

TOE RIVER STUDIO TOUR POLICIES FOR PARTICIPATION

Toe River Arts, with the help of many volunteers, coordinates the Studio Tour, produces the Guide, and makes temporary tour signs available to participating studios. They coordinate all publicity efforts (brochure, press releases—both print and online, radio/television appearances, and psa’s). Participant work is displayed at a month-long exhibit at the Toe River Arts Gallery in Spruce Pine with a reception the first evening of the Tour. Staff and volunteers are on hand at both galleries during the Tour to answer questions, hand out maps and direct visitors.

The Toe River Studio Tour is the first weekend in June and December (dates will vary) with the hours of 10 to 5pm, Friday-Sunday.

Participants must meet the criteria below and return their completed application and payment by 5pm of the posted deadline. The deadline and schedule for the Tour is listed on the application. New information below is in **red**.

ARTIST ELIGIBILITY

- All work must be original and handcrafted. No work created from commercial kits, stencils, molds, patterns, or prefabricated forms are acceptable.
- Must be current Toe River Arts members (see below for fee) at time of application deadline to the Studio Tour Participation Exhibition and through tour dates.
- Studios must be in the two-county (Mitchell and Yancey) area.
- Participating artists do not have to live in the two-county area, but must show their work in a participating host studio in Mitchell or Yancey County and be a current member of Toe River Arts (fee below). **(Host artist must be present during the tour)**
- High school student artists (18 or under) may exhibit in their parent’s studio during the tour.
 - Must complete an artist application (including short bio, brief synopsis of the work with photographs)
 - Must be a Toe River Arts member (membership is free)
 - Parent(s) must be participating in the Studio Tour.

GALLERIES

- Must be current Toe River Arts members (fee below) at time of the Studio Tour application deadline and current during tour
- Must represent a minimum of 8 artists year-round and at least half of those artists must be current Toe River Arts members
- The primary purpose of the business is to be a gallery representing multiple artists at a fixed location.
- Must maintain regular hours of operation throughout most of the year (May be seasonal, but consistent)
- Must be staffed during open hours

MEMBERSHIP FEES

- Individual artist (\$100)
- 2 artists in household (\$150)
- Under 18 (Free)
- Gallery (\$100)

STUDIO TOUR PARTICIPATION FEES

- Individual artist (\$100)
 - Two or more artists collaborating to create a single body of work are considered “one artist” (\$100)
 - Two or more artists working in the same studio creating multiple and distinct bodies of work are considered “two artists” (\$100 each)
 - Artist participating at a host studio (\$100)
 - High School artists participating in their parent’s studio. Parents must be participating in tour. (Free).
 - Gallery (\$150)

PARTICIPATION SITES

- Must be in Mitchell or Yancey County
- Restricted to either studios or galleries.
- Up to five artists may participate in any single studio (including host[s]).
- Must be open all the designated hours and days of the Tour weekend (10 to 5pm, Friday-Sunday).

TOUR EXHIBIT*

- Individual Tour participants may submit up to 2 pieces.
 - Collaborating artists and galleries may submit up to 2 pieces. (Gallery submissions do not have to be from current Toe River Arts members.)
 - **All work must be for sale** and priced at its retail value. (*Note:* Toe River Arts retains 40% commission on sold work)
 - All work submitted must be display-ready and submitted by the posted Exhibit deadline on the application. **No work will be accepted after the deadline.**
 - **FOLLOWING THE EXHIBIT CLOSE, WORK LEFT OVER 60 DAYS BECOMES THE PROPERTY OF THE ARTS COUNCIL.**
- * *Toe River Arts reserves the right to refuse or limit work too large, not ready for hanging, or for other reasons determined to not be in the best interest of Toe River Arts.*

SIGNAGE

- **Please use only the new signs. DO NOT USE RED AND WHITE SIGNS.**
- **Signs are to be used only during the Tour weekends** (*Note:* signs may not be put out before Thursday of Tour weekend and must be removed before noon on Monday).
- All signs are Toe River Arts property. Please return to Toe River Arts if you no longer participate in the Tours.

VOLUNTEERING

OVERVIEW

- All participants are required to volunteer for one of the tasks listed below or pay a \$40 fee at time of application.
- **Please indicate on your application your 1st, 2nd, and 3rd preferences for a specific task from the areas described below. Some of these tasks are limited to first-come choice.**
- **If you sign up to volunteer (do not include additional fee at time of applying) and do not indicate your choice on your application, you will be asked to fill in somewhere else. All task assignments are determined by application choices.**
- **If, at the end of the Tour, you have not fulfilled your agreed volunteer obligation, you will not be permitted to participate in the next tour.**
- If you have any questions, call Toe River Arts at 682.7215 or email trac@toeriverarts.org.

JOB DESCRIPTIONS

1. DISTRIBUTION (20)

It is the responsibility of every tour participant to distribute the guides when and wherever they can. (*Note: Please do not sign up to distribute if you only plan on having them available at your studio or delivering locally in the two-county area. We expect all artists will take them to their dentists/doctors/vet/car dealership/MCC/ Penland School/ restaurants/ chambers of commerce, libraries/motels/inns/galleries.*) Distribution volunteers deliver bundles to other, more regional locations. **Specific distribution locations will be noted within a given region. It will be the responsibility of the participant to a) distribute guide books and b) replenish numbers after a specified period. All distributors will be asked to report to the distribution coordinator with delivery dates.**

* **Even if you opt to volunteer in another category, we ask that if you plan on going out of the area (Charlotte, Raleigh, Greensboro, Johnson City, Bristol, Spartanburg, Greenville, Atlanta) or participate in a show/exhibition/festival, to please take some guides with you to distribute. Also, contact the distribution coordinator, torilynnmotyl@gmail.com about your plans.**

2. EXHIBITION SET UP (10 people)

The Studio Tour Exhibitions are open 4-5 weeks before the tour. Jobs include:

- Spackling and painting walls
- Carrying out (or down from second floor) pedestals
- Unpacking artwork/putting into correct area
- Painting pedestals
- Assisting Exhibitions Coordinator in display
- Data entry (labels)
- Adjusting lights (must be able to climb up and down ladder)

2. EXHIBITION TAKE DOWN *(4 people)*

- Repacking artwork after tour (usually the Tuesday after the exhibition ends)
- Removing labels from pedestal and returning them to storage.
- Spackling and painting the walls where necessary

3. RECEPTION *(10 people)*

The Studio Tour Receptions are Friday of Tour weekend, 5:30-7:30pm. Jobs include:

- Setting up tables/paper goods/preparing food (must be available before 5pm)
- Replenishing food
- Replenishing drink
- Bartending
- Clean up

4. RECEPTION FOOD *(no limit)*

Bring a dish to share at the reception. If you plan to provide food, please contact Kathryn at 828.765.0520 to coordinate the needs and delivery times.

5. LOCAL DISTRIBUTION OF FLYERS *(One person for each—Bakersville, Burnsville, Spruce Pine)*

Can be done in early September. Volunteers take studio tour flyers to local businesses and ask them to put the flyer in their window. Tuesday through Friday, after 10am and before 5pm in order to catch most of the businesses.

6. PROOFING GUIDE *(4-5 people familiar with Bakersville, Burnsville, Spruce Pine, or Celo)*

Proofers must be available mid-April/September. The actual date depends on completion of guide

7. PHONE CALL REMINDERS *(one from each county)*

- Before Application Deadline—March and August
- Before Studio Tour Exhibition Deadline (for delivery of work—May and November)

8. PROMOTIONAL WORK *(2-3 people depending on need).*

Volunteer should be able to talk about the tour. This involves either radio and/or television to help promote the event.

9. BUSINESS SPONSORSHIP *(2-3 people)*

Part of our revenue for the cost of putting on the tour twice a year comes from ad sales. Historically, it has been an email, then a phone call, and most folks are eager to participate and support. If you select this as your volunteer task, you'll be given an email and phone script (with all the prices and perks) and everything you will need to secure copy. Pricing is online. This job can be done from home.

- ✓ If you are volunteering for a *Distribution Job*, please email torilynnmotyl@gmail.com
- ✓ If you are volunteering for any other *Job*, please email kate@toeriverarts.org
- ✓ If you are volunteering for an *Exhibition or Reception/Food Job*, please email kathryn@toeriverarts.org
- ✓ If you are volunteering for the *Business Sponsorship*, please email kate@toeriverarts.org or call 828.682.7215
- ✓ If you would like to help Nealy promote the tour, please email nealy@toeriverarts.org.

AMBASSADORSHIP

Our biggest advertisers are the visitors. We would love to see a few of the participating artists work with some of their visitors (first or long-time), encourage them to share/like/tag our tour, our studios, participating artists and galleries. If you're interested in learning more about this exciting opportunity to help grow the event and attendance, please contact Kathryn Lynch at katlynch@rocketmail.com. Please note that we have included a spot on the artist application where you can list one hashtag that will be placed by your listing in the guide.

ADDITIONAL INFORMATION

> *If you have space for additional artists or, conversely, are interested in being a guest in another's studio during the Tour weekend, please contact us at 828.682.7215. We will try to provide referrals or help you find a venue.*

GUIDE:

At least 10,000 Guides are printed per Tour and distributed regionally. The Guide provides artist name, studio name (optional), studio address and directions, contact information and serves as a reference during and after the Tour. Individual artists receive 25 guides each.

Advertising and tour fees provide the revenue to produce the tour and collateral promotional pieces. Participating artists and galleries get a 15% discount off the price of the ads. Tour Guides are handed out before, during, and after the tour. They are available at Toe River Arts galleries, other regional galleries, and welcome centers in both NC and TN.

WEBSITE:

Toe River Arts posts the most current Studio Tour map and Guide on our website as soon as it is completed. Wherever possible, links are established to participating studio websites. **PLEASE PLACE A LINK TO Toe River Arts (WWW.TOERIVERARTS.ORG/STUDIO-TOUR) ON YOUR WEBSITE AND SHARE THE EVENT ON FACEBOOK.COM/TOERIVERARTS.**

SIGNAGE:

Toe River Arts has weather-resistant, directional signs available. Please talk with your neighbors to coordinate the sign efforts. Signs are the property of Toe River Arts but may be retained at studios/galleries for future Tours. **Signs are to be used only during Tour weekends.** *NOTE: Individual studio tour map numbers are permanent; they do not change with each tour.*

SURVEY:

An online survey is available to participating artists and galleries following the tour. Please take a moment to complete and comment. Statistics aid in Toe River Arts' continuing efforts to garner support (Many of our grantors require substantiation of the scope of our programs/events) and from which policies are established and amended.

POST TOUR:

Once the survey results have come in, Toe River Arts hosts an open meeting for tour participants and other interested individuals. At these meetings, concerns are discussed and policies recommended. If you have a concern and would like it addressed, we encourage you to attend one of these meetings. Dates and times are sent to participants and listed in the monthly e-newsletter.

TOUR COMMITTEE:

The Tour committee is made up of artists, staff, and other interested individuals who are dedicated to making each tour the best it can be. Based on survey responses and the post Tour meeting, concerns and improvements are discussed with resolutions made for Board approval. Meetings are held as needed. If you are interested in being a part of the Tour Committee, please contact trac@toeriverarts.org.