

**Saturday  
and Sunday,  
June 5-6  
and 12-13**



(707) 834-6460  
411 12th Street, Eureka, CA 95501  
[www.northcoastopenstudios.com](http://www.northcoastopenstudios.com)  
[contact@northcoastopenstudios.com](mailto:contact@northcoastopenstudios.com)

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### **Calling All Humboldt County Artists & Arts Businesses:**

The 2010 North Coast Open Studio Tour is fast approaching. The dates for this year's tour are **Saturday and Sunday, June 5-6 & 12-13**. For those of you who have never participated, this is a great year to start! NCOS 2010 will include:

**Full Color Publication:** This year's guidebook is a full color magazine size publication that will be inserted in the North Coast Journal. Check out page 2 of the directions for more information.

**Show & Reception:** This year we will be hosting an Artists' Show & Reception on Saturday, May 1st during Arts Alive! at the Ink People Center for the Arts. See page 4 of the directions for more information.

**Artist Workshops:** We will also be hosting a variety of Artist Workshops offering hands-on assistance in marketing your open studio! See page 3 of the directions for more info.

As always, this event is for, and by, Humboldt County artists. Without the support of participating artists, this event would not happen. Please join us in making 2010 the best yet North Coast Open Studios!

**Interested in helping out with the event?** We need volunteers and assistance with many facets of NCOS, from being a member of the Steering Committee to helping hang posters and distribute guidebooks. Please contact me if you are interested in volunteering. Anything you can do is greatly appreciated.

**Please note the deadline for registration is March 16th.** This includes submitting a completed application form, an image and all required fees. To register for North Coast Open Studios please complete the enclosed registration form and mail it with full payment to: North Coast Open Studios c/o the Ink People Center for the Arts, 411 12th Street, Eureka, CA 95501.

If you have any questions, you can reach me at [contact@northcoastopenstudios.com](mailto:contact@northcoastopenstudios.com) or (707) 834- 6460. Thanks so much for your participation, and I look forward to working with you all on NCOS 2010.

Taffy Stockton,  
North Coast Open Studios Coordinator

# Artists Information & Directions

## *for the 2010 North Coast Open Studios*

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The 12<sup>th</sup> Annual North Coast Open Studios (NCOS) will take place on Saturday and Sunday, June 5-6 & 12-13. NCOS registration is open to all working artists in Humboldt County. Deadline for registration is **March 16<sup>th</sup>**.

NCOS participants are encouraged to open their studio spaces for both weekends of this event. Artists who choose to be open over one weekend, especially at remote addresses, should coordinate with other artists in their area to maximize attendance. Historically, artists in Eureka and south are open over the first weekend and artists in Arcata and north are open over the second weekend. However, this year the weekends are open to any interested artist, not limited by location. **Choose what works best for you - being open the first weekend, the second weekend, or both!**

### Basic Information for Participation

Registration for North Coast Open Studios is open to serious working artists/fine craftspeople, arts manufacturers, art organizations, art businesses, and cultural sites of Humboldt County. If you plan to participate in North Coast Open Studios, you must have a reasonably accessible studio within Humboldt County and be committed to being open for both Saturday and Sunday of at least one weekend of the event.

It is OK if your studio is in your home. If your studio is not accessible and you would like to be open for the studio tour, it's okay to double up with another artist as long as you are in a working studio -- sometimes two artists showing together get more visitors. However, each artist participating must complete a separate registration form. It is not okay to host artists in your studio who do not have a NCOS listing; the listing is by artist, not studio.

We will accept listings for artists who do not wish to open their studios, but who want to be included in the publication.

Please review the information on page 2 for what listings will include, and contact NCOS Coordinator Taffy Stockton with any questions at (707) 834-6460.

### Requirements to Participate in North Coast Open Studios 2010

By legal necessity and in order to insure the growing professionalism of the North Coast Open Studios Tour, the NCOS has registration requirements for this program:

**1. A State Resellers Permit:** If you intend to sell tangible personal property (ART of any kind) that would ordinarily be subject to sales tax if sold at retail, it is the law for you to hold a CA sellers permit. Please enter this number on your registration form.

If you are an occasional seller, there is a chance you do not have to hold a permit. To fall under this status, you must provide in writing, your name, your address, telephone number, driver's license number (or state ID number) including issuing state and a written explanation that you are an occasional seller that does not need a seller's permit. Although, if you are in the business of creating, exhibiting, and selling art, you should have this permit. The Board of Equalization will fine NCOS \$1,000 per studio listing that doesn't supply a reseller's number or who doesn't file this exception. To register for a resellers permit, visit [www.boe.ca.gov/info/reg.htm](http://www.boe.ca.gov/info/reg.htm)

**2. A Business License for your town or district:** Each town has varying laws regarding business permits; for instance, Eureka requires anyone who conducts business and collects more than \$500 in income per quarter to hold a business license. You don't have to show proof of this license to participate in Open Studios, but municipalities in other regions have started cracking down on Open Studios programs. (They get the publication and look up licenses for individual artists, then send notices to those artists who do not have a license.) We suspect that in future years, districts will require proof of this license. Please be in the know, and call your City Hall with questions regarding your special circumstances. Arcata: 822-5951; Eureka: 441-4138; Blue Lake: 668-5655; Ferndale: 786-4224; Fortuna: 725-7600; Rio Dell: 764-3532; Trinidad: 677-0233; Unincorporated areas: 476-2450.

**3. Knowledge of your local zoning laws:** Local municipalities have varying issues regarding zoning, parking and public safety. If you have ever wondered whether your studio is in a place where you can accept numerous visitors who park in front of your house, it's best to check in with your City Hall.

We will not check zoning for studio locations, but you should know if you are within the law. Arcata: 822-5951; Eureka: 441-4138; Blue Lake: 668-5655; Ferndale: 786-4224; Fortuna: 725-7600; Rio Dell: 764-3532; Trinidad: 677-0233; Unincorporated areas: 476-2450.

**4. Insurance:** Do you hold renter's insurance or home owner's insurance? Please know the limits of your policy. Not to harp on insurance, but you may want to secure an insurance rider to protect yourself, your artwork and/or the property owner for any accidents that could occur in your studio during the event. (No accidents have ever happened that we are aware of, but it's best to be prepared. Also—despite the interesting rumors, no artist has been robbed as a result of our event that we know of.) **North Coast Open Studios' insurance does not cover individual studio sites.**

## Listing & Publication Information

The North Coast Open Studios Publication will be inserted in the North Coast Open Journal (a total of 22,000 throughout Humboldt County) the week before the event. It will be a 32 page bound magazine size publication on newsprint paper. The guidebook will be full color this year. All artist's listings in the publication will be in color, so please take that into account when you submit your photos. If you are a returning artist, you are permitted to use your photo from last year—please indicate that on your application. We will be printing an additional 5,000 publications, which will be available at arts friendly venues through out the county. Artists can also reserve publications to distribute in your studio. Publications will be available to pick up on Tuesday, May 4<sup>th</sup>.

### All online & publication listings will include:

- Artist Name / Organization or Business Name
- Studio Address - Studio City
- Preferred Phone / email address / website
- A photo of your artwork

## Advertising in the Publication

Advertising for the publication will be handled by the North Coast Journal. They will be contacting all participating artists to see if you are interested in purchasing advertising. Contact Carolyn or Shane at the North Coast Journal at (707) 826-2000 with any additional questions.

## Guideline for Photo Submissions

As you know, photos of your work should look professional. For those artists who participated last year and would like to use the same image, no submission will be needed. Please mark the appropriate section on the application form. All photos should be full color, well-lit without fuzziness or glare and in an electronic format (jpeg, tiff, pdf, gif or psd are all acceptable). We cannot accept physical prints of your image. If you can't email your image, a CD with your image is acceptable but will not be returned. Please send the CD with your application to North Coast Open Studios, 411 12th Street, Eureka, CA 95501.

Photos need to be a minimum of 3" x 3" at 300 dpi. The name of the file should have the artist's last name (exp. smithimage.jpg). If you need help providing your work in this format, Swanlund's Camera is always helpful and professional, or you can ask another artist for help. Or, attend one of the Artist Workshops, where we will discuss how to take quality publicity photos, what newspapers are looking for, how to prep digital images and much more. If you have specific questions about photo submissions, please email [contact@northcoastopenstudios.com](mailto:contact@northcoastopenstudios.com).

## Increasing Attendance to Your Open Studio

Want to increase your attendance for Open Studios? Here are the top suggestions from artists on how to increase attendance to your studio.

- 1) Send invitations
- 2) Send out your own press release with photographs of your work and you at work
- 3) Participate in the Artists' Reception on May 1<sup>st</sup>
- 4) Put out signs in front of your studio
- 5) Coordinate with your neighboring artists

## Artist Workshops

Want to do more publicity for your event, but not sure where to start? Don't have the computer savvy to design and print your own invitations? Attend an Artist Workshop! The Artists Workshops will be held as four separate one hour sessions. Each session will cover a different topic, and are focused on helping you market your artwork. The workshops will cover:

**Press Releases:** How write a press release and what newspapers look for

**Invitations:** How to design a postcard and do email invitations

*As part of the workshop you will design an invitation, ready to take home (or to a print shop) and print*

**Photographs:** How to take great publicity photographs and what papers look for in photographs

**Social Networking:** How to use social networking media to market your art

Workshops will be held at the Ink People Center for the Arts in Eureka. Attendance is limited to 10 attendees per session, and are first come, first serve. Reservations are required. If all workshops fill up, we will schedule additional dates and times. If you are interested, check the box on the application form, and we will send you the dates of the planned workshops.

## Open Studios Signs

There are 24" x 32" chloroplast NCOS signs available to purchase for your studio. These signs are durable and attractive, and can be used for years to come. You must order these signs when you register. Signs are \$15/each, and lawn stake sign holders are \$5. Signs and holders will be available to pick up at the Ink People Center for the Arts on Tuesday, May 4<sup>th</sup>.

## Artists' Show & Reception

**Arts Alive! Artists' Show & Reception!** The reception will be held during May's Arts Alive! on Saturday, May 1<sup>st</sup> from 6 to 9 pm at the Ink People Center for the Arts. Artists are strongly encouraged to submit a piece for the show, and to attend. All artists are also encouraged to have information about themselves and their studio at the reception. There will be limited space to hang, please let us know if you plan on submitting a piece. All display pieces are first come first serve until we run out of display space. All materials to be put out should be dropped off to the Ink People by Friday, April 23<sup>rd</sup>.

The evening will be open to all artists, Arts Alive! attendees and arts supporters. There will be food and a no-host wine and beer bar benefiting Open Studios. We will send out additional information on the event to all participating artists. Please take advantage of this opportunity to market your open studio by having information available to attendees, submitting a piece for the show, and inviting your mailing list to attend! If you would like to volunteer to help with this event, please let us know.

## To Register for North Coast Open Studios

### **Complete and return the enclosed artist registration form**

Enclose a check payable to "Ink People Center for the Arts" to cover the appropriate registration fees (see table below) plus optional signage fees.

If you are an "occasional seller", please remember to include your written explanation in the case we are audited by the State Board of Equalization.

Please email a digital image or mail a CD of your work.

**Return application form and additional materials to: North Coast Open Studios, c/o the Ink People, 411 12th Street, Eureka, CA 95501**

<b>Open Studios Registration Type</b>	<b>Cost</b>
Individual Artist	\$95
Nonprofit Arts Organization/Event/ Artist Studio Association / Cultural Site	\$135
Gallery/Arts Manufacturer/Arts Business	\$175
<b>Signage Cost</b>	
Open Studios Sign	\$15
Lawn stake sign holder	\$5

## Thanks for your participation

It was the goal of Open Studios founders Sasha Pepper and Susan Fox to create an annual exhibit and sales opportunities for local artists. Little did they expect the positive reception for the event in the community and that so many artists would be involved eleven years later. Thanks to these artists for the ideas and for their work. Need more information? Please contact **NCOS Coordinator Taffy Stockton** at **707-834-6460** or **contact@northcoastopenstudios.com**.

# 2010 North Coast Open Studios Application Form

Please complete and return this form (front and back) by **March 16th**.

## Contact Information

\_\_\_\_\_  
Contact Person

\_\_\_\_\_  
Business/Organization Name

(\_\_\_\_\_) \_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Billing Address

\_\_\_\_\_  
Billing City                      State                      Zip

## Listing Information

Please fill in the following information—  
this is the information that will be used for both  
your online and printed listings

- I am a returning NCOS participant  
 I am a new NCOS participant

\_\_\_\_\_  
Artist, Organization, Gallery or Business Name

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

\_\_\_\_\_  
Studio City

(\_\_\_\_\_) \_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Web site

## Type of Listing

- Single Artist  
 Art Non-Profit/Organization/Cultural Site  
 Gallery/Art Business/Manufacturer

## Open For Open Studios

- I will be open for Open Studios  
 I will not be open, but I would like a listing

## When will your studio be open?

- Weekend 1 (June 5-6)  
 Weekend 2 (June 12-13)  
 Both Weekends

## Application Checklist

Remember, forms and fees are due by March 16th.

Completed Application

Application Fees

See fee table on page 4 of the directions

\$95     \$135     \$175

Optional Signage Fee

# of sign: \_\_\_\_\_ at \$15 each

# of sign holders: \_\_\_\_\_ at \$5 each

Sign Total: \$ \_\_\_\_\_

I want to submit a piece for the  
**Artists' Show & Reception.**

(See page 4 of the directions for  
more information)

Check Enclosed \$ \_\_\_\_\_

(Make check payable to Ink People)

## Image

- I am a returning artist, please use my 2008 or 2009 image (please circle which year)
- I will/have emailed my image
- I will mail/drop off a CD with my image to the Ink People Center for the Arts

## Description of Artwork or Business

*Example: Contemporary Art Glass*

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## Is your studio wheelchair accessible?

- Yes  No

## Special directions to Studio *(if needed)*

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## Artist Workshops

*See page 3 of the directions for information.*

- Please send me information about the Workshops.  
I would like more information about:
  - Photographing your art work
  - Press releases and what newspapers look for
  - Producing email and mail invitations
  - Using social networking to market your work
- I am not interested in attending the Workshops

## Artist Show & Reception

*See page 4 of the directions for information.*

- I want to participate in the Arts Alive! show on May 1st, please send me more information.
- I will not be participating in the Show

## NCOS Signs & Sign Holders

- Please reserve me \_\_\_\_\_ signs at \$15 each.
  - Please reserve me \_\_\_\_\_ sign holders at \$5 each.
- Signs will be available to pick up at the Ink People Center for the Arts on Tuesday, May 4th.

## NCOS Publications

- Please reserve me \_\_\_\_\_ NCOS Guidebooks to distribute. Guidebooks will be available to pick up at the Ink People on Tuesday, May 4th.

## Business License & Resellers Permit #

If you sell more than \$500 of artwork per year, you must hold a business license and a state reseller number to participate in NCOS. Please see the occasional seller explanation on page 1 of the artist's directions.

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Resellers Number

## Do you hold a business license?

- Yes  No

If yes:

City                      Number

## Communication

*Communication for NCOS is done primarily through email. If you do not have an email address and need to be contacted by mail instead of email, please let me know.*

- You may contact me by email
- I do not have email, please contact me by mail

## Volunteering

*Without the help of community volunteers, we would not be able to put on Open Studios each year. We need volunteers to help with many projects - from serving on a committee to helping with the art show to hanging posters.*

- Please contact me with volunteer opportunities
- I can't volunteer, but I would be willing to help distribute publications and posters
- No thank you, I am not interested in volunteering

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**Thanks for participating! Questions? Contact Taffy Stockton, NCOS Coordinator**  
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