



## Greater Ithaca Art Trail **NEW MEMBER** Guidelines & Instructions

**Submission Deadline: Wednesday, April 10, 11:59pm**

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# Welcome!

The next season of the Greater Ithaca Art Trail starts in July of 2024 and runs through June 2025. At that time, we'll update [ArtTrail.com](http://ArtTrail.com) and print a new brochure with new and current members.

This document has ALL the information you'll need to learn about the Trail and how to apply to be part of the next season.

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### **QUESTIONS ANYTIME!**

Robin Schwartz, CAP Program & Grant Director: [programs@artspartner.org](mailto:programs@artspartner.org)

### **ART TRAIL OVERVIEW**

Start by checking out [ArtTrail.com](http://ArtTrail.com)

- The Art Trail is one of the many programs of the [Community Arts Partnership](http://Community Arts Partnership).
- Now in its 26th season, the Art Trail is a consolidated marketing and publicity program valued at \$24,000 annually. About 50 artists a year take advantage of the program. **Art Trail materials** include a printed and [downloadable brochure](#), and [ArtTrail.com](http://ArtTrail.com).
- **Artist participation can take many forms.** Artists can choose to be listed in the brochure and website and **not participate in events**. Or Artists can be listed and **take part in any of the Trail's events**.
- **Events include** (more details below) October Open Studio weekends, monthly Second Saturday events, Zoom events, and an annual group exhibit.

- Artists who wish to be open to visitors **do not need their own place**. They can set up in any Tompkins County location of their own choosing. Artists in the past have set up in friend's houses, libraries, b&b's and wineries. It is up to the artist to find a location. CAP staff can help with suggestions.
- The Art Trail is primarily for fine and functional artists residing in or near Tompkins County. However, artists of **all disciplines can apply** (performing artists, filmmakers, musicians, writers...) For those that are not visual artists, contact Robin to brainstorm the best ways to participate.
- **The Art Trail is juried. Acceptance is not guaranteed. The deadline for applications is April 10** for the July 2024 to June 2025 season. Applicants will be notified by April 15th as to acceptance or non- acceptance. If not accepted, the full fee will be returned immediately.
- **Visual Artists that are accepted must show work of their own original design and own creation.** Artists on the trail cannot promote another artist's work on the October Open Studio weekends. Work must be well-conceived and professionally presented. Provided images must be good quality.
- If an Art Trail artist **shares a studio space** with other artists who are not on the Trail, that's okay. The publicity will be directed to just the Art Trail artist.
- **Payment Options:** The preferred fee is \$299 but there are options for paying in installments, and for partial and full trades in lieu of payment.

## ARTISTS DIVERSITY and VARIETY

The Art Trail is seeking diversity in Art Trail artists. Diversity can mean race, culture, community, experiences, identity, age (artists under 18!) or type of work. Please share this information with artists who you think might enjoy the marketing opportunity of the trail.

## TWO WAYS TO JOIN THE TRAIL

### **Option #1 - no visitors, no address listed:**

If you'd love the publicity associated with being on the Trail, but do not wish to have visitors, choose this option. A street address will not be included with your listing. You CAN be in the October group exhibit, potential October Zoom events and will have at least 1 facebook and instagram spotlight. People will see your listing as all publicity directs people to [ArtTrail.com](http://ArtTrail.com). Your blurb can include language such as *"I am not open to visitors, but please get in touch,"* or *"Please visit my website"*.

### **Option #2 - yes to visitors, with address:**

Choose this category if you plan on being open to visitors for either one or both of the Open Studio weekends or on any given 2nd Saturday event. Your address will be listed. NOTE: Artists can be open to visitors at other locations of their choosing if they do not have a location for visitors. If this is the case for you, choose Option #2 and we'll write something like *"See event listings for my location"*

## ART TRAIL EVENTS (all optional)

### October Open Studio Weekends

**October 12, 13 and October 19, 20, 2024: 11am to 5pm**

(The time might be 11am to 5:30pm or to 6:00pm. I am collecting preferences.)

Artists can be open on either or both weekends. (Artist cannot be open just one of the four days, or just the Saturday, or just the Sunday. It is October 12, 13 AND/OR October 19, 20.

These weekends are heavily promoted!

### Zoom Events

All art trail artists will be invited to be part of 1 or 2 evening weekday group Zoom events in October, possibly before or in between the two Open Studio Weekends. At these events, artists can show video, show people around your studio, or send me images for a slide show while you talk about your art. These events will be recorded and live on the Art Trail site.

### 2nd Saturdays

Artists can be listed as open on monthly Second Saturday events. Hours are 11am to 4pm. These events are promoted to our email list, on online calendars and on social media but there's no paid advertising like there is for the October weekends. They are designed to give artists monthly opportunities to welcome visitors but we expect that the artist will also do some of their own publicity along with ours.

### October Group Exhibit

All Art Trail artists can be part of the October group exhibit in the CAP ArtSpace. The event is live and online. Artists can choose either or both. Gallery Night reception: Friday Oct. 4. We market this event as a kick-off to the October weekends.

## FYI: ANNUAL MARKETING - \$24,000 value

- **Website:** [ArtTrail.com](http://ArtTrail.com)
- **Brochures:** - 30,000 color brochures distributed through two brochure distribution companies in the Syracuse, Rochester, Cortland, Corning, Elmira areas. See [download](#).
- **Facebook events:** 14 annually
- **Facebook and Instagram posts:** 25 annually about events
- **Facebook and Instagram posts:** 50 annual artist spotlights. At least 1 per artist.
- **E-blasts:** 17 annually - 12,000 on mailing list.
- **E-blast Artsletter:** 12 annually with upcoming Art Trail event
- **Press** to local media (radio, online and print) for October weekends
- **Online Calendars:** all Art Trail events
- **Paid ads:** online media and radio for October weekends
- **Cinemapolis screen:** for October weekends
- **IthacaEvents.com** and **Ithaca Voice online** banners for October weekends
- **Studio Signage**
- **Table Display** at Tompkins County Public Library
- **Downtown banners** on ends of Commons
- **Listserves, targeted emails** to students, teachers and universities
- **All Art Trail artists** promote the trail as a whole
- **Gallery Night promotion** or October group exhibit
- **October exhibit promotion**

## 2024 NEW INITIATIVES

### • **For Option #2 members, SHARE WITH HIGH SCHOOL STUDENTS?:**

The google form will ask if you are interested (no firm commitment needed at this point) in having a space in your studio on at least one of the Open Studio weekends for a high school student and their art. We are thinking you could designate a small area in your space- maybe room for one table.

Bringing in students to the Trail is a huge win/win. It will get you more visitors, increase interest in the Trail in general, create much more buzz, and bring families onto the trail. We will work with high school art teachers to not only suggest students but also to encourage all students to come on the trail with their families.

The first step is to see how many of you are interested. We hope for at least 10 of you. Please consider this option.

### • **TREASURE HUNT OR PASSPORT**

We will be doing some sort of stamped passport or treasure hunt at each studio for visitors on the October weekends. There will be a raffle drawing for folks who visit a certain number of studios. Details are not ironed out yet, but all artists open on the October weekends must participate. The easiest option may be for artists to sign a card for the visitor with your initials or a distinctive doodle. A stack of those cards will be mailed to each of you. We have explored other online or QR code options, but they are proving to be too complicated.

## FOUR FEE OPTIONS

- A. Pay \$299 by the deadline. (Note: If you CAN pay, PLEASE DO and reserve the scholarships for artists who cannot pay..)
- B. Pay in full but in installments, with one payment of at least \$75 by the deadline.
- C. Pay what you can by the deadline, and discuss a partial trade.
- D. Pay nothing and arrange a full trade. We have a limited number of slots available for trades for current and new members. Trades can include: helping hang the ArtSpace exhibit, helping organize and staff CAP's annual CAP-a-Palooza art sale fundraiser, distribution of art trail brochures (need a car). Artists who receive a trade will be asked to choose one or more of the above options.

## TIMELINE

April 10	Submission Deadline
April 14	Notification of Acceptance or Non-Acceptance (fee returned)
May - June	Artists communications: Artists can proof brochure and website
June 15	Artists asked if they would like to take part in July "Second Saturday"
July 1	Season starts. New brochure and websites released.
July 13	The first Second Saturday event that will include new members
September 1	Deadline for inclusion in October Group Exhibit
Oct. 4	First Friday Gallery Night reception
Oct. 12,13,19,20	Open Studio Weekends

## ARTIST AGREEMENTS

On the google form application, artists will sign that they accept the following agreements and all additional information contained in this document.

1. Artists promise to reply in a timely manner to Art Trail e-mails, and read all related directions carefully.

2. **Requirement: Promoting the Trail**

We expect that all Art Trail artists will join in the promotion efforts for events they participate in. Instructions will be provided.

While we have always requested that artists who are open on October weekends or 2nd Saturdays promote the Art Trail as a whole (with language we provide) on their social media or emails to patrons, friends and family, it is now a requirement. The language will be something along the lines of *“Open studio events on the Greater Ithaca Art Trail are a program of the Community Arts Partnership of Tompkins County. To see other Art Trail studios that are open, visit [www.ArtTrail.com](http://www.ArtTrail.com)”* **Please do not join the trail if you do not plan to comply with this requirement.**

3. **Artists must agree to follow CAP’s instructions for live visits.**

You must be open when you say you will be open for all listed hours

**You will take part in the treasure hunt or a “passport”** which would just require you to either put up a sign we send you in your studio or sign a card that we’ll mail you to each visitor.

You agree to complete a follow-up survey by the end of October.

4. Artists understand that they may be removed from the Trail at any time at the discretion of the Community Arts Partnership (CAP). Reasons may include (but are not limited to): artists not returning calls or e-mails for an extended period of time, or not cooperating or complying with the rules of the program as provided. Should an artist be removed from the Trail at the option of CAP or at the option of themselves, the artist shall have no other recourse in equity or at law and understands that in consideration of printing, advertising, and other Art Trail costs paid for by artist membership fees, the membership fee cannot be returned or reimbursed in full or in part.
5. All submitted images must be released for reproduction in all media and social media.
6. The Art Trail is a consolidated marketing program that promotes artists in locations of their choosing (if they choose that option). Artists understand that CAP is not carrying insurance to cover Art Trail events that happen at an artist’s home, an artist’s studio, or any other locations that the artist uses. Any interactions between the artists and the general public is between those two parties and does not involve CAP. This includes injury, damage, or any other type of calamity or complaint. Artists agree to hold harmless CAP, its employees, officers, volunteers and directors from any and all claims, actions, demands or other proceedings for any actual or alleged injury to persons or damage to property for any reason whatsoever and/or arising out of any act or omission of artist and their premises, or other locations. If an artist is uncomfortable inviting the general public to their home, then they should not do that and perhaps set up in a public location or choose option #1.

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# Submission Instructions

Deadline: April 10, 11:59pm

1. Google Form / 2. Images / 3. Email / 4. Payment

## 1. Editable Google Form

**Fill out Form:** <https://forms.gle/WoTSfcxgp4HbZ9nz5>

When you “submit” the form, you’ll get an e-mail confirmation and the ability to “edit.” Save the email from Google Forms with the edit option and you can edit up until April 10.

**Here are the questions you will be asked.**

- **Contact Information:** Full name and (if not the same) the name you would like to appear on Art Trail Materials; Business Name; (if applicable), Phone, email, website or other links
- **Personal Pronouns**
- **Membership Option #1 or #2?**
- **Describe your work in 1 to 5 words** (examples provided)
- **Would you like your email and/or phone listed in our Art trail materials?**
- **Do you share location with other artists?**
- **Phone, Website, Instagram**
- **If Option #2, Is your location** your home, separate studio or other location?
- **If Option #2, Address for Visitors**
- **If Option #2, Location Accessibility information**, i.e. steps, threshold...
- **If Option #2: Other artists at your location?**
- **If Option #2**, would you like to host a high school art student (not a commitment. We are just seeing if enough people are interested to pursue this initiative.)
- **For Option #2, the October Open Studio hours** have been 11am to 5pm for years. Would you be willing to be open until 5:30pm or 6:00pm? Most artists report that visitors are still there at 6pm anyway, but others report that they only get morning visitors. There’s no standard, so we’re just brainstorming whether anyone would like being open later.
- **How would you like to pay the fee?** (choose option)
- **Agreement:** You will agree that you have read this document and agree to all conditions outlined above.



## 2. Send Images to [programs@artspartner.org](mailto:programs@artspartner.org)

### What to Send:

- Send JPGs or PNGs.
- Do not exceed 5MB per image.

### How to Send:

- Send however you like using dropbox, google, as attachments... I like [WeTransfer.com](http://WeTransfer.com). (Don't sign up. Click "I just want to send files." at the bottom of the home page. WeTransfer is easy, and we both receive notification when the images are sent, received, and downloaded. Sometimes the "I just want to send files" doesn't appear because they want you to sign up, and sometimes it does... Try refreshing.

### How To Name Your Images:

- The email (#4) asks you for title, size, medium, etc. We will need to match that list to the images you send us, so please name your .jpgs your last name, followed by a word or two from your title.

**For example,** Anna Smith's "Cayuga Lake" can be *SmithCayuga.jpg*.

For Others: (*SmithHeadShot.jpg*), (*SmithStudio.jpg*)

### Quality of Images:

- Poor quality images (tiny file size, pixilated, too dark, crooked, blurry, has reflections or glare, needs cropping) will not be used. We will ask you for different images.
- If taking your own photos please remove reflective glass and photograph your art outside to avoid glare.

### Send 8 images of your work

Send 8 (no more, no less). 1 of these images will be chosen for the brochure and 5 will appear on the website. We recommend work that represents a cohesive body of work.

### Send Headshot

We would love to have one of **you AND your art**. The samples below are perfect for social media. They will be cropped to a square.



## Studio Image (if you are going to be open to visitors)

You'll notice that some Artist profile pages at [ArtTrail.com](http://ArtTrail.com) have a picture (interior or exterior or both) of their studio at the top of the page with their art images. This is optional but we believe it helps visitors decide who to visit. It's natural to want to know where you are going when choosing from 50 options.

### 3. Send One Email with Brochure text, web text and images list SAMPLE BELOW

#### Send One email to [programs@artspartner.org](mailto:programs@artspartner.org)

- **Brochure Text Guidelines**

**30 word max**, write in first person.

We recommend statements that are inviting and simple. Take a look at the current brochure statements in the downloadable brochure at [ArtTrail.com](http://ArtTrail.com). See sample below.

- **Website Text Guidelines**

**250 word max**, write in first person.

We do not recommend a traditional academic artist statement or a resume style narrative. We believe that visitors connect with you as a person. See sample below.

- **Image List:**

**A list with your title, medium, size of submitted images**

See above "Naming Your Image"

- Image List Sample. Image name, and then Title, Medium, Size.
- Notice in this example where the commas are in relation to the quotes and inches.  
(for BealeHighway.jpg) "Highway 50," oil on canvas, 11" x 13"

### 4. Payment

#### Pay Fee

- See "fee options" above. If you select B, C, or D on the google form, Robin will be in touch. In those cases, you can pay past the deadline.
- **Online payment link at [ArtTrail.com/Join-the-Trail](http://ArtTrail.com/Join-the-Trail)**
- **Mail check** written to "Community Arts Partnership" to Community Arts Partnership, 110 N. Tioga Street #301, Ithaca, NY 14850



## A SAMPLE OF WHAT YOUR #3 E-MAIL TO ROBIN LOOKS LIKE

### **Brochure Statement** (30 word max, first person)

My studio is in our blue barn in the village of Trumansburg. Come see my paintings of ordinary things that I find extraordinary to paint.

### **Bio for Website** (250 word max, first person)

My studio is in the top of our blue barn in the village of Trumansburg. I'm drawn to things that may seem ordinary, but because of lighting or color or shape I find them exciting to paint. I believe that any subject matter can make an interesting painting.

After spending most of my adult life in Madison, Wisconsin, I have recently moved back to New York State to be near family. I am seeing the Finger Lakes area with fresh eyes and I'm anxious to paint from the many sources of inspiration here.

My art is representational and I paint primarily in watercolor and acrylic. I love the contrast of working with each medium—the smooth flow of the watercolor brush on paper—the impulsive dabs of solid color of acrylic on canvas. I have been creating art all my life but didn't work in watercolor until my children were young. I fell in love with the medium and painted almost exclusively in it until forced to use acrylic for a specific project. Then I discovered the upside to that medium as well—I can paint larger and make more changes than watercolor. Bringing a painting to life from a stark white sheet of paper or canvas is a source of real joy for me.

### **List of Images**

ArmstrongCherries.jpg

“Cherries,” watercolor, 22” x 22”

ArmstrongSun.jpg

“Sun Through The Trees,” watercolor, 22” x 22”

*(and 6 more.)*

### **Additional:**

ArmstrongPortrait.jpg

ArmstrongStudio.jpg