



Alliance for the Arts
Art League of Fort Myers
Art Quilters Unlimited
Arts of the Inland
Cape Coral Art League
Cape Coral Arts Studio

Center for the Arts of Bonita Springs
Charlotte County Art Guild at the Visual Arts Center
Estero Art League
Fort Myers Beach Art Association
Lehigh Art League
Marco Island Center for the Arts
Naples Art Association

National League of American Pen Women/Naples
Pan American Alliance for Art, Culture & Industry
Pine Island Art Association
Sanibel-Captiva Art League
Southwest Florida Fine Craft Guild
Southwest Florida Pastel Society

Connecting artists and arts in Southwest Florida since 1963.

COOPERATIVE ART GALLERY

PROSPECTUS

January 1, 2015 – December 31, 2015

8074 Mediterranean Drive, Coconut Point Mall, Estero, Florida

Updated January 2015

I. STEPS REQUIRED TO JOIN THE ACSWF'S COOP ART GALLERY

Interested in joining the Art Council's Coop Art Gallery? Here's what you have to do:

- You must maintain a current membership in one of the Art Council's member organizations.
- If you are not yet a member, you **MUST JOIN** one of our member organizations. Check the list of ACSWF member organizations on our website – www.acswf.org.
- **CURRENT MEMBERSHIP CARDS, OR VERIFICATION OF PAYMENT, ARE REQUIRED AT RECEIVING.** Since some member organizations do not issue membership cards, for verification purposes, bring your receipt, copy of check or credit card statement, or welcoming letter from the organization you joined.
- Gallery sitting at least one day per month is required for all Coop Artists.
- Requirements for art work are listed below.
- You must sign the **WAIVER FORM** and a **W-9 form** at Receiving – both can be downloaded from website.

2. COOP ART GALLERY POLICIES & PROCEDURES

- The Coop Art Gallery will run from January 1, 2015 through December 31, 2015.
- The Coop Art Gallery will be open six days a week from January through April, four days a week from May through September during the summer season, six days a week from October through November, and seven days a week during December.
- Hours will be: (Mondays only if December) Tuesdays through Thursdays & Saturdays from 10am – 6pm; Friday from 11am – 7pm; Sunday 12noon to 5pm.
- All entries will be juried in to the Art Gallery - No exceptions. Jury decisions are final.
- The Art Council of Southwest Florida will provide a Cash-Box which will be picked up and returned each day to Simon Mall Office on Fashion Drive.
- All sales will be subject to Florida Sales Tax (presently 6%), collected for each sale.
- Credit card fee transactions will be deducted from Artist's net payment. Price art work accordingly.
- Weekly Sales Logs must be completed daily by scheduled Gallery-Sitters.
- All sales will include the following commissions: 12% to Coconut Point Mall, 9% to each Art Group participating as a group with a minimum of ten artists and to small groups with thirty (30) or fewer members with a minimum of five artists, and 9% to the Art Council, for a total of 30% commission.

3. ENTRY FEES

- The ACSWF will charge each Participating Artist a non-refundable 'Coop Art Gallery Entry Fee' of \$25 per month to help cover part of the cost of utilities, insurance, repairs, maintenance & publicity for the space.
- Artists who pay in advance for five months – January 2015 through May 2015 (\$25 x 5 = \$125) will receive June 2015, the sixth month free. Artists who pay in advance for five months – July 2015 through November 2015 (\$25 x 5 = \$125) will receive December 2015 free.
- Artists may also pay \$25 by the month for 30 days of display. NOTE: Payment of \$50 must be paid if art work is to be displayed for 60 days.
- Otherwise, all monthly payments are payable in advance and payable to the Art Council of Southwest Florida (ACSWF).
- Any artists not current with entry fees will have their artwork removed.

4. ARTIST'S RESPONSIBILITIES

- Artists are required to gallery-sit one day per month or more if needed as a condition of showing their work.
- No artwork will be allowed into the gallery if it is advertised for sale elsewhere: ie: etsy, webpage, ebay. The work must be available for purchase through the ACSWF Coop Art Gallery. No artwork will be accepted that is under contract with another gallery.
- No individual or outside sales are allowed in the Coop Art Gallery.
- All art work submitted to the Coop Art Gallery may include: original art work in traditional genres, giclees for 2-D art work, lithographic prints, photographic prints. For 3D art work, handmade or hand assembled pieces. Art prints and giclees will be hung separately from original art and will be identified as such.
- All paintings to be hung must be framed or on gallery-wrapped canvas, wired and ready to hang. All artwork must be identified with a label/business card taped to the back of the artwork. Prints and giclees must be identified as such and that information placed on the item as well as on the wall label. Coop Art Gallery will now sell note cards. Any artist who produces her/his own cards may submit a total of six (6) individual cards or three packages of multiple cards for sale in the Gallery. These note cards will be in addition to the art works Artists may also submit. As with other submissions, note cards are subject to jurying and will be accepted beginning at Receiving on January 5, 2015.

5. ARTISTS' SUBMISSIONS:

- All artists may submit a maximum of six (6) pieces a month for jury review. The six (6) items can be 2D or 3D, and the artist may submit works in different mediums to reach the six (6) total. A maximum three (3) of the six total pieces per artist may be wall hung. In addition, an individual painting larger than 1800 square inches shall be counted as two items.
- The total number of items permitted each month may be seasonally adjusted and artists will be notified of this adjustment prior to the next receiving date. Every effort will be made to display all juried items appropriately; however the gallery does reserve the right to limit items on the display floor due to space limitations.

6. RECEIVING PROCESS

- Gallery-Sitting by each Participating Artist one day per month, or more if needed, is required as a condition of showing their work in the Coop Art Gallery. As the first step in the Receiving Process, Artists must select a Gallery-Sitting Date(s) in order to enter their work. Any artist who has NOT scheduled a sitting day will have their artwork removed. It is the responsibility of the artist to make arrangements for sitting each month. If Participating Artists are unable to fulfill their Gallery-Sitting Requirements, they will be responsible for finding a substitute replacement and must inform the Gallery scheduling coordinator Ginny Whiteman – ginny@whiteman.net. Any artists who fail to attend on their scheduled date – without having prior approval – will have their artwork removed from display for that month.
- All Artists must sign a "Waiver," complete an "Inventory Form," & "W-9 form" as part of the Receiving Process. These will be available in advance on the Art Council website – www.acswf.org - and at the time of Receiving.
- Art works that are not acceptable include, but are not limited to the following: pre-assembled work, assembly-line or commercially-reproduced images (i.e., mugs, cups, T-shirts, etc.), multiple reproductions of the same images other than notecards. Anything that is deemed offensive or inappropriate will not be accepted. All art work juried in will be at the discretion of the Art Council's Coop Art Gallery, and its judges.
- All artwork MUST remain in the gallery until sold or rotated out during a scheduled monthly receiving date. Any and all artwork that is displayed or hung in the gallery MUST be sold through the gallery.
- Any unsold artwork after 60 days in the gallery must be replaced/rotated out. It will NOT be hung.
- Artists who sell their Art work may replace sold items immediately, with an item similar in size for placement in the same location as the sold item. Artists may rotate unsold Art work, once a month on the first Monday of every month, from 10am to 1:00pm ONLY, the same dates as Receiving as listed below.
- Artists must change out unsold Art work that has been in the Coop Art Gallery for 60 days as long as entry fees have been paid for two months. Artists must wait 60 days before returning the artwork to the Coop Art Gallery.

7. DATES FOR RECEIVING & RECEPTIONS FOR 2015 SEASON – NOTE CHANGE TO 1ST MONDAY FOR RECEIVING AND FOR THURSDAYS FOR RECEPTIONS FROM 4 – 6pm: **Help needed at Reception; Sign up at Receiving.

Receiving dates and times:

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|---------------------|------------------------|
| • January 5, 2015 | Monday - 10am - 1:00pm |
| • February 2, 2015 | Monday - 10am - 1:00pm |
| • March 2, 2015 | Monday – 10am-- 1:00pm |
| • April 6, 2015 | Monday – 10am– 1:00pm |
| • May 4, 2015 | Monday – 10am – 1:00pm |
| • June 1, 2015 | Monday – 10am – 1:00pm |
| • July 6, 2015 | Monday – 10am -1:00pm |
| • August 3, 2015 | Monday - 10am - 1:00pm |
| • September 7, 2015 | Monday - 10am - 1:00pm |
| • October 5, 2015 | Monday - 10am - 1:00pm |
| • November 2, 2015 | Monday - 10am - 1:00pm |
| • December 7, 2015 | Monday - 10am - 1:00pm |

Reception dates & times:***

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|--------------------|------------------|
| January 8, 2015 | Thursday - 4-6pm |
| February 5, 2015 | Thursday - 4-6pm |
| March 5, 2015 | Thursday – 4-6pm |
| April 9, 2015 | Thursday – 4-6pm |
| May 7, 2015 | Thursday – 4-6pm |
| June 4, 2015 | Thursday – 4-6pm |
| July 9, 2015 | Thursday – 4-6pm |
| August 6, 2015 | Thursday – 4-6pm |
| September 10, 2015 | Thursday - 4-6pm |
| October 8, 2015 | Thursday - 4-6pm |
| November 5, 2015 | Thursday - 4-6pm |
| December 10, 2015 | Thursday - 4-6pm |

8. ART COUNCIL OF SOUTHWEST FLORIDA POLICIES

The Art Council of Southwest Florida (ACSWF) reserves all rights of decisions regarding the Cooperative Art Gallery, including changes to days open, hours open, artwork accepted or not, payment, and decisions and changes regarding this document.

A. ART COUNCIL OF SOUTHWEST FLORIDA POLICY ON E-MAILS – Effective August 4, 2013

The Art Council of Southwest Florida's list of member artists, their addresses, phone numbers, e-mail addresses, and group affiliation, are NOT to be used in any way, including, but not limited to the following: commercial purposes, personal events, political or lobbying messages, professional solicitations, advertisements, invitations, or provided to a third party to use for any purpose. In addition, all e-mails given to the Art Council of Southwest Florida are for Art Council use only. Anyone violating this policy could be jeopardizing the 501-c-3 designation and/or nonprofit status of the Art Council of Southwest Florida. Anyone violating this policy will be issued a warning after the first occurrence, and expulsion the second time from any and all Art Council of Southwest Florida-sponsored shows, events, and Coop Art Gallery participation.

B. ACSWF POLICY ON W-9 FORM

Many artists ask why the ACSWF needs this from them before any sales have actually been made. In maintaining our non-profit status the IRS asks that we keep accurate records of our activities. Part of that record-keeping involves who profits from the gallery. In January of each New Year, anyone who has sold \$600.00 or more during the previous calendar year will be issued a 1099 form that states the amount sold for each artist. In order for 1099 forms to be issued on time, all Artists must have a completed W-9 form on file with the ACSWF.

The ACSWF and other galleries and places that offer artists' work for sale will ask them to fill in one of these forms annually. Your information is kept protected. The ACSWF Treasurer is the only person with access to it and when it is no longer needed it is shredded. Inventory sheets with addresses and emails are all shredded. The ACSWF tries very hard to protect your information and ours. The policy is that we ask for the W-9, with all information completed, at Receiving. It is a requirement of your participation in the Coop Art Gallery as we are required to have these records.

C. HALF DAY SITTING POLICY FOR COOP ART GALLERY - NOTICE OF HALF-DAY GALLERY-SITTING OPTION:

If you want to sit two half days to complete your obligation for sitting the Gallery you may do so by arranging with another gallery member who will sit the other half of the two days with you. After following the PROCEDURE listed below, you will sign up with that person stating the time they will sit and you will sit. This means each of you will sit 4 hours of the 8 hour shift. Half day sitters will not be allowed to sit on Sundays.

PROCEDURE:

1. There will be a sign-up sheet provided at the desk at the Gallery where those who want to sit a half day may sign their name and phone number.
2. Members are responsible for contacting other members who want to sit a half day to arrange their obligations to the Gallery.
3. Under no circumstances are Artists to sign up for half days without having a partner for the other half of the days.
4. Do not sign up on the Gallery calendar until you have contacted and received approval from Ginny Whiteman.
5. Once you have obtained a partner and arranged your dates and times you are to contact ginny@whiteman.net and inform her of your dates and time so this can be scheduled on the Gallery calendar.

PLEASE NOTE: Members are responsible for making these arrangements and entering their names on the signup sheet at the gallery for possible contacts. Thank you for your cooperation.

D. NEW POLICY FOR INDIVIDUAL ARTIST'S RECEPTIONS

The Coop Art Gallery at Coconut Point is available for Individual Artists Receptions. Artists interested in having Individual Receptions must contact the Gallery Director in advance and receive approval so that the Calendar may be scheduled fairly. Thank you for your cooperation.

PROCEDURE:

1. Contact Gallery Director Peter Garon (peter@petergaronstudio.com) to check availability of desired date, and to schedule your Reception.
2. Approval must be given before any arrangements are made.

9. ACSWF COOP ART GALLERY DIRECTOR

The Director for the 2015 season is Peter Garon. He is a participating artist and has the enthusiasm and desire to keep the gallery as a successful destination point for fine art and fine crafts. Thank you to Gail Martin, Donna Hope and Charlie Masi for their outstanding work as Co-Directors for the 2013-2014 Season, and continued thanks to Marsha Bisson, Founding Gallery Director, who organized the transition to our first summer season.

10. FUTURE SPACE AVAILABILITY

Coconut Point Mall has made space available for the Cooperative Art Gallery for the past four years. The Mall Manager, Jamie Grofik, has been a strong supporter of the Art Council's efforts to bring the Arts to Coconut Point Mall. We appreciate her support but recognize that space in the Mall is not guaranteed. We appreciate her assistance in securing space for 2015, and hope for another successful year.

THANK YOU!

Thank you to all of the Artists, the Leagues and Guilds, Jamie Grofik of Simon Mall and of course, the Art Council of Southwest Florida and its President, Sandra Mark, who have all strived to make the Gallery the success it is today.

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