

Downtown Houston+ Street Performer Program

Strategic Objectives

1. Activate the Main Street Promenade.
2. Drive economic engagement with promenade businesses.
3. Increase pedestrian dwell time in downtown.
4. Establish a curated, repeatable cultural programming asset for Downtown Houston+.

This is a controlled, application based street performer program designed to deploy small format performances at targeted locations along the Main St. Promenade.

This program invites creators of all disciplines to apply. Musicians, magicians, live painters, dancers, and any artist who crafts a distinctive, engaging live experience. Every applicant will be evaluated by their ability to captivate and connect with an audience. The emphasis is on originality, presence, and the power to transform a public space into something memorable.

Weekly Activation Series:

The program is centered around two recurring weekly activations and complementing game day activations.

- ***Midday on Main*** – Tuesdays, 11am to 1pm at The Finn or by Mendocino Farms
 - Brings live entertainment to the Promenade during one of Downtown's busiest pedestrian periods.
- ***Good Times on Main: Happy Hour*** – Thursdays, 4pm to 7pm at Kiam Bldg.
 - Creates an inviting atmosphere that encourages employees to remain downtown for happy hours.
- **Game Day Activations** – See Main St. Programming breakdown for dates.
 - Capitalizes on high pedestrian traffic and complements the efforts of the bars and businesses activating for game days.

Activations Include

- One curated street performer
- Downtown Houston+ branded 10 x 10 tent
- Table & Tablecloth
- Access to electrical power
- Activation signage (Aframe)

Artist Compensation & Incentives:

- \$50 per hour or at the discretion of Downtown Houston+. Payment is issued following completion of a shift.
 - Bonus considerations:
 - Performers are encouraged to promote their brands and accept tips from audience members
 - Select performers may receive additional visibility from tagged Instagram stories and may be featured on Downtown Houston+ live streams
 - High performing acts may be considered for future Downtown Houston+ signature event appearances

Applicant Pool

- Accepted acts will be added to an email distribution list to receive notifications when slots become available
- Participation is opportunity based on DTH+ discretion

Application Framework

Only artists representing themselves are eligible for consideration for entry into the program. Downtown Houston+ retains sole discretion in selecting performers for inclusion in the program.

Submission Requirements

- Name
- Instagram Handle
- Website if applicable
- Description of act

- Set up requirements
- Availability

Street Performer Selection Criteria

- Preference for solo and duo acts
- Trios considered selectively
- Minimal load in/load out
- Consideration is limited to acts appropriate for public settings
- Genre diversity and crowd engagement are considered as well as overall alignment with the activation atmosphere

Sourcing Strategy

- Digital open call for auditions via social media announcement on Downtown Houston+ platforms
- Direct emails to university music and performing arts departments, local arts organizations, and independent musicians

Sound & Technical Policy

- Maximum dB levels: between 55 and 65 dB
- Amplification allowed only if self-contained
- No generators
- No fire, hazardous props, or obstructive installations

Downtown Houston+ retains authority to reduce volume or terminate performance immediately for non-compliance.