



VALLEY RIVER ARTS GUILD PROSPECTIVE MEMBER APPLICATION

- **Would you like to become a member of Valley River Arts Guild and support the arts in the Murphy, NC, area?**
- **Are you willing to work a minimum of 1 day per month (12 days per year) in the Guild's store promoting sales and the art community and serve on at least 1 Standing Committee?**
- **If you are an artist in this region, and would like to join us in making Murphy an art destination:**
 - 1. Read the attached information,**
 - 2. Complete the attached application, and put into Folder that says Kimberley Packard.**
 - 3. Contact Membership Chair, Kimberley Packard 239-272-1850, or by email at, kccreations.naples@gmail.com to schedule a Training/Orientation session.**
 - 4. Bring your art work to hang or display to the Training/Orientation.**

VALLEY RIVER ARTS GUILD PROSPECTIVE MEMBER PACKET (Please read before submitting work)

If you have questions, please contact: [Kimberley Packard 239-272-1850](mailto:Kimberley.Packard@VRAG.org).
kccreations.naples@gmail.com or stop by the Guild and ask the volunteer on duty for a packet.

Things you need to know as you consider application to the Valley River Arts Guild:

- The mission of the Valley River Arts Guild is to showcase regional arts, provide opportunities for regional artisans to showcase and sell their work, develop an artists' network and to establish the region as an arts destination by sponsoring monthly art events.
- As a Guild, we must work together in all activities involved in the display, selling and promoting of the work in the gallery, and that the look and feel of the gallery is a group effort.
- The Valley River Arts Guild is a co-operative venture. This means we rely on our members to staff our gallery store, actively serve on our committees and attend our monthly meetings.
- **All membership dues are non-refundable.**

Types of Membership

We offer 3 types of memberships. Choose the one with best suits your situation.

Associate Membership

\$20 per year

Support VRAG with your membership dues.

Not required to be an artist

Not be able to display any art in the gallery, **but you may be invited to participate in our exhibits.**

Not required to work in the gallery, but with training may work in the gallery.

Active participation in the success of the Guild with no voting rights in the General Meeting, and if you choose, support of any Committee.

Standard Membership

\$60 per year

You must work a minimum of 1 day per month (12 **days a year**) in the gallery.

You must select a minimum of one Standing Committee which to serve.

Your hanging art will be hung by the Shop Committee Chairman and/or a member of the Committee.

You may also display prints in a bin.

Artists presenting 3D artwork must coordinate with the Shop Committee to see if they will need to provide their own display units.

We encourage you to attend the monthly meetings (1st Tuesday evening each month).

Enhanced Membership

\$80 per year

Similar to Standard Membership for Members who want to display both 2D and 3D art. (One-time annual fee, not prorated.)

PROCESS:

After reading this document thoroughly, please contact Membership Chair, Kimberly Packard 239-272-1850 or kccreations.naples@gmail.com to arrange for a training/orientation session. At this training session bring 2 or 3 pieces that represent your **BEST** current work, and, in the case of 3D

art, a photograph of how you might display your art. (Coordinate with the Shop Committee to determine whether there might be a suitable display already available.)

PARTICIPATION:

Participation is an integral part of how a Guild works. In order to continue to work towards our goals (see mission statement above) it is imperative that new members are willing and able to participate.

Each Standard Member is required to work in the gallery a minimum of 1 day per month during the current fiscal year, make an effort to attend the monthly meetings, and actively participate on at least one (1) Standing Committee to help promote this Guild and its members' work. Each member can contribute/participate in some way that they are comfortable with and capable of performing.

Some of the other nuts and bolts of how this Guild works:

- Gallery is open Mon – Sat 10 – 5
- The annual Standard membership fee is \$60. The annual Enhanced membership fee is \$60. The Annual Associate membership fee is \$20. All fees cover the time period between September 1st – August 31st, our fiscal year. The fee is prorated if you join during the year:

Standard and Teacher Members	Associate Members
○ Sept 1 – Nov 30 = \$60	Sep 1 – Nov 30 = \$20
○ Dec 1 – Feb 28 = \$50	Dec 1 – Feb 28 = \$15
○ Mar 1 – May 31 = \$40	Mar 1 – May 31 = \$10
○ June 1 – Aug 31 = \$30	Jun 1 – Aug 31 = \$5
- Commission of 35% is taken on the price of the item sold (65% to the artist, 35% to the Guild). Checks are issued to the artist at the end of each month.
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- **Sales tax is collected and paid by the Guild.**
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- Sales and inventory will be tracked by a Point of Sale (POS) system. Each member is required to enter their inventory into the POS system before displaying. Sales are tracked by inventory number; therefore, when bringing items into the store, each artist is responsible for entering new work into POS, assigning an inventory number and tagging the item with a **bar code or** label. When items are removed from the store, the POS system must be updated to reflect that the item(s) are no longer in inventory.

Display of art will be determined by space available. The Shop Chairman and/or Committee Member will be notified upon your selecting a membership type and will help place your art in the store. The POS system will keep track of the time each piece of hanging art has been placed in the store. If the piece has not sold at the end of 6 months, it should be refreshed by another piece of your art that has not sold (3D art will be considered on a case by case basis). This is to keep the displays always fresh and helps each artist determine which of their art sells the best. Be aware the Shop Committee Chairman may change your location in the store. This will also help keep a fresh appearance in the store, to the advantage of the artist and the gallery.

CRITERIA FOR CHOOSING ART WORK TO SUBMIT FOR DISPLAY IN THE GALLERY

General Criteria (All Mediums)

Craftsmanship: Work should show the highest level of your technical proficiency.

Artistry or Vision: Work should show creative application of the skills used.

General Appeal: Work must be tasteful and have a broad appeal in order to be placed in a public gallery setting.

2D Wall Art (all painting, photography, mixed media, etc.)

- Properly finished and "Sales Ready."
- Framed with an appropriate and professional looking frame.
- If unframed (canvas wrapped) the edges should be appropriately finished.
- Ready to be hung with woven picture framing wire attached (No sawtooth hangers are accepted.) We have a gallery-type hanging system that will only accept the wire hangers and the woven wire is the most stable. No nail holes or adhesive in/on the new panels, please.
- Prints are accepted, but should be matted and in a plastic protective sleeve. This is called bin work and is not accepted by itself, you must have items to hang also.

3D Art

- (Jewelry, sculptural, cloth, stone, woodturnings or carvings, pottery, glass, baskets, published books, etc.)
- Stable
- Attention to detail. Clear lines, balance, appeal and a finished look.
- Ready to display - (artist **may** be expected to provide display fixture/table, so a photograph or description would be helpful).
- Presented in a way to enhance the viewer's experience.
- Items that could be used for food should be marked "food safe, dishwasher, microwavable, etc."
- **Coordinate with Shop Committee to determine if you will need your own display unit.**
- **All pieces of art must be handcrafted. Buy/sell items are not accepted.**
- Jewelry must be displayed in an attractive manner with information on how the piece is to be worn if not obvious
- No kits; work must be original
- Wearables must have tags on each item which should include: Care instructions, Size, Fiber content

If you have any questions please contact:

Kimberly Packard 239-272-1850 or email, kccreations.naples@gmail.com

Due care will be taken by the Valley River Arts Guild to safeguard the artwork you are submitting. However, neither the Valley River Arts store, the Valley River Arts Guild, the **Murphy Art Center (the MAC)**, nor the Valley River Merchants building is responsible for any loss due to theft, fire, water damage or other natural hazards. Submitting artist hereby agrees to relieve and hold harmless these named parties of all financial responsibility and liability.

VALLEY RIVER ARTS GUILD

Standing Committees

Please select the committee(s) you would like to serve on and initial and date.

- Art Walk – Chair: Tim Ford
 - Fundraising
 - Event Coordination
- Membership Committee - Chair: Kimberley Packard
 - New Members/training
 - Store shift scheduling
- Education and Classes Chair: Anne Gillespie & Jim Allsopp
 - Classes for members and public
 - Announcements and Advertising for classes
- Events/Marketing - Chair: Unfilled as of this date.
- Audit Chair: Chair: David Vanderlaan
- Store Chair: Kelly Kennon
 - Window display
 - Upkeep/cleanliness
 - Work tags
 - Gallery arrangement/display
 - Forms/information
- Communication – Chair: Daniel Ferreira
 - Public Relations
 - Website
 - Facebook
 - Email
 - Internal Newsletter
 - "e" Newsletter
- Fund Raising – Tracy Land
- Hospitality Sheryl Bessette
 - Food for special events
 - Manning of store/booth for special events
- Store Supplies - Chair: Kelly Kennon

sign

date

Valley River Arts Guild, 33 Valley River Ave, Murphy, NC
Murphy Arts Center (The MAC)

ANNUAL ARTISAN GALLERY AGREEMENT – 2020-2021

This agreement sets forth the understanding between Valley River Arts Guild and the artist signed below for participation in the Valley River Arts gallery.

Valley River Arts Guild is committed to providing fine arts and quality handmade fine crafts for sale. All items placed for sale in the Valley River Arts gallery must be hand crafted and in good taste. Valley River Arts Guild reserves the right to be final arbiter of what is acceptable for display and sale in the gallery. Display fixtures are the responsibility of the artist to provide.

Each exhibiting fine artist/fine crafter must work 1 day per month in the store (or make other arrangements), sign up and be an active participant on at least 1 Standing Committee, or they will be asked to remove their work.

A commission of 35% will be charged on the sales price of the item sold with the split being 35% to gallery, 65% to artist. Sales Tax will be charged and paid by the Guild. All monies owed the fine artist/fine crafter upon the sale of an item will be paid within 30 days to the fine artist/crafter.

Due care will be taken by Valley River Arts Guild to safeguard the artwork on display in the gallery. The Valley River Arts gallery, the Valley River Arts Guild, or the Murphy Art Center are not responsible for any loss due to theft, fire, water damage, or other natural hazards. All damage is the artist's responsibility. Participating fine artists/fine crafters hereby agree to relieve and hold harmless these named parties of all financial responsibility and liability. All members understand that membership dues are non-refundable.

If you have any questions call: Membership Chairman, contact Kimberley Packard 239-272-1850 or by email at Kccreations.naples@gmail.com.

IF YOU ALSO HAVE AN OUT-OF-STATE ADDRESS PLEASE ADD IT BELOW.

Name: _____ **Medium** _____

Address: _____

City, State, Zip _____

Out of State: _____

Telephone: _____ **Cell Phone:** _____

Is it OK to send Text Messages to your Cell Phone? YES NO (Circle One)

Email: _____

Emergency Contact/Phone: _____

Signature: _____ **Date:** _____

Paid: _____ **Received By:** _____