



Greater Ithaca Art Trail **NEW MEMBER**  
Guidelines & Submission Instructions  
for July '25 to July '26 Season

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

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**Note: If you are an organization, business, or gallery,**  
email Robin before proceeding.

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

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## **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 27th season**, the Art Trail is a consolidated marketing and publicity program for individual artists valued at \$24,000 annually. About 50 artists a year are juried into, and take advantage of the program. The Art Trail hosts events, with a printed brochure (25,000) with artist pics and info, and [ArtTrail.com](http://ArtTrail.com), where each artist has a profile page.
- **Payment Options:** The fee is \$299 but there are options for installments, and for partial trades.
- **Artist participation can take many forms.** Individual Artists can choose to be listed in the brochure and website and **take part (or not)** in any of the Trail's events. They are all optional.
- **Artists are in the trail as individuals. One artist, one fee.** (There are supporting member options for groups or galleries. Contact Robin)
- **Artists can choose to list an address, or not.**
- **Events include** (more details below) Two October Open Studio weekends, Second Saturday open studios (a few times a year), Zoom Artist Talks, 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 during Art Trail open studio events, such as a friend's houses, libraries, b&b's, wineries. It is up to the artist to organize a location. CAP staff can offer 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 how participation can look.
- **The Art Trail is juried. Acceptance is not guaranteed.**
- **The deadline for applications is April 10** for the mid-July 2025 to mid-July 2026 season. Applicants will be notified by April 15th as to acceptance or non-acceptance. If not accepted, any fee paid will be returned immediately in full.
- **Visual Artists must submit work of their own design and their own creation.**
- **Work must be well-conceived and professionally presented.**
- 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.

## ARTIST DIVERSITY and VARIETY

The Art Trail is seeking diversity in Art Trail artists. Diversity can mean race, culture, community, experiences, uniqueness, 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.

## ART TRAIL EVENTS (all optional)

- **GROUP EXHIBIT in August. Art trail artists are invited to show one piece each.**  
Live and/or online. (The [online exhibit](#) is up for a year.)
- **ZOOM EVENTS in September**  
1 to 2 weekday evening group Zoom events. Artists send images to CAP for a "slide show" and talk about their work for about 8 minutes each. Events are recorded and posted at ArtTrail.com
- **OPEN STUDIO WEEKENDS- October 11, 12, 18, 19, 11am to 5pm.**  
Artists can choose to be open on the 11th & 12th, the 18th & 19th, or all four days. (Choosing one day or just Saturdays or Sunday is not an option.) These weekends are heavily promoted with lots of paid advertising and more.
- **2ND SATURDAYS OPEN STUDIOS** will be **three or four Saturdays a year.**  
Artists can be listed as open on Second Saturday events, 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.

## THREE FEE OPTIONS

**Payment Link:** [paypal.com/ncp/payment/594GBHJTLDJ8C](https://www.paypal.com/ncp/payment/594GBHJTLDJ8C)

- Pay \$299 by the deadline. **(If you are able to pay \$299, please do so!)**
- Pay \$299 in installments: Initial payment of at least \$75 by deadline. Full payment due in October.
- Pay what you can by the deadline (at least \$50), and we'll be in touch to discuss. We have a few slots available for trades which can include tasks such as helping hang the ArtSpace exhibit, helping staff CAP's annual CAP-a-Palooza art sale, distribution of art trail brochures regionally.

## **FYI: ANNUAL MARKETING VALUE - \$24,000**

- **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 brochure [download](#)
- **Facebook boosted 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 to a 12,000 person 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:** for all Art Trail events (exhibit, Saturdays, Zoom events, October weekends)
- **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 Road Signage**
- **Listserves, targeted emails** to students, teachers and universities
- **All Art Trail artists** promote the trail as a whole
- **IthacaGalleryNight.com promotion** for group exhibit
- **August exhibit promotion**

## **ARTIST AGREEMENTS**

On the google form renewal, artists will indicate that they accept the following agreements and all additional information contained in this 4 page document.

### 1. **CRUCIAL: ANSWERING EMAILS:**

Artists promise to make every effort to reply in a timely manner (4 to 5 days max) to Art Trail related e-mails from CAP, and read Trail event directions carefully. (If emails are not answered, CAP will try texting.) If you cannot communicate within 4 or 5 days as a general rule, please **get in touch** to discuss whether the Trail is a good fit.

### 2. **TRAIL PROMOTION AS A WHOLE**

We expect that all Art Trail artists will join in the promotion efforts for the Art Trail as a whole for events they participate in. Instructions will be provided. For example: (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)”*

### 3. **EVENT INSTRUCTIONS**

It's important that all artists participating in events help maintain the integrity of the event by absorbing and following the instructions and parameters provided. If emails are going to a helper, and not directly to the Trail artist, that helper will ensure the artist has the information.

### 4. **FOLLOW UP SURVEY**

The artists agree to fill out a follow-up event survey sent in October or November.

### 5. **IMAGES:**

Artist agrees that submitted images are released for reproduction in all media and social media.

## 6. **AGREEMENT:**

**1)** 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.

**2)** 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 not participate in an event.)

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## **4 Part Submission Instructions**

### **Google Form / Payment / Images / Email**

### **Deadline: April 10, 11:59pm**

## **1. Editable Google Form:** <https://forms.gle/WoTSfcxgp4HbZ9nz5>

**See "SUBMIT" instructions at bottom of form.**

(Apologies for all the motorcycles and buses you have to identify with Google Forms!)

### **Here are the questions you'll find in the form**

- **Artist Info:** Name, Artist Name (if different), Business name (if applicable), pronouns
- **Contact Info:** Email, Phone (is it text or call or both), web links including if there is a shopping cart/selling site.
- **Question about which contact info should be listed publicly.**
- **Describe art work** in 1 to 5 words (examples provided)
- **(Optional) Street Address** - only if artist would like to be open by appointment or CAP events
- (Additional questions about accessibility, if there are regular hours, if open by appointment, if shared with other artists.)
- Choose **fee option**
- You will **agree that you have read this document and agree to all conditions outlined above.**

## 2. Payment

- If you select B or C on the google form (see page 3 above), we'll be in touch.
- **Online payment link at <https://www.paypal.com/ncp/payment/594GBHJTLDJ8C>**
- or **Mail check made out to:** "Community Arts Partnership" to Community Arts Partnership, 110 N. Tioga Street #301, Ithaca, NY 14850

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

### What and How to Send:

- Send JPGs or PNGs.
- Do not exceed 5MB per image.
- Send using dropbox, google, or as attachments.
- JPG or PNG (not in the body of a PDF).
- **Please do not exceed 5MB per image**

### How To Name Your Images:

- **CAP staff will need to match your art images to the titles you provide.**
- 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.
- **Profile Pics and Studio shots:** i.e. SmithProfilePic.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 art images will be chosen for the brochure and 5 art images will appear on the website. We recommend images that represent a cohesive body of work.

### **Send Profile Pic**

You'll see on [ArtTrail.com](http://ArtTrail.com) that some artists just have headshots. This year we are hoping to collect images of **artists alongside their art and/or in their studio**. These can be used in social media. (cropped to a square.) Good examples: [Domenica Brockman](#), [Maria Klemperer-Johnson](#) and [Sara Minardi](#).

### **(Optional) Send Studio Image (if open to visitors)**

Some artists who participate in studio visits (planned or by appointment) have a picture (interior or exterior or both) of their studio at the top of their ArtTrail page with their art images. This is optional but we believe it helps visitors decide who to visit.

## 4. Send One Email with Brochure text, web text and images list Send to [programs@artspartner.org](mailto:programs@artspartner.org) with the following. Sample Below.

- **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. 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”

### SAMPLE OF WHAT YOUR #4 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.

#### **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