



HAYWOOD COUNTY STUDIO TOUR POLICIES FOR PARTICIPATION

Haywood County Arts Council, with the help of many volunteers, coordinates the Studio Tour, produces the Guide, and makes temporary tour signs available to participating studios. They coordinate all publicity efforts (brochure, press releases—both print and online, radio/television appearances, etc.). Participant work is displayed at a month-long exhibit at the Haywood County Arts Council Gallery in Waynesville with reception on Friday, June 5. Staff and volunteers are on hand at the gallery during the Tour to answer questions, hand out maps and direct visitors.

The Haywood County Studio Tour is the third weekend of June (June 27 & 28, 2020) with the hours of 10 to 5pm, Saturday & Sunday.

Important Dates to Remember:

- **February 5, 2020** : Studio Tour Application and Fee Deadline
- May 11, 2020: Studio Tour Exhibit Contract due
- June 2, 2020: Drop off of art work at HCAC for gallery exhibit
- June 5 – 27, 2020: Studio Tour Exhibit at HCAC Gallery
- June 5, 2020: Art After Dark & Artist Reception
- **June 27 & 28, 2020: Studio Tour (10:00 am – 5:00 pm)**
- June 29, 2020: Pick up of unsold artwork at HCAC Gallery
- June 30, 2020: Last day to return Studio Tour signs to the HCAC Gallery

Participants must meet the criteria below and return their completed application and payment by 5pm on Wednesday, February 5.

ARTIST ELIGIBILITY

- All work must be original and handcrafted. No work created from commercial kits, stencils, molds, patterns, or prefabricated forms are acceptable.
- Must be current Haywood County Arts Council members (see below for fee) at time of application deadline to the Studio Tour Participation Exhibition and through tour dates.
- Studios must be in Haywood County.
- Participating artists do not have to live in Haywood County, but must show their work in a participating host studio in Haywood and be a current member of Haywood County Arts Council (fee below). **(Host artist must be present during the tour)**
- High school student artists (18 or under) may exhibit in their parent's studio during the tour.
 - Must complete an artist application (including short bio, brief synopsis of the work with photographs)
 - Must be a Haywood County Arts Council member (membership is \$10)

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- Parent(s) must be participating in the Studio Tour.

HCAC MEMBERSHIP FEES

- Individual artist (\$40)
- Young Innovators Membership 19-39 (\$30)
- High School Student 15-18 (\$10)

STUDIO TOUR PARTICIPATION 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).

PARTICIPATION SITES

- Must be in Haywood County
- Restricted to studios.
- Up to four artists may participate in any single studio (including host[s]).
- Must be open all the designated hours and days of the Tour weekend (10 to 5pm, Saturday & Sunday).
- Must participate in “Punch Card & Win A Prize” promotion (\$45 gift certificate w/no expiration date)
- Must have TDA “guest book” for name, email, zip code, nights staying in area, etc.

TOUR EXHIBIT at HCAC Gallery & Gifts*

- Individual Tour participants may submit up to 2 pieces.
- Collaborating artists may submit up to 2 pieces.
- **All work must be for sale.** (Note: Haywood County Arts Council retains 30% 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 of June 2.**
- **FOLLOWING THE CLOSE OF THE EXHIBIT, WORK LEFT OVER 60 DAYS BECOMES THE PROPERTY OF THE ARTS COUNCIL.**

* *Haywood County Arts Council 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 Haywood County Arts Council.*

SIGNAGE

- **Please use only the new signs.**
- **Signs are to be used *only* during the Tour weekend** (Note: signs may not be put out before Thursday of Tour weekend and must be removed before noon on Monday).
- All signs are Haywood County Arts Council property. A \$10 deposit per sign must be paid when signs are picked up. Please return sign(s) to Haywood County Arts Council, 86 N. Main Street in Waynesville by June 30 and deposit(s) will be returned upon receipt of each sign.

VOLUNTEERING OVERVIEW

- All participants are required to volunteer for one of the tasks listed below or pay a \$30 fee at time of application.
- Please indicate on your application your 1st, 2nd, and 3rd preferences for a specific task from the areas described below. Some of these tasks are limited to first-come choice.

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- If you sign up to volunteer (do not include additional fee at time of applying) and do not indicate your choice on your application, you will be asked to fill in somewhere else. All task assignments are determined by application choices.
- **If, at 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 have any questions, call Haywood County Arts Council at 828-452-0593 or Artist@HaywoodArts.org

JOB DESCRIPTIONS

1. AREA DISTRIBUTION

It is the responsibility of every tour participant to distribute the guides when and wherever they can.

(Note: Please do not sign up to distribute if you only plan on having them available at your studio or delivering locally in Haywood County. We expect all artists will take them to their dentist, doctors, vet, car dealership, etc.)

Distribution volunteers deliver bundles to other, more regional locations such as Asheville, Black Mountain, Cullowhee, Cashiers/Highlands, Franklin, Brevard, etc.. Specific distribution locations will be noted within a given region. It will be the responsibility of the participant to a) distribute guide books and b) replenish numbers after a specified period.

All distributors will be asked to report to the distribution coordinator with delivery dates.

** Even if you opt to volunteer in another category, we ask that if you plan on going out of the area (Charlotte, Raleigh, Greensboro, Johnson City, Bristol, Spartanburg, Greenville, Atlanta, etc.) or participate in a show/exhibition/festival, to please take some guides with you to distribute.*

2. EXHIBITION SET UP

The Studio Tour Exhibitions are open 4-5 weeks before the tour. Jobs include:

- Carrying out (or down from second floor) pedestals
- Unpacking artwork/putting into correct area
- Painting pedestals
- Assisting Exhibitions Coordinator in display
- Data entry (labels)
- Adjusting lights (must be able to climb up and down ladder)

3. EXHIBITION BREAK DOWN

- Removing labels from pedestal and returning them to storage.
- Helping artists sign out their unsold art work

4. RECEPTION

The Studio Tour Reception is the first Friday of exhibit, on June 5, 2020 from 6:00-9:00pm. Jobs include:

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

5. RECEPTION FOOD

Bring a dish to share at the receptions. If you plan to provide food, please contact Patty Coulter at pjcoulter3@charter.net to coordinate the needs and delivery times.

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6. LOCAL DISTRIBUTION OF Posters & Guides (*Waynesville, Maggie Valley, Clyde, Canton, Sylva, Lake Junaluska*)

Volunteers take studio tour guides to local businesses and ask them to put the poster in their window.

7. PROOFING GUIDE

Proofers must be available mid-March/May. The actual date depends on completion of guide

8. PHONE CALL REMINDERS

- Before Application Deadline– in late January
- Before Studio Tour Exhibition Deadline (for delivery of work) – late May

9. MARKETING/PROMOTIONAL WORK

Helps with press releases, calendar updates and public service announcements.

10. BUSINESS SPONSORSHIP

Part of our revenue for the cost of putting on the tour comes from sponsorships. Contact may be made via via, phone, or personal visits. If you select this as your volunteer task, you'll be given a listing with all the prices and perks. Pricing is online. This job can be done from home.

Please email Leigh to sign up for a volunteer job: Director@HaywoodArts.org.

ADDITIONAL INFORMATION: *If you have space for additional artists or, conversely, are interested in being a guest in another's studio during the Tour weekend, please contact us at 828.452.0593. We will try to provide referrals or help you find a venue.*

GUIDE:

At least 1,500 Guides are printed for the Tour and distributed regionally. The Guide provides artist name, studio name (optional), studio address and directions, contact information and serves as a reference during and after the Tour. Individual artists receive 25 guides each.

Advertising and tour fees provide the revenue to produce the tour and collateral promotional pieces. Tour Guides are handed out before, during, and after the tour. They are available at Haywood County Arts Council, other regional galleries, and welcome centers in NC.

WEBSITE:

Haywood County Arts Council posts the most current Studio Tour map and Guide on our website as soon as it is completed. Wherever possible, links are established to participating studio websites. **PLEASE PLACE A LINK TO Haywood County Arts Council (WWW.HAYWOODCOUNTYARTSCOUNCIL.ORG/STUDIO-TOUR) ON YOUR WEBSITE AND SHARE THE EVENT ON FACEBOOK.COM/HAYWOODARTS.**

SIGNAGE:

Haywood County Arts Council has weather-resistant, directional signs available. Please talk with your neighbors to coordinate the sign efforts. Signs are the property of Haywood County Arts Council and must be returned by Tuesday, June 30th. A \$10 deposit per sign is required for pick up and will be returned to artist upon return deliver of sign to the HCAC. **Signs are to be used *only* during Tour weekends.**

SURVEY:

An online survey will be available in August 2020 to participating artists following the tour. Please take a moment

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to complete and comment. Statistics aid in Haywood County Arts Council' continuing efforts to garner support (Many of our grantors require substantiation of the scope of our programs/events) and from which policies are established and amended.

POST TOUR:

Once the survey results have come in, Haywood County Arts Council hosts an open meeting for tour participants and other interested individuals. At these meetings, concerns are discussed and policies recommended. If you have a concern and would like it addressed, we encourage you to attend one of these meetings. Dates and times are sent to participants and listed in the monthly e-newsletter.

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 meeting, concerns and improvements are discussed with resolutions made for Board approval. Meetings are held as needed. If you are interested in being a part of the Tour Committee, please contact Director@HaywoodArts.org