



## **ArtTARC**

Submit your request for free TARC transportation to and from arts and culture events today!

[Imagine Greater Louisville 2020](#) and [Fund for the Arts](#) are pleased to announce ArtTARC, a pilot initiative to expand access to arts and culture in Greater Louisville.

Through the generosity of the Transit Authority of River City (TARC), over the next year, TARC buses will be available to community groups and organizations to provide free transportation to low-income and underserved community members to and from Greater Louisville's arts and culture events and venues.

### **What is Imagine Greater Louisville 2020?**

Arts and culture have the power to transform the region, to help advance a more competitive, economically stronger, more educated, creative and compassionate Greater Louisville. Imagine Greater Louisville 2020 provides a shared vision for the role of arts, culture and creativity can play in this stronger future.

Over the course of 18 months, this community-based plan was created under the leadership of a cross-sector, 28-person steering committee. Nearly 5,000 people, through public meetings, interviews, and surveys, brought their voice to its creation. Their voices are reflected throughout the plan, which includes 5 priorities, 15 strategies, and 56 recommended actions.

### **How does ArtTARC work?**

ArtTARC provides a free TARC bus to transport community members to and from arts and culture events in Greater Louisville. ArtTARC is intended to serve community members who are low-income and/or from underserved populations.

ArtTARC is a collaboration between a community organization/group and an arts and culture organization. The community organization/group and the arts and culture organization will work together to identify the community members who will ride the ArtTARC and where the ArtTARC will pick up and drop off community members. The arts and culture organization will provide free and/or reduced price tickets to community members to attend an event, program, or venue.

An ArtTARC bus can:

- Be used as a shuttle, to make multiple trips between a pick up and drop off point for arts and culture festivals and events.
- Pick up and drop off community members at a single location.
- Pick up and drop off community members at multiple locations.
- Be requested for any day of the week and any time of the day, except for morning and afternoon rush hour.

### **Who can request an ArtTARC?**

Arts and culture organizations, schools, community centers, neighborhood associations, senior care and residential facilities, nonprofit organizations, etc. can request an ArtTARC.

### **What information do I need to include in my ArtTARC request?**



The ArtTARC request form has three main sections. For each section of the request form, we will need to know:

- **Community Group or Organization** – this is where you will tell us about the community group or organization that will be riding the ArtTARC.
  - Name of the group or organization
  - Group or organization address
  - The name and contact information of the person who will be primary contact for the ArtTARC
  
- **Arts and Culture Organization** – this is where you will tell us about the arts and culture organization that is providing the event or program ArtTARC riders will be attending.
  - Name of the group or organization
  - Group or organization address
  - The name and contact information of the person who will be primary contact for the ArtTARC
  
- **ArtTARC Request Information** – this is where you will tell us how you will use the ArtTARC
  - The name of the arts and culture event, program or venue the ArtTARC riders will attend
  - How many community members will be transported. Be sure to include the ArtTARC driver in this number.
  - How the ArtTARC will be used – will it make multiple shuttle runs, have one pick up and drop off location, or have multiple pick up and drop off locations?
  - The date and time of the arts and culture event or program
  - ArtTARC pick up and drop off locations
  - Confirmation that the arts and culture organization will provide free and/or reduced price tickets or admission to the event, program or venue. Be sure to include a free ticket for the ArtTARC driver.

### **Is there a deadline to submit an ArtTARC request?**

You can submit a request for an ArtTARC at any time between now and October 31, 2019.

You must submit your request at least eight weeks in advance of the date you need the ArtTARC.

### **Where do I submit my ArtTARC request?**

To submit your request, visit:

You can save and return to your work, if you are not able to finish your request in one sitting.

### **How will I know if my ArtTARC request has been granted?**

Fund for the Arts will send an email to the primary contact at the community group/organization and the arts and culture organization listed in the application.

You will receive notice if your request was granted no later than four weeks in advance of the date you need the ArtTARC.

### **If I my ArtTARC request is granted, what is expected of me?**

If your ArtTARC request is granted, you will be asked to:



- Confirm that the arts and culture organizations will provide free ticket for the ArtTARC driver
- Confirm the number of community members to be transported
- Ensure that ArtTARC riders are low-income or from an underserved audience
- Confirm the ArtTARC pickup and drop off locations
- Establish any guidelines for participation, and communicate them to any partners involved in the request and community members riding the ArtTARC (i.e., chaperon requirements, times to arrive at pick up locations, etc.)
- Take a photo while on the ArtTARC and post to social media, tagging Imagine 2020, Fund for the Arts, and TARC

### **Who do I contact if I have questions?**

You can contact the Fund for the Arts at [grants@fundforthearts.org](mailto:grants@fundforthearts.org).