

FARTHARTS
of the UPPER ST. CROIX

Spring Art Tour
May 6 - 8, 2022

PARTICIPATION GUIDELINES

rev. Oct. 27, 2021

CONTENTS

Location	2
Dates	2
Show Times	2
Timeline	2
Contacts	2
Eligibility and Definitions	2
Demonstrations	4
Applications and Fees	4
Sites and Site Fee	5
Media	5
Image Format	5
Door Prizes	5
Taxes	6
Attendance	6
Security, Safety, and Weather	6
Refund Policy	6

EARTH ARTS

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Spring Art Tour

May 6 - 8, 2022

Location

Studios, Galleries, Businesses, and Public Spaces in Polk County, WI, and adjacent areas in the Upper St. Croix River valley.

Dates

May 7 - 8, 2022

Show Times

All Artists and Tour Sites are expected to be open during all of the following days and times:

Friday, May 6, 2022 - 10:00 am to 5:00 pm,

Saturday, May 7, 2022 - 10:00 am to 5:00 pm, and

Sunday, May 8, 2022 - 10:00 am to 5:00 pm

Timeline

November 1, 2021: Applications open

December 15, 2021 Artist, Gallery, and Oasis Applications Deadline

December 31, 2021: Deadline for early withdrawal applications to Board of Directors

January 31, 2022: Advertiser and Sponsor Forms Deadline

April 3, 2022: Labeling Party (tentative)

Friday, May 6, 2022: Set-up by 10:00 a.m.

Sunday, May 8, 2022 : Take-down beginning no earlier than 5:00 pm.

Contacts

GENERAL INFORMATION, ISSUES, PROBLEMS: Jim Williams, jim@irongoatartworks.com

BROCHURE AND TOUR SIGNS: Sally Klevgard, paperworx@amerytel.net

ARTISTS: Win Herberg, winterboo27@gmail.com

SPACE (available and wanted): Win Herberg, winterboo27@gmail.com

GALLERIES, ART ORG's, AND OASIS: Paul Supplee, Boghouse1534@gmail.com

SPONSORS: **TBD**

ADVERTISERS: Jim Williams, jim@irongoatartworks.com

PROMOTION: Jack Route, jon@jonmichaelroute.com or Deborah Stull-Kinsley, dstullkinsley@gmail.com

Eligibility and Definitions

Artists

1. The event is open to all artists 18 years of age and older, working in a fine art or fine craft media **and** an Earth Arts member for the Tour year.
2. All work must be the artist's own, and original in design, concept, and execution.
3. An artist may exhibit at their own studio or at another site (see Sites and Site Fees)

EARTH ARTS

of the UPPER ST. CROIX

Spring Art Tour

May 6 - 8, 2022

4. May purchase a Brochure Listing that includes: one photo, name, media, where you are showing, contact information, and a short description
5. Photos of artist(s) creating the work are welcomed.
6. Live demonstrations by artists are encouraged.

Emerging Artists

1. An artist who is new to Earth Arts or a student artist
2. Exhibits at a qualified 501(C)3 charitable organization.
3. Will have a FREE, one year membership in Earth Arts.
4. May have their name and media listed under the 501(C)3's Brochure listing per the decision of that organization.
5. The 501(C)3 acting as a Gallery need not require the Emerging Artist to sell their work
6. May (optionally) purchase a full Brochure Listing that includes: one photo, name, media, where you are showing, contact information, and a short description.

Art Galleries and Organizations

1. All art Galleries and qualified 501(C)3 Organizations must be well established entities and not established solely to show at this event.
2. Must be an Earth Arts member for the Tour year.
3. An Organization can choose to act as a gallery and show the artwork of multiple artists without them being present, handle their sales, and can charge accordingly
4. An Organization may list the names and media of artists showing at their location
5. All work must be original in design, concept, and execution
6. Must purchase a Brochure Listing that includes: one photo, name, Location, contact information, and a short description

Oasis

1. Is a Tour Stop that has food, drink, restrooms, and seating.
2. Must have at least one Earth Arts member artist showing work on site.
3. Must purchase a Brochure Listing that includes: one photo, name, location, contact information, and a short description - may list the names and media of artists showing at their location

Sponsor

1. Individual, business, non-profits, chamber of commerce, etc. that makes a donation.
2. Brochure Listing that includes: sponsor donation category, Logo, name, and location

Advertiser

1. An Advertiser is a local business that places an ad in the Tour Brochure.
2. A Brochure Ad includes: a listing on our Brochure advertiser's page with name, location, contact information, and description

Brochure Listing

1. A Brochure Listing is a separate entry in the Spring Tour Brochure
2. Entries include the items listed under each entry category above.
3. Each Entry (for Artists, Emerging Artists, Art Galleries, Organizations, and Oasis) is

EARTH ARTS

of the UPPER ST. CROIX

Spring Art Tour

May 6 - 8, 2022

associated with a numbered location on the Tour Map – a **Tour Stop**.

4. Sponsor and Advertiser Entries **do not** receive a numbered location on the Tour Map.
5. A Brochure Listing is optional for individual artists, but not for Tour Stops.
 - ◆ Any site (studio, organization, gallery, oasis, or public space) that will be a Stop on the Tour must have a full Brochure Listing for the stated fee.
 - ◆ Artists that are showing at a venue other than their own may be listed in one of two ways:
 - with their name and media (no picture or description) under the Stop listing if the artist requests it of the Stop owner and the Stop owner agrees, or
 - with a full personal Brochure Listing for the stated fee.

Ineligible Items

1. Manufactured or mass-produced items.
2. Work that has been made using commercial, mass production means or kits.
3. Anything that is unlawful, harmful, threatening, abusive, harassing, tortuous, defamatory, vulgar, obscene, libelous, invasive of another's privacy, hateful, or racially, ethnically or otherwise objectionable
4. Anything that infringes any patent, trademark, trade secret, copyright or other proprietary rights of any party.

Demonstrations

Demonstrations are heartily encouraged! If you will be doing art demonstrations, check the Demonstrations box on your application. A medallion that says “Demonstrations” will be added to your Brochure listing.

Applications and Fees

1. Membership Fees are non-refundable
2. Applications will not be processed unless fees are received.
3. All fees will be used for promotional purposes and other Earth Arts activities.
4. Fee breakdown

Category	Membership	Brochure Listing Fee	TOTAL
Artist	\$50	\$100 (required for tour stop but optional for guest)	\$150
Emerging Artist	Free	(\$100 optional)	(\$100)
Art Gallery	\$50	\$150	\$200
Art Organization (501(C)3)	\$50	\$100	\$150
Oasis	N/A	\$200	\$200
Advertiser	N/A	\$60 (Advertisement)	\$60
Sponsor	N/A	Friend of Earth Arts (Less Than \$100)	\$100
Sponsor (continued)	N/A	Bronze (\$100 to \$175)	\$100

EARTH ARTS

of the UPPER ST. CROIX

Spring Art Tour

May 6 - 8, 2022

	N/A	Silver	(\$175 to \$199)	\$175
	N/A	Gold	(\$200 to \$499)	\$250
	N/A	Platinum	(\$500 to \$999)	\$500
	N/A	Diamond	(\$1000 or more)	\$1000

Sites and Site Fee

1. If you DO NOT have a site for the Art Tour, Earth Arts will make it's best effort to connect you with available spaces that are signed up for the Tour. Earth Arts is only acting as a listing for space available and space wanted. Specific arrangements between an artist and a site are not the responsibility of Earth Arts.
2. Please contact Win Herberg, winterboo27@gmail.com, if you have space available for artists or you are looking for space.
3. Space available at sites may be outdoors. The artist will be responsible for their own space coverings, display tables, and materials.
4. **BE AWARE** that if you are showing at a site that is not your own (another artist's studio, a business, library, public space, etc.), **the site may charge a Site Fee**. This is between the venue and the artist and must be worked out between those parties. Earth Arts is not responsible in any way for such a transaction as this is outside of the Earth Arts Tour structure.

Media

1. Artists are required to indicate the medium or media in which they work.
2. Artists who work in two or more media should inote all media that they will be showing.
3. Media includes: Assemblage - Ceramics – Collage - Digital Art - Drawing - Glass - Jewelry - Leather - Metalwork - Mixed Media - Painting - Photography - Printmaking - Sculpture - Stone - Textiles - Wood
4. If you work in another media that you would like to have considered, contact Jim Williams - jim@irongoartworks.com for Board approval.

Image Format

1. One or two digital images at 300 dpi that accurately represent the scope of work to be exhibited must be submitted for brochure listings with the artist's application form
2. Images should be in the correct orientation to view and in JPEG format.

Door Prizes

1. Door prizes will be handled by Earth Arts rather than on a per Tour Site basis in the form of Gift certificates that may be redeemed for purchases at participating Tour Sites.
2. To participate, a site must submit it's visitor sign up sheet(s) to the Board by May 21.
3. Participants must be 18 years of age or older - EA members are not eligible to win

EARTH ARTS

of the UPPER ST. CROIX

Spring Art Tour

May 6 - 8, 2022

4. A drawing of submitted entry forms will be made to determine the winners
5. Visitor entries must be complete and legible.
6. Each entry is one chance to win with one entry per person per site
7. Winners will be issued gift certificates good at any EA Spring Tour participant
8. Redeemed certificates will be refunded by the Treasurer to the artist
9. The expiration date of the certificates will be one year from date of issue so that they can be redeemed during the following year's tour.

Taxes

Applicants are responsible for all taxes applicable.

Attendance

1. Artists must be present every day of the event and personally manage their sales area.
2. An attendance exception may be granted to an Artist that does not feel safe exhibiting for health reasons and the artist may designate two people to work his/her space. This exception must be a request to and granted by the Earth Arts Board of Directors.

Security, Safety, and Weather

1. Security and safety are entirely the responsibility of the exhibitor and the site owner.
2. Earth Arts is not liable for any exhibitor's work or property or any injury that may take place on or about the exhibition site.
3. Exhibitors are encouraged to keep an eye on the weather and take actions accordingly.

Refund Policy

1. An artist who is accepted, but subsequently wishes to withdraw from the Tour, may petition the Board of Directors of Earth Arts for a Brochure Fee refund. The amount of the refund will be determined by the Board on a per case basis. All petitions for refund must be made by January 31, 2021.
2. Membership Fees are non-refundable
3. The event will be held rain or shine.
4. In the case of event cancellations due to public health & safety directives (COVID-19):
 - a) 75% of Artist, Gallery, and Art Organization Brochure fees will be refunded if cancellation is before printing, but there will be no refund if cancellation is after printing;
 - b) Oasis and Advertisers will get full refunds if cancellation is before printing or a free listing in next year's brochure if cancellation is after printing.
 - c) We greatly appreciate our Sponsors' continued support for Earth Arts and it's efforts to bring Art to our Community. Your sponsorship helps defer organizational needs throughout the year. You will be recognized in our Spring Art Tour brochure, on our website, and all other activities that we put on. Thank you for your donation.