



#LOWELL

## Guide to Lowell Busker Series

City of Lowell, MA – Office of Cultural Affairs and Special Events

### About the Lowell Busker Series

The City of Lowell’s Office of Cultural Affairs and Special Events (CASE) organizes the seasonal Busker Series to promote local creatives while enhancing public engagement in Downtown Lowell. During select evenings, performances by contracted musicians, bands, artists, and performers take place at Mack Plaza, Derby Park, and additional venues.

While the Busker Series heavily focuses on live music and the creation of art, performances may also include acting, singing, pantomime, juggling, magic, dancing, reading, puppetry, and reciting.

### Rules

Busker performances of all kinds shall follow the following rules:

- Performers are responsible for all materials pertinent to their performance.
- The performance should be appropriate for viewers of all ages.
- The performance **cannot** feature any commercial, political, or religious content.
- The performance **cannot** include the production of items for sale.
- The performance **cannot** create an undue interference with the passage of the public through a public area.
- Visual artists must be Lowell-practicing to be considered for this series.

### Pre-Performance Instructions

1. Coordinate performance date(s) and location(s) with the City of Lowell’s Office of Cultural Affairs and Special Events (CASE).
2. Provide CASE with a W-9.
  - a. Fillable W-9 form: <https://www.irs.gov/pub/irs-pdf/fw9.pdf>
3. Provide CASE with a quote for your performance(s). The quote must include: a) band name, b) who the check should be made to (same as the address on the W-9), c) date of quote, d) performance dates, e) individual performance costs, f) total cost, g) the word “quote”. Quotes **cannot** include the word “invoice”.

- a. Template quote:  
<https://docs.google.com/document/d/1r70bQVCC4aa3UzZ0P4BCm6XMjvnWeGXEOvrzdtOv-c/edit?usp=sharing>
4. **Performers younger than 18 years old:** CASE will provide a waiver. Sign the waiver with your parent or guardian, and return the waiver to CASE.
5. **Performers older than 18 years old:** CASE will provide a waiver. An individual performer or the representative of a performing group must sign the waiver and return the document to CASE.
6. Provide CASE with promotional materials: a) band logo/picture, b) social media handles and/or website. CASE will produce social media graphics, Facebook events, pre-performance Facebook and Instagram posts, flyers, and a-frame signage at performance locations. The series will be published on social media, the [Like Lowell community calendar](#), Like Lowell weekly newsletter, [Mosaic Lowell's community calendar](#), and the [Busker Series webpage](#).
7. Confirm date(s) location(s) with CASE.
8. Tag [@LikeLowell on Facebook](#) and [@likelowellma on Instagram](#) on your social media posts.

## Performance Instructions

1. **All Performances:** All performers are expected to bring their own materials and set up their performance space.
2. **Electricity at Derby Park:** While Derby Park has electricity sourced from the back of the MCC building, a 50' or 100' extension cord is required. Notify CASE as soon as possible if you do not have access to an extension cord.
3. **Electricity at Mack Plaza:** An electricity outlet is located at the center of Mack Plaza.
4. **In the Event of Inclement Weather:** The performing group may either find a Downtown Lowell business to host their performance or coordinate with CASE to determine a rain date.
5. **On-Day Contact:** A representative from CASE may not be at your performance. If any problems arise during the performance time, please contact Sophia Boucher at (603) 819-3721.

## Post-Performance Instructions

1. Provide CASE with an invoice for your performance(s). If you have multiple performances in one weekend, combine the cost into one invoice. If you have multiple performances spread across multiple weekends, you may separate the performances into separate invoices so that you can be paid in a timely manner.
  - a. Template invoice: [https://docs.google.com/document/d/1N25BQ-IIQIfsIE6mcxg\\_0IBD\\_9PXCNOzmPdo0ZKDXFE/edit?usp=sharing](https://docs.google.com/document/d/1N25BQ-IIQIfsIE6mcxg_0IBD_9PXCNOzmPdo0ZKDXFE/edit?usp=sharing)
2. (Optional) Provide CASE with pictures from your performance that we can use in our social media posts and advertisements for future Busker Series.

Please note that payment typically takes a minimum of two weeks. Performers must submit invoices in order to be paid. Payment will depend on when the invoice is submitted. For the most efficient turnaround, please submit your invoice by the Tuesday following your performance. The City pays vendors via check.

## **Types of Busker Series Nights**

**Busking Only:** The usual Busker Series evenings involve the performance of a musician and/or artist at Derby Park and Mack Plaza.

**Gallery Nights:** On select dates, buskers will perform inside a Downtown Lowell gallery. CASE coordinates with the galleries to organize the placement of buskers.

**Canals & Cuisine:** On select dates, the Busker Series will intertwine with the Lowell National Historical Park's Pawtucket Canal Boat Tour to attract tour participants to Downtown Lowell.