

February 4, 2010

THIS IS IMPORTANT TO YOU; PLEASE READ CAREFULLY.

Dear Mitchell and Yancey Artists and Galleries,

The 2010 June Toe River Studio Tour will be held Friday, June 11 from 12-4 pm, Saturday and Sunday, June 12-13 from 10-6 pm. Participants must meet the criteria stated below and return their completed application and payment no later than 5 pm, Wednesday, March 10, 2010.

Eligibility: Artists and galleries must be current TRAC 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 TRAC artists.**

Fees: June 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. (*Note:* this June's Tour will be held on Friday from 12-4 pm and on Saturday and Sunday from 10-6 pm.) 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 TRAC. We'll try to provide referrals or help you find a venue.

Postcard: A four-color postcard is sent out to TRAC's mailing list (over 5,000). Postcards (Each participant receives 25; 10¢ each additional) are available to pick up when you drop off your work. (*Note:* separately mailed postcards must have required postage.)

Map and Guide: The map and guide brochure (Each participant receives 25; 10¢ each additional) give location and serve as a reference after the Tour. The map is given out during the year to visitors at both TRAC Galleries. The guide also includes studio and artists' names, websites, addresses, and phone numbers and/or email addresses (per artist request). Please fill out the application completely. These may also be mailed individually with additional postage.

Website: TRAC posts the most current Studio Tour map and guide on our website. Wherever possible, links are established to participating studio websites. Please place a link to TRAC (<http://toeriverarts.org/studiotours.html>) on your website also (for studios and galleries only).

Tour Exhibit: The Exhibit helps visitors determine travel routes. The Exhibit in the Spruce Pine TRAC Gallery is arranged geographically, your map number included on the 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 TRAC member artist(s). All work submitted must be display-ready and submitted by the May 1st 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 TRAC's best interest.

Signage: TRAC has weather-resistant, directional signs available. Please communicate with your neighbors to coordinate the sign efforts. Signs are the property of TRAC 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, June 10). Please return signs to TRAC if you no longer participate in the Tours. We recommend you include your map number somewhere on or close to this sign. Additionally, TRAC has paper signs printed with various directional arrows and *Welcome Studio*.

Survey: Surveys are available for pick-up when work is dropped off. Also, an online survey will be available to participating artists and galleries following the tour. Please take a moment to complete and comment. Statistics aid in TRAC's continuing efforts to garner support, and policies are established, amended, and altered from the responses the studio tour committee receives.

TRAC: TRAC, with the help of many volunteers, coordinates the Tour, produces the map and postcard and makes signs available. They coordinate all publicity efforts—postcard and promotional mailings, which includes a CD with

artist images, websites, and press releases mailed 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 TRAC Gallery in Spruce Pine and a "Studio Tour Book" featuring photos, names, and addresses of participants is provided at the Burnsville TRAC Gallery. And staff and volunteers are on hand at both galleries during the tour to answer questions, hand out maps and direct visitors.

Schedule:

Mar 10	Tour Application/Fee Deadline-5 pm
Apr 26-May 1	Exhibit Work (up to 2 pieces) accepted at Spruce Pine TRAC Gallery (open 10-5 pm Mon–Sat). Maps, postcards, surveys and signs available for pickup
May 8-June 13	Exhibit of Toe River Studio Tour participants' work, Spruce Pine TRAC Gallery
June 11	Tour reception at the TRAC Gallery, Spruce Pine, 5-8 pm
June 11-13	Tour dates (you must be open 12-4, Friday/Saturday and Sunday, 10-6)
June 14	Respond to Tour Survey
June 14-19	Pick up artwork from the Spruce Pine TRAC Gallery Exhibit

The first tour was in December of 1993. Seventeen years later, we celebrate the emerging artist in our region—daughters and sons of artists who made their way to Mitchell and Yancey counties years before; young artists and those who have witnessed many sunrises who discovered their voices through their hands; and students of the arts who came to learn and learned to love the mountains. Like the handful of artists who shared their talents and their studios over a decade and a half ago during one chilly weekend in December, TRAC began as a cadre of people with a vision and one woman working in a tiny office in the back of the library. The artists have matured into a community of over 150 who now open their studios twice a year, and TRAC has grown to a staff of professionals and trained volunteers, whose purpose is to educate and enrich the arts in the people who live in, work in, and who come to share in the beauty of our two counties.

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