

PRINCE EDWARD COUNTY
StudioTour 2020
 September 25, 26, 27



APPLICATION FOR ENTRY PACKAGE

The Prince Edward County Studio Tour (PEC Studio Tour) is a [Prince Edward County Arts Council](#) (PEC Arts Council) event. It is an opportunity for artists and gallery owners who are residents of Prince Edward County to open their studios to allow the public to watch them at work, demonstrating and explaining how and why they create their art. Artists with a studio are encouraged to host one or more registered Guest Artists at their studio during the Tour weekend. It is also an opportunity to sell directly to the public and to meet with new, repeat and potential clientele.

Each “new to the Tour” applicant’s work and studio/gallery is subject to a mandatory jurying process and studio/gallery inspection. The jurying process is based on a number of criteria including the quality of the work, the professionalism of the presentation, studio/gallery space, safety requirements, etc. Returning members may be subject to a jury interview to ensure that they continue to meet the Tour requirements.

The Tour strives for a balanced representation of media and an optimal number of members. We cannot guarantee that all applications will be accepted.

APPLICATION DEADLINE

JANUARY 6, 2020

All applicants (new and returning) must submit a complete application/contract package no later than JANUARY 6, 2020 to be considered for the 2020 Tour.

Submission documentation, studio requirements and member obligations are detailed in the application form.

APPLY ONLINE AT:

SUBMIT BY MAIL OR HAND DELIVER TO:

pecstudiotour.com

PEC Studio Tour
 c/o PEC Arts Council
 206 Main Street, Unit 2J,
 Picton, ON
 K0K 2T0

FEES FOR 2020

Payable to PEC Studio Tour at the time of application

Individual Artist ^{1,2}	\$275
Guest Artist ³	\$300 + \$30 PECAC Fee ³
Gallery ²	\$550

¹ Double studios – each individual must submit an application.

² See applicable Requirements and Obligations section for important info about PEC Arts Council requirement

³ \$30 fee is not applicable if Guest Artist is a member of PEC Arts Council

TOUR BENEFITS

- Representation in a full-colour, year-round guide to the Studio Tour's artists and galleries. Tour brochures are printed in April and distributed throughout the Spring and Summer. Each participant's section will consist of one image, name, location, hours and contact information.
- Representation on the Tour website - www.pecstudiotour.com - one web page per artist to include same information from the brochure plus an additional 3-5 images of the artist's or gallery's work with links to participants' own website.
- Participate in events promoting the Tour.
- Mass marketing of the Tour through social media, newsletters, local and regional newspapers, magazines, radio coverage, e-blasts, etc.
- Opportunity for Studio Tour social media posts, radio interviews, etc. spotlighting your studio/gallery.
- Kick-off party on the Thursday before the Tour
- Networking with fellow County artists.
- Sponsorship funding to help cover costs.
- Tour signage to display on your property year round.
- Directional signage to your studio location during the Tour.
- Supply of brochures for distribution throughout the year.
- The "instant credibility" of being a member of one of the longest running and most diverse studio tours in Ontario.

Questions? By email: studiotour@countyarts.ca or call: 613-476-8767



REQUIREMENTS AND OBLIGATIONS

Non-compliance with any of these conditions may result in exclusion from future Tours.

STUDIO REQUIREMENTS

- Studio should be a dedicated space in the home/workshop where art work is created.
- Display/gallery area can be separate from work area. It should be well lit.
- No other artist's work should be on display for the Tour weekend (unless double studio, collaborative artists' studio, or hosting a guest artist).
- Studio and gallery areas should be easily accessible and safe for the public. Nothing to trip over. No sharp tools, dangerous electrical wires or connections, no small items at child level, no very hot or cold apparatus within reach. It is recommended that all machinery be unplugged for the Tour weekend unless in a separate area not accessible by the public.
- Flooring should be even and stable. Stairs must be safe and include handrails.
- During the Tour, supplies, materials and tools used by the artist should be clean and organized. It is preferable to have some works in progress, some older and some recent examples of artist's work.
- All work should be labeled and priced.
- It is recommended that artists have the ability to handle sales transactions electronically (ie: Square, e-transfer, etc.).

Individual Artists must:

- Be a resident or ratepayer of Prince Edward County.
- Be a member of PEC Arts Council. For more information about the various levels of PEC Arts Council membership available and information on how to apply go to: <https://countyarts.ca/membership/>.
- Be prepared to demonstrate and discuss your work during the Tour.
- Have a working permanent studio space at your premises where you create your art.
- Have a substantial body of your own original work available to display and sell on the Tour weekend. No other artists' work (unless Tour guest artist) can be available to the public at your location on Tour weekend).
- All art work must be original and hand-crafted – not mass-produced (no giftware). Exceptions include fine art reproductions (prints, giclees, etc.) and art cards.
- Be located in a building able to accommodate substantial traffic during the Tour.
- Distribute brochures provided by the Studio Tour to your clients and to assigned locations within the County throughout the year.
- Provide your email address - all Studio Tour correspondence is electronic.
- Attend both general meetings (Spring and Fall) called by the Tour Executive (attendance is optional for Guest Artists).
- Be prepared to contribute to the Tour in a volunteer capacity, see page 9.
- Proof the brochure by the print deadline.
- Display permanent Tour signs at your studio/gallery year-round and display temporary Tour signs at your studio/gallery about a week prior to the Tour – permanent and temporary signs are to be returned to the Studio Tour if you retire from the Tour.
- Provide display items for the Information Centre, if applicable.
- Have adequate 3rd party liability insurance of not less than \$2,000,000. Participants may be required to provide proof of insurance.
- Participants must sign an Insurance Waiver – see Page 8.
- Maintain their own website, blog, Facebook page, etc.
- Maintain a link from their website to the PEC Studio Tour website.
- You're encouraged to write one or more articles with accompanying photo or submit videos, about your art, studio space and/or your creative process. The Studio Tour will be pleased to promote you via Tour social media.

NB: The number of visitors can vary widely if you are in a remote location, especially if there are no other member studios nearby. We strongly encourage you to host one or more artists, or as an alternative, applying as a Guest Artist might be the best option for you. Having multiple artists at one location generally draws more visitors.

Guest Artists must:

- Have a substantial body of your own original work available to display and sell on the Tour weekend.
- Be in attendance and prepared to discuss your work during the Tour.
- Provide your email address - all Studio Tour correspondence is electronic.
- Provide display items for the Information Centre, if applicable, during the Tour weekend.
- Proof the brochure by the print deadline – arrangements will be made for you to do this remotely if you unable to proof in person.
- Distribute Studio Tour brochures to businesses in your area.
- Maintain your own website, blog or Facebook page.
- Maintain a link from your website to the PEC Studio Tour website.

** Guest Artists are required to pay \$30 as part of their Tour entrance fee attributable to the PEC Arts Council. This fee is not applicable if the Guest Artist is a member of PEC Arts Council. Visit <https://countyarts.ca/> for more information about membership.*

New Applicants, including those returning from an extended absence of more than 3 years, must:

- Participate in the jurying process during the month of January, including a visit to your studio/gallery by jury members if applicable, subject to first being deemed an appropriate candidate for the Tour at this time. Special arrangements will be made for new applicants who are Guest Artists.
- Submit by **January 6, 2020** as part of your application:
 - An artist biography/CV and artist's statement
 - 3 images of your recent work
 - Email images (max. size 5mb in .jpg format) to paverrall51@gmail.com
 - Include "2020 PEC Studio Tour New/Returning Artist Applicant" in the subject.

GALLERY QUALIFICATIONS

- Be located and operate year-round as a Gallery, within Prince Edward County.
- Be a Gallery Member of PEC Arts Council. For more information visit <https://countyarts.ca/>.
- 75% of the artists featured year-round and on the Tour weekend must be County residents.
- Be able to accommodate 200-600+ people through the gallery during the Tour.
- All art work must be original and hand-crafted – not mass-produced (no giftware). Exceptions include fine art reproductions (prints, giclees, etc.) and art cards.
- Location must carry appropriate business insurance - Not less than \$2,000,000 3rd party liability. Proof of insurance may be required.
- Maintain social media presence for the gallery (website and Facebook at a minimum).
- Maintain a link from your gallery website to the PEC Studio Tour website.

GALLERY OWNERS/representatives must:

- Be a resident or ratepayer of Prince Edward County.
- Provide a single e-mail address for correspondence with Tour organizers.
- Attend any mandatory meetings (2) that may be called by the Studio Tour Executive.
- Provide by publication deadlines one image and gallery description for Tour brochure and additional images or videos for the Tour website and/or social media.
- Proof the brochure by the print deadline.
- Commit to distributing brochures and/or e-mailing Tour information to gallery customers.
- Promote the PEC Studio Tour throughout the year.
- Display permanent Studio Tour Member sign year-round.
- Post Tour road signage approx. 7 days prior to Tour weekend.

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2020 Prince Edward County Studio Tour Application Form CONTRACT

SUBMISSION DEADLINE: JANUARY 6, 2020

Please ensure that the information below is accurate. It will be used in the PEC Studio Tour brochure.

Artist Name: _____

Studio or Gallery Name: _____

Studio Address: _____

Postal Code: _____ Phone: _____

Website: _____ Email: _____

Washroom Availability Yes No Wheelchair Access Yes No

Type of Work (painter, potter, glassblower, sculptor, etc. - max. 3 words): _____

Brief Description about you/your work: (max. 20 words for brochure): _____

What are your Regular Studio/Gallery Hours : (Be brief. For example: May - Oct, Daily 11-4):

Please mark all applicable:

- Studio Artist \$275
- Gallery \$550
- Guest Artist \$300 + \$30 (if appl.)
- I was on the Tour within the last 3 years
- I am new to the Tour
- I am returning to the Tour after an extended absence

I am willing to host a Guest Artist during the Studio Tour Weekend
Studios that host Guest Artists generally draw larger numbers of visitors on Studio Tour Weekend.

Tour Hours:

For the Tour weekend the hours are Friday, Saturday and Sunday 10AM – 5PM

If your studio is in a remote outlying location, you can opt to stay open until 6:00

I will stay open till 6PM

Social Media:

I promote myself through social media Yes No (if yes please specify below, if applicable provide your username)

- Facebook _____
- Twitter _____
- Instagram _____
- Other _____

Those who were on the Tour within the past 3 years must submit:

- Signed & completed application form
- Signed & completed volunteer form
- Signed insurance waiver
- Applicable member fee either online or by cheque payable to **Prince Edward County Studio Tour** dated no later than **January 6, 2020.**

You will be contacted in January as to when and where to email any updated images/text.

New applicants, including those returning from an extended absence, must submit:

- Signed & completed application form
- Signed & completed volunteer form
- Signed insurance waiver
- Cheque payable with applicable fee to **Prince Edward County Studio Tour** postdated to **January 6th**. Alternatively, if you wish to pay online you can do so after acceptance. *Postdated cheques will be cashed only after successful jurying.*
- Your artist biography/CV & artist’s statement
- Three images of your recent work. Submit images by email (max 5mb file size) to: paverrall51@gmail.com
Please indicate “2020 PEC Studio Tour New/Returning Artist Applicant” in the subject.

You will be contacted in January to set up a time to visit your studio/gallery space.

(Fees are non-refundable – NSF cheques are subject to a \$50.00 fee)

I have read and agree to comply with the terms and conditions of the PEC Studio Tour.

Non-compliance with any of these conditions may result in exclusion from the Tour.

Date: _____ Signature: _____

Only complete application packages RECEIVED by January 6, 2020 will be considered. See Page 1 for mailing or hand delivery address.

Prince Edward County Studio Tour 2020 Insurance Waiver

Artist Name: _____

Business/Gallery Name: _____

Address: _____

Postal Code: _____ Phone: _____

The Prince Edward County Studio Tour does not carry group insurance for the Tour. Responsibility for insurance coverage including public liability and property insurance, for activities associated with the Tour including but not limited to travel to and from Tour venues and Tour meetings, is the responsibility of each participant. Therefore, each participant, including each guest artist and gallery, is required to sign the following waiver.

I, (print name) _____, the undersigned, understand the following:

1. Insurance coverage, both public liability and property insurance, is my sole responsibility.
2. I may be required to provide proof of insurance.
3. I agree to hold the Prince Edward County Studio Tour, the Tour organizing committee and the Prince Edward County Arts Council harmless from any claims, including but not limited to those for personal injury sustained by myself or any Tour visitor, or damage to any property, that arise as a result of my participation in the Tour.

This waiver is binding on my successors, legal representatives and assigns.

Date: _____ Signature: _____

Prince Edward County Studio Tour Volunteer Sign Up Sheet

All PEC resident Studio Tour Artists, and Galleries, must sign-up for volunteer positions.

Brochure Distribution: All participating resident artists/galleries are responsible for distribution of the Studio Tour brochure to various locations throughout the County. A list of locations each is responsible for throughout the Season will be provided.

Please note all participants need to be active and volunteer. Without the combined effort of our executive committee and our tour members this tour would not exist.

If you have not already volunteered to help out in some capacity for 2020, please indicate a minimum of 3 you are willing to be considered for:

- Organize distribution of brochures list by members
- Storage of brochures
- Package brochures and other advertising materials
- Storage of signs
- Organize Tour signage distribution within PEC
- Participate in Tour signage distribution within PEC
- Organize poster distribution within PEC
- Participate in poster distribution within PEC
- Advertising planning committee member
- Anniversary Projects planning committee member
- Help set up / take down for special projects and General Meetings
- Arrange refreshments for Spring and Fall General Meetings
- Assist with advertising graphics
- Social media contributor (Facebook, blogs, Instagram, etc.)
- Be on call for volunteer positions when necessary

Date: _____ Signature: _____