



Policies for Participation November 2021 Studio Tour November 12 – 14, 2021

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 November, we will host an in-person Studio Tour. We are hopeful that by summer 2022, we will be able to host the Summer Studio Tour the first weekend of June as in previous years. We are grateful for a talented, hard-working Studio Tour Committee. The Studio Tour Committee has worked diligently to explore many options. We are excited to work with Bridge the Gap Marketing to ensure the success of this November's tour. We are also excited to announce that first-time participating members will have a waived application fee. We hope this will encourage the participation of new artists. We look forward to a successful event!

– Dennis McAvoy, Chair, Studio Tour Committee

Participants must meet the criteria below and return their completed application and payment by July 16th, 2021 at 5PM EST. Applications and materials may be sent to marketing@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.

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

Studio Tour Participation/Application 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)
- Virtual artist or gallery (\$100)
 - Artist will be listed in the Studio Tour Guide with no address listed
 - Will be listed as a “Virtual Participant”
 - Will have a link to artist/gallery Ecommerce site
- New Studio Tour Artist (\$0)
 - Must list in Mitchell or Yancey Counties
 - Must have never participated in the Studio Tour
 - Must still be a member of Toe River Arts at the \$100 level

Participation Sites

- Physical address 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 (10am to 5pm, Friday-Sunday)

Studio Tour Exhibition

- 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 member)
- **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 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.*

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 have six months to fulfill your volunteer responsibility. If not fulfilled after six months, you will not be permitted to participate in the next tour.

Volunteer Job Descriptions

- **Exhibition Set Up** (10 volunteers)

The Studio Tour Exhibition will be the duration of the tour, November 23 – December 27.

- 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)

- Tasks include:
 - Adding address labels to promotional postcards
 - Assist with sending and distributing promotional materials

- **Website/Ecommerce Proofing** (5 volunteers)

- Help proof artist pages and ecommerce listings

- **Reception**

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

- **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.

Additional Information

- **Website and Social Media**

- Please include a link to the Studio Tour page on your own website and social media posts.
- 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**

- 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 marketing@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. Please email the image to marketing@toeriverarts.org.