

CalvART Gallery Guidelines & FAQ

The Arts Council of Calvert County Inc. is a 501(c)(3) nonprofit organization and the CalvART Gallery is a program of the Arts Council. As a portion of its mission, the Arts Council provides the gallery as a place where local artists may display and sell their art. The daily management of the CalvART Gallery is under the direction and coordination of the Executive Director and the Gallery Administrator. Local, tri-county, artists (Calvert, St. Mary's, Charles) are invited to apply to join our gallery.

Gallery Submission Guidelines

- **To Apply.** Please complete the online application form and submit 5 images of your artwork. You will be contacted to bring the pieces into the gallery for a critique as part of the jury process, which is slated for a 2-week time period. We will contact you when the jury process has concluded to let you know of acceptance or decline.
- In general, all media forms are accepted: including traditional art, glass, metal, sculpture, canvas, photography, jewelry, textiles, paper, mixed media, pottery, digital art, and written word. The artist is not restricted to one form of media but must jury into the gallery for each medium.
- Once an artist is accepted, they will be provided a choice of a one-year or three-month membership contract (\$300/year or \$75/quarter-year).
- **Sales of Artwork.** 100% of the sale price is paid to the artist. The gallery does not retain a commission on sales. Payment on sold artwork will be available no later than 30 days from the end of the month of sale, and can be picked-up at the gallery or mailed.

CalvART Gallery Show Procedures

- All CalvART Gallery Shows are open to all artists: both current CalvART member artists and nonmember artists. In general, all media forms are accepted: including traditional art, glass, metal, sculpture, canvas, photography, jewelry, textiles, paper, mixed media, pottery, digital art, and written word.
- CalvART operates on an open calendar show schedule. If you have an idea for a show, whether a solo show or a collective of artists, please contact us with your idea, and we will fit you in if there is room.
- Non-member artists require a contract for a gallery show, which is \$25 per month for the length of the show. Artists retain 100% of sale price. The gallery does not keep a commission on sales. Payment of commission on sold artwork will be mailed no later than 30 days from the end of the month of sale.

The Arts Council provides marketing for its gallery shows. We will create graphics for shows for promotional use online; artists are encouraged to share social media postings and marketing materials with their followers. The Artist may schedule one or more reception dates during the show subject to availability. The Arts Council will coordinate with the artist for scheduling and

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marketing. ACCC will also facilitate public receptions and coordinate with the Artist. Show artists will be notified with delivery and pickup dates for artwork.

FAQ

HOW MUCH SPACE IS DESIGNATED TO EACH ARTIST?

Artists are not renting space. The annual fee is a membership fee which permits artists to benefit from displaying in the gallery and participation. As artworks are different sizes and require different amounts of space, artists are not allocated a specific amount of space. Artwork is displayed to provide the best presentation of works.

HOW MUCH ARTWORK IS REQUIRED TO BE REPLACED EVERY THREE MONTHS?

Artists will be asked to refresh some artwork every 3 months. It is anticipated that this will occur automatically by replacement of sold items. If no sales in 3 months, artists will be requested to exchange out some pieces. This will promote sales and keep the artwork fresh.

IS THERE A MINIMUM ANNUAL SALES REQUIREMENT?

There is no minimum annual sales requirement. It is in the best interest of both the artist and the Art Council to be successful in selling artwork. Should an artist fail to have any sales, the Arts Council will work with the artist to address pricing, marketing or other issues to improve sales outcomes.

HOW WILL CALVART GALLERY BE ADVERTISED?

The CalvART Gallery's primary advertising is done online through social media and email marketing. Artists are encouraged to share social media posts and marketing materials with their followers.

WHO IS JURYING, SELLING AND SETTING ART?

The Arts Council engages a variety of individuals and professionals to assist in jurying artworks. Selling and displaying artworks are processed by staff of the Arts Council. We continually consult with seasoned professionals and provide training and support to staff. Gallery staff meets with each artist to learn about their background, artwork and history to share with potential purchasers. Additional opportunities to "Meet and Greet the Artists" will be provided. Recommendations and assistance from artists are welcome.

WHAT IS THE PROCESS FOR DELIVERING OR REMOVING ARTWORK FROM THE GALLERY?

Artists will be required to meet with gallery staff for delivery and removal of artworks. Delivery and removal may occur during open hours. If required, appointments may be set outside of normal open hours. Any processing of artworks of a family member or friend need to be a scheduled appointment with the Gallery Administrator in advance.

Questions and concerns may be addressed to gallery@calvertarts.org.

In the event there are still questions or concerns, contact the Executive Director at director@calvertarts.org.