



**NORTH COAST ARTISTS GUILD
FIFTEENTH ANNIVERSARY OPEN STUDIO TOUR**

2007 Tour Application, Agreement & Program Information

2007 TOUR DATES ARE SEPTEMBER 1st, 2nd (3rd) & SEPTEMBER 8th & 9th

Early Deadline (reduced fee): \$175 by December 15th, 2006 Final Deadline: January 15th, 2007

We hope you will join us for the Fifteenth Anniversary of the North Coast Artists Guild (NCAG) open studios event. Please read the following application and program requirements carefully, and then fill out the application if you would like to participate.

Participation in the Tour is open to members of the NCAG who maintain full or part-time residency (or a studio) in coastal Sonoma or Mendocino Counties, from Timber Cove (south) to Little River (north). If you have questions please contact Walt Rush at (707) 882-2441 or rushstudio@starband.net.

DEADLINES:

- December 15, 2006** - Early Deadline for Reduced Application Fee (\$175).
- January 15, 2007** - Final Deadline for application and remaining fees.
- February 15, 2007** - Final Deadline for all images and slides. Sorry no exceptions.

MANDATORY MEETING DATES:

- ORIENTATION MEETING - Saturday, February 24th, 2007, 10am-12PM, GArts (New artist's mandatory, returning artists encouraged)**
- PRE-TOUR MEETING - Saturday, August 25, 2007, 10am-12:00pm, GArts**
- WRAP-UP MEETING - Monday, September 10, 2007 10am- 1:00pm, GArts**

TERMS OF PARTICIPATION:

1. **Must be a member** of the North coast Artists' Guild, dues are \$25 per year. (Becoming a member is easy; just include fees with this application).
2. **Studio Tour dates and times:** Sat-Sun, Sept. 1-2 (Labor Day Weekend). Sept 3, Labor Day has also been added for those artists wishing to participate and Sept 8-9 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 (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 art work. Participants who are showing work, in a location that is not their regular working studio, may be asked to demonstrate before the director to show that their presentation to the public will include efforts to demonstrate or display their working methods, materials, tools, etc.
3. **FEES: Cost per artist is \$250 due January 15th (Note: only \$175 if paid by December 15, 2006).** Those artists, who prefer to waive their 10 hours work requirement on shared tour tasks, will pay an **additional \$200 in fees. All fees are due January 15th, 2007.**

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 Rates: 10% on all sales.**
5. **Collecting and reporting California sales tax** is the responsibility of the artist. A valid California resale license is required and a copy **must** be sent with the application. Licenses can be obtained through the State Board of Equalization, 707-576-2100.
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 **Monday, Sept. 10, 2007 - 10 am** at Gualala Arts.
7. **Artists may show their show your work** in their own studio or share another artist's studio. Any other location must be approved by the Director in advance.
8. **Studio liability** is the responsibility of the artist. It is recommended that you obtain liability insurance on your Homeowner's policy for the tour weekends. Sea Ranch **requires** insurance rider for artists' showing there. Forms will be provided for Sea Ranch artists.
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 just prior to the tour and returned at the Wrap-up Meeting on Monday, Sept.10, 10:00 am at GArts. Signs must be returned in reasonable condition, or a fee will be charged for each damaged or missing sign. **Attention Sea Ranch Artists:** The Sea Ranch CC&R's prohibit retail sales and 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 Director 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 who prefer to opt out of this requirement, may do so by paying an **additional \$200 in fees.**
11. **Each artist agrees to submit required images** for brochure, website and publicity. (Please see image requirements page) and to submit a personal Bio. for publicity.
12. **Each artist agrees to attend the mandatory meetings.** If you are unable to attend, you must contact the Tour Director 3 weeks prior to the meeting.
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 fees on items sold or on a pay later basis is due at the conclusion of the tour.

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 professional photographer **Ron Bolander's photo shoot which will be on February 5th for 2D and February 6th for 3D.** For description on Ron Bolander see last page under "A Good Bio".

___I will contribute ten hours to the tour's success. Please see job assignment list attached.

___I **will not** have my studio open on Monday, September 3, 2007.

___ I have enclosed a copy of my resale license.

Work committee sign up: Please choose your first 3 choices and number in order of preference. Read descriptions on attached work committee descriptions before choosing. While we will try our best to assign you to one of your choices it may not be possible to give you your first choice.

___Brochure Ad Sales ___Brochure Distribution ___Brochure Production

___Artist Evaluation ___Mailing List of Brochure ___Packet Assembly

___Preview Exhibit ___Publicity ___Signs

___Work Coordinator ___Hospitality ___Telephone/Email Tree

I will consider chairing ___ or co-chairing___ one of the following committees:

FEES:

Application postmarked on or before December 15, 2006..... \$175 _____

Postmarked December 16, 2006 ---January 15, 2007.....\$250 _____

I am unable to work ten hours on the tour.....Add \$200 _____

Guild membership..... \$25 _____

Other Fees..... _____

TOTAL FEES:**..... _____

___Enclosed payment in full ___Enclosed is a deposit (one-half of fees)

BALANCE OWED BY JANUARY 15TH..... _____

****DEPOSIT MUST ACCOMPANY YOUR APPLICATION. ALL FEES DUE JANUARY 15TH, ALL IMAGES AND SLIDES DUE February 15, 2007. NO REFUNDS AFTER FEBRUARY 15, 2007. Cancellations up to February 15th fees will be refunded except for \$100.**

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

Name: _____

Studio address: _____

Mailing Address: _____

Day phone: _____ Evening phone: _____

Email: _____ Web: _____

Medium: _____

Directions to your studio: _____

Catalog description (Describe your art in 14 words or less): _____

I have read and agree to the criteria and requirements for participating in the Fifteenth Annual Studio Discovery Tour 2007. 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 out 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**

Questions call Walt Rush 882-2441 or email him at: rushstudio@starband.net



WORKING COMMITTEES

Read this before choosing a committee and fill out the skills questionnaire so we can better match the tour work assignments: A minimum effort of 10 hours per artist is required. Artists not fulfilling their hours will be billed at \$20 per hour although we hope this will not be necessary.

BROCHURE AD SALES: Participate in an advertising campaign, solicits sponsors, collects fees, and delivers ads to Studio Tour Director. Early deadlines, so your 10 hours will be completed early.

BROCHURE DISTRIBUTION: Develop a plan and tracking mechanism to distribute brochures, posters etc. and keep various locations restocked.

BROCHURE PRODUCTION: Produce a map of the Tour, drive the various artist locations to check for accuracy and ease of directions. Proofread the brochure. Early deadlines so your 10 hours will be completed early.

ARTIST EVALUATION: Compiles information from artist evaluations after the event and creates report for NCAG. This will be done on a PC.

MAILING LIST COORDINATOR FOR BROCHURE: Must have a computer, Excel and Word (or compatible program), and experience with data entry, laying out & printing labels on a computer. You will receive email, CD lists from artists.

PACKET ASSEMBLY: Gather, prepare and assemble artist packets for tour.

PREVIEW EXHIBIT: Receive artwork, and remove artwork from the preview exhibit. Make labels for art work submitted.

PUBLICITY: Will participate in implementing a marketing plan that includes advertising, media relations and other tactics. Need computer, email, and phone skills.

SIGNS: Install & remove large road signs. Construct, paint and prepare yellow studio signs, repair old signs, make sure we have rebar etc. Must be organized and be able to sign in and out the signs that are used for the Tour.

TELEPHONE/ EMAIL TREE: Call and email other artists reminding them of meetings and dates, requirements etc.

WORK COORDINATOR: Help assign artists to the various work committees. Also track volunteer hours.

HOSPITALITY: Provide refreshments for all meetings, take minutes of each meeting and send by email to Director.

WORKING COMMITTEE SKILL QUESTIONNAIRE

You may waive your 10 hour commitment by paying \$200. If you wish to complete your 10 hour commitment please fill out this questionnaire to help us find the best committee for you.

1. Have you participated in the Studio Discovery Tour in the past? yes no
2. If yes, what committees have you worked on? _____
3. Did you enjoy your assignment? yes no
Why? _____
4. Do you have any computer skills? yes no Do you have a computer? yes no
5. If yes which operating system(s)? PC Mac
6. Do you have reliable email? yes no
7. Which computer programs are you experienced with? Excel MS Word
Other _____
8. Have you ever formatted labels on a computer? yes no
9. Do you know how to use "mail merge" in MS Word? yes no
10. Are there any issues we should consider in assigning your work committee?
disability difficulty in lifting heavy boxes/objects other _____
11. Do you have a "day job"? yes no
12. What kind of work do you do, or have you done in the past? _____
13. Do you have any publicity experience (calling newspapers, pitching stories...)
yes no
14. Please indicate if you have skills in the following areas: sales
community outreach filing, organization proof reading collections
customer service hospitality
15. Do you regularly visit any of the following locations?
Sacramento Marin East Bay Peninsula San Francisco Northern CA.
16. Do you have a car truck

Activities that **DO NOT QUALIFY** as part of your 10 hour commitment:

Preparation you do for yourself at your studio, filling out your application, delivering your art, attending informational meetings, Brochure distribution.

NAME _____ PHONE# _____

EMAIL _____ COMMENTS _____

SUBMISSION OF ART IMAGES FOR THE BROCHURE, WEBSITE AND PUBLICITY

PROFESSIONAL PUBLICITY IS ONE OF THE SPECIAL BENEFITS YOU GET FROM THE STUDIO TOUR – HERE’S HOW TO MAKE THE MOST OF IT!

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 brochure, but in all our other publicity efforts including:

- Press Releases
- Paid advertising in Newspapers & Magazines
- Calendar Listings, both print & Internet
- Post Cards
- Posters & Flyers
- Radio Interviews and anything else we can think of.

You can maximize our efforts on your behalf by preparing now with:

All photographs need to be taken in high resolution, in order to appear at optimum quality in the brochure. Images must be of professional quality and submitted per below specifications.

We need 2 images of your best work that have not appeared in the brochure before (include a description of the medium and the title) AND one image of you working. These three images will be used for the Brochure and for Publicity.

Specifications for ALL digital files: (If you do not understand this, ask the person who made the file for you.)

- a) Format: TIF (compressed is okay), PICT or JPEG
- b) Size: at least 4 in. on the long side.
- c) Resolution: 300 dpi or higher.
- d) Style: RGB or CMYK or grayscale (for black and white).
- e) Must be submitted on a CD marked with your name and format ID.

AND

6 digital images of six different pieces of artwork for Web-site

- a) Format: JPEG
- b) Size: at least 3 inches on long side
- c) Resolution: 72 dpi or higher.
- d) Style: RGB or CMYK or grayscale (for black and white).
- e). Must be submitted on a CD marked with your name and format ID.

*****Please note that 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.**

AND

A GOOD BIO – one which tells your art story in an interesting way. Include materials that you use, sources of inspiration, relevant studies or education, awards received, teaching experience, etc. Type this up and send a **HARD PAPER COPY** with your application..

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

Ron Bolander – Professional Photographer will once again provide his low cost photo shoot which is scheduled for February 5th & 6th at GArts. He will be taking digital images **only**, no slides. He will be providing each artist with a CD and a print reproduction of the images he takes. Also, he will be supplying a CD of all the artists' images that participate in the tour to the person doing the web site and brochure in whatever format is needed. His fee to do this will be \$40.00. If you would like slides then he will do this in his studio and you will need to personally set those dates up with Ron at 884-9423.

You can also use your own high resolution camera, and then burn images to a CD.

If you use film you can get a digital CD when you have the film developed.

If you have any questions please do not hesitate to contact me.

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