



## 2024 Taos Studio Tour Artists' Guidelines

*The 17<sup>th</sup> annual Taos Studio Tour (TST) will take place Labor Day Weekend  
Saturday, August 31- Monday, September 2, 2024  
Preview Show: Thursday, August 29, 2024*

### **Application:**

Please read the full Artists' Guidelines before filling out the TST application form.

- To be eligible for the tour, artists must either live in Taos County AND/OR have their own studio located within TAO tour map.
- To retain the integrity of the tour, artists must sell only their own original items and editions. Nothing created using commercially available kits is permitted.
- Artists may share a studio location. **Each artist in the studio location must submit their individual membership application, membership fee, tour application and tour fee.**
- Artists with their own gallery must only show their work.
- Artists must commit to a studio location at time of application.
- Artists MUST be open all three tour days (Saturday through Monday) from 10 AM – 5 PM. Your commitment to honor these hours benefits all participating artists and the public that attends and supports the TST.
- Artists are responsible for collecting and reporting the applicable gross receipts tax in the aggregate (calculate a total). You must register your business with the county, forms provided to complete can be found at: <https://www.taoscounty.org/430/Business-Licenses>. (Subject to change)
- Artists are required to volunteer for at least one of the TST Teams and perform the tasks that help us create a successful tour **OR** pay the full tour fee to opt out of volunteer hours on a Tour Team. Artists must still help distribute brochures. **See TST Team description document and Team Selection form attached.**
- Tour cancellation - In the event the TST must be cancelled, the TST Board will endeavor to refund as much of the tour fee as fiscally possible to each artist. This could be very last minute due to changes in Covid-19 mandated requirements or other mitigating circumstances.
- Artists are required to sign the **Hold Harmless Agreement** (attached) and return it with their completed application.
- Artists should attend all TAO monthly membership meetings, but especially during the months of May, June, and July, pick up flags and brochures in August and return flags in September (Non-Return of Tour Flag or Sign Policy applies).
- I will provide at least one piece of art for the Taos Studio tour (TST) Preview Show and Gallery as required to participate in the 2024 TST.

## **TST Payment Information**

### **Membership Dues:**

- Artist(s) must have paid TAO dues for current year (\$60).
- Dual Household (\$100, 2 artists in household, shared studio)
- Student (\$30)

### **Studio Tour Fee:**

- \$175 per artist if volunteering on tour team (we prefer you to volunteer)
- \$475 per artist if electing to NOT volunteer on a tour team – must still assist with brochure distribution

**Note:** Make a check(s) payable to: Taos Artist Organization Mail to: TAO – PO Box 1294, Taos, NM 87571 (TAO) **OR** Use PayPal on TAO website [www.taosartistorg.org](http://www.taosartistorg.org).

## **Images**

Artist **must** provide:

- One 6" x 4" (landscape) high res (300dpi-dots per inch) image for brochure
- Email image to XXX
- **Deadline: April 30, 2024.** If you choose to reuse last year's tour image, please contact XXX
- Accepted artists(s) who do not provide the correct image will have the TST logo image displayed in the brochure.
- Participants and sponsors appear on the TAO website for a year with links to their websites.
- **Optional:** Publicity image (4" x 6" hi res, 300dpi)
- For questions concerning images, contact: XXX
- For questions concerning images on the TAO website: XXX

### Tips for Artists:

- If Artists choose to offer simple refreshments, please label food and drinks to avoid allergic reactions. If still under Covid-19 restrictions, offer pre-packaged crackers, cookies. Offer bottled water.
- Artists are encouraged to remove or highlight any tripping hazards on their property and/or in their studios.
- Artists need to carry appropriate insurance.
- Artists are strongly encouraged to clearly mark parking areas to help with flow of traffic and to avoid blocking driveway. Keep in mind the possibility of emergency vehicles needing access.
- As a participating artist, you are receiving a large amount of advertising for your participation fee. Please expand TAO's marketing efforts by sending personal invitations/or notices to your collectors/ mailing lists and social media outlets.

## **ARTIST APPLICATION FOR TST 2024 (Pages 1 – 5)**

2024 Information Required for TAO Brochure/Map:

- One 6" x 4" high res (300dpi-dots per inch) image for brochure emailed to XXX
- Mark your location on the Map and complete all fields on the form.

**Send your completed form & check to: TAO, PO Box 1294, Taos, NM 87571 by April 30, 2024.**

- Sign and date application

### **TOUR PRICING (Two choices, select one):**

Because some people are unable to do the traditionally required volunteer tour teams as part of the tour's discounted pricing, we offer two pricing options for participation:

**TOUR - One Artist: \$175.00\***

I agree to volunteer on one or more of the TAO Studio Tour Teams outlined in the attached documentation.

**TOUR - NOT VOLUNTEERING – One Artist: \$475.00\***

Unfortunately, my schedule makes it impossible for me to volunteer for a tour team so I will pay the higher fee.

\*Note: **All** artists help in the distribution of brochures.

### **INFORMATION FOR BROCHURE AND WEBSITE**

Name or Business \_\_\_\_\_

Your Name \_\_\_\_\_

Medium(s) \_\_\_\_\_

Studio Address \_\_\_\_\_

Home Address \_\_\_\_\_

Phone Numbers \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

## **Studio Tour Teams – Select a Team(s)**

Please read **2024 Studio Tour Team Descriptions** prior to making your selection(s). Be sure to mark a second choice in case your first choice has already been taken. Note: if your non-studio tour partner has skills that would benefit a team, their efforts may substitute for your time on a team.

### **First choice – must select one:**

Design Lead\_\_\_

Promotion\*\_\_\_(needs ten people)

Ad Lead\_\_\_\_\_(needs one person)

Preview Show\*\*\_\_\_(needs six people\*)

Sponsorship\_\_\_(needs two more people)

Distribution – Brochures/Posters\_\_\_ (needs four people)

Distribution – Flags and signs \_\_\_(needs three people)

~~Four Point Person~~\_\_\_(~~one person~~)Filled

### **Second choice – select one:**

Design Lead\_\_\_

Promotion\*\_\_\_

Ad Lead\_\_\_\_

Preview Show\*\*\_\_\_

Sponsorship\_\_\_

Distribution – Brochures/Posters\_\_\_

Distribution – Flags and signs\_\_\_

~~Four Point Person~~\_\_\_Filled

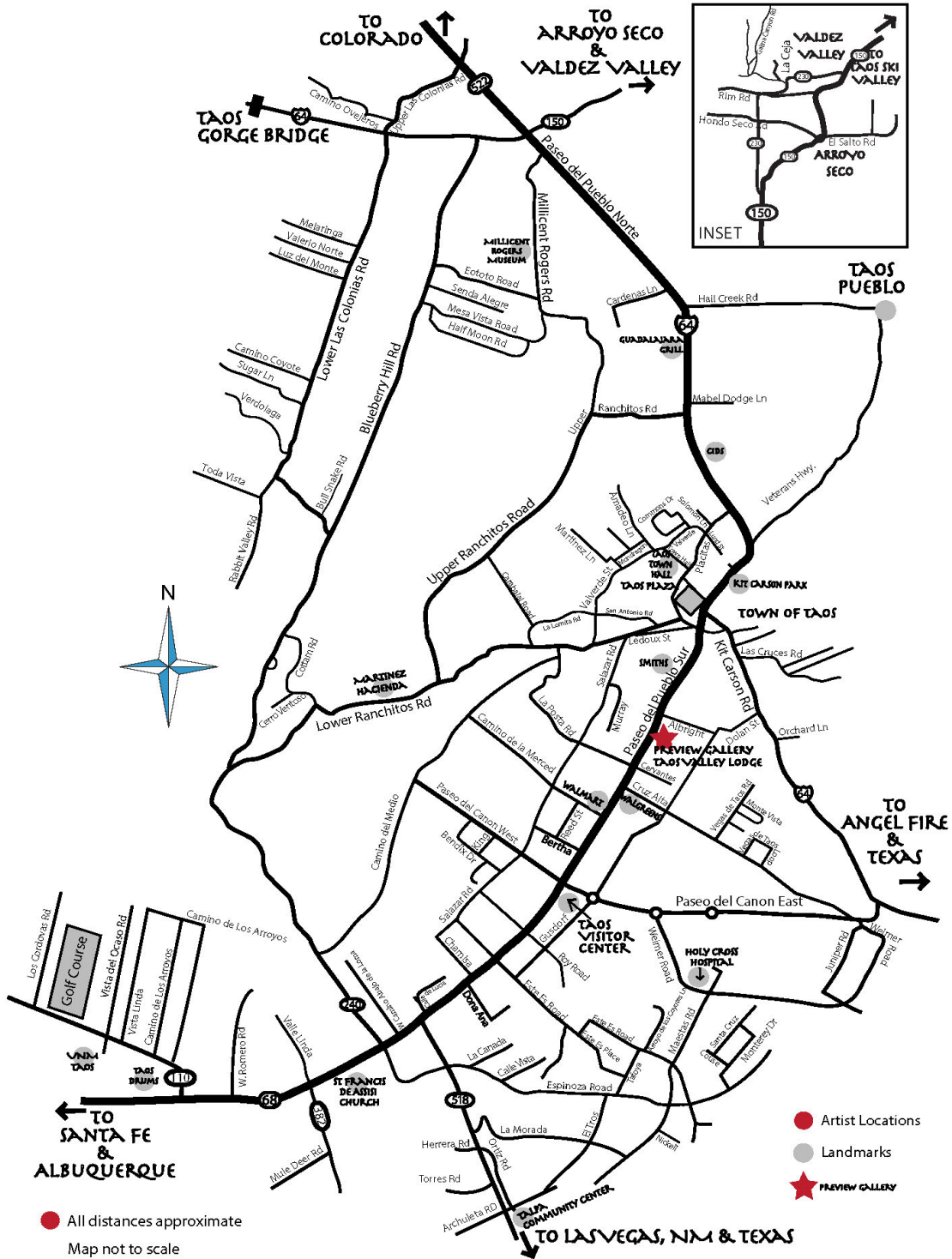
\*Have basic computer skills and internet access, e.g., type and send an email, Google for email addresses.

\*\*One volunteer needs computer and software skills (word processing and graphics)

**Arroyo Honda will have Inset if there are artists from there**

**Mark Your Studio Clearly or in **Red** on TAO Map Below**

Make corrections, additions or notes as needed. \* NOTE Your studio must be within the TAO Map Area



**By signing this application:**

- I agree to abide by the Artists' Guidelines;
- I agree that I have read and will follow the Application Checklist;
- I will provide TAO with my gross tour receipts\* and the number of visitors by city and state either electronically via TAO app or paper version. If I fail to provide this information, I risk the ability to participate in the Taos Studio Tour the following year; \*Used in aggregate for grant applications.
- I will provide at least one piece of art for the Taos Studio tour (TST) Preview Show and Gallery as required to participate in the 2024 TST.  
Note 1: If your piece sells, you have the option to bring in a new piece.  
Note 2: You may provide a piece for each of your mediums for display.  
Note 3: Artist is responsible for creating wall tags for replacement pieces.  
Note 4: I will pay the Sales Professional 10% of my proceeds from the sale of each tour gallery art piece.
- I will promote the TST through mediums I have available; websites, social media, mailing lists etc.;
- I agree that the articles I offer for sale are made by my own hand, are designed by me, and are like those represented by the images provided in my application;
- I understand that I retain full ownership and copyright but the TST may use the images and promotional information that I have submitted in this application for all promotional purposes without notice or payment to me;
- I will be responsible for my own insurance, liabilities, sales tax and costs incurred for my studio location; and
- I acknowledge that even if I paid to be a non-volunteer, I understand that **I am still required to help in the distribution of brochures.**

Printed Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Artist application must be postmarked by May 1, 2024.**

**Hold Harmless Agreement**

THIS AGREEMENT is made the \_\_\_\_ day of \_\_\_\_\_, 2024 by and between the Taos Studio Tour, the Taos Artist Organization (TAO) Board of Directors, its volunteers, and \_\_\_\_\_, hereinafter referred to as "ARTIST."

ARTIST agrees as follows:

**Hold Harmless:**

ARTIST agrees to indemnify and hold harmless the Taos Studio Tour, the Taos Artist Organization (TAO) Board of Directors, and Its Volunteers, from all claims, losses, suits, damages, judgments, expenses, costs and charges of every kind, including court costs and attorney's fees, resulting from ARTIST's participation in the 2024 Taos Studio Tour by reason of personal injuries, death, or property damages.

ARTIST further agrees to indemnify and hold harmless the Taos Studio Tour, the Taos Artist Organization (TAO) Board of Directors, and Its Volunteers from any claims and for all damages, costs, and expenses, including, without limitation, court costs and attorney's fees and amounts paid in settlement incurred in connection with such claims arising out of acts of negligence of ARTIST, his agents, or his employees.

**Artists must agree to follow all current State Health Guidelines.**

**Loss & damage:**

ARTIST releases the Taos Studio Tour, the Taos Artist Organization (TAO) Board of Directors and Its Volunteers of any liability for illness, loss, theft, vandalism, fire or other damage to ARTIST's property which may occur during the 2024 Taos Studio Tour, whether resulting from fire, storms, public health orders, acts of God, theft, pilferage or other causes.

**Print Artist Name:**

\_\_\_\_\_

**Artist's Signature:**

\_\_\_\_\_

**Date:** \_\_\_\_\_

## **2024 STUDIO TOUR TEAM DESCRIPTIONS**

*Teams meet outside of the general meeting time and use the monthly meeting to report back to the TAO membership.*

### **DESIGN Lead: TBD (Lydia Johnston – proofer and deals with getting corrections made with marketing vendors)**

- Creates Map and Brochure and gets them printed as well as delivered to Taos News.
- Creates Gallery Guide ads series; works with fellow member-proofer for copy accuracy.
- Creates poster for distribution. Communicates with Distribution – Brochures Lead to obtain posters for distribution.
- Works with Treasurer to get lists of participating members.
- Works with Sponsorships to get sponsor lists and logos.
- Works with Website Administrator to get website updated for Studio Tour.
- Updates the group at the monthly meetings.

**Ad Lead: Lead: TBD (One person)** – The person applying for this role should have negotiating experience for ads. This position will negotiate rates with all vendors utilized for the studio tour, e.g., Taos News, Billboard, Radio, etc. In addition, this person will work with Teams to make sure copy is submitted by deadline.

### **PROMOTION: Lead: TBD (10 other people\*\*)**

- Brainstorms and develops new ideas about widening our reach/audience
- Plans radio blasts and interviews with local radio stations
- Blast email from TAO Gmail list on Google. Should be done two weeks before tour starts.
- Digital calendar entry, e.g., KUNM, etc.
- Connects with media outlets who write about the local arts/tours
- Creates PR copy about the tour (or organizes getting that done by a paid professional)
- One team member attends monthly City of Taos marketing meetings (Lodger's Tax Advisory Committee)
- Team brainstorms and provides Taos News PR person the content that she can promote;
- Comes up with creative/out of box methods for broader outreach;
- Connects with Texas and Colorado tourist organizations, etc.
- Updates Social Media accounts—assigns one to two team members to be in charge of social media for the group.
- Updates the group at the monthly meetings.

### **WEBSITE/DIGITAL TASKS: Lead and Web Master: Jake Atensio**

- Keeps the website updated and fresh – information from Design Lead.
- Plans website expansion and works over the course of time to implement those plans and expand the website's offering to members--member pages, download areas, etc.
- Updating the TAO tour app
- Make sure the email list reflects the current TAO membership so that all current members get the monthly emails about the meetings and old



members do not.

**PREVIEW SHOW AND PARTY: Lead: TBD (six other people\*\*\*)**

- Secures professional, light filled venue to serve as our exhibition space **early in the year**
- Plans opening party and schedules any artist demos/talks etc. Connects with promotions to promote.
- Secures a professional art seller to work at the exhibition for the long weekend of the tour.
- Organizes and communicates with group about when/where to drop of work;
- Hangs the show; plans and communicates artwork pick up post-tour
- Takes photos of opening and shares these with website point person in timely manner; etc.
- Updates larger group at the monthly meetings

*If you have event planning experience, experience hanging shows, or just a willingness to help, this could be a good fit.*

**SPONSORSHIP: Lead: TBD (three more people)**

- Approaches local businesses about sponsoring the tour
- Receives payments and delivers to treasurer
- Provides Design team and social media point person with logos and list of participating sponsors
- Invites sponsors to opening party
- Brainstorms any VIP experience or bonus we can offer them
- Writes thank you notes afterward
- Updates larger group at the monthly meetings.

**DISTRIBUTION - Brochures: Lead: TBD (three more people)**

- One team member picks up brochures/maps and posters at printer.
- Team creates packets for individual tour members to pick up at July monthly meeting
- Revise sign-up list from last year of locations to place the brochures that all tour artists share in distributing. Make a note: Don't forget to give to family and friends!
- Farmers' Market presence the two Saturdays before studio tour.
- Works with the Sponsorship committee to get them posters to give to Sponsors to hang in their businesses
- Gets tour artists to hang posters on all local bulletin boards – make a list of businesses.
- Works with the Promotion Team to get the posters to any outlets in the broader region with whom they have connected.
- Determines who will keep extra brochures for artists to pick up.
- Updates the group at the monthly meeting.

(\*Note: All tour members are required to distribute brochures.)

**Distribution – Flags and Signs Lead: TBD (Needs two persons)**

- Distribute and plan the return of the banners/flags for the individual

studios (complete sign out and sign in sheet, flag/sign condition). Located at Alice's Attic Storage. Lead will obtain password from TAO President.

- Make sure sandwich board sign is delivered to Show/Gallery location (2024-Taos Valley Lodge?)
- Contact (Judy Escobel @ 575-737-2627 OR Valorie Mondragon @ 575-737-2617) to get permission to place banner on Kit Carson Park fence at lighted intersection to Taos Community Auditorium.
- Updates the group at monthly meetings.

**TOUR POINT PERSON: Erica Wendel-Oglesby**

- Reaches out to membership about who might lead the various teams that year.
- This person answers questions/emails/issues regarding the tour and forwards to different team leaders as necessary or relevant.
- Troubleshoots any issues as needed.

\*\*\*\*\*

**GRANTWRITING: Nancy Grabowski (grant application completion)**

- Search out potential grant funding for the group
- Write grants/Meet deadlines
- Follow up on grant status
- Coordinates with Treasurer, as needed, based on type of grant

\*All tour members are required to distribute brochures.

\*\*Requires basic computer skills and internet access, e.g., type and send an email, Google for email addresses.

\*\*\*One volunteer needs computer and software skills (word processing and graphics)