



**Toe River Arts
Policies for Participation
December 2020 Virtual Studio Tour
November 23 – December 27**

“The COVID-19 pandemic has required many of us to rethink and adapt to an ever-changing environment. As an organization, we are using this time to explore new approaches and think innovatively about our work. Because of an increase in competing events and changing artist needs, we recognize the December Studio Tour dates and format need to be reevaluated. This December, we will host a Virtual Studio Tour for five weeks. The December Studio Tour is a time for artists to earn revenue, and this will be our primary goal. We have seen great success with other online events and our own new, ecommerce platform. We are grateful for a talented, hard-working, and committed staff and have no doubt this event will be successful because of their efforts. The Studio Tour Committee has worked diligently to explore many options and feel a longer, virtual tour will not only earn the artists revenue, but help keep everyone safe.

We are also happy to partner with the Mayland Small Business Center, whose mission is to help small businesses and sole proprietors create sustainable businesses.

By making the tour virtual, we can now reach not only a regional, but also a national market. We have plans to advertise nationally and hope this will result in increased exposure for our artists.

We thank you for your commitment to our mission and your support and understanding for our need to keep everyone as safe as possible at this time. We look forward to your participation!”

– Nealy Andrews

Participants must meet the criteria below and return their completed application and payment by September 11, 2020 at 5PM EST. Applications and materials may be sent to brady@toeriverarts.org or hand-delivered to our Spruce Pine location.

Please read all of these policies in their entirety before completing a Studio Tour application.

If you deferred your June 2020 Studio Tour payment to December, you must still fill out an application in its entirety. Please confirm with staff when submitting your application that you deferred your payment. If you would like a refund from the June 2020 Studio Tour, please email nealy@toeriverarts.org.

Virtual Studio Tour Elements

- Studio Tour Webpage
 - o Participating Tour artists listed by name, media and location linking to artist pages
- Artist pages
 - o These pages will include any of the information below that the artist would like to submit unless otherwise indicated:
 - Artist name and studio
 - Medium **(required)**
 - Bio or artist statement, 100 words or less **(required)**
 - Social media links
 - Contact information (phone number, email address)
 - Studio location and hour of operation (or “by appointment only”)
 - o *Note: Every Toe River Arts member has their own artist page on our website as a part of their membership. The above are all elements that are typically included on an artist’s page. While **the tour will be completely virtual** and advertised that way on all outlets, artists can choose to list their studio location and typical hours of operation on this page.*
- Online Studio Tour Shop
 - o Studio Tour participants can have their work listed in the Toe River Arts online store, receive assistance setting up their own ecommerce platform, or include a link to their already existing ecommerce platform on their artist pages (this could be a link to an artist’s website if it has ecommerce functionality, Etsy, or links to social media platforms on which artists sell their work.)
- Video Content
 - o We encourage artists to send videos of demos or process to be featured on Toe River Arts social media over the duration of the tour. Please contact brady@toeriverarts.org for more information.

Artist Eligibility

- All work sold must be original and handcrafted. No work created from commercial kits, stencils, molds, patterns, or prefabricated forms alone are acceptable.
- Artists must be current Toe River Arts members at the time of the application deadline and through the duration of the Tour. Please check with staff if you are unsure of your membership status.
- Artists must have studios or live in either Mitchell or Yancey counties.

Gallery Eligibility

- Galleries must be current members of Toe River Arts at the time of the Studio Tour application deadline and through the duration of the Tour.
- The primary purpose of the business is to be a gallery representing multiple artists at a fixed location or have online shops.
- Galleries must maintain regular hours of operation at least six months of the year.

Annual Membership Fees

- Individual Artist (\$100) – a single artist
- Collaborative (\$100) – two or more artists operating under a single business name, creating work together, promoted as one entity
- Under 18 (no charge) – must have a parent or guardian participating in the tour
- Gallery (\$150) – selling art is the primary purpose of the business, with regular hours at least six months of the year

Virtual Studio Tour Fees

1. Sell your work in our Online Studio Tour Shop and Studio Tour Preview Exhibition — \$100

- This can be individual artists or two or more artists operating under a single business name, creating work together, who promote themselves as one entity
- If individual artists work in the same studio but work in different media and create separate bodies of work, they must each pay a separate Studio Tour fee (\$100 each at this tier).
- Artists may submit up to forty pieces to be sold online through the Toe River Arts Online Studio Tour Shop.
- Delivery of artwork for listing online will be staggered, and in increments of ten pieces per artist at a time leading up to the beginning of the tour. Exhibition Manager Kathryn Andree will reach out to artists on September 11 or after to arrange artwork drop off. Artists will be contacted in the order in which their applications are received.
- All work delivered must be accompanied by an inventory sheet, which will be available to download on our website. Among the first ten pieces delivered, artists must specify which two pieces will be included in the Preview Exhibition.
- As pieces sell online or in person in the Studio Tour Exhibition, they will be replaced with more inventory provided by the artist.
- It is the artist's responsibility to arrive at their scheduled time to drop off work to be added to online and exhibition inventory. If an artist misses their scheduled drop off time, it is their responsibility to reschedule. How soon their work is listed on the website may change as a result.
- Toe River Arts will retain a 20% commission on work sold online or in the Studio Tour Preview Exhibition.
- **After the tour officially ends at the end of December, artists who choose this option may keep their work for sale in our Online Studio Tour Shop. Work will be kept online until it sells, the artist would like the work returned to them, or until Toe River Arts decides to remove it.**
- The work that stays for sale online after the tour ends will not be for sale in person once the exhibition is taken down (*Note: the purpose of keeping this work in the online store is to continue to utilize traffic to the Studio Tour webpage. While this page is not often updated or changed during the time between tours, it often receives traffic*).
- If an artist would like to have their work entered into the gift shop, we will be accepting gift shop jury applications after the tour ends. At the time of acceptance into the gift shop, the work may be moved there and kept in our inventory.
- Artist will receive all images of their work used in online store.
- Toe River Arts will pack and ship all work that sells through the Online Studio Tour Shop.

2. Launch your own online shop with help from Toe River Arts — \$100-150

- **\$100** – Toe River Arts will provide a digital guide to set up an online store and improve online presence
 - This guide includes:
 - How to set up a basic ecommerce platform
 - How to pack and ship your work
 - How to photograph your work
 - How to livestream on social media

- **\$150** – Receive assistance from a small business expert with launching an ecommerce platform before the tour

3. Toe River Arts directs visitors to artist's existing online store — \$100

- Artist may include link to online store on their artist page
- Artists that sell their work online through a gallery may list the link to that online store only if that gallery is a member of Toe River Arts and has a physical location in Mitchell or Yancey County or its owner lives in Mitchell or Yancey County.
- If an artist selects this option but does not have an online store by the application deadline, they must have a functioning online storefront by the start date of the tour. If they do not have a functioning storefront by the start of the tour, their artist page will be removed from the website until their online store is operational.

Studio Tour Preview Exhibition

- All artists participating in the Virtual Studio Tour may exhibit work in the Studio Tour Preview Exhibition.
- For artists participating at Option 1, as work sells online or in person, inventory may be swapped with more pieces delivered for listing online (10 at a time, up to 40 pieces). **Delivery of work must be coordinated with Exhibition Manager Kathryn Andree (kathryn@toeriverarts.org). Kathryn will email artists September 11 or later to coordinate drop off of work.**
- Artists who are not on our Online Studio Tour Store may drop off two pieces **to the Spruce Pine Gallery November 11 – 13, 10:30 AM – 5 PM**. These artists may also swap inventory as it sells in the gallery as well.
- All work that is brought to the gallery must be accompanied by an inventory sheet (available to download on our website). Please be sure to distinguish which pieces correspond to the listings on the inventory sheet
- Pieces submitted by participating galleries do not have to be from current Toe River Arts members.
- All work must be for sale and priced at retail value (*Note: Toe River Arts retains 20% commission on sold work*).
- After the exhibition closes, work left over sixty days becomes the property of Toe River Arts.
- 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

- Artists and galleries will not receive directional signs from Toe River Arts for the December 2020 Virtual Studio Tour.
- Artists will not display any signs that use the Toe River Arts name, "Studio Tour," "Toe River Arts Studio Tour," "Holiday Tour," or "Toe River Arts Holiday Tour" during the duration of the tour. This does not include permanent branded Toe River Arts studio signage.
- Do not display the older red and white signs.
- **If any artist violates these rules, their artist page will be removed from the Studio Tour page and will not be permitted to participate in the next tour.**
- Any in-person events hosted by artists are not condoned by Toe River Arts and will not be promoted.
- Artists will receive a press kit with badges and logos to use in promotion of the Virtual Tour on social media and artists' websites.

Volunteering

- 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 first, second and third choices of preference for a specific task from the areas described below. Some of these tasks are limited to first-come basis.
- If you do not pay the volunteer fee at the time of your application but do not indicate your task preference on your application, you will be assigned a task. All task assignments are determined by application choices.
- **If by 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 cannot volunteer because of medical concerns or if you paid the non-volunteer fee for the June tour and would like a refund, contact nealy@toeriverarts.org.

Volunteer Job Descriptions

- **Exhibition Set Up** (10 volunteers)
The Studio Tour Exhibition will be the duration of the tour, November 23 – December 27.
 - o Tasks include:
 - Spackling and painting walls
 - Painting pedestals
 - Moving pedestals
 - Unpacking and organizing artwork
 - Assisting Exhibitions Coordinator Kathryn Andree with displays
 - Data entry for label creation
 - Adjusting lights (must be able to climb a tall ladder)
- **Exhibition Take Down** (4 volunteers)
Usually occurs the Tuesday after the exhibition ends
Tasks include:
Repacking artwork
Removing labels from pedestals and moving pedestals back to storage
Spackling and painting walls where necessary
- **Promotion** (2 volunteers)
 - o Tasks include:
 - Adding address labels to promotional postcards
 - Assist with sending promotional materials
- **Website/Ecommerce Proofing** (5 volunteers)
 - o Help proof artist pages and ecommerce listings

Additional Information

- **Website and Social Media**
 - o Please include a link to the Studio Tour page on your own website and social media posts.
 - o Please share the Facebook event created by Toe River Arts as opposed to creating your own event. This will draw more attention to the one event, making it more visible to other Facebook users.
- **Survey**
 - o An online survey is available to participating artists and galleries following the tour. Please take a moment to complete and comment. Statistics aid in our continuing efforts

to garner support (Many of our grantors require substantiation of the scope of our programs and events) and from which policies are established and amended.

- **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 committee meeting, concerns and improvements are discussed with resolutions made for Board approval. Meetings are held as needed. If you are interested in being part of the Tour Committee, please contact Brady Connelly and brady@toeriverarts.org.

- All participants must submit an image of their work to be used for their artist page with their application. This image should be 1000px wide at 300dpi. If your work will be listed in the online store and you would like one of those images to be the image on your artist page, let Brady Connelly (brady@toeriverarts.org) know when you submit your application.