each performance
3. Performers must be setup and ready to play at the scheduled start time and conclude per the signed agreements.
4. To prevent damage to the equipment, musicians/performers **shall not place any item on the piano** with the exception of the tip jar, sheet music and the ARAA MPRD issued placard. Musicians/performers shall utilize the small table provided for beverages, promotional items, etc.

**Performance notes,
guidelines and
Piano care
(continued)**

5. Damage caused to the piano must be reported to the MPRD immediately.
6. Musicians/performers must play original or public domain music as the Asheville Regional Airport Authority shall not be responsible for payment of royalties to BMI, ASCAP or other entities. Performers shall indemnify and hold harmless ARAA should copyrighted music be performed. ARAA reserves the right to seek payment of royalties from the musician/performer should copyrighted music be performed or played.
7. ARAA MPRD shall have the piano tuned on an annual basis. Should a musician/performer notice that the piano requires attention, the musician/performer shall contact the MPRD with their concern.
8. Performers understand that announcements over the PA system supersede any music being played.
9. Authorized Asheville Regional Airport staff may terminate a performance:
 - a) If the performance violates any provision of Airport Policy, and such violation is not promptly corrected upon request
 - b) Immediately and without advance notice in the event of an airport emergency as determined by the Department of Public Safety in its sole discretion, to protect the health, safety, security, or convenience of the public.
10. Musician/performer agrees to notify ARAA MPRD staff 24-hours in advance of a performance cancellation.

Tip Jar

Musicians/performers shall be allowed to place a jar on the piano to allow for tips from the traveling public. The jar shall be provided by ARAA MPRD. The jar shall be turned in to the MPRD upon conclusion of the performance.

Musicians/performers are responsible for all applicable taxes.

Attachments

Attachment A – Musician/Performer Application
Attachment B – Performance Agreement

**APPROVAL AND
UPDATE HISTORY**

Approval

Supersedes