

Artistic License Gallery

Mission Statement

The Artistic License Gallery Artists Co-op is the manifestation of a dream.

Kim Crickard has been active in the Eldorado arts community since she moved here from San Diego several years ago. She has always imagined a year-round arts and crafts co-op here in Eldorado.

In December of 2021, the use of an empty storefront in the Agora shopping center became available to Kim for a one-month pop-up show.

Kim enlisted the help of two fellow artists, Nan Patmont and Evie Gauthier, as her management team. The pop-up gallery opened on January 1, 2022 with ten participating artists.

We immediately began working toward an ongoing co-op. The management of the Agora shopping center has worked with Artistic License Gallery making it possible to continue.

Artistic License Gallery Artists Co-op three primary principles:

1. Provide a year-round retail venue for regional artists and crafts people.
2. Provide a high-quality resource for arts and crafts for the Eldorado community.
3. Successful management of the gallery using the model of a cooperative organization.

Juried Process for Artistic License Gallery. LLC

A bit of history of the creation of Artistic License Gallery, LLC;

It is an artists' co-op in the Agora Courtyard area next to Carmelita's. It originally began as a pop up show on December 14, 2021, but we, the Managers/Founders thought it would be a phenomenal space for a co-op. We are allowing artists from Eldorado and neighboring areas to participate, and are anticipating that this endeavor will be the Gem of Eldorado that attracts great talent, and an appreciative audience!

Process for becoming a member. . .

Please send Kim Crickard between six and eight photos of your work via email at kcrickardart@gmail.com (Kim's phone number is 619-971-3908 should you need to contact her by phone.) You instead may bring in images on paper of your work to the gallery, which also gives us a chance to meet you, if we do not already know you. The latter would be our preference as it is always good to have a face with a name.

At that point, you will be juried by the management team; Kim Crickard, Evie Gauthier, Rob and Teresa Reese. The criteria choosing artists as members has not only to do with the quality of the work, but also how that particular artist's creations contrast with the other art in the gallery. We are looking for an eclectic array of artwork so we have broad appeal.

The following documents explain the artists' responsibilities once juried in.

Gallery Application

You may print this out and bring/send it, along with 6 to 8 photos of your work, to
Kim Crickard: kcrickardart@gmail.com
619-971-3908

Your name: _____

Your business name: _____

Website: _____

Email: _____ Phone: _____

Primary medium: _____

Additional media: _____

Price range: _____

Are you interested in wall space or floor space? How many spaces?

Do you have your own display furnishings?

Are you currently selling in other galleries, shows, or online stores?

Artist Agreement with Artistic License Gallery

By signing this agreement, you state that you understand and accept the policies and procedures set out in the documents you have received.

Artist name: _____

Email: _____

Phone: _____

Website: _____

CRS 3 # (NM business license): _____

Media/products: _____

Number of wall spaces: _____

Number of floor spaces: _____

Total monthly rent for spaces: _____

Beginning date of agreement: _____

This agreement is for a minimum of three months. The gallery Managers may rescind this contract at their discretion.

If the artist cancels contract, there will be no refund.

The artist will sign a W-9 for the gallery's records.

The artist will also be charged 20% of their sales totals. GRT (sales tax) will be paid by the gallery and an NTTC form created for each artist. It proves such payment has been made by the gallery should the State ever question that. You will need to file with the State, however. Just indicate your totals, but do NOT pay GRT. You can set that up monthly, quarterly, or bi-annually. You can file online at TAP.state.nm.us. (TAP means Taxpayer Access Point). They may ask for a code online, but no longer need one.

The Gallery is not responsible for damaged or stolen items; the artist needs to provide their own insurance.

Artist signature _____ date _____

Gallery Manager Signature _____ date _____

Artistic License Gallery Management Policies and Procedures

The Management Team

1. Currently consisting of Kim Crickard, General Manager, Managers Evie Gauthier, Rob and Teresa Reese are responsible for all policies, procedure and decisions.
2. All Managers have discretion to add/remove Gallery artists.
3. The Managers will, on occasion, move displays or art. We will contact you ahead of doing so. These relocations are done to keep the gallery fresh. Also, as artists join or leave the gallery, it becomes necessary to...
 - 1) Keep assigned spaces the correct size
 - 2) Create room for new artists
 - 3) Move displays to increase sales
 - 4) Spread out our art when there are not enough artists to make the gallery look full
 - 5) Feature certain artists during promotions

Financial Management

- Collect monthly rent and percentage of sales
- Pay artists within five days of the first of every month.
- Pay rent, utilities, and other expenses to maintain gallery.

Select Artists

- Create a written/online application form.
- Meet in person with each applicant.
- Consider each artist using the criteria of:
 - A. Quality of work (jury process)
 - B. Does the medium balance with current art?
 - C. Does the artist seem amenable to policies?
 - D. Does the artist seem personable for staff the Gallery?
 - E. Price range consistent with the gallery?
 - F. Sign a joint agreement with new artists for a three-month trial period, which either artist or management can terminate.
ALG requests at least a two-week notice upon leaving the gallery.
A month notice would be preferable.

Promote the Gallery

- Provide advertising
- Create social media promotions
- Explore special events, classes, talks.

Supervise the “look” of the Gallery

- Assign display spaces
- Assist with display furnishings when feasible
- Final approval of all displays
- Maintain and rotate front window display
- Provide signage

Maintain records and equipment

- Oversee inventory records
- Provide phone/iPad and Square device
- Provide monthly sales records for each artist Artist’s Responsibilities

Artistic License Gallery Competition Policy

Showing art in other galleries is allowed, but there are exceptions in Eldorado as follows: Any location in the Agora Shopping Center and in La Tienda shall have restrictions as to how many pieces can be shown so as not to create a competitive situation with the gallery.

All member artists are only allowed two pieces of art in any other store in Agora and in La Tienda. If the artist decides to show in these locations, a sign shall be placed adjacent to your artwork referring potential customers to Artistic License. It shall read something to the effect of...

“The art you are seeing here is one of many that are located, and for sale, at Artistic License Gallery in the Agora Shopping Center. “

Artists will need to get approval from venues other than ours so that the sign can be placed as designated in this document.

Rent

1. Rent is determined by how many spaces the artist has. A whole space, in reality is 4'6" x 9' tall. Artists can rent one, one and a half, or two spaces.
2. Current rent is \$95 for one space, \$65 for a half space, \$160 for one and a half spaces, and \$190 for two spaces. If rent price change, artists will receive at the least one-months notice.
3. Rent is to be paid to Artistic License Gallery no later than the 5th of the month. Should you choose to use a credit card to pay rent, a percentage (approx. 3%) will be added to the amount due to cover Square fees.

Inventory

1. Artists may only show items in the medium in which they applied. The jury must approve new product lines.
2. Each item must have an inventory number. This number consists of the artist's initials plus a number.
For example, 045KLC or KLC045. (Kim L Crickard 045)
3. Please use digits (001, 002) - this will keep your items in numerical order.
The inventory number and price must be attached to each item.
4. The artist is responsible for keeping an up-to-date written list of his/her inventory in the inventory book. Each item must have an inventory number, a brief description, and the price.
5. Either the artist (if trained) or a member of the management team will enter each item into the POS system.
6. Artist needs to be available to replace inventory as needed when items sell.

Contact

The artist must be reasonably available and responsive to email and phone messages. Management, either in person or via Zoom, as needed, may call meetings and attendance is expected.

Staffing the Gallery

1. Each artist should be able to open and close the gallery (a sheet of instructions is available for each) and to conduct sales.
2. Hours = 10:00 am to 6:00 pm (summer hours).
Possible Winter hours are 10:00 am to 5:00 pm. We're open Monday – Saturday.
3. All members will staff the open hours. Shifts for summer hours are 10:00 - 2:00 / 2:00 – 6:00. Shifts for winter hours are 10:00 – 1:30 / 1:30 – 5:00.
4. For any given month, the number of shifts each member will need to work depends on how many members we have and how busy we are. The number of shifts will be equally divided by the number of members.
5. Due to extended vacations you may work extra shifts and bank the hours to cover your shifts/shift during your extended vacation.

The staffing calendar is composed by one of the managers. Each month we will ask for your information about availability and preferences. We will be as flexible and accommodating as possible. Members may contact one another to arrange trades of shifts, or to hire other members to take their shift at a rate of \$10/hour.

If for some reason a member does not show up for, or arrange for someone else to take their shift, which results in the Gallery not being open, a penalty of \$20/hour for the closed time will be levied.

When staffing, the member should actively greet each visitor, offer brief information about the Gallery, and answer any questions. We need to be sensitive to who would like to be told more about an item they are viewing and who would not. While you may volunteer that you are the artist when someone is looking at your work, we are expected to support the sale of all members' work equally.

See the next page for a detailed protocol for interacting with customers.

Pricing and Taxes

1. Each artist will receive an NTTC form, which explains that the added tax to your prices will be paid by the gallery. Current tax is 6.88% and is added automatically in the Point of Sale (POS)
2. Discounting your own work while staffing is not allowed. If a customer asks to negotiate your price, you need to decline. If, in fact, you are willing sell at a lower price we suggest you show your piece with a lower price attached.
3. If you accept, a commission order while working in the gallery, that commission should be run through the gallery's books.

Protocol for Engaging with Customers

I attended the EACA General Meeting Jan. 16th, 2023; the topic was selling and interacting with customers. I thought after taking away a few gems, that I would share them with you.

Above all else, engage with the customers who come into the gallery!

It is important to communicate with potential customers.

Here are a few things you might say to break the ice:

- A. Hi...and welcome to the gallery.
- B. Are you from Eldorado or visiting?
- C. Have you been in Artistic License before?
- D. We are an artists' co-op with usually around 26 artists. All do original art with different mediums.
- E. Are you an artist? No? We artists definitely need "the appreciators"!
- F. Have you ever heard of a "kitchen boa"?
- G. Let me know if you have any questions.
(This would be good to say after a conversation.)
- H. Are you looking for something specific?
(If it is not at ALG, many artists do commissions.)
- I. Make sure you go to the back hall. This area is a mixture of artists.
(This one gets them to look thru the whole store!)
- J. These scratchboard pieces are incredible! Have you ever seen this technique before? (Describe the technique). We have a hard time keeping this wall full.

If your medium allows it, we encourage you to work on your art while staffing the gallery. This is a great way to start conversations with visitors.

Please do not just sit and play with your laptops or phone when it is your shift. You are there for only 4 hours, so communicate please. If there is a customer behind you, do not just sit there looking forward. You do not want to stalk the customer. Be aware of items that could be easily pocketed. You will never see what happens if you do not at least glance occasionally. You do not want to be pushy, but engaging. You do not even have to talk about the gallery at length. Sometimes it is just as effective to talk about another subject all together. ...like your customer. People like to talk about themselves, so you can always compliment them, or talk about the weather. Something! Anything! It is my opinion that sometimes you make friends. ..Sometimes you make money. Sometimes friends return, and then you make money.

Please engage. It is to your advantage!