

## **SHOP & DINE COLUMBIA WATERFRONT ART CONTEST**

**September 1, 2012**

### **Background:**

During the 1960's, Columbia Street was a bustling commercial center that boasted a variety of businesses, merchants, and banks. A decorative historic clock served as a meeting point in the neighborhood during those days. The waterfront was also a place of employment for hundreds of longshoremen. With the construction of the BQE and the Battery Tunnel, as well as the subsequent reconstruction of Columbia Street, the neighborhood now known as the Columbia Waterfront District, was physically and economically decimated. Merchants moved to other locations such as Court Street and Smith Street. The historic clock also mysteriously disappeared. However, the neighborhood has retained its maritime uses with the Red Hook Container Terminal Port occupying most of the waterfront. Today, the sight of cranes and parked container vans has not deterred a new breed of residents that include hipsters, artists, and professionals from enjoying one of the most amazing views of the Manhattan skyline. These incoming residents have been added to an interesting mix of diverse neighborhood demography.

With the Columbia Waterfront District now experiencing resurgence, various interests in the community including residents, local merchants, and nonprofit organizations in the Columbia Waterfront District, have recognized the importance of working together to promote the neighborhood, its assets, and its local businesses. We hope to spur interest in our neighborhood by forming a coalition – The Columbia Waterfront District Coalition, comprising of different organizations in the community: the Columbia Waterfront District Merchants Association (CWDMA), the Columbia Waterfront Neighborhood Association (CoWNA), the Brooklyn Greenway Initiative (BGI), the Red Hook Star-Revue, and the Carroll Gardens Association, Inc. (CGA). The Columbia Waterfront District Coalition, as a working group will undertake marketing and promotional initiatives for the Columbia Waterfront District.

The Columbia Waterfront District Coalition is looking to create a unique identity that would help promote the neighborhood and its commercial corridor. One of the CWD Coalition's first initiatives is to launch an art contest where distinctive images of the neighborhood will be depicted in artistic renderings. These distinctive images include the following themes: 1) the Historic Columbia Street Clock; 2) Gantries; and 3) Maritime images. The winning entries of the art contest will be used as design for street banners and signage that will be installed along the commercial corridor, as well as develop a market brand for the community that aims to draw visitors to explore the neighborhood and patronize local businesses.

### **The Art Contest:**

The Columbia Waterfront District Coalition invites you to create your artistic interpretation of the distinctive images of the neighborhood: 1) the missing Historic Columbia Street Clock; 2) Gantries; and 3) Maritime images. The purpose of the art contest is to help create a unique identity and promote the Columbia Waterfront District's commercial corridor and the neighborhood. The winning artwork will be

used as design for the Street Banners that will be installed along the commercial corridor. Winning entries will also be used on t-shirts, stickers, posters, coffee mugs, hats, and other promotional materials to both publicize the Columbia Waterfront District and raise funds for the neighborhood's signage and banners that will be installed along the Columbia Waterfront District's Commercial Corridor. The neighborhood's commercial corridor extends from Atlantic Avenue to Hamilton Avenue along Columbia Street and from Van Brunt Street to Hicks Street along Union Street.

**Contest Rules:**

- 1) The art contest is open to everyone 18 years old and older.
- 2) The Art Contest runs from September 1<sup>st</sup>, 2012 to October 15<sup>th</sup>, 2012.
- 3) Submitted artwork must be your original creation.
- 4) Tracing of copyrighted material, printed material, or of another person's artwork is prohibited.
- 5) You may submit up to 3 entries.
- 6) The artwork should depict either one or all of the following themes:
  - a. The Historic Columbia Street Clock;
  - b. Gantries; and
  - c. Maritime Images.
- 7) The phrase "Shop & Dine Columbia Waterfront" should be included in the artwork.
- 8) Submission of artwork constitutes your agreement to the Art Contest Terms & Conditions. Please read these over, as they describe your rights to the submitted artwork as well as ours.
- 9) Size of submission: 8.5 inches x 11 inches hard copy.
- 10) A hard copy of the entry should be submitted to:

Shop & Dine Columbia Waterfront Art Contest  
C/O: Carroll Gardens Association, Inc.  
201 Columbia Street  
Brooklyn, NY 11231
- 11) An electronic copy of the artwork should also be submitted in jpg format to [CWDArtContest@gmail.com](mailto:CWDArtContest@gmail.com). The file name should include the artist's name as in: "JSmith\_Entry1.jpg" Place "Art Contest Entry" on email subject.
- 12) Your entry should include the following information:
  - a. Name:
  - b. Address:
  - c. Phone Number:
  - d. Email Address:
- 13) Announcement of the winning entry will be made at the Red Hook Star-Revue.
- 14) Judges will include representatives from the Columbia Waterfront District Merchants Association (CWDMA), the Columbia Waterfront Neighborhood Association (CoWNA), the Brooklyn Greenway Initiative (BGI), the Carroll Gardens Association, Inc. (CGA), the Red Hook Star Revue and an elected official.
- 15) Prizes: 1<sup>st</sup> Prize: \$300; 2<sup>nd</sup> Prize: \$200; 3<sup>rd</sup> Prize: \$100. Artists will be given credit for their work. Winning entries that are used for promotional items will also receive a 10% royalty from the

profits received from the sale of such items, after the cost of production and marketing has been covered and accounted for.

### **Shop & Dine Columbia Waterfront Art Contest Terms & Conditions**

- 1) The Shop & Dine Columbia Waterfront Art Contest runs from September 1, 2012 to October 15, 2012. All entries are to be digitally submitted and postmarked no later than 11:59 pm U.S. Eastern Time on October 15, 2012.
- 2) Entries must be submitted using the guidelines stated on the publication published by the Red Hook Star Revue and posted on member organizations' websites: Carroll Gardens Association, Inc. website: [www.carrollgardensassociation.com](http://www.carrollgardensassociation.com), the Columbia Waterfront Neighborhood Association website: [www.cowna.org](http://www.cowna.org), the Brooklyn Greenway Initiative website: [www.bgi.org](http://www.bgi.org), as well as community blogs: the Carroll Gardens Patch; DNAInfo.org; and other media.
- 3) Submitted artwork must be your original creation.
- 4) You may submit up to 3 entries.
- 5) All contestants will be required to agree to the Art Contest Terms & Conditions in order to enter.
- 6) All artwork must refer to "Shop & Dine Columbia Waterfront" by including, visibly and legibly, the phrase SHOP & DINE COLUMBIA WATERFRONT (capitalized).
- 7) All contestants must register for this contest by entering their name, email, age, and mailing address, and agreeing to the terms and conditions of the contest.
- 8) The Art Contest will be judged by the Columbia Waterfront District Coalition and representatives of its member organizations.
- 9) By entering this Contest, each contestant consents to the use of his/her name, and/or artwork in any advertisements or publicity carried out or produced by Columbia Waterfront District Coalition and its advertising and promotional agencies without further notice or compensation. The Columbia Waterfront District Coalition will only use winning entries for the banner design and signage, neighborhood promotions, fundraising merchandise and educational materials, with artists earning Royalties covered in point 10 below. Artists will be given credit for any work that is published. All artists retain the rights to use and publish their artwork to promote themselves, as long as the artwork does not say "Shop and Dine Columbia Waterfront" and "Columbia Waterfront."
- 10) Prizes are as follows:
  - a) The First Prize Winner will receive \$300.
  - b) The Second Prize winner will receive \$200.
  - c) The Third Prize winner will receive \$100.

d) Royalties: Winning entries that are used for promotional items will also receive a 10% Royalty from profits received from the sale of such items, after the cost of production and marketing has been covered and accounted for.

11) Contest winners will also be acknowledged on the Red Hook Star Revue and member organizations' websites: Carroll Gardens Association, Inc. website: [www.carrollgardensassociation.com](http://www.carrollgardensassociation.com), the Columbia Waterfront Neighborhood Association website: [www.cowna.org](http://www.cowna.org), the Brooklyn Greenway Initiative website: [www.bgi.org](http://www.bgi.org), as well as community blogs: the Carroll Gardens Patch; DNAInfo.org; and other media.

12) The Contest Sponsor's rulings are final and without appeal in all matters related to this Contest and the awarding of the Prizes. The Contest is subject to all applicable federal, provincial and municipal laws and regulations.

13) All entries become the property of the Contest Sponsor and will not be returned. All artists retain the rights to use and publish their artwork to promote themselves as long as the artwork does not say "Shop and Dine Columbia Waterfront" and "Columbia Waterfront."

14) The Contest Sponsor, its advertising and promotion agencies assume no responsibility for lost, stolen, delayed, damaged, illegible, incomplete, postage-due, garbled or misdirected entries or entries that have been submitted through illicit means, or do not conform to or satisfy the Contest Rules or for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, access providers, computer equipment, software, failure of any entry to be received or traffic congestion on the internet or at any website, or any combination thereof including any injury or damage to an entrant's or any other person's computer related to or resulting from downloading any material on the contest.

15) If you enter, you may be added to the Columbia Waterfront District Coalition and its members' email marketing list. The Columbia Waterfront District Coalition does not sell or rent email addresses. The Contest Sponsor will not share any personal data about entrants with any other party. The personal data collected for this Contest will not be used for any other purposes unless entrants provide explicit permission as indicated on the entry form.

The Contest Sponsor collects your personal information for the purposes of registration, program evaluation and to keep you informed about The Art Contest. The Contest Sponsor may also contact you from time to time with information about the Marketing and Promotional Activities for the Columbia Waterfront District.

16) By entering this Contest, entrants agree to release and hold harmless the Contest Sponsor and their respective organizations, employees, officers, directors, agents, representatives, successors, assigns, advertising and promotional agencies from any liability for any loss or damage of any kind to the entrant or any other person in connection with this Contest or participation in any Contest related activities,

including but not limited to the use or misuse of a prize or any portion of a prize including personal injury, death or property damage.

16) The Contest Sponsor reserves the right, in its sole discretion, to modify, cancel or suspend this Contest should external circumstances arise which are beyond the reasonable control of the Contest Sponsor. The Contest Sponsor is not responsible for any errors or omissions in printing or advertising this Contest. This Contest will run in accordance with these Contest Rules, subject to amendment by the Contest Sponsor. Contest Sponsor reserves the right to cancel, amend, modify or terminate this Contest or the Rules at any time in its sole discretion and without notice.

17) Entrants must comply with these rules, and will be deemed to have received and understood the rules if they participate in the Contest.

18) If you have any questions not answered here, or suggestions, please send an email to [CWDartContest@gmail.com](mailto:CWDartContest@gmail.com).