

## Introduction to Mural Tours

ArtWorks is excited to offer walking tours of our downtown murals and we are happy that you have decided to help shape this initiative! In order for this program to be a success, we need a great team of guides who can engage both Cincinnati residents and visitors to our region. We need to be flexible as our program grows and share our love of art and the City with our tour groups. We are the best ambassadors for ArtWorks and we need to share our enthusiasm for the good work we do!

### What we offer

Currently, ArtWorks offers two walking tours downtown: the Spirit of OTR and The Soul of Downtown. The Spirit of OTR tour takes visitors around the historic Over-the-Rhine neighborhood weaving together the stories behind the murals with the history of the neighborhood. The Soul of Downtown tour highlights the murals in the Central Business District with a particular focus on the Cincinnati Masters series works: *Martha*, *the Last Passenger Pigeon* by John Ruthven, *Homecoming (Bluebirds)* a reproduction of a Charley Harper work, *Self Portrait* by Elizabeth Nourse, and a mural interpretation of Tom Wesselmann's *Still Life #60*. Both tours are around 90 minutes and about a mile in length. These two tours are offered to the general public on Saturdays at 10am (Soul of Downtown) and 2pm (Spirit of OTR) from May through October.

We also offer private tours which may include corporate outings, tourist groups, family reunions, or any other organization interested in participating in a private tour. These tours can end at a location for refreshments or an activity depending on the needs of the group. We will also still offer our public tour routes to schools as a field trip option and will try and highlight the real-life math applications to make a mural from sketch to wall, the history of Cincinnati as a city and its people, while showcasing art through our larger-than-life murals.

Something new we are adding this year are what we are going to call Traveling Tours, which is a presentation of the murals brought to the group's location, particularly aimed toward retirement homes. These presentations will hopefully last close to an hour, but we felt there was a gap in our program for a large group of people that want to experience our city's art and murals.

Tours are \$15 for adults and \$7 for kids under 12. All of the tours are advertised on our website and individuals can purchase tickets online.

### What We Expect

A tour guide can make or break a tour. A good tour guide engages the visitor, makes them feel comfortable while relaying information in an interesting way. A good tour guide can leave a positive impression not only about the tour but also about the organization. To make our tours the best we need consistent expectations.

\*When and where to arrive

We expect tour guides to arrive a half hour before tours. Visitors will arrive 10-15 minutes before the tour begins and the guide should be visible and welcome them.

#### \*Attitude

We expect our tour guides to be friendly and engaging to all audiences and individuals you may encounter while conducting the tour. We expect personal politics and beliefs to not interfere with public engagement and the individuals on our tours should feel comfortable and welcomed.

#### \*What to wear

Tour guides should wear comfortable clothes, especially shoes, and dress for the weather. Please keep clothes professional; no rips or tears in clothes and clothes should not be too tight or revealing. Clothes should not advertise any other business, organization or sporting team.

#### \*How to handle questions you don't know

Always answer questions truthfully, including ones you do not know. If you do not know an answer to a question you can simply respond that you are unsure, you haven't come across the answer to that in your research. You can suggest anecdotal information based on similar situations or research but please do not make up an answer. You can also always direct the question back to the audience to see if anyone in the tour group knows the answer.

#### \*Following the tour script

We do NOT expect you to follow the tour script word for word on every single tour. ArtWorks provides a script to support you as you learn about our murals. As you continue to learn more information please feel empowered to deviate from the script, asking your own original looking questions and adding your own personal anecdotes. We do ask that you make sure the information you relay is factual- please do not share any rumors or hearsay!

#### \*Tandem touring

Every general public tour is lead by a youth Apprentice guide and an adult volunteer tour guide. We have paired adults with youth because we believe the youth guides can share their personal experiences creating murals with the adult guide and the adult guide can share their professional skills with the Apprentice. Because tandem touring can be tricky, we hope all guides form relationships with each other to create comfortable guide teams. We suggest that our Apprentice guides choose 2-4 murals to focus on per tour, but we also allow guides to come up with a system that works best for them.

#### \*Communication

Guides will receive frequent emails from the mural tour coordinator. Guides are expected to check email and give a timely response. Guides are also encouraged to contact the mural tour coordinator if they have any questions or information they'd like to share with the group. Guides are also expected to check the Tour Guide page of the ArtWorks website to receive up to date information. The web address is [www.artworkscincinnati.org/mural-tour-guides](http://www.artworkscincinnati.org/mural-tour-guides) and the password is tourguides (no space). This is a private page, just for our guides, and you may add information to it by emailing the mural tour coordinator.

#### \*Tour Sign-Up

Every month, the mural tour coordinator will send an email requesting guides to sign up for tours. You will visit the Tour Guide page of the website and click on the dates and times that you are

available. You may also write a short note to the mural tour coordinator with details about your request. For instance, you might be free every weekend but only want to give a total of 3 tours during the month. Once the mural tour coordinator compiles all of the tour guides information, a final schedule will be emailed out to all guides.