

August 10, 2010

THIS IS IMPORTANT! PLEASE READ CAREFULLY.

Dear Mitchell and Yancey Artists and Galleries,

The 2010 December Toe River Studio Tour will be held Friday, December 3 from 12-4 pm, Saturday and Sunday, December 4 and 5 from 10 to 5 pm. Participants must meet the criteria stated below and return their completed application and payment no later than 5 pm, Wednesday, September 1, 2010.

ELIGIBILITY: Artists and galleries must be current Toe River Arts Council members. An artist must have a student, individual or family membership; a gallery must have a business membership. (NOTE: membership fees are Student \$20, Individual \$30, Family \$50, Business \$75.) All work must be original and handcrafted. No work created from commercial kits, stencils, molds, patterns, or prefabricated forms is acceptable. **Participating galleries must maintain regular hours of operation throughout most of the year, be staffed during open hours, and represent a significant number of Toe River Arts Council artists.**

FEES: December Tour fees are as follows: **\$80 each individual artist and \$120 each gallery.** When two or more artists collaborate to create a single body of work, they will be considered an individual, the fee equal to that of one individual artist. When two or more artists working in the same studio create multiple and distinct bodies of work, they will be considered as two individuals, each artist paying the individual fee. To qualify for a gallery fee, they must meet the eligibility requirement above. **All accounts/fees (including membership balances) must be paid in full and by the application deadline.**

PARTICIPATION SITES: Studio Tour sites must be in Mitchell or Yancey County and are restricted to either studios or galleries. Up to five artists may participate in any single studio. You must be open all the designated hours and days of the Tour weekend. If you have space for additional artists or, conversely, are interested in being a guest in someone else's studio during the Tour weekend, please contact the Toe River Arts Council. We'll try to provide referrals or help you find a venue.

POSTCARD: A four-color postcard is sent out to the Toe River Arts Council's mailing list (over 5,000). Please include high resolution photos with your application to be considered for the postcard. Postcards (each participant receives 25) are available to pick up when you drop off your work. (NOTE: separately mailed postcards must have required postage.)

GUIDE: The Guide (each participant receives 25) gives your location and serves as a reference after the Tour. The Guide is given out during the year to visitors at both Toe River Arts Council Galleries. (We currently print 10,000.) It also includes studio and artists' names, websites, addresses, and phone/email (per artist request) and one photo of representative work. Please fill out the application completely. These may also be mailed individually with additional postage.

WEBSITE: The Toe River Arts Council posts the most current Studio Tour map on our website. Links to participating studio websites are given. Please place a link to the Arts Council (www.toeriverarts.org/studiotours.html) on your website also (for studios and galleries only).

TOUR EXHIBIT: **November 20–December 31.** The Exhibit helps visitors determine travel routes. The Exhibit in the Spruce Pine Toe River Arts Council Gallery is arranged geographically, your map number is included on the exhibit title card. Individual Tour participants may submit up to two pieces. Collaborating artists and galleries may submit a total of two pieces. All work must be for sale and priced at its retail value. (NOTE: TRAC retains 40% commission on sold work) Work submitted by a gallery must be by current Toe River Arts Council member artist(s). All work submitted must be display-ready and submitted by the Saturday, November 13 deadline. No work will be accepted after the deadline. The Spruce Pine Gallery manager reserves the

right to refuse or limit work too large, not ready for hanging, or for other reasons determined to not be in the Toe River Arts Council's best interest.

SIGNAGE: The Arts Council has weather-resistant, directional signs available. Please talk with your neighbors to coordinate the sign efforts. Signs are the property of the Toe River Arts Council but may be retained at studios/galleries for future Tours. Signs are to be used only during the Tour weekends (NOTE: signs may not be put out before Thursday, December 2). We recommend you include your map number somewhere on or close to this sign. Additionally, the Arts Council has paper signs printed with various directional arrows and "Welcome Studio". Please return signs to the Arts Council if you no longer participate in the Tours.

ADS: The Toe River Arts Council will once again be offering advertisements in the Guide. Participating artists and galleries will receive a 15% discount off the ad price (with the exception of the line listing at \$35.) This is a good way to let visitors know about some special focus or offering at your studio/gallery. Rates before discount range from \$35 for a line listing (logo/name/phone number), \$80 1/6 page, \$150 1/4 page, \$300 1/2 page, and \$500 full page. Ad space is on a first come, first serve basis with a limited number of pages dedicated. **All ad information/payment must be received by September 7.** Please go to the website, www.toeriverarts.org for complete details.

SURVEY: Surveys will be sent following the Tour and are also available for pick-up when work is dropped off. Please take a moment to complete and comment. Statistics aid in the Arts Council's continuing efforts to garner support, and policies are established, amended, and altered from the responses the studio tour committee receives.

TRAC: The Toe River Arts Council, with the help of many volunteers, coordinates the Tour, produces the Guide and postcard and makes signs available. They coordinate all publicity efforts—postcard and promotional mailings (including CD with artist images at the beginning of the year), radio advertisements, and map delivery to regional locations. Participant work is displayed at a month-long exhibit at the Spruce Pine Gallery. And staff and volunteers are on hand at both galleries during the tour to answer questions, hand out Guides and direct visitors.

SCHEDULE

Sept 1	Tour Application/Fee Deadline received by 5 pm.
Sept 7	Ad Submission Deadline
Nov 8-13	Exhibit Work (up to 2 pieces) accepted at Spruce Pine Gallery (open 10-5 pm Mon–Sat). Guide, postcards, surveys and signs available for pickup
Nov 20-Dec 31	Exhibit of Toe River Studio Tour participants' work, Spruce Pine Gallery
Dec 3	Tour reception at Spruce Pine Gallery, 269 Oak Avenue, Spruce Pine, 5-8 pm
Dec 3-5	Tour dates (you must be open 12 to 4, Friday/10 to 5 Saturday and Sunday)
Dec 6	Respond to Tour Survey
Jan 3-8, 2011	Pick up artwork from the Toe River Arts Council Spruce Pine Gallery Exhibit

Tour Committee members: Claudia Dunaway (chair), Cynthia Bringle, Lisa Bruns, Buzz Coren, Kate Groff, Rolf Holmquist, John Lara, and Simona Rosasco.