

## Artist Agreement for 2022 Sonoma County Art Trails

**Welcome to Sonoma County Art Trails!** We are delighted that you are part of our community! Being part of Art Trails is an exciting and fun experience. Art Trails provides you with many **benefits**: an extensive multi-media marketing program that includes the highly valued full-color Collector's Guide; electronic, print and radio ads; a dedicated Art Trails website; Preview Exhibits; other marketing opportunities; professional development workshops; along with the Mentoring program for new Art Trails artists and the camaraderie of a very talented group of artists!

The success of Art Trails relies on each artist's full and enthusiastic participation. The following is a recap of the **responsibilities, commitments and deadlines** each Art Trails artist agrees to meet. Your pledge and dedication to these commitments is critical. As professional artists in a volunteer organization, we are all responsible to each other for proactively fulfilling our Art Trails responsibilities. We appreciate your understanding and are grateful for your work and cooperation in continuing to make Art Trails such a highly respected, well-attended and thriving open studio program. **May you be delighted by the personal and professional benefits of being part of the Art Trails community!**

**These are the expectations for Sonoma County Art Trails artists agree to:**

- To personally host an open studio, in my own working studio, **September 24 & 25, and October 1 & 2, 2022, 10 am – 5 pm** (except on Sunday September 25 ending at 4pm for observance of Rosh Hashanah).
- To bring one original strong example of my work for sale to the preview exhibit at Sebastopol Center for the Arts (SebARTS). Size specifications, delivery date, etc. will be emailed to you.
- To participate in a team for at least 12 hours for the greater good of the Art Trails program. I recognize that many artists make a larger time contribution. If personal circumstances after my first year make it impossible to fulfill this requirement, I agree to pay \$300 to compensate.
- To provide my postal mailing list of names and addresses and/or **to link the AT Collector's Guide to my emailing list of \_\_\_\_\_ names**. Artists who do not submit their list will pay \$50 with their applications to buy targeted postal addresses. If not bought out during the application process there will be a \$10 admin fee for a total of \$60. Protect the privacy of Sonoma County Art Trails members. Do not use your fellow artists' email addresses for other business, political, or solicitation purposes.
- To submit my postal mailing list to the Mail House before the close of applications for returning artists. I understand by sharing my postal mailing list resource, I am contributing to the success of all Art Trails artists. These lists go directly to the Mail House for mailing of the Collector's Guide and is never shared or retained. Artists may additional postal addresses after collecting them during Art at the Source.
- To submit my evaluation by **Wednesday, October 5, 2022**. The evaluation includes sales and visitor statistics and my event experience survey. I recognize that my information is invaluable to AT planning for the following year, and that by not turning in my Evaluation Form on time I will be suspended from Art Trails for the next year.
- To track and report the number of daily visitors because this information is important for receiving grants, sponsors, and advertiser support.

- To submit zip codes of my buyers of artwork over \$50, in order to help improve AT targeted marketing.
- To be a current member of SebARTS.
- To secure adequate visitor liability insurance for my Art Trails studio.
- To have a resale license. To collect, report, and pay sales tax to the CA Sales-Use Tax Administration. Some cities may also require a business license.
- To attend artist receptions and two annual meetings (which may be Zoom meetings): the Kick-off meeting on **Thursday, May 5, 2022**, mandatory for New Artists and their Mentors; and the Wrap-up meeting on **Thursday, November 3, 2022**.
- To attend the new artist orientation preceding the Kick-off meeting, if I am a new artist.
- To provide an educational experience for the public in my studio during Art Trails.
- I understand that to ensure professional standards and to provide feedback for artists, SebARTS representatives will visit my studio.
- To be a positive and enthusiastic representative for Sonoma County Art Trails in the larger community.
- To consider taking part in additional opportunities including: Participating in Art Trails mini-preview exhibits around the county and attending professional development seminars and other educational offerings.
- To follow all county and state COVID-19 regulations in place at the time of the event.

We are committed to strengthening our AT community by sharing this information. Your commitment to these agreements ensures that Sonoma County Art Trails will remain a successful, professional, fun event.