

2022 Walton County Artist of the Year Program Overview

Evaluation Process:

A panel of judges from marketing, public relations, and art backgrounds will review all submitted artwork and evaluate each artist to determine the best candidate to represent Walton County. Judges score the originality, authenticity, marketability and overall appeal of the artists' work. Finalists will be invited to attend an in-person interview and bring three (3) pieces of artwork to present to a panel of judges. One artist will be chosen as the 2022 Walton County Artist of the Year and announced to the public during the Perfect in South Walton Awards presentation in January 2022.

Benefits include:

The Artist Award

The Walton County Tourism Department awards \$4,000 to the winning artist for a unique commissioned piece to be displayed in the Visitor Center. The artwork should represent the style of the Artist of the Year and support the Tourism Department's mission as well. The artwork will be celebrated, displayed and publicized respective of the medium.

Media Pitching

Included in media pitching to local, regional and national media, when deemed appropriate by the Walton County Tourism Department based on story angle or overarching theme.

FAM Tours

Inclusion in travel writer familiarization tours, when deemed appropriate by the Walton County Tourism Department based on story angle or overarching theme.

- o Artist information included in Walton County Tourism Department press kits used throughout the year.

Online Promotion

- o Web page feature on [VisitSouthWalton.com](https://www.VisitSouthWalton.com).
- o Regular inclusions or mentions on Visit South Walton's social media channels.

*Additional opportunities to represent Walton County may be possible throughout the year

Deadline for submissions is 4 p.m. on Friday, Sept. 17.

If you have questions or need additional information, please contact Industry Relations Specialist Lisa Foster at (850) 333-2728 or Lisa@visitsouthwalton.com.

“The TDC does fantastic work in promoting and building so much of the lifestyle we all enjoy here in Walton County, including promoting the arts and the value that brings to county visitors and residents. Their reach is really amazing!

As Artist of the Year, you have the opportunity to use that partnership and that reach, to broaden **your** voice...not just about your work or your vision...but to communicate your own passion for what the arts do for our world. It’s a tremendous opportunity for any artist who cares about what their work—and the arts in general—means to our Walton County community.” – Doug Foltz, 2020 South Walton Artist of the Year.

2022 Walton County Artist of the Year Application FAQs

- 1. Who qualifies to apply for Artist of the Year?** Any artist who has lived in Walton County since January 2021 and/or has owned and operated an art gallery with the primary headquarters in Walton County since then. Previous Artist of the Year winners will be excluded from reapplying.
- 2. When will the award be announced?** The 2022 Walton County Artist of the Year will be announced during the Perfect in South Walton Awards presentation in January 2022.
- 3. Can you submit physical pieces of artwork for representation?** Yes! You must submit three (3) pieces of art and all required materials outlined in this application no later than **4 p.m. on Friday, Sept. 17**. Any physical artwork must be delivered to Lisa Foster at 25777 US Highway 331 South, Santa Rosa Beach, FL 32459. Artwork can be picked up after pre-judging is complete on or after Oct. 4. All artwork must be picked up no later than Oct. 22.
- 4. Photographers must have a special vendors’ beach permit (obtained from Code Compliance) to be considered eligible.**