



# 2023-2024 Greater Ithaca Art Trail New Member Application Guidelines

**Deadline: Sunday, April 2, 9pm**

**Send questions anytime!**

Robin Schwartz, CAP Program and Grant Director  
programs@artspartner.org

**Thank you for taking the time to read follow these instructions.**

*Read all about it! There are many options.*

*You don't have to have a studio or be open to visitors.*

*You don't even need to be a visual artist.*



# ABOUT THE GREATER ITHACA ART TRAIL

## OVERVIEW

- **Community Arts Partnership of Tompkins County (CAP):** The Art Trail is a CAP Program. Visit [ArtsPartner.org](https://www.artspartner.org) to learn about all of CAP's grants, services, and other programs.
- **Now in its 25th season**, the Art Trail is a consolidated marketing and publicity program valued at \$23,000 annually. About 50 artists a year take advantage of this program. **Art Trail Materials** include a printed and downloadable brochure, and [ArtTrail.com](https://www.arttrail.com).
- **Artist Participation can take many forms.** Artists can choose to be listed in the brochure and website and **not participate in events**. Or Artists can be listed and **take part in any of the Trail's events**.
- **Events include** (more details below) October Open Studio weekends, monthly Second Saturday events, 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. Artists in the past have set up in parks, libraries, stores, b&b's and wineries. It is up to the artist to find a location. CAP staff can help with 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 the best ways to participate.
- **The Art Trail is juried. Acceptance is not guaranteed. The deadline for applications is April 2** for the July 2023 to June 2024 season. Applicants will be notified by April 10th as to acceptance or non- acceptance. If not accepted, the full fee will be returned immediately.
- **Visual Artists that are accepted must show work of their own original design and creation.** Work must be well-conceived and professionally presented. Provided images must be good quality.
- 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.
- **Payment Options:** The preferred fee is \$299 but there are options for paying in installments, and for partial and full trades in lieu of payment.

## ARTIST DIVERSITY

The Art Trail is seeking diversity in Art Trail artists. Diversity can mean race, culture, community, experiences, identity, and age (artists under 18!). Please share this information with artists who you think might enjoy the marketing opportunity of the trail.

## ANNUAL MARKETING

**CAP's publicity** for the Art Trail is valued at \$23,000 annually.

- [ArtTrail.com](https://www.arttrail.com)
- Brochures - 30,000 color brochures (artist information and map) are distributed regionally, some through a Brochure Distribution Company. You can see the downloadable version of the current brochure at [ArtTrail.com](https://www.arttrail.com) "Studio Guide."

- 14 annual boosted facebook events
- 65 annual instagram and facebook posts (including features for individual Art Trail artists)
- Press to local media for October events
- Monthly online and print media listings for Second Saturday events
- Radio interviews for October events
- Road signage for Art Trail artists
- Paid ads in local media and radio for October events
- Cinemapolis screen before October events
- 14 annual e-blasts to CAP's mailing list of 12,000
- Additional mentions in 12 CAP monthly e-mailed ArtsLetters
- Gallery Night promotion by Downtown Ithaca Alliance (for October group exhibit)
- CAP's own October exhibit promotion

## INDIVIDUAL PUBLICITY

- We hope that all Art Trail artists promote their participation in the trail. Instructions will be provided. We find that personal invitations are the best way to ensure visitors!

## 2023 -2024 ART TRAIL ANNUAL ACTIVITIES

Note: Artists do not have to decide about participation in any of these events at application time. Commitment for these events is flexible.

- **Open Studios:** Artists can choose to be listed as OPEN for any (or none) of the Open Studio weekend dates: October 14,15 & 21, 22, 2023. Hours: 11am to 5pm (These hours are not flexible although you can stay open later than 5pm).
- **Second Saturdays:** Artists can be listed as OPEN on the Second Saturday of every month (except January and October when there are already Open Studio weekends on the 2nd Saturday.). Hours are 11am to 4pm, or you can choose different hours.
- **Group Exhibit:** Artists can be part of an October Art Trail group exhibit in the CAP ArtSpace. The event is live and virtual, and artists can choose both or either. The Gallery /Night reception will be on October 6, 2023.

## FEE STRUCTURE

- A annual fee of \$299 is requested from each artist. If you can pay \$299, we really need it to run the program, but if not - there are options for trades, installment payments, or partial payments.
- The annual fee applies to one artist. If two artists would like to be on the Trail and share a space but do separate work, each artist must join separately in order to be listed as part of the Trail. However, if two artists work together and all of their created art is a collaboration, they can join with one fee. (See Raven Barn Studio at ArtTrail.com).

# ARTIST CONTRACT

On the google form application, artists will sign that they accept these agreements and all information contained in this document.

1. Artists promise to reply in a timely manner to Art Trail e-mails, and read all related directions carefully. We cannot stress this enough.
2. Artists on the Art Trail are expected to contribute to the publicity of any Art Trail events that the artist participates in. CAP will provide instructions.
3. Artists must agree to follow CAP's instructions for live visits: such as putting out mailing lists for visitors to sign, using provided signage, complying with any COVID requirements, completing a follow-up survey by the end of October, and returning visitor mailing lists by the end of October. Artists can have the option of asking visitors to wear masks.
4. Although artists have choices with regard to being open, it is expected that if an artist changes their mind, that they contact CAP immediately so that public documents can be updated.
5. 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): artist 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.
6. All submitted images must be released for reproduction in all media and social media.
7. The Art Trail is a consolidated marketing program that promotes artists (optional) in locations of their choosing. 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 simply not do the open option.

## FEE OPTIONS: INSTALLMENTS, TRADES

The google application form (link below) has checkboxes for these options.

- A. Pay \$299 by the deadline.
- B. Pay in installments, with one payment by the deadline.
- C. Pay what you can by the deadline, and discuss a partial trade.
- D. Pay nothing and arrange a full trade: We have a limited number of slots available for trades for current and new art trail members. Trades can include: helping hang CAP ArtSpace exhibits, distribution of art trail brochures (need a car), CAP admin help (e.g. put misc information into excel forms and the like), and more depending on computer skills. Having someone able to edit video work would be amazing.

## TIMELINE

April 2	Submission Deadline
April 10	Notification of Acceptance or Non-Acceptance (fee returned)
May - June	Artists communications: Artists can proof brochure and website
June 15	Artists asked if they would like to take part in July "Second Saturday"
July 1	Season starts. New brochure and websites released.
July 8 or 15	The first Second Saturday event for new members
September 1	Deadline for inclusion in October Group Exhibit
Oct. 6	First Friday Gallery Night reception
Oct. 14,15,21,22	Open Studio Weekends

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## SUBMISSION INSTRUCTIONS

### SUBMIT BY APRIL 2

1. FEE
2. IMAGES - 8 art images, 1 headshot, 1 optional studio shot
3. GOOGLE FORM
4. EMAIL

### SUBMISSION DETAILS

#### 1. FEE:

(See "FEE OPTIONS" above. If you choose option "B," "C," or "D" on the google form Robin will be in touch to discuss.)

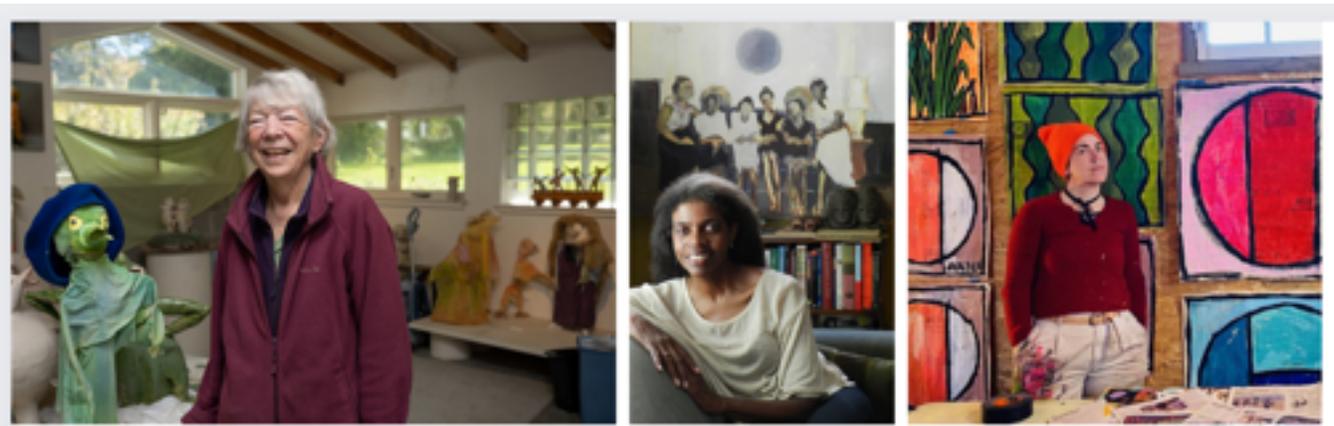
**Pay Online:** [ArtTrail.com/Join-the-Trail](https://arttrail.com/join-the-trail)

**Pay by Check:** made out to "Community Arts Partnership." Mail to Community Arts Partnership, 110 N. Tioga Street #301, Ithaca, NY 14850

#### 2. IMAGES

**JPG or PNG preferred. Do not exceed 5MB**

- **Submit 8 Art Images.**  
Send images that you would like to appear in the brochure and ArtTrail.com.
- **Submit 1 Headshot:**  
It can just be a pic of you, but **CLOSE UPS with you AND your art** are great for social media.



- **Optional Studio Image:** You'll notice that some Artist profile pages have a picture (interior or exterior) of their studio at the top of the page with their art images. This is optional.

## **Image Requirements**

**No more than 5 mg.**

**Send Quality Images:** Poor quality images (tiny file size, pixilated images, too dark, crooked, blurry, has reflections or glare, needs cropping) cannot be used. We will ask you for new images. If you don't know how to crop images, please send to a friend who does before submitting to CAP. THANKS! (We'll be receiving about 300 images from artists so cannot assist with editing. (Great photos can be taken with a good phone. To avoid glare, take outside on a bright day.)

## **Naming Your Images**

**Naming Your Images:**

CAP staff must be able to match your .jpgs to titles you provide. Please name your .jpgs with your last name, followed by a word or two from your title.

**For example, Anna Smith's "Cayuga Lake" can be SmithCayuga.jpg.**

**For Others: (SmithHeadShot.jpg), (SmithStudio.jpg)**

## **Sending Images**

A nice and very easy way to send images is through [WeTransfer.com](https://www.wetransfer.com), which is free. (You will see an offer to "sign up" but you don't have to. Just click on the small text at the bottom of the screen that says "I just want to send files.") You can send one file with all images this way. You can also use google or dropbox, but WeTransfer is easier, and we both receive email notification when the images are sent, received, and when CAP downloads them.

### **3. GOOGLE APPLICATION**

<https://forms.gle/NeR417RitvH64B6MA>

When you “submit” the form, you’ll get an e-mail confirmation and the ability to “edit.” Save the email from Google Forms with the edit option and you can edit up until April 2.

Here are the questions you will be asked.

- **Contact Information:** Full name as you would like it to appear, Business Name you would like to appear (if applicable), Phone, email, website or other links
- **Which contact information you would like to appear in publicity** (not everyone wants their phone listed, for example)
- **Describe your work in 1 to 5 words** (examples provided)
- **Do you share location with other artists?**
- **Which Art Trail events** (if any) do you imagine you might participate in?
- **How would you like to pay the fee?** (choose option)
- **Submission** means that you agree with everything in this document

### **4. SEND ONE E-MAIL TO [programs@artspartner.org](mailto:programs@artspartner.org) with brochure text, website text, images list.**

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”

## **A SAMPLE OF WHAT YOUR ONE E-MAIL TO ROBIN LOOKS LIKE**

### **Brochure Statement**

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**

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 for me.

### **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

THANK YOU!!!