



Twenty-Fourth Annual

CALL TO ARTISTS

Dear Artist:

Enclosed is your 2016 Studio Discovery Tour application package. The Tour dates for 2016 are **Labor Day weekend** (9/3, 9/4, & 9/5) and the **weekend before** (8/27 and 8/28). Labor Day Monday (9/5) is optional. The NCAG Board of Directors will be the Steering Committee responsible for this year's Tour. As President of the Board, I will again be the *defacto* Director of this year's Tour and would like to welcome all returning and new artists. This is NCAG's twenty-fourth Tour and I hope that with all your help we will have the most successful Tour ever.

In 2015, the 22 Tour artists produced over 3,100 studio visits and more than \$52,000 in revenue, [an average of over \$2,300 per artist.] With this in mind, we hope that you will consider participating in this great event to share your unique artistic vision and passion with the public.

Please read the enclosed materials carefully. 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 **early-deadline** application fee has been reduced to **\$125** for applications and fees received by **January 22, 2016**. The **regular deadline** application fee is **\$175** for applications received between January 23, 2016 and the final **deadline of February 12, 2016**. The cost of "buying out" the 10-hour work requirement remains **\$250** (\$25 per hour).

As a Tour participant, you will receive:

Professionally designed and printed Tour catalog mailed to over 7,000 art lovers and distributed to over 30 locations in 5 counties. Last year we distributed close to 15,000 catalogs.

Advertising in both print and radio, Facebook page and Studio Tour website

Free use of the NCAG Square Credit card processing for sales

Signs

Two month Preview Show in the Discovery Gallery, 7/15 - 9/5

Email campaign

In addition to the above, the 2016 catalog will be expanded to give each artist half a page, rather than the usual one third page.

NCAG has established a grant program for artists who would like to participate in the Tour but may need financial help. We will be offering two grants in 2016, one for full fees and one for half the fees. The winners of the grant will be notified by January 14th. The grant application form is included with this mailing (**Page 10**) or may be downloaded from **<http://tinyurl.com/SDT2016>**.

If you have any questions about the 2016 Studio Discovery Tour, or the application process, please do not hesitate to contact me directly – 707-884-5067 or email me at **djemisonball@cvcca.com**.

Sincerely,

Doric T. Jemison-Ball II
President, North Coast Artists Guild
2016 Studio Tour Director

NORTH COAST ARTISTS GUILD
TWENTIETH-FOURTH ANNUAL STUDIO DISCOVERY TOUR

2016 Tour Application, Agreement & Program Information

We hope you will join us for the Twentieth-Fourth annual North Coast Artists Guild (NCAG) open studios event. Please read the following application and program requirements carefully, and then fill out the application.

Participation in the Tour is open to members of the NCAG who maintain a full or part-time working studio in coastal Sonoma or Mendocino Counties, from Timber Cove (south) to Albion/Little River (north). If you have questions, please contact the Director.

DEADLINES:

| | |
|-------------------|--|
| January, 22, 2016 | Early deadline for reduced application fee (\$125). |
| February 12, 2016 | Final deadline for application and fees – (\$175 after 1/22/2016) |
| March 11, 2016 | Final deadline for submittal of all images, a bio with interesting information about yourself and a mailing list -- all submitted electronically via email or on CD-ROM or directly to the DROPBOX |

MANDATORY MEETINGS: MEETINGS HELD AT THE UPSTAIRS GALLERY

| | |
|--------------------------------|---|
| ORIENTATION/MARKETING MEETING: | Saturday, Feb. 26, 2016 (1:00 pm - 4:00 pm) |
| PRE-TOUR MEETING: | Saturday, Aug. 13, 2016 (1:00 pm - 3:00 pm) |
| WRAP-UP MEETING: | Tuesday, Sept. 6, 2016 (10:00 am -12:00 noon) |

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 you are not already a member).
2. **Studio Tour dates and times:** Saturday, Sunday and Monday (Labor Day), September 3, 4, & 5 and Saturday and Sunday, August 27, 28. Labor Day (September 5th) is optional. All times for both weekends will be from 10 AM to 5 PM 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 artwork.
3. **FEES: Cost is \$175 - due February 12, 2016 (\$125 if paid by January 22, 2016). Cost is PER ARTIST, not per studio.** Those artists, who prefer to waive their 10-hour work requirement on shared Tour tasks, pay an **additional \$250. All fees are due February 12, 2016.**
4. **SALES:** Each artist agrees to pay a commission to the North Coast Artists Guild on all sales made during the tour, including sales from the Discovery Gallery 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 for new applicants. You may submit your Permit number **only** if you are a returning artist. 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 **Tuesday, September 5, 2016**.
7. **Artists may show their work** in their own studio or share another artist's studio. Any other location must be approved by the Director in advance.
 - A. Artists who share another artist's studio or are showing other than their own studio will have a story board and/or a piece in progress that demonstrates the process of creating their work. All Artists should also display tools and materials used in the creation of their artwork.
 - B. Artists will also supply a picture of the storyboard and/or their studio workspace by **August 1** to the Director if they are new or sharing a space.
 - C. Artists will **not** be allowed to show in a gallery unless it is their working studio. No other artists work can be shown concurrently or be for sale in the gallery unless they are paid Studio Discovery Tour artists.
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 weeks.
9. **Signs will be provided.** Each artist agrees to cooperate with nearby artists in posting sufficient signage to direct visitors to their studios. **Do not make your own signs.** The signs must be picked up at the Pre-Tour Meeting and **returned at the Wrap-Up Meeting on Tuesday, September 5 to the Logistics committee.** Signs must be returned in reasonable condition. A \$15 fee will be charged for each damaged or missing sign. **Do not make alterations to the signs.**
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 who prefer to opt out of this requirement may do so by paying an additional \$250 in fees. The Tour Director will track artist's volunteer hours and anyone who does not fulfill his or her 10 hours will be billed at \$25.00 per hour. If you do not complete your hours or pay the fee, your future Tour participation may be in jeopardy. The success of the Tour is dependent on the participation of every artist.
11. **Each artist agrees to submit required images and a personal story bio** for catalog, website and publicity purposes no later than March 11th, 2016. Please see image requirements page for further information. Publicity is very important for the Tour. Please make sure your bios are more of a personal story of **interesting things** you have done while pursuing your art or what makes you passionate about your artwork or medium. In order to bring as many people as we can to the Tour we need **interesting reasons for them to visit you.** So please think **outside the box.**
12. **Each artist agrees to attend all mandatory meetings.** If you are unable to attend due to an unforeseen circumstance, contact the Tour Director as soon as possible prior to the meeting. Artists are solely responsible for obtaining 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:** Working this out with customers is up to the individual artist. However, payment of **FULL** commission on items sold or on a pay later basis is due at the conclusion of the Tour.
17. **Preview showings: The Discovery Gallery will be the primary preview show site for the 2016 Tour. The Discovery Gallery preview show will be from July 15 through September 5 and is mandatory for all artists participating in the 2016 Studio Discovery Tour.** There may be other preview shows that take place at various locations to be determined by the Director. Participation in these additional preview shows will generally be optional and will be so noted by the Director.

ARTIST WORK ASSIGNMENTS

Read this before indicating a work assignment preference.

Fill out the Working Committee Skill Questionnaire (**Page 9**) so we can better match you to a specific Team and/or Tour work assignment. A minimum commitment of 10 hours per artist is required.

The NCAG Board of Directors will perform the role of the Steering Committee responsible for the 2016 Studio Discovery Tour, with the Board President as Steering Committee Chairperson and Studio Discovery Tour Director. Artist/participants will be divided into six work groups or teams: Catalog and Website Team, Mailing and Distribution Team, Advertising Sales Team, Publicity Team, Discovery Gallery/Preview Events Team, and the Logistics Team. Assignment to each team will be made by each team leader, based on the identified first, second, third choice of each artist participant and the requirements of the team.

The Board President as Steering Committee Chairperson and Studio Discovery Tour Director is responsible overall for the six teams getting their jobs done and for holding the team leaders of each group responsible for organizing the group and getting the group's job done.

For 2016, the plan is to assign the leadership of each team to a current Board Member who will in turn select one team member to be groomed as the team leader in 2017. Team Leader assignments for 2016 are as follows:

CATALOG/WEBSITE TEAM: Doric Jemison-Ball

MAILING & DISTRIBUTION TEAM: Sharon Nickodem

ADVERTISING SALES TEAM: Bruce Jones

PUBLICITY TEAM: Publicity and Venues Director

DISCOVERY GALLERY/PREVIEW EVENTS TEAM: Judy Pfeifer

LOGISTICS TEAM: Jennie Henderson

SUBMISSION OF IMAGES AND BIO FOR THE CATALOG
WEBSITE AND OTHER PUBLICITY
(PLEASE READ THE FOLLOWING INSTRUCTIONS VERY CAREFULLY)

The submittals listed below must be delivered to the Director by March 11, 2016. The importance of the items below can not be stressed enough. Show a piece of new work and the best work you have. This is your first impression to the public. You want the picture to catch their interest and attention so they will want to visit your studio.

1) One or Two Digital Images of Your Artwork for Catalog:

- a. If you are certain of the image, only one is required. If you aren't sure, include two images and the Tour staff will pick the one that displays best in the Catalog.
- 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 **minimum** 1,200 pixels on the long side (i.e., 4 inches at a resolution of 300 dpi).
- d. Images must be submitted on CD-ROM marked with your name, emailed as attachments to the Director, on a thumb drive, or uploaded directly to the DROPBOX (instructions will be provided).
- e. Please include a sheet or digital text file with image titles and medium descriptions listed.
- f. Images for the catalog **must be new and not previously used in the brochure.**

2) Two to Four Digital Images of Your Artwork for Website and Facebook:

- a. We would like to include at least four of your images on the Tour website. If you plan to use the same image(s) that you submitted for the Catalog, please indicate this in your submittal, and include only two or three additional images specifically for the web. You may also submit four images for the web that are different from your Catalog image(s).
- b. We recommend that website images have the same size and resolution specifications as for Catalog images. This will increase the possibility that these images can be used for other publicity purposes.
- c. The **ABSOLUTE MINIMUM** specifications for website-only images are as follows:
 - i. JPEG in the RGB color space
 - ii. Size must be **minimum** 600 pixels on the long side (i.e., 6 inches at a resolution of 100 dpi).
- d. Images must be submitted on a CD-ROM or thumb drive marked with your name, or emailed as attachments to the Director, or uploaded directly to the DROPBOX (separate instructions will be provided). If using the same CD-ROM used for submitting the Catalog images, please indicate purpose of each image 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.
- b. **IMPORTANT:** 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 publicity purposes; whereas, a poorly exposed "snapshot" has no guarantee of being printed in the catalog or being used for any other purpose.
- c. A good "artist at work" or studio image will work well on your personal page of the Tour website.
- d. Please submit these images on the same CD-ROM or email as attachments to the Director. Note the purpose of the image on the include sheet or digital text file.

Use MEANINGFUL file names for image files, such as "johndoe-brochure.jpg". Standard upload file names such as "DSC00472.jpg" make the images very hard to locate and very easy to misplace.

4) A Good Bio for Use on the Tour Website:

- a. A good bio is one that 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 one-half to one page. Longer bios may be edited by staff to provide consistency among individual website pages.
 - c. You may want to browse through the individual artist pages of the 2014 Studio Tour website (www.StudioDiscoveryTour.com) for new ideas.
 - d. Please submit bio on the image CD-ROM as an electronic, unformatted text file, or via plain text email to the Director.

Please note that all photographs need to be TAKEN in high-resolution. Increasing a photograph from a low resolution to a higher one using software simply creates pixilation and loss of image quality, usually resulting in very poor print quality. Submit TIFF format images if possible, or alternatively JPG format.

STUDIO DISCOVERY TOUR PHOTO SHOOT

PHOTO SHOOT

As a service to NCAG members, professional photographer Ron Bolander will provide a low-cost photo shoot, in the Burnett Gallery at Gualala Arts on **Monday, February 29 for 2D and Tuesday, March 1 for 3D – 9:30 to noon and 1:00 to 5:00 p.m.** Ron will provide **digital images only** (no slides). **The fee is \$40.00 per piece of art.**

The artist will receive two CD-ROMs. One is low resolution for web design and the other is high resolution for printing. A copy of all images will also be provided to NCAG SDT 2016 for publicity and Catalog use. CD-ROMs will be available for pickup within two weeks following photo shoot.

This service will be available **by appointment (half-hour each)**, provided a minimum five appointments per day are booked in advance. If you wish to take advantage of this service, please indicate at the appropriate place near the bottom of **Page 7** of this packet (first page of the application forms section).

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

- Press Releases
- Paid advertising in newspapers and magazines
- Calendar listings, both print and Internet
- A professionally designed, highly visited website (www.StudioDiscoverTour.com)
- Posters and flyers
- Radio interviews and many other opportunities that come our way
- Additional venues representing the Tour
- Facebook Page

If you have any questions please contact the Director, Doric T. Jemison-Ball II 707-884-5067 or by email at buffalo@bbs-la.com

RETAIN PAGES 1 - 6 FOR REFERENCE.

**DO NOT SUBMIT THESE PAGES WITH
YOUR APPLICATION.**

**Return pages 7 - 10 (next 2 sheets of paper) with your check to:
NCAG, PO Box 1658, Gualala, CA 95445-1658
Make check payable to NCAG.
MAKE A COPY OF THESE PAGES FOR YOUR RECORDS
Additional Application Forms can be downloaded from:
<http://tinyurl.com/SDT2016>**

STUDIO DISCOVERY TOUR APPLICATION

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

Name: _____

Studio address: _____

Mailing Address: _____

Main phone: _____ Other phone: _____

Email: _____ Website: _____

Email is the primary form of communication for all Tour activities, deadlines, etc.

Medium: _____

Directions to your studio (for catalog), **use mile markers where available:**

Catalog description (Describe your art in **14** words or less in a way that the public will understand what it is you do):

Check off: Please complete all sections (Page 10 only if applying for grant)

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 a professional photographer, on Monday, February 29 for 2D and Tuesday, March 1 for 3D** (See Photo Shoot Information **Page 6.**)
- I will contribute ten hours to the Tour's success. (See Work Assignment Information **Page 4.**)
- I **will not** have my studio open on Monday, September 5, 2016. (Labor Day)
- I have enclosed a copy of my resale license. My Permit number _____

CHOOSE ONE

- I want my listing in the Studio Discovery Tour brochure to indicate that I will open my studio to the public from Memorial Day through Labor Day by appointment.
- I want my listing in the Studio Discovery Tour brochure to indicate that I will open my studio to the public all year by appointment.
- I **DO NOT** want my listing in the Studio Discovery Tour brochure to indicate that I will open my Studio to the public at any time other than the 2016 Studio Discovery Tour dates.

FEES:

| | | |
|--|-----------|-------|
| Application postmarked <u>on or before January 22, 2016</u> | \$125 | _____ |
| OR | OR | |
| Application postmarked <u>January 23, 2016 – February 12, 2016</u> | \$175 | _____ |

*I am **unable** to work ten hours on the Tour* **Add** \$250 _____

Guild membership \$ 25 _____

| | | |
|---|--|-------|
| TOTAL FEES** | \$ | _____ |
| <input type="checkbox"/> Enclosed payment in full | <input type="checkbox"/> Enclosed is a deposit** (one-half of fees) | |
| BALANCE OWED BY February 12, 2016 | \$ | _____ |

****DEPOSIT MUST ACCOMPANY YOUR APPLICATION****
ALL FEES DUE BY February 12, 2016; ALL IMAGES DUE BY MARCH 11, 2016

Cancellations up to February 12, 2016
Fees will be refunded minus a \$100 application-processing fee
NO REFUNDS AFTER February 12, 2016

READ CAREFULLY AND SIGN BELOW

I have read and agree to the criteria and requirements for participating in the Twentieth-Fourth Annual Studio Discovery Tour, 2016. 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: _____

WORKING COMMITTEE SKILL QUESTIONNAIRE

NAME: _____

You may waive your 10 hour commitment by paying \$250. If you wish to complete your 10-hour commitment, please fill out this questionnaire to help us find the best fit 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. Please indicate your top three team assignment preferences [number 1, 2, 3] based on the descriptions above (**Page 4**):

- _____ CATALOG/WEBSITE TEAM
- _____ MAILING & DISTRIBUTION
- _____ ADVERTISING SALES TEAM
- _____ PUBLICITY TEAM
- _____ DISCOVERY GALLERY/PREVIEW EVENTS TEAM
- _____ LOGISTICS TEAM

4. Do you have computer skills? yes no

Do you own a computer? yes no

5. Which computer programs are you experienced with? Excel MS Word

Other _____

6. Are there any issues we should consider in assigning your work committee?
(Disability, difficulty in lifting heavy boxes/objects, other)

7. Do you have a “day job”? yes no

8. What kind of work do you do, or have you done in the past?

9. Do you have any publicity experience (writing stories, designing ads, posters)? yes no

10. What do you think you're good at doing [other than making ART] that might contribute to the success of the 2016 Studio Discovery Tour?

*****Activities that DO NOT QUALIFY as part of your 10-hour commitment, since all artists on the Tour share in these responsibilities: Preparation you do for yourself at your studio, filling out your application, delivering your art, attending informational meetings, passing out brochures. The Standard number of days sitting the Discovery Gallery preview show required of all artists DO NOT QUALIFY as part of your 10 hour commitment. However, additional hours spent sitting the Discovery Gallery as assigned by the Director do qualify as part of your 10-hour commitment.**



PLEASE LEAVE
THIS PAGE BLANK
UNLESS APPLYING
FOR GRANT

2016 Studio Discovery Tour Grant Application

NCAG is offering two Artist grants for participation in the 2016 Studio Discovery Tour. The first grant will provide \$125 in fees and the second will provide \$62.50 in fees. Artists who are selected for the grants agree to pay the fees back to NCAG after the Tour if they have been recouped through sales. This provision allows for the money to be used for artist grants in subsequent years.

GRANT APPLICATIONS MUST BE POSTMARKED NO LATER THAN JANUARY 8, 2016 AND MAILED TO NCAG, PO BOX 1658, GUALALA, CA 95445

NAME _____ PHONE _____

MAILING ADDRESS _____

PHYSICAL ADDRESS _____

EMAIL _____

I am applying for Full Fee Grant (\$125) Half Fee Grant (\$62.50)

Please explain your reasons for seeking the grant:

Have you participated in the Tour in a previous year? Yes No