

# Artist Cottages at Orleans Market Square

## 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. There is a Security Deposit, in the amount of \$50.00 due at the point of Contract. This check is not cashed and will be returned: after you move out; cottage is left clean and free of nails; and key is left in cottage.

**Schedule – Summer 2020** The Cottages will be open on only during the 10 weeks of Summer Season beginning July 1 and closing September 7<sup>th</sup>.

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.

**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 27<sup>th</sup>.

**Full Season**

Wednesday	10:00 AM	5:00PM
Thursday	10:00 AM	5:00PM
Friday	10:00 AM	5:00PM
Saturday	8:30 AM	5:00PM
Sunday	10:00 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 8:00 AM; because of a substantial increase in traffic, Artists are encouraged to open as early as possible.**

**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.

**In the event of inclement weather, the Cottages may close, based upon consensus of the Artists; Janice Otis has been designated as the on-site administrator. 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 with the week of July 1 and continuing through the week September 7, 2020. The dates available are set out on the Application form. We encourage terms of 2 weeks, but please note that the number of Cottages available for a month will be limited.

Weekly Rate: \$200/week\*

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.

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

**Insurance.** All Licensees are required to carry commercial general liability insurance, and to submit a Certificate of Insurance, naming Lou Lou, LLC, Cape Cod Brokerage and Todd Thayer, 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 certificate 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](http://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](mailto:Janice@capecodbrokerage.com)

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

1. Website at [artcottages.com](http://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](http://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.

**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 in order 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 t-shirts, or other items of clothing, (unless original artist design) 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.

Please contact Janice Otis, at [Janice@capecodbrokerage.com](mailto: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**

it's expected that participants will present themselves at all times in a respectful and professional manner. The use of alcoholic beverages (except when offered in conjunction with an Artist Cottage sponsored event or opening), marijuana, or use of any illegal drug, is prohibited as well as illegal conduct or 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.

**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.

**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 left in the cottage when you move out, mailed or delivered to Janice Otis, 8 Academy Place Orleans, MA 02653, or emailed to Janice at [Janice@capecodbrokerage.com](mailto:Janice@capecodbrokerage.com).

## 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.

## 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 close.

## 10. MARKETING & ADVERTISING MATERIALS

As a participant in the Artist Cottages, you will be included on our website and in the printed rack card as an Artist.

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. After that date, you may not be included in the Rack Card. You will still be included on the website when time permits updating.

### **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](mailto:janice@capecodbrokerage.com)

**IN ADDITION TO THE MARKETING AND ADVERTISING DONE BY THE ARTIST COTTAGES, it is strongly encouraged that you self-promotes 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. Janice can provide each interested artist a list of FREE OR LOW-COST LOCAL ADVERTISING PRIOR TO THEIR WEEK.**

## 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](mailto:janice@capecodbrokerage.com)