



34th Annual CALL TO ARTISTS
2026 Tour Dates: August 29-30 & September 5-7

Dear Artist,

The successes of the past five Tours were welcome in the shadow of the pandemic. We learned that we can have a successful brochure without advertising, that cell phones can be useful, and that the preview shows at Discovery Gallery, the Sea Ranch Lodge and Whitecap Coffee and Tea make a big difference, and that social media is important to informing coastal visitors and our local customers – raising the bar on our expectations for the upcoming season.

Here is what NCAG offers with more than 30 years of Studio Discovery Tour experience:

Ten thousand full-color brochures will be distributed to our extensive mailing list (about 4,000 names) and to local hot spots – we count on artist participation in distributing our brochures to local/regional lodging places and hot spots. Customers will have maps, directions to your studio, and an image of your artwork. Brochures will direct art seekers to our upgraded Studio Discovery Tour website with up to eight photos of your art – up and running by July 1, 2026, where they will get your personal view of your creations and your studio environment as well as a broader experience of the local venue with coastal scenery. And you will continue to get this website exposure through the end of the year.

We will also use our email list of former customers, approximately 1,200 names, and will send them periodic promotional emails in the weeks leading up to the tour. Preview shows will be held at Discovery Gallery (mandatory), the Sea Ranch Lodge (optional) and Whitecap Coffee and Tea (optional).

During the approaching weeks of the tour, there will be ongoing social media posts on Facebook and Instagram as well as print and radio advertising. The Discovery Gallery, in mid-town Gualala, will once again serve as the SDT Preview Show with art pieces from every Tour artist from mid-July through Labor Day. A flyer will be inserted into the *Independent Coast Observer* ahead of each tour weekend that will drive inquiries to the Tour website, and from there your links can direct them to your personal website and any e-commerce capability you might develop to sell online. We are also putting some paid print ads in targeted publications, such as the Sea Ranch *Soundings*.

SAVE THE DATE postcards will be distributed at various lodging places. Distribution of the cards will start on President's Day weekend to encourage winter and spring visitors to return for SDT.

If your studio is not set up for the public, you might consider sharing space with another artist. Our records show that studios that host multiple artists increase visitations. Artists with lots of room, let us know if you are willing to share your space. Likewise, if you are looking for an alternative space, let us know and we will try to find you a suitable match. Based on sales history and the need for space to display your art (and for customers to shop in comfort) **we recommend no more than three artists per site.**

For those of you who are returning to the Tour, we will want fresh, all new bios and artwork images, and a professional "Artist-at-Work" image. Keep in mind that there are probably more studios to visit than there is time to visit them all. Visitors are going to choose sites to visit by your images and bio.

Your Program Information and Tour Application are attached.

Sincerely,

Your 2026 North Coast Artist Guild Board of Directors: Margreth Barrett, Tempra Board, Robyn Cota Cann, Colette Coad, Richard Harris, Barbara Johannes, Bruce Jones

NCAG website <https://www.northcoastartistsguild.com>
Studio Discovery Tour website <https://www.studiodecoverytour.com>



Program Information
2026 Tour Dates: August 29-30 & September 5-7

Important SDT 2026 Dates

Application Deadline	Sunday, March 1
Orientation Meeting	Saturday, March 14 at 11am – mandatory for new artists
Publicity Materials Deadline:	Wednesday, April 1
SDT Website Up and Running	ASAP between June 1 and July 1
Discovery Gallery Preview Show:	Saturday, July 11 through Monday, September 7
WhiteCap Preview Show:	Approximately August 1 through August 31
Sea Ranch Lodge Preview Show:	TBA
Pre-Tour: pick up signs & receipt books:	Saturday, August 22 from 11am to 12pm
Tour Dates:	August 29-30 and September 5-7 from 11am to 5pm
Post Tour: return signs/receipt books/checks:	Tuesday, September 8 from 11am to 12pm

Eligibility

Participation in the Tour is open to members of the North Coast Artists Guild (NCAG) who maintain a full- or part-time working studio in coastal Sonoma or Mendocino Counties, from Timber Cove to Albion/Little River. Membership dues are \$25 per year. If you are unsure of your membership status, contact Barbara Johannes barbarajanephotos@gmail.com

Application Deadline and Fees

Your completed application, along with required documentation and all applicable fees – \$175 SDT entry fee plus \$25 NCAG membership fee – must be received by the Board, or postmarked, no later than Sunday, March 1, 2026. All applicable fees must be paid in full at the time of application. Withdrawal from the Tour and refund of the Tour application fee deadline is May 1, 2026.

MANDATORY ARTIST MEETINGS

Orientation Meeting – mandatory for new artists, optional for returning artists – Saturday, March 14 at 11am, upstairs at Gualala Arts. We hope to answer all your questions and discuss how everything works, including photography, bios, video, E-Commerce and more.

Pre-Tour pick-up of signs and receipt books: Saturday, August 22, 2026, from 11:00 pm to 12pm at Discovery Gallery will be for the distribution of road signs, sales receipt booklets, and the chance to ask any last minute questions about the upcoming Tour.

Post Tour return of signs, receipt books and 10% commission checks to NCAG for SDT sales: Tuesday, September 8, 2026, from 11am to 12pm at Discovery Gallery where you turn in road signs, receipt books, and 10% commission checks to NCAG. Please also give us a report showing how many visitors came on each tour date and what sales were on each tour date.

If unable to attend, contact Tempra Board tempra@tempraboard.com or Bruce Jones bsjones36@gmail.com as soon as possible prior to the meeting to make other arrangements.

STUDIO TOUR PARTICIPATION: HOURS AND DATES

Artists will be available to visitors in their studios, or in shared studios, each Tour day, 11:00 am to 5:00 pm. Artists may, with advance permission of the Board, opt out of the first weekend or Labor Day weekend, or Labor Day Monday, provided that you have given notice prior to the publicity deadline of April 1, 2026. Note that the public does not appreciate any of us not being open after we committed to be open. We want them to enjoy the tour and come back.

TOUR PREVIEW EXHIBITS

Discovery Gallery Preview Show Participation

The Discovery Gallery is the Preview Show site for the Tour. The Preview Show will be held from Saturday, July 11, 2026, through Monday, September 7, 2026. **Every participating artist is required to keep at least one piece of their artwork in the Gallery throughout the Preview Show and Tour period. Gallery staff will inform you of sales.** Sold items must be quickly replaced. Artists will bring their initial art to the Gallery on Tuesday, July 7, 2026. Preview Gallery Opening will be on Saturday, July 11, 2026. At the close of the Tour, all artists will pick up their work from the Gallery at the Tour Wrap-Up on Tuesday, September 8, 2026, between 11am and 12pm.

WhiteCap and Sea Ranch Lodge Preview Show Participation

WhiteCap Coffee & Tea in Anchor Bay and the Sea Ranch Lodge offer additional venues for previewing two dimensional art. Participation in the WhiteCap and Sea Ranch Lodge previews is encouraged but not required. WhiteCap collects a 20% commission on sales but no NCAG commission payments are required. Sea Ranch Lodge requires no commission on sales but NCAG charges a 10% commission on sales at the Lodge.

The SDT team will provide more detailed information about participation in these two preview shows later.

PERMITS, SALES, SALES TAX, COMMISSIONS AND LAYAWAYS

Sales and Sales Tax

All sales made during the tour should be recorded in the sales books provided. The books should be returned to the NCAG at the Tour Wrap-Up on Tuesday, September 8, 2026. Artists are also responsible for collecting and reporting California sales tax on all sales, including sales made through the Discovery Gallery. Required sales permits can be obtained through the [California Department of Tax and Fee Administration, website: www.cdtfa.ca.gov](http://www.cdtfa.ca.gov)

Sales Commission and Layaways

Each artist agrees to pay a ten percent (10%) commission to the North Coast Artists Guild on all Studio Discovery Tour sales which include studio sales, all sales from the Discovery Gallery Preview Show, sales from any other Studio Tour venue, sales from future or pending sales directly related to the Tour, and the total calculated sales of any delayed payment agreement (i.e., layaway). Discovery Gallery commissions from the Preview Show will be calculated by the bookkeeper and withheld from gallery payments. In other words, the 10% sales commission from gallery sales is handled separately from the 10% sales commission on sales in your studio. The bookkeeper will also subtract the 2.75% charge by the Square from credit and debit card sales at Discovery Gallery.

Payment of artist's total commission from sales at their studios and at Sea Ranch Lodge is due at the Tour Wrap-up on September 8.

The one exception from NCAG commissions on sales is WhiteCap, which does not require a 10% commission to NCAG because the artist is already paying 20% commission directly to WhiteCap.

Studios, Studio Sharing, Galleries other than the Discovery Gallery

Each artist will meet basic standards of safety and cleanliness, and create an attractive, uncluttered presentation with enough gallery-ready artwork. Artists may show their work in their own studio or share another artist's studio. Any other location must be approved by the Board in advance. 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. Works of non-participants in the Tour are prohibited from being for sale at any Tour location. Artists may not show in a gallery unless it is Board-approved, or it is their working studio. No other artists' work can be shown concurrently or be for sale in the gallery unless those artists are current Studio Discovery Tour participants.

STUDIO TOUR LIABILITY COVERAGE

Liability is the responsibility of the artist. NCAG recommends that you obtain proper coverage on your Homeowner's policy for the tour weeks.

PUBLICITY MATERIALS

Submission Deadline for submitting Publicity Materials: April 1, 2026.

Your Personal Bio Text: Provide a bio that is more of a personal story of interesting things you have done while pursuing your art and what makes you passionate about your artwork or medium. Consider including the materials you use, sources of inspiration, relevant studies or education, awards received, teaching experience, etc. Portions of your bio information may be edited may be used in social media posts at the discretion of the media author. 300 words should be ample. Please save your bio as a common text file that you can attach to an email. Name the file appropriately (i.e., JaneDoeBioSDT2023.doc) so we can know at a glance what is inside the file. Your bio can be as important as your best photo image.

At least 5, or as much as 8, digital images of your artwork: These will go into several locations. One image will be in the four-fold Brochure. Eight images can fit into your personal online brochure page carousel, one into the Artist by Media carousel, and one into the Artist by Studio carousel. There are also social media posts on Facebook and Instagram that will use those same images and bio info as well, and they may also be considered for the cover of the Flyer/Brochure Collage. Go to the SDT website to see examples (<https://www.studiodiscoverytour.com>).

Digital images of you at work in your studio or on location. Submit one or two "At Work" images. The image(s) will be used for the Tour website but may also be used for other publicity purposes. NCAG recommends that you put some thought and time into creating this image. An artistic "artist at work" or studio image stands a much better chance of being used for publicity purposes.

Specifications for digital photo images: JPEG in the RGB color space, retain the aspect ratio, 1080 pixels width, and 300 DPI will work fine. Rename each image file to describe its purpose (i.e., JaneDoeWeb2GardenArt.jpg)

How to Submit Your Bio and Images

Attach your Bio and Image files to an E-mail addressed to tempra@tempraboard.com. Alternatively, you can upload your files to Dropbox. Ask Tempra Board to send you an invitation if needed tempra@tempraboard.com

Note: If you are having difficulty with your images or submittal, please let us know. And if you would like professional photography, contact David Yager at davidyager@gmail.com. The cost for professional photos is \$40/image.

Roadside Tour Signs

Signs will be used to direct traffic to studios fully open to the public in a live studio tour event. Studio artists will be contacted directly by email to order their signs. Each studio artist is responsible to pick up his or her sign(s) at the Discovery Gallery pick-up between 11am and 12pm on Saturday August 22, post them according to a few simple instructions, and return them at the Discovery Gallery Wrap-Up on Tuesday, September 8. Signs must be returned in their original condition. A \$15 fee will be charged for each damaged or missing sign. Alteration to the provided signs or construction of personalized signs is not allowed.

Letters, Numbers, and Arrows are provided with 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. NCAG's Sea Ranch Liaison, Tempra Board, will handle communications with The Sea Ranch Association.



Studio Discovery Tour 2026 Application

For additional application forms visit the NCAG website <http://northcoastartistsguild.com>

Your Application must be received or postmarked no later than March 1, 2026

1) Print all your responses legibly. 2) Respond fully to each item. (Do not use "Same as last year." as your response.) 3) Retain a copy of your completed application for your records. 4) Submit your original two-page application, Sellers Permit information (as appropriate), along with a check payable to NCAG covering all required fees to: NCAG, PO Box 1658, Gualala, CA 95445-1658, or instead of using the mail, drop off your app and check at Discovery Gallery in Gualala.

Artist Name:

Studio Address:

Mailing Address:

Phone Number: _____ **Cell Phone:** _____

Email: _____ **Website URL:** _____

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

Your Art Medium:

Describe Your Art: Clarify and leave no doubt what you do!:

Directions to Your Studio from Hwy 1: (turn by turn)

For Your Online Brochure Artist Page Links: Websites you would like to be linked to (include URL's):

Check All that Apply:

- ☐ I will be showing in my studio.
- ☐ I have arranged to share studio space with:

- ☐ I want to opt out of Labor Day Monday, September 7
- ☐ I want to opt out of the first weekend, August 29-30.
- ☐ I am willing to share space.
- ☐ I want my page in the Studio Discovery Tour website to say “My studio is open by appointment, year-round.”
- ☐ I volunteer to “test drive” directions to individual studios (several volunteers needed)
- ☐ I volunteer to monitor supplies of brochures at local distribution sites (several volunteers needed)
Note: all participating artists are expected to distribute brochures during August
- ☐ I volunteer to assist with publicity, including social media.

For additional application forms visit

NCAG website <https://www.northcoastartistsguild.com>

Studio Discovery Tour website <https://www.studiodecoverytour.com>

Application Fee is \$175
North Coast Artists Guild Membership Fee, if applicable, is \$25.

Read Carefully and Sign Below

I have read and agree to the requirements for participating in the 34th Annual Studio Discovery Tour, 2026. 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.

Signature: _____ Date: _____

Print Your Name: _____