



*Eighteenth Anniversary*

***CALL TO ARTISTS***

December 7, 2009

Dear Artist:

Enclosed is the application for the 2010 Studio Discovery Tour. The Tour dates for 2010 are Labor Day weekend (9/4 – 9/6) and the following weekend (9/11 and 9/12). As was the case the last two years, being open on Labor Day Monday (9/6) is optional. The Tour will be managed once again by Gualala Arts.

In 2009, the 43 Tour artists produced nearly 7,000 studio visits and more than \$90,000 in revenue. With this in mind, we hope that you will consider participating in this great event to give exposure to your studio and your artistic vision.

Please read the enclosed materials carefully, as eligibility and application requirements are very specific. Additionally, please note what will be required of each artist leading up to and during the Tour. The application fee has not changed – it is still \$175 – although the application and fee must be received by January 15, 2010 to get this low rate. After that point, the application fee becomes \$250 until the final deadline of February 15, 2010. The cost of “buying out” the 10 hour work requirement remains \$200, as in previous years.

If you have any questions about the 2010 Studio Discovery Tour, or the application process, please do not hesitate to contact me directly.

Sincerely,

Scott Chieffo

Director, 2010 Studio Discovery Tour  
707-884-1138 x13  
scott@gualalaarts.org



***NORTH COAST ARTISTS GUILD  
EIGHTEENTH ANNIVERSARY STUDIO DISCOVERY TOUR***

**2010 Tour Application, Agreement & Program Information**

**2010 TOUR DATES: SEPTEMBER 4<sup>th</sup>, 5<sup>th</sup> & 6<sup>th</sup>; SEPTEMBER 11<sup>th</sup> & 12<sup>th</sup>**

**Early Deadline (reduced fee): \$175 by January 15, 2010 Final Deadline: February 15, 2010**

We hope you will join us for the Eighteenth annual North Coast Artists Guild (NCAG) open studios event. Please read the following application and program requirements carefully, and then fill out the application if you would like to participate.

Participation in the Tour is open to members of the NCAG who maintain full or part-time residency, or a permanent working studio in coastal Sonoma or Mendocino Counties, from Timber Cove (south) to Little River (north). If you have questions, please contact the Director, Scott Chieffo at (707) 884-1138 x13 or Scott@GualalaArts.org.

**DEADLINES:**

- |                          |   |
|--------------------------|---|
| <b>January 15, 2010</b>  | - Early Deadline for Reduced Application Fee (\$175). |
| <b>February 15, 2010</b> | - Final Deadline for application and remaining fees.  |
| <b>March 15, 2010</b>    | - Final Deadline for submittal of all images and bio. |

**MEETING DATES - ALL MEETINGS HELD AT GUALALA ARTS CENTER**

**ORIENTATION MEETING - Saturday, March 13, 2010 (1:00pm - 3:00pm)**

**PRE-TOUR MEETING - Sunday, August 29, 2010 (2:00pm - 4:00pm)**

**WRAP-UP MEETING - Monday, September 13, 2010 (11:00am - 12:00pm)**

**Note that meetings are MANDATORY for NEW Participants and HIGHLY ENCOURAGED for returning artists.**

**TERMS OF PARTICIPATION:**

1. Participants **must be a member** of the North coast Artists' Guild, dues are \$25 per year. (membership fees must be included with this application if not already a NCAG member).
2. **Studio Tour dates and times:** Sat-Mon, September 4-6, (Monday – Labor Day is optional); Sat-Sun, Sept. 11-12; all times for both weekends will be from 10am to 5pm each day. Artists agree to be available to visitors in their studios on all four (or five) days of the tour. Each artist agrees to meet basic standards of safety and cleanliness, and agrees to create an attractive, uncluttered presentation with a sufficient quantity of gallery-ready art work. Participants who are showing work in a location that is not their regular working studio may be asked to demonstrate before the director to show that their presentation to the public will include efforts to demonstrate or display their working methods, materials, tools, etc.

3. **FEES: Cost is \$250 - due February 15, 2010 (only \$175 if paid by January 15, 2010). Cost is PER ARTIST, not per studio.** Those artists, who prefer to waive their 10 hours work requirement on shared tour tasks, will pay an **additional \$200 in fees. All fees are due February 15, 2010.**
4. **SALES:** Each artist agrees to pay a commission to the North Coast Artists Guild on all sales made during the tour, and from future sales directly related to the tour. **Commission Rate: 10% on all sales.**
5. **Collecting and reporting California sales tax** is the responsibility of the artist. **A valid California Seller's Permit is required** and a copy **must** be sent with the application. Permits must be obtained through the State Board of Equalization (BOE). Information on how to register for a Seller's permit can be found on the BOE website: **<http://www.boe.ca.gov/info/reg.htm>.**
6. **All sales made during** the tour will be recorded in the sales books provided and returned to the Tour director at the Wrap-Up Meeting on **Monday, Sept. 13, 2010.**
7. **Artists may show their work** only in their own studio or share another artist's studio. Any other location must be approved by the Director in advance.
8. **Studio liability** is the responsibility of the artist. It is recommended that you obtain liability insurance on your Homeowner's policy for the tour weekends. Sea Ranch **requires** an insurance rider for artists' showing there. Instructions will be provided for Sea Ranch artists.
9. **Signs will be provided.** Each artist agrees to cooperate with nearby artists in posting sufficient signage to direct visitors to their artists' studios. **Do not make your own signs.** The signs must be picked up at the Pre-Tour meeting just prior to the tour and returned at the Wrap-Up Meeting on Monday, Sept. 13. Signs must be returned in reasonable condition, or a fee will be charged for each damaged or missing sign. **Attention Sea Ranch Artists:** The Sea Ranch CC&R's prohibit signs along Highway 1 and along Sea Ranch roads. Studio Tour signage may be placed only directly in front of your property, followed by arrows to guide visitors from the front of your property to your studio. The artist volunteering as "Sea Ranch Liaison" will handle all communication with TSR security.
10. **Each artist agrees** to work a minimum of **ten (10) hours** on shared tasks assigned by the Director. The Tour's success depends on you completing your assigned tasks. Artists that prefer to opt out of this requirement may do so by paying an **additional \$200 in fees.**
11. **Each artist agrees to submit required images and a personal bio** for catalog, website and publicity purposes **no later than March 15, 2010.** Please see image requirements page for further information.
12. **Each NEW artist agrees to attend all mandatory meetings.** If you are unable to attend, you must contact the Tour Director 3 weeks prior to the meeting. Returning artists are strongly encouraged to attend. Anyone who does not attend these meetings is solely responsible for obtaining the necessary information and required materials for the Tour.
13. **Each artist agrees** to complete and return an evaluation questionnaire at the end of the tour to assist us in improving future tours.

14. **Works of non-participants in the Tour are prohibited from being displayed or for sale** at your Studio or any other Tour location. Failure to comply with this requirement will jeopardize your participation in future tours.
15. **Participants who share space** but do not collaborate on **ALL** displayed works of art will be considered as separate applicants, and each person will pay separate entry fees.
16. **Lay-away:** Whatever the artist works out with a customer for payment is up to that artist. However, payment of **FULL** commission on items sold or on a pay later basis is due at the conclusion of the tour.

**Check off: Please complete all sections**

- \_\_\_\_(Check one) I will be exhibiting \_\_\_\_in my studio \_\_\_\_sharing a studio
- \_\_\_\_I am willing to share a space. \_\_\_\_I have arranged to share space with:\_\_\_\_\_
- \_\_\_\_I will participate in the **photo shoot by professional photographer, Ron Bolander, on Wednesday, March 10<sup>th</sup> for 2D or Thursday, March 11<sup>th</sup> for 3D.** See the last page of this packet for more information.
- \_\_\_\_I will contribute ten hours to the tour's success. Please see job assignment list attached.
- \_\_\_\_I **will not** have my studio open on Monday, September 6, 2010.
- \_\_\_\_ I have enclosed a copy of my resale license.

**FEES:**

Application postmarked on or before January 15, 2010.....	\$175	_____
Application postmarked January 16, 2010 – February 15, 2010...	\$250	_____
I am unable to work ten hours on the Tour.....	add \$200	_____
Guild membership.....	\$25	_____

**TOTAL FEES\*\*:** ..... \_\_\_\_\_

\_\_\_\_ Enclosed payment in full      \_\_\_\_ Enclosed is a deposit (one-half of fees)

BALANCE OWED BY FEBRUARY 15, 2010..... \_\_\_\_\_

**\*\*DEPOSIT MUST ACCOMPANY YOUR APPLICATION.  
ALL FEES DUE BY FEBRUARY 15, 2010; ALL IMAGES DUE BY MARCH 15, 2010.**

**Cancellations up to March 15, 2010 - fees will be refunded minus a \$100 application processing fee. NO REFUNDS AFTER MARCH 15, 2010.**

**PRINT AS YOU WANT THIS INFORMATION TO APPEAR IN THE CATALOG:**

*(Indicate "same as last year" where applicable)*

Name: \_\_\_\_\_

Studio address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Main phone: \_\_\_\_\_ Other phone: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Do you have any objection to Email being the primary form of communication for all Tour activities, deadlines, etc. \_\_\_no \_\_\_yes

Medium: \_\_\_\_\_

Directions to your studio (for catalog): \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Catalog description (Describe your art **in 14 words or less**): \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

I have read and agree to the criteria and requirements for participating in the Eighteenth annual Studio Discovery Tour, 2010. As a participating artist, I agree to indemnify and hold harmless Gualala Arts / North Coast Artists Guild, and their directors, partners, employees and volunteers against any and all loss, damage and/or liability that may be suffered or incurred, during or in connection with the Studio Discovery Tour as a result of my own negligent or wrongful acts or omissions. Failure to meet requirements for the Tour may jeopardize participation in future Studio Tours.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Make check payable to: NCAG. Make copies of completed application for your records.  
Mail check and application to:**

**North Coast Artists Guild, P.O. Box 1658, Gualala, CA. 95445**

Questions: call Scott Chieffo at 884-1138 x13 or email him at: [Scott@GualalaArts.org](mailto:Scott@GualalaArts.org)

## **ARTIST WORK ASSIGNMENTS**

**Read this before indicating a work assignment preference. Fill out the skills questionnaire so we can better match you to a specific Tour work assignment. A minimum commitment of 10 hours per artist is required. Artists not fulfilling their hours will be billed at \$20 per hour although we hope this will not be necessary.**

**CATALOG AD SALES:** Assist Director and/or Gualala Arts sales representative with any tasks related to ad sales. Tasks may include tracking sales status, writing “Thank You” notes to advertisers, etc.

**MATERIALS DISTRIBUTION:** Deliver catalogs, posters, and other misc. promotional materials and keep various locations restocked. Note that the Tour will be using a professional distribution company for the majority of catalog distribution; however, there are some areas that may not be covered by this distributor.

**CATALOG PRODUCTION:** Assist in map production. Drive the various artist locations to check for accuracy and ease of directions. Coordinate catalog proofing by individual artists. Proofread entire catalog. Early deadlines so your 10 hours will be completed early.

**WEBSITE SUPPORT:** Work with Director, Web Developer and individual artists to ensure quick and accurate information on the Tour website. Consolidate and type up website bios.

**ARTIST EVALUATION:** Compile information from artist evaluations after the event and creates report for NCAG. This task involves use of Microsoft Excel and/or Word.

**MAILING LIST COORDINATOR FOR CATALOG:** Compile and merge mailing lists for individual artists into a format compatible with the database used by our direct mail distributor. Manually enter data for any artist who does not have mailing list in electronic format. This task involves the use and knowledge of MS Excel or other spreadsheet/database program.

**SEA RANCH LIAISON:** Coordinate The Sea Ranch-specific requirements for artists with studios on TSR. This will include coordinating insurance riders, signage requirements, etc. This job should be done by an artist living on TSR.

**PACKET ASSEMBLY:** Gather, prepare and assemble artist information packets for tour.

**EXHIBIT CURATOR:** Assist in planning and organization of Catalog Cover exhibit and/or Tour Preview Exhibit. Receive, hang and remove artwork. Create applications, title cards, etc. Communicate directly with artists.

**PUBLICITY:** Work directly with Gualala Arts Publicity Coordinator. Participate in implementing a marketing plan that includes advertising, media relations and other tactics. Write publicity articles for the Tour. This task requires computer and writing skills.

**SIGNS:** Solicit each individual artist for their specific signage needs. Repair old signs and/or order new signs, based on the comprehensive needs of all artists. Create studio numbers for use on individual signs. Must be organized and able to accurately track the signing in/out of signs.

**WORK COORDINATOR:** Work with the Director to track volunteer hours for each artist. Help assign artists to the various work committees.

**HOSPITALITY:** Provide refreshments for meetings; take meeting minutes.

## WORKING COMMITTEE SKILL QUESTIONNAIRE

You may waive your 10 hour commitment by paying \$200. If you wish to complete your 10 hour commitment please fill out this questionnaire to help us find the best committee for you.

1. Have you participated in the Studio Discovery Tour in the past?    yes    no
2. If yes, what work assignments have you had? \_\_\_\_\_
3. Did you enjoy your assignment?    yes    no  
Why? \_\_\_\_\_
4. Please indicate your top three work preferences, based on the descriptions above:  
  
(1) \_\_\_\_\_  
  
(2) \_\_\_\_\_  
  
(3) \_\_\_\_\_
5. Do you have any computer skills?    yes    no    Do you have a computer?    yes    no
6. If yes which operating system(s)?    PC    Mac
7. Which computer programs are you experienced with?    Excel    MS Word  
Other \_\_\_\_\_
8. Are there any issues we should consider in assigning your work committee?  
disability    difficulty in lifting heavy boxes/objects    other \_\_\_\_\_
9. Do you have a “day job”?    yes    no
10. What kind of work do you do, or have you done in the past? \_\_\_\_\_
11. Do you have any publicity experience (calling newspapers, pitching stories...)  
yes    no
12. Please indicate if you have skills in the following areas:    sales  
community outreach    filing, organization    proof reading  
database    customer service    hospitality

**\*\*\*Activities that DO NOT QUALIFY as part of your 10 hour commitment:  
Preparation you do for yourself at your studio, filling out your application,  
delivering your art, attending informational meetings.**

**SUBMISSION OF IMAGES AND BIO FOR THE CATALOG,  
WEBSITE AND OTHER PUBLICITY**

**(PLEASE READ THE FOLLOWING INSTRUCTIONS VERY CAREFULLY)**

**The following submittals must be delivered to the Director by March 15, 2010:**

- 1) One or Two Digital Images of Your Artwork for Catalog:
  - a. If you are certain of the image you want to use, only one is required. If you aren't sure, and would like us to choose, please include two images.
  - b. **IMPORTANT:** images in VERTICAL ("portrait") format will print significantly larger in the catalog, due to the page layout used.
  - c. Images should have the following minimum specifications:
    - i. TIF or high-quality JPEG in the RGB color space
    - ii. Size must be **a minimum** of 1,200 pixels on the long side (this equates to 4 inches at a resolution of 300dpi).
    - iii. A composite vertical image, consisting of two horizontal images is acceptable.
  - d. Images must be submitted on a CD marked with your name, or emailed to the Director.
  - e. Please include a sheet or digital text file with image titles and medium descriptions listed.
  
- 2) Two to Four Digital Images of Your Artwork for Website:
  - a. We would like to include at least four of your images on the Tour website. If you plan on using the same image or images that you submitted for the catalog, please indicate this in your submittal, and include only two or three images specifically for the web; otherwise please include four images here.
  - b. It is recommended that website images have the exact same specifications as listed above for the catalog images... this will increase the possibility that these images can be used for other publicity purposes, as well.
  - c. The **ABSOLUTE MINIMUM** specifications for website-only images are as follows:
    - i. JPEG in the RGB color space
    - ii. Size must be **a minimum** of 600 pixels on the long side (this equates to 6 inches at a resolution of 100dpi).
  - d. Images must be submitted on a CD marked with your name, or emailed to the Director. If using the same CD as that used for submitting the catalog images, please indicate which is which on an enclosed sheet or digital text file.
  - e. Please include image titles and medium descriptions on the sheet or digital text file.
  
- 3) One or More Digital Images of You at Work in Your Studio (or On Location):
  - a. This image should have the same "high-resolution" specifications as the catalog images listed in (1) above.
  - b. **IMPORTANT:** Please put some thought and time into creating this image. An artistic "artist at work" or studio image stands a good chance of being used for various publicity purposes; whereas, a poorly exposed "snapshot" has no guarantee of being printed in the catalog or being used for any other purposes. In the past, the vast majority of these images have been "snapshot" quality.
  - c. Additionally, a good "artist at work" or studio image will work very well on your personal page of the Tour website.
  - d. Please submit these images on the same CD or email as the catalog and website images.

**Please use MEANINGFUL file names for image files, such as "artist name\_artwork title.jpg".  
Meaningless file names such as "DSC00472.jpg" make the images much easier to lose or misplace.**

4) A Good Bio for Use on the Tour Website

- a. A good bio is one which tells your art story in an interesting way. Include materials that are used, sources of inspiration, relevant studies or education, awards received, teaching experience, etc.
- b. Bio should be approximately one-half to one page long to give as much consistency as possible to the individual website pages.
- c. You may want to browse through the individual artist pages of the 2009 Studio Tour website ([www.studio-tours.com](http://www.studio-tours.com)) for new ideas.
- d. Please submit bio on the image CD as an electronic, unformatted text file, or via plain text email to the Director.

**If you plan on using the same images and/or bio as last year, you do not need to resubmit those; however, you must let the Director know of your intentions before the image delivery deadline.**

**\*\*\*Please note that all photographs need to be TAKEN in high-resolution. Increasing a photograph from a low resolution to a high one on the computer is not the same thing as a high resolution image. It just makes more fuzz, it does not make a clean printable image.**

### **STUDIO DISCOVERY TOUR PHOTO SHOOT**

We have contacted the following provider who will offer services to help you provide your photographs in the proper format.

Ron Bolander – Professional Photographer will once again provide his low cost photo shoot which is scheduled for Wednesday and Thursday, March 10<sup>th</sup> and 11<sup>th</sup> at the Gualala Arts Center. He will be taking **digital images only**... no slides. He will be providing each artist with a CD and a print reproduction of the images he takes. Also, he will be supplying a CD of all the artists' images that participate in the tour to the person doing the web site and catalog in whatever format is needed. His total fee to do this will be \$40.00 per image. If you have questions about this service, and would like to find out more, you can contact Ron at 707-884-9423. To reserve a spot for this photo shoot, please contact the Tour Director, Scott Chieffo at 707-884-1138 or [Scott@GualalaArts.org](mailto:Scott@GualalaArts.org)

**PROFESSIONAL PUBLICITY** is one of the special benefits you get from the Studio Discovery Tour. As a participant of the SDT you have a wonderful publicity resource working on your behalf. You will be included not only in the exceptional color catalog, but in all our other publicity efforts including:

- Press Releases
- Paid advertising in Newspapers & Magazines
- Calendar Listings, both print & Internet
- A professionally done, highly visited website ([www.studio-tours.com](http://www.studio-tours.com))
- A page on the "Local Artists" section of the Gualala Arts website (<http://gualalaarts.org/artist/index.html>)
- Posters & Flyers
- Radio Interviews and anything else we can think of.

**If you have any questions about anything on these pages, please do not hesitate to contact me.**

**Scott Chieffo  
(707) 884-1138 x13  
[Scott@GualalaArts.org](mailto:Scott@GualalaArts.org)**