

# 30th Annual



## CALL TO NCAG ARTISTS

**2022 Tour Dates: August 27 & 28 & September 3-5**

**Dear Artist,**

At this point, we are a "GO" for a live 2022 Tour!

The successes of the 2021 Tour were welcome in the shadow of the ongoing pandemic. We learned that we can have a successful brochure without advertising, that cell phones can be useful, that being part of the Discovery Gallery makes a huge difference, all of which raises the bar on our expectations for the upcoming season. The big lesson was that we can be "pandemic safe" and have our commerce, too, if we are diligent. What works for everybody is getting fully vaccinated (that includes the booster), masking appropriately, distancing, controlling our gatherings, do as much outside as we can, and minimize visits into our tight indoor spaces. We are all used to this, and our customers feel safe as well.

**Here is what NCAG offer with thirty years of Discovery Tour experience:**

Over 8 thousand full-color brochures will be distributed to our extensive maillist and to local hot spots. They will have maps, directions to your studio, and an image of your artwork. And importantly, they will direct art seekers to our upgraded Studio Discovery Tour Online Brochure -- up and running by June 1, 2022 -- where they will get your personal view of your creations and your studio environment, as well as a broader experience of the local venue with coastal scenery. And you will continue to get this website exposure to the end of 2022. During the approaching weeks of the tour, there will be ongoing social media posts on Facebook and Instagram as well as print and radio advertising. The Discovery Gallery, in mid-town Gualala, will once again serve as the SDT 2022 Preview Show with art pieces from every Tour artist from July 8 through September 5. A flyer inserted into the Independent Coast Observer ahead of each tour weekend that will drive inquiries to the Tour website, and from there your links can direct them to your personal website and any e-commerce capability you might develop to sell online.

If your studio is not set up for the public, you might consider sharing space with another artist. Our records show that studios that host other artists increase visitations and sales. Artists with lots of room, let us know if you are willing to share your space. Likewise, if you are looking for an alternative space, let us know; we will try to find you a suitable match.

For those of you who are returning to the Tour, we will want fresh, all new bios and artwork images, and a professional (that's you), knockout "Artist-at-Work" image. Keep in mind that there are more studios to visit than there is time to visit them all. Visitors are going to choose by your images and bio. The Printed Brochure, Online Brochure and Discovery Gallery combination are great, but it still stands on your images and bio to win new clients and increase your sales. Sharpen your presentation. Build your following, and they as new clients will revisit their favorite artists again and again.

Your Program Information and Tour Application are attached.

**Sincerely,**

**North Coast Artist Guild Board of Directors:**

Andrea Allen, Colette Coad, Jackie Gardener, Jennie Henderson,  
Michael Henderson, Barbara Johannes, Bruce Jones,

NCAG website <http://northcoastartistsguild.com>

Studio Discovery Tour website <https://www.studiorecoverytour.com>

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# Program Information

**2022 Tour Dates: August 27-28 and September 3-5**

### Important SDT 2022 Dates

Application Deadline	March 1
Orientation Meeting (2 options)	March 5 or 12
Publicity Materials Deadline:	April 1
SDT Website Up and Running	June 1
Discovery Gallery Preview Show	July 8 - September 5
Pre-Tour Meeting:	August 20
Tour Dates:	August 27 & 28; September 3-5
Post Tour Wrap-up Meeting:	September 6

## Eligibility

Participation in the Tour is open to members of the North Coast Artists Guild (NCAG) who maintain a full- or part-time working studio in coastal Sonoma or Mendocino Counties, from Timber Cove to Albion/Little River. Membership dues are \$25 per year. If you are unsure of your membership status, inquire at [NCAGBoard@gmail.com](mailto:NCAGBoard@gmail.com).

## Application Deadline and Fees

Your completed application, along with required documentation and all applicable fees, must be received by the Board, or postmarked, no later than March 1, 2022. The Studio Discovery Tour application fee is \$175 per person. All applicable fees must be paid in full at the time of application. Withdrawal from the Tour and refund of the Tour application fee deadline is May 1, 2022.

## Publicity/Media Materials Deadline

Each artist shall submit all required art images and a personal bio for the Studio Tour website and general publicity purposes by April 1, 2022. (More about images and bios below)

**Pre and Post Tour Mandatory Meetings** (If unable to attend, contact the Board as soon as possible prior to the meeting.)

**Orientation Meeting:** (choose one of two dates) March 5 or March 15.) Location and times will be sent to you via email. We hope to answer all your questions. Discuss how everything works including photography and bios expectations, video, E-Commerce and more.

**Pre-Tour Meeting:** Saturday, August 20, 2022, at 1:00 pm at Discovery Gallery will be for the distribution of road signs, sales receipt booklets, and the chance to ask last minute questions about the upcoming Tour.

**Post Tour Wrap-Up Meeting:** Tuesday, September 6, 2022, at 10:00 am at Discovery Gallery where we will turn in receipt books and return signs and settle commissions and fees.

## Studio Tour Participation: Hours and Dates

Artists will be available to visitors in their studios, or in shared studios, each Tour day, 10:00 am to 5:00 pm. Artists may, with advance permission of the Board, opt out of the first weekend or Labor Day weekend, or Labor Day Monday, provided notice is given prior to the publicity deadline of April 1, 2022.

## Discovery Gallery Preview Show Participation

The Discovery Gallery is the Preview Show site for the Tour. The Preview Show will be held from Friday, July 8, 2022, thru Monday, September 5, 2022. Every participating artist will keep at least one piece of their artwork in the Gallery throughout the Preview Show and Tour period. Gallery staff will inform you of sales. Sold items must be immediately replaced. Artists will bring their initial art to the Gallery on Tuesday, July 5, 2022. Preview Gallery Opening will be on Friday, July 8, 2022. At the close of the Tour, all artists will pick up their work from the Gallery at the Tour Wrap-Up Meeting on Tuesday, September 6, 2022, at 10 a.m.

## Sales and Sales Tax

All sales made during the tour will be recorded in the sales books provided. The books will be returned to the Board at the Tour Wrap-Up Meeting on Tuesday, September 6, 2022. Artists are also responsible for collecting and reporting California sales tax on all sales, including sales made through the Discovery Gallery. Required sales permits can be obtained through the [CDTFA - CA Department of Tax and Fee Administration](#).

## Sales Commission and Layaways

Each artist agrees to pay a ten percent (10%) commission to the North Coast Artists Guild on all Studio Discovery Tour sales which include studio sales, all sales from the at the Discovery Gallery Preview Show, sales from any other Studio Tour venue, sales from future or pending sales directly related to the Tour, and the total calculated sales of any delayed payment agreement (i.e., layaway). An artist's total sales commission is due at the Tour Wrap-up Meeting on Tuesday, September 6, 2022.

## Studios, Studio Sharing, Galleries other than the Discovery Gallery

Each artist will meet basic standards of safety and cleanliness, and create an attractive, uncluttered presentation with enough gallery-ready artwork. Artists may show their work in their own studio or share another artist's studio. Any other location must be approved by the Board in advance. 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. Works of non-participants in the Tour are prohibited from being for sale at any Tour location. Artists may not show in a gallery unless it is Board-approved, or it is their working studio. No other artists' work can be shown concurrently or be for sale in the gallery unless those artists are current Studio Discovery Tour participants.

## Studio Liability

Liability is the responsibility of the artist. NCAG recommends that you obtain proper coverage on your Homeowner's policy for the tour weeks.

## Roadside Tour Signs

Signs will be used to direct traffic to studios fully open to the public in a live studio tour event. Studio artists will be contacted directly by email to order their signs. Each studio artist is responsible to pick up his or her sign(s) at the Pre-Tour Meeting, post them according to a few simple instructions, and return them at the Wrap-Up Meeting on Tuesday, September 6. Signs must be returned in their original condition. A \$15 fee will be charged for each damaged or missing sign. Alteration to the provided signs or construction of personalized signs is not allowed. Letters, Numbers, and Arrows are provided with 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. NCAG's Sea Ranch Liaison will handle communications with The Sea Ranch Association.

## **Publicity Materials Submission** Deadline for submitting Publicity Materials: April 1, 2022.

**Your Personal Bio Text:** Provide a bio that is more of a personal story of interesting things you have done while pursuing your art and what makes you passionate about your artwork or medium. Include the materials you use, sources of inspiration, relevant studies or education, awards received, teaching experience, etc. Your bio may be edited to fit different venues: i.e., 300 words for the Gallery and 500 words for the Tour Website. Please save your bio as a common text file that you can attach to an email. Name the file appropriately (i.e., JaneDoeBioSDT2022.doc) so we can know at a glance what is inside the file. Your bio is as important as your best photo image.

**At least 5, or as much as 8, digital images of your artwork:** These will go into several locations. One image will be in the four-fold Brochure (your "Show Stopper"). Five images can fit into your personal online brochure page carousel, one into the Artist by Media carousel, and one into the Artist by Studio carousel. There are also social media posts on Facebook and Instagram that will use those same images and bio info as well, and they may also be considered for the cover of the Flyer/Brochure Collage.

**Digital images of you at work in your studio or on location.** Submit one or two "At Work" images. The image(s) will be used for the Tour website but may also be used for other publicity purposes. NCAG recommends that you put some thought and time into creating this image. An artistic "artist at work" or studio image stands a much better chance of being used for publicity purposes.

**Optimal specifications for the website and social media photo images:** JPEG in the RGB color space, 1080 pixels width, and 300 DPI will work fine. Rename each image file to describe its purpose (i.e., JaneDoeWeb2GardenArt.jpg)

## **How to Submit Your Bio and Images**

Attach your Bio and Image files to an E-mail addressed to [NCAGBoard@gmail.com](mailto:NCAGBoard@gmail.com). Alternatively, you can have your files uploaded to Dropbox. Get Mike Henderson to send you an invitation.

[Hendersonmike.pointarena@gmail.com](mailto:Hendersonmike.pointarena@gmail.com)

**Note:** If you are having difficulty with your images or submittal, please let us know. And if you would like professional photography, we can make suggestions. [NCAGBoard@gmail.com](mailto:NCAGBoard@gmail.com).

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## Studio Discovery Tour 2022 Application

For additional application forms visit the NCAG website <http://northcoastartistsguild.com>

Application must be received or postmarked no later than March 1, 2022

1) Print all your responses legibly. 2) Respond fully to each item. (Do not use "Same as last year." as your response.)  
3) Retain a copy of your completed application for your records. 4) Submit your original two-page application, Sellers Permit information (as appropriate), along with a check payable to NCAG covering all required fees to: NCAG, PO Box 1658, Gualala, CA 95445-1658

**Artist Name:** \_\_\_\_\_

**Studio Address:** \_\_\_\_\_

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

**Phone Number:** \_\_\_\_\_ **Cell Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Website URL:** \_\_\_\_\_

I have enclosed a copy of my resale license. My Permit number \_\_\_\_\_

**Your Art Medium:**

**Describe Your Art:** Clarify and leave no doubt what you do!):

**Directions to Your Studio:** (turn by turn)

**For Your Online Brochure Artist Page Links:** Websites you would like to be linked to (include URLs):

**Check All that Apply:**

I will be showing in my studio.

I have arranged to share studio space with: \_\_\_\_\_

- I want to opt out of Labor Day Monday, September 5
- I want to opt out of the first weekend, August 27 & 28.
- I want to opt out of Labor Day Weekend
- I am willing to share space.
- I want my page in the Studio Discovery Tour website to say that I will open my studio to the public: Days of the Week \_\_\_\_\_ Hours \_\_\_\_\_
- I want my page in the Studio Discovery Tour website to say that “My studio is open by appointment, year-round.”
- I want my page in the Studio Discovery Tour website to say, “For everyone’s safety, pandemic protocols of masking and distancing are observed.”
- I want my page in the Studio Discovery Tour website to say, “No Public Restrooms.”
- I want my page in the Studio Discovery Tour website to say, “No Pets Please”
- I want my page in the Studio Discovery Tour website to say, “Pets Welcome”

**Application Fee is \$175**  
**North Coast Artists Guild Membership Fee if applicable is \$25.**

**Read Carefully and Sign Below**

I have read and agree to the requirements for participating in the Thirtieth Annual Studio Discovery Tour, 2022. 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.

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

Print Your Name: \_\_\_\_\_