ART on FIRST
A Gallery of Beautiful Things...

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Dear ART-on-FIRST Artist:

We are now at our 1.5 year mark since opening, and immediately seeing the wold go "weird." With all the challenges a new business faces, we are over the moon happy with were we are. It has been a great first full year, and our mission remains steady. The inspiration behind this Gallery, and our approach as an artist before a gallery, has always been that "The rising tide lifts all boats". Shying away from the non-profit/member-only/cooperative concept to keep things simple, we started with the idea of taking on all of the risk and costs, yet still being a representation gallery with no membership fees, monthly rent charges, or compulsory gallery sitting. We do welcome all the help we can get and encourage our artists to become an active part of the Gallery and thus grow together.

We realize that gallery representation might be a new experience to some, so below are some of the main parts of the contract in lay terms with explanations, some clear expectations, some charts to help clarify some of the benefits of representation, and more. Some points are relevant mainly to local artists and don't apply to our out-of-town artists, so take in what is is new to you and applies.

1-Provide:	**Signed Contract,**	**Bio**
	W9 form,	**Artist Statement**
	List of items and prices	**Photo of you & of you at work (for inventory & web)**
	Inventory	**Hi-res photos of your work for publicity**

2-Let us know if you want to take advantage and be a featured artist on a First Friday Reception, or want to do a live demo day on one of the 3rd. Thursday "Art-in-Action" event. These events are published on our website, the Gallery Association Website, and are featured on everyones social media. The gallery has more artists than available event dates. Set a date, and keep it. An untimely cancellation would create a hardship for everyone.

Why?: This is a publicized, promoted, and hosted opportunity offered to you to shine. Additionally, the Gallery Guide publishes a yearly calendar of events in advance. It's a great way to get an extra image of your piece published in a beautiful magazine. Deadline for submission is January 10.

3-Keep the Gallery well stocked with great examples of your work in a variety of price ranges relative to your work. Differing from a standard Gallery format, we do allow reproductions, as this is a benefit for the artist, visiting patrons, as well as the community.

Why?: Covering the high and low-end, will make display & representation more fruitful, thus keeping both you and the gallery happy. The whole purpose of AOFA is not just to be a "Showcase" for you & your work, but to also make sales for you.

4-Items inventoried in the gallery must stay in the gallery until sold or returned by the gallery. This stabilizes the work. The contract specifies one year, but rotations can be addressed individually.

Why?: As artists, we all have the same high/low seasons. Imagine if everyone were to pull or "borrow" their items for a show, the gallery would be 1/2 empty during key shopping

times; and that would also result in an inventory-nightmare and loads more work to accommodate changes to displays.

5-Prices of your art in the Gallery need to be consistent with prices of the same art in other locations, i.e. other galleries, your website, Etsy, or your direct sales, specially if you are local.

Why? Our clientele is not only tourism based, but also many local patrons. Their loyal support is a big part of our long term success, as well as holiday & winter season sales. It does not feel good to a local when they see higher prices in the gallery compared to other places, so they might stop coming in and bringing their visiting friends altogether. We don't want to give the gallery an undue disadvantage for trying to support local art.

6-If you have an active website, **and** want to have your gallery-items listed therein, industry standards are are as follows:

a) **Unique items** need to indicate as "Available for purchase at Art on First" (with a link), or shown as part of a "Body of Work" page.

b) **Reproducible items** can be for sale in both places, at the same price.

Why?: You are committing the items to the gallery for a year/season, to be available for purchase at the gallery during that time. Therefore, the same work should not be sold outside of the gallery after all the work of showing and promoting you, inventorying, labeling, placing, insuring and housing your items, has been performed. This will foster a healthy long-term relationship. (This has only been an issue for Artists that are local to the gallery. As a mental exercise, imagine: if the location of the gallery were far away from you, having your original piece available in two locations, would be impossible.)

7-Sales: The Gallery does not run sales, doorbusters, punch-cards, etc. You are welcome to offer a sale on your work that is not in the Gallery. However the items in the gallery will remain the same price. You may let the gallery know if you are willing to take less for your work, and that is offered to potential buyers when they show interest. You may also discuss with the gallery if you want to adjust overall prices of your work in the gallery to be more at par with your peers from time to time. However, you may not advertise any prices on social media, especially not as "Discounted" items.

Why?: The gallery is different from a retail store, market booth, mall or a stand. Sales take away the intrinsic value and de-stabilizes the value of art. Many collectors are repeat customers, and would not appreciate their art to be devalued by the artist themselves. The Gallery might have a special event to offer "Straggling" (older or single pieces you would like to discount or sell fast) art to the public, as a Trunk Show in the future. Let us know if this is something you are interested in.

8-Exclusivity: This has been tricky for some to grasp, since we have an exclusion for Lithia Artisan's Market Members, and have verbally ok'd some other events where the Artist represents themselves.

This exclusivity is for the benefit of both you and the Gallery, and absolutely includes any gallery, retail venue, restaurant, offices or any place that functions as an art-promoting venue open to the public, on local social media in Ashland and surrounding

areas, and ideally the entire Rogue Valley. This is a point to talk about on a case by case basis, as to coordinate promotion and events.

9-Try to show up to First Fridays and other gallery events, to be available to talk with patrons about your work. People love meeting the artist, wether they buy now or later. Of course this doesn't apply if you are out of town, are participating in the LAMA First Friday event, and/or are otherwise unavailable.

Why?: a) We have regularly have an attendance of 200+ people during 1st Fridays, and it is impossible for one person to manage talking about the artists work, enter sales, package items, oversee the food table and wine, and make sure nothing "walks" out the doors.

b) Make the gallery a lively experience and supporting your fellow artists, if there is a slower turnout.

10-Social Media: Follow, like and comment and share the AOFA pages and posts, repost to your page and other groups.
Include AOFA in your social media and website as much and as often as you can.

Why?: Only AOFA artists have bragging rights. USE THEM. It benefits you as much as the Gallery. Please refer to point #7. (You may post specific art available at the Gallery, but no mention of prices, or special discounts.)

11-We have a presence on TripAdvisor, Google, Yelp, Maps, Facebook, Instagram, etc. It is in your power to review, give stars, mention, search, favorite, like, etc.

Why?: The more you make AOFA visible, the more visible your art is. (You can even have a friend highlight a review with a photo of your work.)

12-Be helpful, you are an integral part of this AOFA artist family.

Why? Results show that the more you are involved in the AFOA, the more successful you are within it.

How? Depending on your motivation, skills, vision, disposition and availability. You can come in and hold space in the galley as one of your regular work/demo places; you can poster; networking at the Chamber of Commerce greeters Friday mornings; come to the Ashland Gallery Association meetings and get involved; host an event at the gallery; do you have an "in" with wineries that would like to pour at our 1st Fridays?; social media; cover community calendars; offer goodies for events; play music at our events; have any other great ideas?; newsletter, etc. The possibilities are endless…

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Some of the Benefits of Representation

Prestige & Value	Gallery representation adds to your Artist Bio, and over time, the value and collectability of your art.
WEBSITE	Your art becomes more visible on the internet as one of the Gallery's Artists.
Rent & Utilities	Your art has a permanent, year-round location in Downtown Ashland, with no monthly rent expense to you.
Display & packaging	The gallery provides nice bags and packaging. We do encourage you to provide safety packaging for your product if its fragile or large.
Sales/Labor	Sales are mostly performed by myself, and on occasion a few other artists that are good at sales and are spending time at the gallery in order to have a greater presence.
Credit Card Fee	The Gallery absorbs the cc fee.
Ashland Gallery Association Membership	Our Membership allows you to participate in any Ashland Gallery Association event and opportunity as an artist, like SO Open Studios, Collective exhibitions, etc.
Chamber of Commerce Membership	The Gallery's membership allows you to participate in network opportunities representing AOFA and yourself, like the weekly Greeters events, Ashland Sidewalk Celebrations, and more.
A platform for growth	AOFA represents both seasoned artists and emerging artists. For some this is the first experience in a gallery format, and are learning the ropes.
Promotion	Bios within the Gallery, directly to customers with sales, on our beautiful website, on advertising, etc.
Events:	These are the opportunities given to you to shine. They are listed on our website, advertised and promoted. There are more artists than events per year, so if you are interested, let the gallery know asap.
"FIRST FRIDAY on FIRST"	In conjunction with the Ashland Gallery Association's Downtown ART WALK Event. Monthly featured artist "reception" with wine, appetizers, live music, etc.
"Art-in-Action"	3rd Thursday, monthly live demonstration in the Gallery by one or more of the artists.
Special Events	Trunk shows, workshops, private receptions, etc.
Security	AOFA has an alarm system, and insurance for all the artwork we house, as well as careful inventorying and accounting.
Prompt payment	A statement of your sales is e-mailed to you, and payments are processed within the first week of the month. Checks are mailed check directly from the bank, and can take up to 2 weeks. (They look generic, so please keep an eye out for them).

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Common Gallery Structures

	Representation Gallery (Standard)	ART-on-FIRST	Cooperative Gallery	Non-Profit Membership Gallery	Artist Pro Se (Shows, Markets & Studios)
Membership Fee	X	X	Yearly or monthly	Yearly	Yes
Rent (Space Fee)	X	X	Yes	Most of the times	Yes
Commission	50-60%	Yes	Yes (40%)	Low (25-35%)	Yes (10-25%)
Labor / Volunteering	X	Welcomed	Compulsory	Compulsory	Every sales day, transport, set-up, sales, breakdown.
Grants & Donations	X	X	Potentially	Yes	
Exclusivity	Yes	Yes	X	X	X