

IMPORTANT GUIDELINES - SPRING ART TOUR 2017
(PLEASE READ THOROUGHLY! NOTE CHANGES.)

1. Artists must adhere to published Tour hours. Artists not available throughout the Tour may be excluded from future participation.
2. All artists must reapply for future tours. All new artwork images will be required. However, updated personal and professional information are only required based on your changes.
3. If you will be doing a mailing of at least 200 brochures, you have the option of using the Mount Horeb Area Chamber of Commerce's bulk mailing permit (already printed on the brochure). Please contact the Chamber office for the required forms (437-5914) and the USPS for instructions on preparation of your mailing. Please be sure to cover the MHAAA return mailing address so that our organization does not get charged for return postage.
4. Spring Art Tour road signs will be provided to you to help guide visitors to your location. An email will be sent announcing dates for sign pick-up from Zalucha Studio after May 1st. Take into account intersections and roads where people will find your signs of assistance.
5. Demonstrations are strongly encouraged. Dane Arts (aka Dane County Cultural Affairs Commission) has been our greatest benefactor and is keen to see these occur. Several people may be visiting our studios incognito, as reviewers for Dane Arts to insure that we are doing what we said we would. If you get busy with sales (wouldn't that be great!) don't worry. Just take a break from your demonstration and/or ask shoppers to wait a few moments. Just be gracious and people will understand. It may be helpful to have a friend or family member assist you with sales so you won't be distracted from you demo.
6. Please provide the "Visitor Sheet" for your visitors to sign in during the tour (see enclosed). Use this form ONLY. It will make data collection much easier. For copies you may go to the "Members" link on the web site (see MHAAA drop-down menu) for a printable version of the form. If visitors are reluctant to sign a "mailing list," please let them know that we keep a record in order to receive grants and that we'd appreciate at least having their name, city and state. They only need to sign once on the tour. All Guest Sheets must be provided to the Tour Coordinator ASAP following the tour for data evaluation and final grant reports. This information can only be used for the Spring Art Tour mailings. However, there is a place where visitors can indicate their permission for you to send them your own mailings.

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7. Artworks in media listed in promotional materials should be displayed - for sale if possible. Abundance is appealing. Skimpy displays are not usually well received by the general public. It's also recommended that smaller lower priced items be included to help boost your sales. If you receive special orders, that's great! Please include them in your net sales total (sales not including tax) which must be provided to the coordinator, Tamlyn, ASAP after the tour.
8. Providing refreshments is optional. However visitors really appreciate them.
9. Please greet your visitors warmly and give them courteous attention. If you will have friends or family helping you, please let them know your visitors are of primary importance. We have a reputation as the most welcoming art tour in a broad area and we want to keep it!
10. You will need food and bathroom breaks, so you may wish to make arrangements with family and/or friends to provide you with occasional assistance. If you live in a rural area you will likely have free time for these breaks without assistance.
11. During the tour we request that you put out a container of some kind for collecting cash donations from our visitors. A sign to attach to it is included in your packet. Please put it in a prominent place where they will see it. Some ways that our participants have encouraged contributions is by putting out some kind of a give-away; or offering a door prize(s). If you do a door prize please put up a clear explanation of what will be given away and when the winner(s) will be selected. Cash donations will be collected at the Spring Art Tour Follow-up Party.
12. Please complete the enclosed evaluation form and also bring it with you to the Follow-up Party.
13. You must have your own insurance coverage. You agreed to this when you signed your application form. In the unlikely event of an accident, the MHAAA and any/all grantors will not be held liable.
14. The By-laws of MHAAA may be viewed by going to www.mhaaa.org and selecting By-laws from the MHAAA drop-down menu at the top of the page. MHAAA is a nonprofit 501(c)3 corporation.