



Twentieth Annual

CALL TO ARTISTS

Dear Artist:

Enclosed is the application for the 2012 Studio Discovery Tour. The Tour dates for 2012 are **Labor Day weekend** (9/1 – 9/3) and the **weekend before** (8/25 and 8/26). As was the case the last two years, being open on Labor Day Monday (9/3) is optional. I will be the Director of the Tour this year and I would like to welcome all returning artists as well as all new artists who may join us. This is our twentieth Tour and I hope with all your help we will have the most successful Tour yet.

In 2011 the 42 Tour artists produced nearly 6,000 studio visits and more than \$96,000 in revenue. (This was an increase over the previous year tour). With this in mind, we hope that you will consider participating in this great event to share your unique artistic vision and passion with the public.

Please read the enclosed materials carefully as some things have changed and eligibility and application requirements are **very specific**. Additionally, please note what will be required of each artist leading up to and during the Tour. The application fee has changed – **\$225** although the application and fee must be received by **January 25, 2012** to get this low rate. After that point, the application fee becomes **\$275** until the **final deadline of February 15, 2012**. The cost of “buying out” the 10-hour work requirement changed to **\$250**.

For your fee you receive the following:

Professionally designed and printed Tour book that is mailed to 7,000 art lovers and distributed to over 30 locations in 5 counties.

Advertising in both print and radio

Facebook page

Studio Tour website

Professional Video

Credit card machine usage for sales at a very nominal fee

Signs

Preview show

Email campaign

This year NCAG has established a grant program for artists who would like to participate in the Tour but may need some financial help in order to do so. We will be offering two grants in 2012, one for full fees and one for half the fees. Attached will be a form to fill out if you are interested in applying. The winners of the grant will be notified by January 15th.

If you have any questions about the 2012 Studio Discovery Tour, or the application process, please do not hesitate to contact me directly. 707-785-9513 or wildiris@gotsky.com

Sincerely,

Marianne Baxter
2012 Studio Tour Director



NORTH COAST ARTISTS GUILD

TWENTIETH ANNUAL STUDIO DISCOVERY TOUR

2012 Tour Application, Agreement & Program Information

We hope you will join us for the Twentieth annual North Coast Artists Guild (NCAG) open studios event. If you would like to participate in this event, please read the following application and program requirements carefully, and then fill out the application.

Participation in the Tour is open to members of the NCAG who maintain a full or part-time working studio in coastal Sonoma or Mendocino Counties, from Timber Cove (south) to Albion/Little River (north). If you have questions, please contact the Director,

DEADLINES:

January 25, 2012	Early deadline for reduced application fee (\$225).
February 15th, 2012	Final deadline for application and remaining fees. (\$275 after 1/25/12 and \$250 to buy out 10 hour requirement.
March 10th, 2012	Final deadline for submittal of all images, a bio with interesting information about yourself and a mailing list all submitted electronically or on disc.

ALL MEETINGS HELD AT GUALALA ARTS CENTER

ORIENTATION/MARKETING MEETING: Saturday, March 17th, 2012 (12:00 -4:00pm)

PRE-TOUR MEETING: Saturday, August 11th, 2012 (1:00pm - 3:00pm)

WRAP-UP MEETING: Tuesday, September 4th, 2012 (10:00am -12:00pm)

TERMS OF PARTICIPATION

1. Participants **must be a member** of the North coast Artists' Guild; dues are **\$25** per year. (Membership fees **must** be included with this application).
2. **Studio Tour dates and times:** Sat-Sun, August 25-26; Sat-Sun, Sept. 1-3 (Monday – Labor Day is optional); all times for both weekends will be from 10am to 5pm each day. Artists agree to be available to visitors in their studios on all four (or five) days of the tour. Each artist agrees to meet basic standards of safety and cleanliness, and agrees to create an attractive, uncluttered presentation with a sufficient quantity of gallery-ready artwork..
3. **FEES: Cost is \$275 - due February 15, 2012 (only \$225 if paid by January 25th, 2012). Cost is *PER ARTIST, not per studio*.** Those artists, who prefer to waive their 10-hour work requirement on shared Tour tasks, will pay an **additional \$250 in fees. All fees are due February 15, 2012.**
4. **SALES:** Each artist agrees to pay a commission to the North Coast Artists Guild on all sales made during the tour, and from future sales directly related to the tour. **Commission Rate: 10% on all sales.**
5. **Collecting and reporting California sales tax** is the responsibility of the artist. **A valid California Seller's Permit is required** and a copy **must** be sent with the application for new applicants. You may submit your Permit number **only** if you are a returning artist. Permits must be obtained through the State Board of Equalization (BOE). Information on how to register for a Seller's permit can be found on the BOE website: <http://www.boe.ca.gov/info/reg.htm>.
6. **All sales made during** the tour will be recorded in the sales books provided and returned to the Tour Director at the Wrap-Up Meeting on **Tuesday, Sept. 4, 2012.**
7. **Artists may show their work** in their own studio or share another artist's studio. Any other location must be approved by the Director in advance.
 - A. Artists who share another artist's studio or are showing other than their own studio will have a story board and/or a piece in progress that demonstrates the process of creating their work. All Artists should also display tools and materials used in the creation of their artwork.
 - B. Artists will also supply a picture of the story board and/or their studio work space by **August 1** to the Director if they are new or sharing a space.
 - C. Artists will **not** be allowed to show in a gallery unless it is their working studio. No other artists work can be showing concurrently or be for sale in the gallery unless they are paid Studio Discovery Tour Artists.
8. **Studio liability** is the responsibility of the artist. It is recommended you obtain liability insurance on your Homeowner's policy for the tour weekends.

9. **Signs will be provided.** Each artist agrees to cooperate with nearby artists in posting sufficient signage to direct visitors to their artists' studios. **Do not make your own signs.** The signs must be picked up at the Pre-Tour Meeting just prior to the tour and **returned at the Wrap-Up Meeting on Tuesday, Sept. 4th to the sign committee.** Signs must be returned in reasonable condition, or a \$15 fee will be charged for each damaged or missing sign. **Do not make alterations to the signs.** **Attention Sea Ranch Artists:** The Sea Ranch CC&R's prohibit signs along Highway 1 and along Sea Ranch roads. Studio Tour signage may be placed only directly in front of your property, followed by arrows to guide visitors from the front of your property to your studio. The artist volunteering as "Sea Ranch Liaison" will handle all communication with TSR security.

10. **Each artist agrees** to work a minimum of **ten (10) hours** on shared tasks assigned by the Director. The Tour's success depends on you completing your assigned tasks. Artists that prefer to opt out of this requirement may do so by paying an additional \$250 in fees. The Tour will be keeping track of artist's hours and anyone who does not fulfill their 10 hours will be billed at \$25.00 per hour, and although we hope this will not be necessary if you do not complete your hours or pay the fee, your future Tour participation will be in jeopardy. The success of the Tour is directly related to every individual artist participating for the success of the group.

11. **Each artist agrees to submit required images and a personal story bio** for catalog, website and publicity purposes no later than March 10th, 2012. Please see image requirements page for further information. Publicity is very important for the Tour. Please make sure your bios are more of a personal story of **interesting things** you have done while pursuing your art or what makes you passionate about your artwork or medium. In order to bring as many people as we can to the Tour we need **interesting reasons for them to visit you.** So please think **outside the box.**

12. **Each artist agrees to attend all mandatory meetings.** If you are unable to attend due to an unforeseen circumstance, contact the Tour Director as soon as possible prior to the meeting. Artists are solely responsible for obtaining necessary information and required materials for the Tour.

13. **Each artist agrees** to complete and return an evaluation questionnaire at the end of the tour to assist us in improving future tours.

14. **Works of non-participants in the Tour are prohibited from being displayed or for sale** at your Studio or any other Tour location. Failure to comply with this requirement will jeopardize your participation in future Tours.

15. **Participants who share space** but do not collaborate on **ALL** displayed works of art will be considered as separate applicants, and each person will pay separate entry fees.

16. **Lay-away:** Whatever the artist works out with a customer for payment is up to that artist. However, payment of **FULL** commission on items sold or on a pay later basis is due at the conclusion of the Tour.

17. **Preview showings** will take place at various locations to be determined by the Director and will be mandatory for every artist to have a piece in each show. Artists will have plenty of advance notice however some opportunities may require a shorter time frame being given to participants and will be optional for participation.

ARTIST WORK ASSIGNMENTS

Read this before indicating a work assignment preference. Fill out the Working Committee Skill Questionnaire so we can better match you to a specific Tour work assignment. A minimum commitment of 10 hours per artist is required.

CATALOG AD SALES: There are many tasks related to ad sales. Tasks may include tracking sales status, writing “Thank You” notes to advertisers, preparing invoices, writing initial letter to future advertisers, etc. obtaining mailing addresses of potential sponsors.

CATALOG PRODUCTION: Assist in map production. Drive the various artist locations to check for accuracy and ease of directions. Coordinate catalog proofing by individual artists. Proofread entire catalog. Make sure photo specifications are correct. Early deadlines so your 10 hours will be completed early.

WEBSITE SUPPORT: Work with Director, Web Developer and individual artists to ensure quick and accurate information on the Tour website. Consolidate and type up website bios. Organize photo’s and make sure requirements are met.

ARTIST EVALUATION: Compile information from artist evaluations after the event and create report for NCAG. This task involves use of Microsoft Excel and/or Word.

MAILING LIST COORDINATOR FOR CATALOG: Compile and merge mailing lists for individual artists into a format compatible with the database used by our direct mail distributor. Manually enter data for any artist who does not have mailing list in electronic format. This task involves the use and knowledge of MS Excel or other spreadsheet/database program.

EMAIL COORDINATOR: Put together email campaign for advertising as well as obtain an email list from artists.

PACKET ASSEMBLY: Gather, prepare and assemble artist information packets for the Tour.

EXHIBIT CURATOR: Assist in planning and organizing Tour Preview Exhibits. Receive, hang and remove artwork. Create applications, title cards, etc. Communicate directly with artists. Give docent training.

MARKETING: Work with Marketing Coordinator who will be one of your fellow artists. Participate in implementing a marketing plan that includes designing advertising, designing posters, social media (ex: Facebook), updating various media calendars, media relations and other tactics. This task requires computer skills and creativity. The Director intends to hire a writer but will need an assistant to work with person. Necessary training for these jobs will be given by the Director.

SIGNS: Solicit each individual artist for their specific signage needs. Repair old signs and/or order new signs, based on the comprehensive needs of all artists. Create studio numbers for use on individual signs. Artists must be organized and able to accurately track the signing in and out of signs. Also this committee will be responsible for putting up and taking down all the large highway signs, as well as storing signs on return.

WORK COORDINATOR: Work with the Director to help assign work committees and track volunteer hours for each artist.

HOSPITALITY: Provide refreshments for meetings; take meeting minutes and prepare for Directors distribution.

SALES TRAINER COORDINATOR: This person could either provide sales training or find some people in the community to give sales training.

**SUBMISSION OF IMAGES AND BIO FOR THE CATALOG,
WEBSITE AND OTHER PUBLICITY**

(PLEASE READ THE FOLLOWING INSTRUCTIONS VERY CAREFULLY SOME THINGS HAVE CHANGED)

The following submittals must be delivered to the Director by March 10, 2012:

The below can not be stressed enough. Show a piece of new work and the best work you have as this is your first impression the public will see and you want the picture to catch their interest and attention so they will want to visit your studio.

1) One or Two Digital Images of Your Artwork for Catalog:

- a. If you are certain of the image you want to use, only one is required. If you aren't sure, and would like us to choose, please include two images.
- b. **IMPORTANT:** images in VERTICAL ("portrait") format will print significantly larger in the catalog, due to the page layout used.
- c. Images should have the following minimum specifications:
 - i. TIF or high-quality JPEG in the RGB color space.
 - ii. Size must be **a minimum** of 1,200 pixels on the long side (this equates to 4 inches at a resolution of 300dpi).
- d. Images must be submitted on a CD marked with your name, or emailed to the Director.
- e. Please include a sheet or digital text file with image titles and medium descriptions listed.
- f. Images for the catalog **must be new and not previously used in the brochure.**

2) Two to Four Digital Images of Your Artwork for Website and Facebook:

- a. We would like to include at least four of your images on the Tour website. If you plan on using the same image or images that you submitted for the catalog, please indicate this in your submittal, and include only two or three images specifically for the web; otherwise please include four images here.
- b. It is recommended that website images have the exact same specifications as listed above for the catalog images... this will increase the possibility that these images can be used for other publicity purposes, as well.
- c. The **ABSOLUTE MINIMUM** specifications for website-only images are as follows:
 - i. JPEG in the RGB color space
 - ii. Size must be **a minimum** of 600 pixels on the long side (this equates to 6 inches at a resolution of 100dpi).
- d. Images must be submitted on a CD marked with your name, or emailed to the Director. If using the same CD as that used for submitting the catalog images, please indicate which is which on an enclosed sheet or digital text file.
- e. Please include image titles and medium descriptions on the sheet or digital text file.

3) One or More Digital Images of You at Work in Your Studio (or On Location):

- a. This image should have the same "high-resolution" specifications as the catalog images listed in 1) above.
- b. **IMPORTANT:** Please put some thought and time into creating this image. An artistic "artist at work" or studio image stands a good chance of being used for various publicity purposes; whereas, a poorly exposed "snapshot" has no guarantee of being printed in the catalog or being used for any other purposes. In the past, the vast majority of these images have been "snapshot" quality.
- c. Additionally, a good "artist at work" or studio image will work very well on your personal page of the Tour website.
- d. Please submit these images on the same CD or email as the catalog and website images.

*******Please use MEANINGFUL file names for image files, such as "johndoe.brochure.jpg". Meaningless file names such as "DSC00472.jpg" make the images much easier to lose or misplace.**

4) A Good Bio for Use on the Tour Website

- a. A good bio is one which tells your art story in an interesting way. Include materials that are used, sources of inspiration, relevant studies or education, awards received, teaching experience, etc.
- b. Bio should be approximately one-half to one page long to give as much consistency as possible to the individual website pages.
- c. You may want to browse through the individual artist pages of the 2011 Studio Tour website (www.studio-tours.com) for new ideas.
- d. Please submit bio on the image CD as an electronic, unformatted text file, or via plain text email to the Director.

*****Please note that all photographs need to be TAKEN in high-resolution. Increasing a photograph from a low resolution to a high one on the computer is not the same thing as a high resolution image. It just makes more fuzz; it does not make a clean printable image. Photo's should be a Tiff file whenever possible**

STUDIO DISCOVERY TOUR PHOTO SHOOT

We have contacted the following providers who will offer services to help you provide your photographs in the proper format.

Professional photographer will once again provide low-cost photo shoot which is scheduled for Feb. 27th for 2D and Feb.28th for 3D at the Gualala Arts Center. Photographer will be taking **digital images only**, no slides. Photographer will provide each artist with a CD and a print reproduction of the images that are taken. Also, the photographer will be supplying a CD of all the artists' images that participate in the tour to the person doing the web site and catalog in whatever format is needed. Total fee to do this will be \$40.00 per image.

PROFESSIONAL PUBLICITY is one of the special benefits you get from the Studio Discovery Tour. As a participant of the SDT you have a wonderful publicity resource working on your behalf. You will be included not only in the exceptional color catalog, but in all our other publicity efforts including:

- Press Releases
- Paid advertising in newspapers and magazines
- Calendar listings, both print and Internet
- A professionally done, highly visited website (www.studio-tours.com)
- Posters and flyers
- Radio interviews and many other opportunities that come our way
- Additional venues representing the Tour
- Facebook Page

If you have any questions please contact the Director.

STUDIO DISCOVERY TOUR APPLICATION

PRINT AS YOU WANT THIS INFORMATION TO APPEAR IN THE CATALOG:

Name: _____

Studio address: _____

Mailing Address: _____

Main phone: _____ Other phone: _____

Email: _____ Website: _____

Email is the primary form of communication for all Tour activities, deadlines, etc.

Medium: _____

Directions to your studio (for catalog), **use mile markers where available:**

Catalog description (Describe your art in **14** words or less in a way that the public will understand what it is you do):

Check off: Please complete all sections

(Check one) I will be exhibiting _____ in my studio _____ sharing a studio

_____ I am willing to share a space.

_____ I have arranged to share space with: _____

_____ I will participate in the **photo shoot by a professional photographer, on Monday, February 27 for 2D or Tuesday February 28 for 3D.**

(See Photo Shoot section for more information.)

_____ I will contribute ten hours to the Tour's success. (Please see Artist Work Assignment list attached).

_____ I **will not** have my studio open on Monday, September 3, 2012. (Labor Day)

_____ I have enclosed a copy of my resale license. _____ My Permit number

NAME: _____

STUDIO DISCOVERY TOUR APPLICATION (Continued)

FEES:

Application postmarked on or before January 25th, 2012 \$225 _____

Application postmarked January 26th, 2012 – February 15th, 2012..... \$275 _____

I am unable to work ten hours on the Tour **add** \$250 _____

Guild membership \$25 _____

TOTAL FEES** \$ _____

_____ Enclosed payment in full _____ Enclosed is a deposit (**one-half of fees**)

BALANCE OWED BY February 15th, 2011 \$ _____

****DEPOSIT MUST ACCOMPANY YOUR APPLICATION**

ALL FEES DUE BY February 15, 2012; ALL IMAGES DUE BY MARCH 10th, 2012

Cancellations up to February 15, 2012

Fees will be refunded minus a \$100 application processing fee

NO REFUNDS AFTER February 15, 2012

I have read and agree to the criteria and requirements for participating in the Twentieth Annual Studio Discovery Tour, 2012. As a participating artist, I agree to indemnify and hold harmless Gualala Arts / North Coast Artists Guild, and their directors, partners, employees and volunteers against any and all loss, damage and/or liability that may be suffered or incurred, during or in connection with the Studio Discovery Tour as a result of my own negligent or wrongful acts or omissions. **Failure to meet requirements for the Tour may jeopardize participation in future Studio Tours.**

Signature: _____

Date: _____

Make check payable to: NCAG

Make copies of completed application for your records

Mail check and application to:

North Coast Artists Guild, P.O. Box 1658, Gualala, CA. 95445

NAME: _____

WORKING COMMITTEE SKILL QUESTIONNAIRE

You may waive your 10 hour commitment by paying \$250. If you wish to complete your 10-hour commitment please fill out this questionnaire to help us find the best fit for you.

1. Have you participated in the Studio Discovery Tour in the past? _____ yes _____ no

2. If yes, what work assignments have you had? _____

3). Please indicate your top three work preferences, based on the descriptions above:

(1) _____

(2) _____

(3) _____

4. Do you have any computer skills? _____ yes _____ no

Do you have a computer? _____ yes _____ no

5. Which computer programs are you experienced with? _____ Excel _____ MS Word

Other _____

6. Are there any issues we should consider in assigning your work committee?
(Disability, difficulty in lifting heavy boxes/objects, other)

7. Do you have a "day job"? _____ yes _____ no

8. What kind of work do you do, or have you done in the past?

9. Do you have any publicity experience (writing stories, designing ads, posters)? _____ yes _____
no

12. Please indicate if you have skills in the following areas (circle): sales docent community
outreach filing organization proof reading databases customer service
hospitality

*****Activities that DO NOT QUALIFY as part of your 10-hour commitment, since all artists on the Tour share in these responsibilities: Preparation you do for yourself at your studio, filling out your application, delivering your art, attending informational meetings, passing out brochures.**