



33rd Annual CALL TO ARTISTS
2025 Tour Dates: August 23-24
August 30-September 1

Dear Artist,

The successes of the past four Tours were welcome in the shadow of the pandemic. Among other lessons, we learned that the preview shows at Discovery Gallery 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.

New for the 2025 SDT -- a preview show at the Sea Ranch Lodge, in addition to the previews at the Discovery Gallery and at the WhiteCap.

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

Ten thousand full-color brochures will be distributed to our extensive mailing list (over 4,000 names and growing) and to local hot spots -- we count on artist participation in distributing our brochures to local lodging places and hot spots. Customers will have maps, directions to your studio, and an image of your artwork. And importantly, the 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, 2025 -- 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 2025.

During the approaching weeks of the tour, there will be ongoing social media posts on various Facebook pages 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 exploring paid print ads in targeted publications.

New for the 2025 tour -- SAVE THE DATE postcards that will be distributed at various lodgings. Distribution of the cards will start Presidents' Day weekend to encourage winter and spring visitors to return for the SDT.

If your studio is not set up for the public, you might consider sharing space with another artist. Our records show studios that host other 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; 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 3 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 (that's you), "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 based on your images and bio.

Your Information Sheet and Tour Application are attached.

Sincerely,

Your 2025 North Coast Artist Guild Board of Directors:

Tempra Board, Robyn Cota Cann, Colette Coad, Jackie Gardener,
Barbara Johannes, Bruce Jones, Pam Powell



INFORMATION SHEET

2025 Tour Dates:
August 23-24
August 30-September 1

Important SDT 2025 Dates

Application Deadline:	Saturday, March 1
Orientation Meeting (2 options):	Saturday, March 8 or March 15
Publicity Materials Deadline:	Tuesday, April 1
SDT Website Up and Running:	ASAP between June 1 and July 1
Discovery Gallery Preview Show:	Friday July 11 – Monday September 7
White Cap Preview Show:	Approximately August 1-31
Sea Ranch Lodge Preview:	Opening Reception at the Lodge August 20
Pre-Tour Meeting:	Saturday, August 16 (pick up signs, etc.)
Tour Dates:	August 23-24 and August 30-September 1
Post-Tour Wrap-up Meeting:	Tuesday, September 2

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. NCAG membership dues are \$25 per year. If you are unsure of your membership status, contact Barbara Johannes at barbarajanephotos@gmail.com.

APPLICATION DEADLINE AND FEES

Your completed application, along with required documentation and all applicable fees -- \$175 entry fee and \$25 NCAG membership fee, if needed -- must be received by the Board, or postmarked, no later than Saturday, March 1, 2025. 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 June 1, 2025.

MANDATORY ARTIST MEETINGS

Participation in one orientation meeting and the pre- and post-tour meetings is mandatory. If you are absolutely unable to attend, contact the Board at NCAGBoard@gmail.com as soon as possible prior to the meeting.

Orientation Meeting

Choose one of these two Saturdays (March 8 or March 15.) Location and times will be sent to you via email. We hope to answer all your questions and discuss how everything works including photography

and bios, video, E-Commerce; and more.

Pre-Tour Meeting

Saturday, August 16, 2025, at 1:00 pm 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 Wrap-Up Meeting

Tuesday, September 2, 2025, at 10:00 am at Discovery Gallery where we will turn in receipt books and return signs, settle commissions and fees. Please also give us a report showing how many visitors came on each tour date and what sales were on each tour date, unless you have already emailed these statistics to Bruce Jones at bsjones36@gmail.com.

STUDIO TOUR PARTICIPATION: HOURS AND DATES

Artists will be available to visitors in their own or 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 Monday, provided that you have given notice prior to the publicity deadline of April 1, 2025. 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 Friday, July 11, 2025, thru Monday, September 7, 2025. **Every participating artist will 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 immediately replaced. Artists will bring their initial art to the Gallery on Tuesday, July 8, 2025. Preview Gallery Opening will be on Friday, July 11, 2025. At the close of the Tour, all artists will pick up their work from the Gallery at the Tour Wrap-Up Meeting on Tuesday September 2, 2025, at 10 a.m.

White Cap and Sea Ranch Lodge Preview Show Participation

WhiteCap Coffee and Tea in Anchor Bay and the Sea Ranch Lodge offer additional venues for previewing your two-dimensional art. Participation in the WhiteCap and Sea Ranch Lodge previews are encouraged, but not required.

The SDT team will work with the White Cap and the Lodge and will provide more information later.

PERMITS, SALES, SALES TAX, COMMISSIONS, AND LAYAWAYS

Permits, Sales, and Sales Tax

Required sales permits can be obtained through the [California Department of Tax and Fee Administration, website: www.cdtdfa.ca.gov](http://www.cdtdfa.ca.gov).

All sales made during the tour will be recorded in the sales books provided by NCAG. The books will be returned to the Board at the Tour Wrap-Up Meeting on Tuesday, September 2, 2025.

Artists are responsible for collecting and reporting California sales tax on all sales, including sales made through the Discovery Gallery.

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 at 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).

Gallery commissions from the Preview Show will be calculated by the bookkeeper and withheld from gallery payments. Payment of artist's total commission from sales at their studios is due at the Tour Wrap-up Meeting on Tuesday, September 2, 2025. In other words, the 10% sales commission from gallery sales is handled separately from the 10% sales commission on sales in your studio.

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 LIABILITY COVERAGE

Liability coverage 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, 2025.

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. 500 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 many as 8, color digital images of your artwork: These will go into several locations. One image will be in the four-fold brochure. Five 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 also use those same images and bio info. These images will also be considered for the cover of the flyer/brochure collage.

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 NCAGBoard@gmail.com. Alternatively, you can have your files uploaded to Dropbox. Get Tempra Board to send you an invitation tempira@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 davidcyager@gmail.com.

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 Pre-Tour Meeting, post them according to a few simple instructions, and return them at the Wrap-Up Meeting on Tuesday, September 2. 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&Rs 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 will handle communications with The Sea Ranch Association.



2025 STUDIO DISCOVERY TOUR APPLICATION

Must be received or postmarked no later than **March 1, 2025**.

- 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 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**

Artist Name:

Studio Street Address:

Mailing Address:

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

Email: _____

Website URL: _____

I have enclosed a copy of my resale license. My permit number is: _____

Your Art Medium: _____

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

Directions to Your Studio: (turn by turn) (Note: we will test drive the directions and edit as needed.)

From south of Gualala:

From north of Gualala:

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

Check All That Apply:

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

- I want to opt out of the first weekend, August 23-24.
- I want to opt out of Labor Day, Monday, September 1.
- I am willing to share space.
- I want my page in the Studio Discovery Tour website to say that I will open my studio to the public in addition to during the tour:

Days of the Week _____

Hours _____

- I want my page in the Studio Discovery Tour website to say that “My studio is open by appointment, year-round.”
- I want my page in the Studio Discovery Tour website to say “No Public Restrooms.”

- I want my page in the Studio Discovery Tour website to say, “No Pets, please.”
- I want my page in the Studio Discovery Tour website to say, “Pets Welcome.”
- 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 the NCAG website <http://northcoartistsguild.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 33rd Annual Studio Discovery Tour, 2025. As a participating artist, I agree to indemnify and hold harmless Gualala Arts Center/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: _____