



## Toe River Arts Council

Mailing: PO Box 882, Burnsville, NC 28714

TRAC Center, 269 Oak Avenue, Spruce Pine, NC (828) 765-0520

Burnsville TRAC Gallery, 102 West Main St, NC (828) 682-7215

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[www.toeriverarts.org](http://www.toeriverarts.org)

September 2, 2008

### **THIS IS IMPORTANT TO YOU; PLEASE READ CAREFULLY.**

Dear Mitchell and Yancey Artists and Galleries,

**To participate in the December Toe River Studio Tour, you must meet the criteria stated below and return the application AND PAYMENT by the September 20, 2008 deadline.**

**Eligibility:** Artists and galleries may participate in TRAC's Studio Tour and must be current TRAC members. An artist must have a student, individual or family membership, and a gallery must have a business membership to be eligible to participate in the Tour. Note: our membership fees are: Student \$20, Individual \$30, Family \$50 and Business \$75. Members will be automatically mailed a membership renewal form when their membership is due. All work must be original and handcrafted. No work that has been made from commercial kits, stencils, molds, patterns, or prefabricated forms is acceptable. Participating galleries must represent a significant number of TRAC artists.

**Fees for December 2008 Tours:** For December 2008 the fees are as follows: \$80 each individual artist and \$120 each gallery. New policy clarifies the fee requirements for collaborating artists and those working in the same studio. When two or more artists collaborate to create **a single body of work**, the Tour participation fee will be equal to that of one individual artist - \$80. These artists are eligible to submit only two pieces of work for the Tour exhibit. When a piece is especially large, we ask you present only 1 large and a small piece. When two or more artists working in the same studio create **multiple and distinct bodies of work, each artist pays** the individual Tour participation fee. As in the past, all accounts/fees must be paid in full. This year, they must be paid by the application deadline to be eligible to participate.

**Participation Sites:** Studio Tour sites must be in Mitchell or Yancey County and are restricted to either studios or galleries. Up to five artists may participate in any single studio. You must agree to be open all the designated hours and days of the Tour weekend. If you have space for additional artists or, conversely, are interested in being a guest in someone else's studio during the Tour weekend, please contact TRAC. We'll try to provide referrals.

**Postcard:** We are printing a 5-1/2 x 8-1/2 four color postcard, as in the June Tour, that will be mailed to TRAC's mailing list. The postcards will also be available to pick up when you drop off your work.

**Map and Guide:** Our map and guide brochure lets visitors know how to find you during the Tour and serves as a reference for other times of the year. The December map layout for both studios and galleries will be similar to those on the June 2008 brochure. The guide is the text portion of the brochure that includes studio and artists' names, websites, addresses and directions.

**Website:** TRAC will post the most current Toe River Studio Tour map and guide on our website. Please place a link to TRAC on your studio/gallery website <http://toeriverarts.org/studiotours.html> This will promote more hits on the TRAC site and be beneficial to the Tour. We're working toward providing each artist a page on the TRAC website, so the benefits will become reciprocal. We are also working on some improvements to the downloadable map and plan to include an easily-downloadable press packet with pictures.

**Tour Exhibit:** Visitors have found the exhibit very helpful in determining where to go during the Tour. The Exhibit in the TRAC Center Gallery is arranged somewhat geographically, and your map number is included on the Title Card for the exhibit. Participants for the upcoming December Tour may submit up to 2 pieces (if your work is especially large – only one large piece will be accepted). The Spruce Pine Gallery manager reserves the right for refusal if work is too large, not ready for hanging, or other reasons. **All work submitted for the Tour exhibit must be for sale and priced at its normal retail value.** TRAC's commission on all exhibited work is 40% of the retail sale price. Work submitted by a gallery must have been created by artist(s) who are TRAC members. All work submitted must be display-ready and submitted by the established deadline.

**Signage:** TRAC will make signs available to participants to place at appropriate intersections and turn-offs. We recommend you communicate with your neighbors to coordinate the sign efforts. Signs are the property of TRAC but may be retained at studio/gallery sites for future Tours. Signs are to be used only during the Tour weekends (not any other times) and must be returned to TRAC if you no longer are participating in the Tours. In addition to the road signs, TRAC prints out paper signs - several with various arrows that could lead visitors down a long driveway and one that says "Welcome Studio" that we encourage you to place on the door/window of your studio to let visitors know they are at one of the designated sites. We recommend you include your map number somewhere on or close to this sign.

**TRAC:** TRAC will coordinate the Tour, produce the map and make signs available. TRAC will coordinate promotion efforts with the help of volunteers by sending out the Tour postcard to the TRAC database, make efforts with participants and volunteers to place maps at various locations in the region, send out appropriate news releases with the aid of volunteers, mount an exhibit of Tour participants' work with the aid of participants and volunteers at the TRAC Center Gallery in Spruce Pine, make a photo display of the Tour that will be featured at the Burnsville TRAC Gallery with the aid of staff and volunteers (be sure to send in two photos – no larger than 4" x 6" – with one of them featuring the artist at work), make available signs and other appropriate materials to participants and public for the Tour, staff both TRAC Galleries with the aid of volunteers during Tour hours to answer questions, hand out maps, and re-direct visitors to studio and gallery sites. We want this to be a success!

#### **Schedule:**

September 20	Tour Application Deadline
Oct 21 – Nov 1	Exhibit Work (up to 2 pieces) accepted from participants at TRAC Center Gallery (open 10 to 5 pm). Maps and signs will be available for pickup at this time. Each participant will be able to pick up 25 maps; more are available at \$.10 each.
Nov 8 – Jan 3	Exhibit of Toe River Studio Tour participants' work, TRAC Center Gallery (Open Tues-Sat). Each participant may submit two pieces.
December 5	Tour reception at the TRAC Center Gallery, Spruce Pine, 5-8 pm
December 6 & 7	Tour dates (you must be open 10 to 5 pm both days.)
Jan 6 & 7	Pick up artwork from the TRAC Center Gallery Exhibit

We have come a long way since we had our first annual Tour in December of 1993. Thanks to the efforts of Paul Lundquist and several of our veteran artists, the TRAC Tour was born. In the early years, TRAC did not have its own location, so there was not an exhibit of work, and the galleries served as central distribution points for maps and information. Since then the Tours have grown exponentially in size and attendance. Of course, it is because of all of you that the Tour continues to grow and generate excitement. From the follow-up Tour meeting and your surveys, we have decided to continue with our current policy regarding the Tours. As usual, we appreciate and look forward to your comments, suggestions and participation to make the Tours a success.

**Tour Committee members: Claudia Dunaway (chair), Linda MacMichael, Cynthia Bringle, Kay Workman, Becky Plummer, JJ Brown, John Lara, Kate Groff, Deana Blanchard, Rob Levin, Shane Mickey, Allison White, TRAC Staff**

**TOE RIVER STUDIO TOUR ARTIST APPLICATION – December 6 and 7, 2008**

**Application and Fee Deadline: September 20, 2008**

**Section 1: Artist/Studio Information (for office use)**

Name \_\_\_\_\_ Studio Name \_\_\_\_\_

Mailing address \_\_\_\_\_

Email address \_\_\_\_\_ Phone \_\_\_\_\_

**Section 2: Tour Map and Guide Information**

Please indicate your preference for the primary listing on the Tour Map.

(check one) \_\_\_\_ 1) Name of artist(s) or \_\_\_\_ 2) Studio name

Phone number for Tour Map \_\_\_\_\_ Artist's Medium (2-3 words) \_\_\_\_\_

Directions to studio: (check one)

\_\_\_\_ 1) Use directions from previous Tour Map.

\_\_\_\_ 2) Use these directions: \_\_\_\_\_

Website address \_\_\_\_\_

Is your studio open year-round on a call-first basis? (Maps are handed out during the year to TRAC Gallery visitors) \_\_\_\_\_ yes \_\_\_\_\_ no

Identify any additional artists who will be participating at your studio. Use the back of this application, if necessary.

Name \_\_\_\_\_ Artist's Medium (2-3 words) \_\_\_\_\_

Website address \_\_\_\_\_ Phone (office use) \_\_\_\_\_

Mailing address (office use) \_\_\_\_\_

Email address (office use) \_\_\_\_\_

**Section 3: Payment Information: Payment must accompany the September 20 application.**

Note: Artists will each receive 25 Tour Maps and 25 postcards. Additional maps and postcards may be ordered for \$.10 each.

Studio: Number of Artists \_\_\_\_\_ @ \$80.00 = \$ \_\_\_\_\_

Number of Extra maps \_\_\_\_\_ @ \$.10 = \$ \_\_\_\_\_

Number of Extra postcards \_\_\_\_\_ @ \$.10 = \$ \_\_\_\_\_ TOTAL \$ \_\_\_\_\_

Check enclosed \_\_\_\_\_ Charge my credit card \_\_\_\_\_

Credit card # \_\_\_\_\_ Expiration \_\_\_\_\_ / \_\_\_\_\_

Signature \_\_\_\_\_

**Return application and payment to TRAC, PO Box 882, Burnsville, NC 28714**

**Applications, payments, publicity photos/images must be received by Sept 20, 2008.**

**Exhibit work must be delivered to the Spruce Pine TRAC Center between Oct 21 – Nov 1, 2008.**

**TOE RIVER STUDIO TOUR GALLERY APPLICATION – December 6 and 7, 2008**  
**Application and Fee Deadline: September 20, 2008**

**Section 1: Gallery Information**

Name \_\_\_\_\_ Gallery Name \_\_\_\_\_

Mailing address \_\_\_\_\_

Email address \_\_\_\_\_ Gallery Phone \_\_\_\_\_

Personal Phone Number \_\_\_\_\_

**Section 2: Tour Map and Guide Information**

Phone number for Tour Map \_\_\_\_\_ Gallery Description (fewer than 10 words)

Website address \_\_\_\_\_

**Section 3: Payment Information: Payment must accompany the September 20 application.**

Each participant will receive 25 Tour Maps and 25 postcards.

Fee per Gallery: \$120

Check enclosed \_\_\_\_\_ Charge my credit card \_\_\_\_\_

Credit card # \_\_\_\_\_ Expiration \_\_\_\_\_ / \_\_\_\_\_

Signature \_\_\_\_\_

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