



PROGRAM OVERVIEW

About the Artist Cottages at Orleans Market Square

Background.

Recognizing that the arts improve the quality of life for residents, contribute to economic vitality, and have the power to build healthier, more livable, more vital communities, Orleans resident Todd Thayer has established The Artist Cottages at Orleans Market Square. The Artist Cottages contribute to the vision of Orleans as a Cultural Campus, and the Village Center as a Cultural District.

The Cottages are located between Route 6A and Old Colony Way, next to the Farmer's Market, CVS, and the Hot Chocolate Sparrow.

The Artist Cottages nurture and celebrate the creativity and talent of established and emerging Cape Cod artists and artisans, as well as artists and artisans inspired by the beauty of Cape Cod, by providing a unique, affordable venue to create and sell their work. Further, the Cottages offer the Town, residents, and visitors alike, a fun and interesting destination.

The Details.

Cottages. We have 8 Cottages, each 10' x 12', embedded in a park-like, Art-filled space. We continue to develop the site with landscaping and grass, as well as areas adjacent to the Cottages, all to create an even more desirable destination.

Each Cottage will be equipped with a Track Light, with 4 lights, exterior lights and 2 outlets; otherwise, there is no furniture, or window coverings inside. There is a single- entry door, with an operable window on the side, a window box with flowers, and a large double door at the end. All doors have a ramp entry. Your License Fee includes electric costs, as well as maintenance of the flowers in the window box.

All Cottages will be equipped with a security lock on each door.

The key will be left in your assigned Cottage on Move-In Day for you to pick up and use during the License term. It is to be left in the Cottage, with the doors locked, when you have moved out and cleaned the space for the next artist. Cottages are to be left clean and free of nails; and key is left in cottage.

Schedule – Summer 2022 The Cottages will be open on only during the 10 weeks of Summer Season beginning June 30th and closing September 6th.

Artists are free to open earlier, or stay open later, but the Cottage **MUST** be open and staffed by the **ARTIST** during the designated hours. If a Music Program is offered, then Artist agrees to open on Friday nights until 8pm.

Schedule – Summer Season. The Cottages are open Wednesday through Sunday for the months of July and August, with the first week beginning on Wednesday June 29th.

Staffing. All Cottages must be staffed by the Artist licensee; however, it is acceptable for several artists to share the space, and the staffing responsibilities, with the understanding that anyone staffing the Cottage be reasonably well informed about the artwork, pricing, etc. It is also understood that on occasion artist staffing will not be possible, in which case the artist can provide a temporary substitute. Artist is required to communicate any such substitution in advance.

Full Season

| | | |
|-----------|----------|--------|
| Wednesday | 10:00 AM | 5:00PM |
| Thursday | 10:00 AM | 5:00PM |
| Friday | 10:00 AM | 5:00PM |
| Saturday | 9:00 AM | 5:00PM |
| Sunday | 11:00 AM | 4:00PM |

Artists are free to open earlier, or stay open later, but the Cottage **MUST** be open and staffed by the **ARTIST** during the designated hours. Each Artist will be able to close their cottage for an afternoon break should they so desire, this should be scheduled between each artist.

Move-in and Set-up Day is Tuesday and Move-Out day is Monday.

Artists should note that the Farmer’s Market is open on Saturdays, beginning at 9AM; because of a substantial increase in traffic, Artists are encouraged to open as early as possible.

In the event of inclement weather, the Cottages may close, based upon consensus of the Artists; Paige Sullivan has been designated as the on-site manager. She will email you in the even of inclement weather with the option for you to open or close.

License Term and Fee. The Cottages may be taken for a term of 1 or more Weeks, beginning June 29, 2022, and continuing through the week September 6, 2022. Fall Weekends consist of Saturday and Sunday and begin with Sept 10- December 18, 2022. The dates available are set out on the Application form. We encourage terms of 2 weeks, but please note that the Cottages are rented for no more than 4 consecutive weeks in the same cottage. Artists can attain more weeks but will have to move cottages and or weeks.

Cottage:
Weekly Rate: \$225
Weekend Rate: \$75.00

Tents:
Weekly Rate: \$125.00
Weekend Rate: \$50.00

The total license fee is due in full when the contract is signed. Execution of the License Agreement is a commitment by both parties; there will be no refunds available. Artists renting more than 4 weeks must pay 2 weeks with license agreement and the balance prior to 1 month before their first move in date. Payment arrangements for longer stays can be made by contacting Janice at 508-255-1655

The license fee may be paid by personal check, cashiers check, or money order payable to Lou Lou, LLC and mailed or delivered to:

**Lou Lou, LLC
Artist Cottages
8 Academy Place
Orleans, MA 02653**

(CASH IS ACCEPTABLE BUT YOU MUST DELIVER IT IN PERSON TO RECEIVE A RECEIPT)

Insurance. All Licensees are required to carry commercial general liability insurance, and to submit a Certificate of Insurance, naming Lou Lou, LLC, and Cape Cod Brokerage, Inc. as an additional insured. There can be no exceptions made, as this is a requirement of our insurance carrier. There are many reasonably priced options for artists participating in an art and craft show, as stand-alone short-term policy, or as a rider on your homeowners or business owner’s insurance. All Insurance certificates are due with the signed License agreement.

Resources. One very cost effective and simple to use policy for artists and crafters is offered by ACT Insurance at www.actinsurance.com. In addition, you will find a comprehensive listing of insurance options to explore, at:

You can choose your own insurance company, or many artists have used ACT Insurance. They offer short term affordable rates. You can apply online and have the “additionally insured” certificate emailed directly to Janice@capecodbrokerage.com

Marketing. The Artist Cottages are marketed to the community in a variety of ways, including:

1. Website at artcottages.com, which includes a list of each participating artist
2. Facebook and Instagram updated weekly
3. Regular event listings in local publications, event websites, artscapecod.org.
4. Brochures will be printed and distributed locally.
5. A Newsletter sent to customers and friends of the Artist Cottages, as well as use of Constant Contact to keep our friends apprised of all happenings.
6. Member of the Orleans Chamber of Commerce; Cape Cod Cultural Council

THIS VENUE IS INTENDED TO GIVE YOU A SPACE TO SHOW, SHARE AND SELL YOUR WORK. WE SHOULD NOT BE YOUR PRIMARY SOURCE OF MARKETING. YOU MUST ALSO MARKET YOURSELVES.

Events and Attractions.

The Orleans Farmers Market draws hundreds of visitors to the site each Saturday, and the Farm Stand, located on 6A continues to draw shoppers to the area throughout the week.

Ambassador Role. Because this project is an element in the broader Orleans Cultural District, each Cottage may be provided with one or more racks offering information about other arts and culture-based activities and businesses in Orleans, which are to be made available to all visitors.

How to participate. If you are an artist or artisan craftsman inspired by the extraordinary beauty of Cape Cod, and its art traditions, or you are an art-based business, such as a Gallery, Arts Organization or Association, and you are interested in a unique opportunity to showcase handmade fine art & fine craft, complete the Application, including 3 - 5 high quality digital images of the work to be offered for sale. Prints or photographs will not be submitted to the Jury.

Jury Process. Each artist's work must be approved by our jury to participate to ensure the quality and variety of work offered. All pieces must be original work from the artists, hand made and unique, and any items not approved during the jury process must be approved prior to selling in the Cottages. Items for sale CANNOT include food or products bought or acquired for resale only or any manufactured items.

However, so long as the primary work offered for sale is original and hand-made, the jury will accept offerings of prints, cards or other manufactured items derived from the artist's original work. The intention to offer such supplementary work must be disclosed on the Application form, and a sample image provided for approval.

The jury will make every effort to review Applications within 4 weeks of submission and notify you if you have been accepted. Applications will be juried on a rolling basis so long as there are slots available.

We will try to honor the dates requested; however, we may not be able to do so. In that event you will be contacted to work out the final schedule and may be placed on a Waiting List for assignment later. No cottage, in particular is promised until the Monday prior to you moving in.

AS an ongoing attempt to market the cottages for the benefit of all Artists, you must participate actively on at least 1 social media platform and cross market each of the other artists who will be with you during the week(s) you will be with us. Paige will advise you with further information.

Please contact Janice Otis, at Janice@capecodbrokerage.com with any questions.

Standards and Procedures for Cottage Artists

1. HOURS OF OPERATION AND ATTENDANCE

All Cottages must be open during the posted hours of attendance, unless closed due to weather or other extraordinary circumstances. No Cottage may be left unattended. An approved artist or artist representative must be available during required hours of operation. Failure to meet this requirement may result in termination of the License.

2. ITEMS FOR SALE

ALL items offered for sale must be approved as part of the jury process; if the Artist wishes to offer any items not approved during the jury process, the Artist must first submit images of those items as a Supplement to the original Application and obtain approval.

Failure to meet this requirement may result in termination of the License.

3. CONDUCT (HAPPY HEART)

It is expected that all participants will present themselves, at all times, in a respectful and professional manner. All artists, customers, family members and visitors are expected to conduct themselves in a respectful manner by representing themselves and their business in a Profession manner at all time! Gossip, Criticism and Rudeness to each other or to the public is NOT TOLERATED. As well as activities of a lewd and lascivious nature (including public nudity). Inappropriate or disruptive conduct will result in immediate revocation of the License to use the Cottage.

The Cottages are a place for creativity and nurturing one's ability to communicate with both other artists and the public. The Public perception of both the Artists and the Cottages are of most importance to all of us. This section is set out as a HARD RULE for everyone to adhere to.

- 1. There is no use of foul language either between Artists or Artists and the Public**
- 2. The use of marijuana (non medical) in any form is prohibited on the property.**
- 3. The Public use of Alcohol is prohibited unless it is a sanctioned event with the proper licensing from the Town of Orleans.**
- 4. To support the ideas and copyrights of all artists we have outlined the following:**
 - Please be inspired by each other's work.**
 - We encourage you to take notes from other more seasoned artists but the "copying" of another Artists work is STRICTLY PROHIBITED. This will be enforced by voiding this license agreement and you will be asked to vacate your cottage and your remaining rent will be forfeited.**

Artists are encouraged to make art while on the premises; demonstrations are welcome as well.

4. PARKING

Parking is available in any of the adjacent parking lots, at no charge. For set-up and takedown, you are free to bring the vehicle as close to the Cottage as is reasonably possible.

5. GROUNDS – PRESENTATION AND MAINTENANCE

Trash. All trash must be contained in appropriate containers and disposed of by the Licensee. No dumping of hazardous materials in any form, e.g., paints, thinners, varnish, etc., is allowed.

Artists are responsible for general maintenance of their Cottage and the grounds immediately surrounding it must be kept in good order and repair. Upon failure to do so, permission may be withdrawn, and the License cancelled and rescinded.

Signage. In addition to the Permanent Signage installed to identify the location, flags and portable signage may be provided by Management to enhance the grounds, and to advertise the Artist Cottages. The Artists are asked to all take responsibility for the daily set-up and removal of such items. Signs must not be any larger than 12”x 24” and are allowed on the cottage or the general surrounding of your cottage but no further than 5 ft in either direction.

The Flags and Signs provided are the ONLY signs to be placed on the grounds.

Artists are encouraged to place signage and/or artwork on the outside of the Cottage for the purpose of identifying their business. **No other signs are permitted.**

It is the artists’ responsibility to maintain the inside of the Cottage to ensure safe and appropriate public access.

Music/Performance. Artists **may** contract for any performance, of any kind, including music, at the site of the Artist Cottages. If you have a suggestion for performance, feel free to let us know. This must be approved prior to you hiring any person, band, or performer.

Maintenance. For specific maintenance issues, please contact Janice at 508-255-1655.

6. KEYS

Cottage padlock keys are issued to each licensed artist. If a key is lost and new keys are required, there will be an additional \$25 fee.

Keys will be found in the assigned Cottage at the time the artist takes possession on the move-in day and should be left in the LOCKED Cottage by the end of the move-out day.

7. REPORTING

Artists are required to report the number of visitors to their Cottage, number of sales made, and gross dollar revenue. **This information will be kept confidential but allow for planning in the future. Failure to submit the reports may result in rescission of the License and/or the opportunity to participate in subsequent years.** Reports can be emailed or delivered to Janice Otis, 8 Academy Place Orleans, MA 02653, or emailed to Janice at Janice@capecodbrokerage.com. Report can be found on the website under the Application Tab...

8. CREDIT CARDS and ATMs

if you do not have access to a credit card machine or smart phone app, customers can be referred to the ATM machine locate at the Hot Chocolate Sparrow, CVS, or any of the banks in town.

9. INCLEMENT WEATHER

In the event of severe, inclement weather that may place the safety of the artists and their work in jeopardy, the Cottages will allow closures. Each artist may take the responsibility to keep their cottage open.

10. MARKETING & ADVERTISING MATERIALS

As a participant in the Artist Cottages, you will be included on our website, Instagram postings and postings to Facebook.

Though you have sent images and materials as part of the Application, these are for jurying purposes and are not enough for marketing materials. You MUST still send us the required marketing materials listed below.

The deadline for submitting materials is April 1
(Any artist booking after April 1 will have 14 days to submit marketing materials)

Marketing Materials:

Artist Statement/Bio. Please send via electronic means your Artist Statement/Bio. This should include specifics about your medium, description of your work, materials used, and any other unique features. Please, no more than two well constructed paragraphs. Also include your website and/or Facebook page, and contact information.

Tag line. One brief soundbite about your work. No more than a sentence.

Images. Please provide via electronic means 2 - 3 high resolution images of your work. These images should be 4330px(w) at 300dpi or better. Do NOT send more than 3 images.

Please email all materials to janice@capecodbrokerage.com

IN ADDITION TO THE MARKETING AND ADVERTISING DONE BY THE ARTIST COTTAGES, it is strongly encouraged that you self-promote via your own advertising channels. We suggest you use social media as well as securing listings in the Cape Cod Times and Cape Codder, (other Wicked Local publications as well) events listing. We highly recommend daily postings on Instagram and responses to the other artists posts.

12. MISCELLANEOUS AND GENERAL FYIs ABOUT THE COTTAGES

- The interior of the Cottage is 10' x 12'.
- There is one small track light with four lights. It is recommended that you bring extra lighting (clip lights or lamps). It is also recommended that you bring a Fan.
- There is no furniture in the Cottage.
- There are no window coverings.
- The front and side doors have padlocks.
- The area will be lighted during the night to provide additional security
- Parking is available at no cost in the large parking lot adjacent to the Cottages. Except for move-in and move-out days, there is no parking in the area in front of the Cottages, or in any area adjacent to the Cottage.
- All business signs must be attractive, of appropriate scale, and professionally represent your business.
- Artwork hung on the outside of the Cottage and on the doors, is encouraged. Be careful not to block the entryway or walkways.
- Based on research of similar programs, and our experience from past years, participants have found the following items to be helpful:
 - Entry rug to cover the "lip" from the entry ramp
 - Note that side doors are for delivery only as they are not ADA compliant
 - Sunscreen/sunblock/hats
 - Extra sweater/jacket/blanket
 - Radio
 - Extra lighting
 - Chair or table

For more information contact:

JANICE OTIS
508-255-1655 office
508-292-4355 cell
janice@capecodbrokerage.com



Date: _____

Artist: _____

I _____, have received, read and understand the program overview of the Artist Cottages at the Orleans Marketplace, LLC. I agree to participate in all Artists Marketing and reporting of revenue. I also understand that if I don't adhere to this program overview that I might not be invited back the following year.

Signature