

EXHIBITOR INFORMATION

Wishing Spring Gallery Mission Statement



WISHINGSPRINGGALLERY
8862 W. McNelly Road
Bentonville AR 72712

479-273-1798

- To provide an educational art center and gallery where the public has the opportunity to see and buy original fine art and crafts of consistently good quality in a variety of media and techniques.
- To provide members of the Village Art Club of Bella Vista an opportunity to exhibit and sell their work; to present to the public a group image of skill and creativity; and to educate by production, presentation and promotion utilizing special talents and experiences of members.
- To continually upgrade and enrich skills by providing workshops and programs at The Studio at Wishing Spring Gallery in many types of art media to Club members as well as to the community.
- To promote a high quality reputation for the Village Art Club of Bella Vista and members who exhibit in the Gallery by emphasizing originality and execution of design.
- The Gallery is a co-op run by volunteers, and as exhibitors, we have chosen to be a part of this so that we may have a place to show and sell our creative work. Therefore, we are all part of a business, and each of us contributes to the success of our business.
- The good reputation of the Gallery is based on the high quality of the art and crafts exhibited there, by the attractive way it is displayed, and by the friendliness and helpfulness of the member volunteers. We can maintain this by the following guidelines:

Wishing Spring Gallery Guidelines

Basic requirements to exhibit in Wishing Spring Gallery:

- Be a current member of the Village Art Club of Bella Vista.
- Apply and have work juried and approved by a Gallery Jury Committee.
- Agree to the conditions of a 6-month contract.
- Work three one-half days in the Gallery each month.
- Serve on a Gallery Committee.
- Pay \$20 (in advance) per month for exhibit space and 20% commission of sales.

Gallery Jury Standards

Whose work will be juried?

- All prospective exhibitors will be juried. Applicants will be judged on artisanship, design, quality, originality, and appropriateness of materials.
- Exhibitors who leave and then wish to return after a twelve-month period must participate in the jury process.
- Current exhibitors are asked to submit any new media to the Jury to insure quality, artistry, and originality.

Gallery Exhibitor Eligibility

Procedures for Jury Applicants

▪ Exhibitors in the Gallery must be members of the Village Art Club of Bella Vista. Applicants should complete the Membership Application to the Club in addition to submitting an Exhibitor Application to the Gallery Director or Jury Coordinator. Prospective exhibitors will provide three examples of work per medium. Once the jury process is complete, the applicant will receive notice of the results within two weeks. A 6-month Contract must be submitted with the first month's Exhibitor fee for Gallery space.

Gallery Decorating Policy

▪ The Display Coordinator and Committee, with the help of the Director, are responsible for the overall look of the Gallery. This ensures an atmosphere that is pleasing to the eye, promotes each artist and the Gallery as a whole, and ensures the quality and reputation of the Gallery. The Director has final authority over all suggestions from the Committee. Decorating will be accomplished in a variety of ways:

Special Displays

- A few special displays located in the common area downstairs will be available for an extra \$5 fee. Please contact the Director for approval to rent these spaces.
- Requests for changes in location will be considered by the Director or Display Coordinator on a case-by-case basis. Some display shelving is provided by the Gallery; however, if you have your own displays that you want to use (or displays that you wish to donate) please check with the Director or Display Coordinator as to appropriateness and space.
- Exhibitors are responsible for cleaning and stocking their own assigned area on a regular basis. You must bring enough merchandise to tastefully fill and decorate your space. Use only space assigned to you. If you feel you cannot do your own decoration, ask the Director or Display Coordinator for assistance.
- Business cards or advertising may be in your display. Clear plastic promotional holders are available for Exhibitor profiles. You are encouraged to provide your profiles, as customers like to know about you.

Common Areas

▪ Some spaces are reserved for common areas. These spaces will be filled by the Display Coordinator from any artist willing to have items in a mixed area. Any Exhibitor not wanting to participate in common areas should notify the Coordinator. Extra spaces will be used as common areas until new Exhibitors join the Gallery and the Coordinator allots those spaces to the new Exhibitors.

Changeovers

▪ Minor changeovers in the common areas are made monthly to give all Exhibitors equal exposure, especially on the first floor and stairwell. Major seasonal changeovers will be scheduled and completed by the Display Coordinator and the Director with the help of several Committee members.

Overall Gallery Review

- The Display Coordinator will monitor members' spaces on a regular basis to insure displays are esthetically pleasing. Work will be removed that does not meet Gallery standards.
- Artists are responsible for having their paintings properly framed, matted, and wired for hanging. Unframed art should be backed with cardboard or matting and shrink-wrapped. You may attach a printed form to the back of your paintings if you want to ask for information regarding the purchaser.

- When a painting is sold, the volunteer worker will pin a SOLD sign in the vacant space and notify the artist for a replacement.

Gallery Sales and Commissions

Sales Tags

- The pre-printed two-part sales tags are to be purchased from the Gallery and must be on all of your products. List your name, a brief description of the item, your Exhibitor number, and price. (The \$ sign is not used, and all prices are in 25-cent increments.) If you need to change a price, please use a new tag.

Commission

- A commission of 20% of all sales is paid to the Gallery and is deducted from your monthly sales check. Your portion of the sales tags will be included with your check; please verify that all tags are yours. Any sales made due to a referral through the Gallery are subject to the 20% commission, on the honor system.

Gallery Work Shifts

Schedules

- The Gallery is open 10am-5pm, Monday through Saturday; closed on Sunday. There are two work shifts daily consisting of 3½ hours each (10am-1:30pm and 1:30pm-5pm). Two people are needed for each shift; workers are to arrive 15 minutes before a shift begins. If you will be arriving late, please call the Gallery at 479-273-1798 to let someone know.
- Exhibitors are required to work three (3) half-days per month (these could be three separate days, or one full day plus one half-day). Each shift counts as a half-day worked.
- If a “couple” are members of the Village Art Club of Bella Vista, but only one of the members exhibits in the Gallery, either person may work to satisfy the work requirement. If a couple both exhibit, each must work his/her required time.
- Monthly calendars are provided at the front desk for shift sign-up. Please keep your own record. If you must reschedule a workday, you may switch with someone as long as that person agrees and the change is recorded on the calendar. If you have an emergency and cannot get a replacement (even from the volunteer list) contact the Director. Please make every attempt to find your own replacement.

Work Requirements

- The Opener will fill the register with the day’s cash. At the end of the day, the Closer will count the money and balance-out the register. If you are working at the front desk, please be sure you know how to correctly read a sales tag, ring up a sale on the cash register, take a credit card sale, and post to the Daily Sales Log.
- You do not have to count the money, but you do have to make sure 1) all money, checks, and credit card copies are in the register; 2) all tags are recorded on the Daily Sales Log and placed in the basket; and 3) the Sales Log and tags balance. If you are unable to handle the cash register or any of the sales routines (or feel you need additional training) please let the Director know. Everyone is required to know how to use the cash register.

Routines on Workdays

- Members working on the 2nd and/or 3rd floors should be aware of 1st floor activity -- if help is needed - and the 1st floor is never left unattended.

- If you have an emergency and must leave during work time, be sure there is someone who is willing to cover for you.
- You should know where all packing materials are and what to use. Some of our products are very fragile and should be wrapped accordingly. Please try to keep the storeroom neat and well organized.
- Make an effort to know the products and where artists' works are located in the Gallery. Be knowledgeable about your Club, Gallery, and Studio. Being friendly to the customers creates good will and repeat customers!
- Everyone is expected to help with such chores as cleaning, dusting, vacuuming, straightening the back room, and taking out the trash.

Policy for Closing Wishing Spring Gallery on Regular Work Days

- The Gallery will always be closed when Bentonville schools are closed due to weather.
- At other times, at the sole discretion of the Gallery Director, the Gallery may be closed for the day or closed early due to weather (snow, ice, flooding etc.). For these closings, the Gallery Director will directly notify those individuals scheduled to work (via email and/or phone) of the closure by 9:00am for the morning shift and by 12:30pm for the afternoon shift.
- For all closings, the Gallery Director will notify (via email) all Exhibitors and the VAC Board of Directors and Executive Committee. The Director will also change the message on the Gallery's voicemail to indicate the date and the reason for being closed.

Gallery Committees

Since Wishing Spring Gallery is a cooperative, every Exhibitor is asked to participate by serving on at least one of the following Committees during the year. The Director may establish special Committees as situations require.

- ***Jury Coordinator & Committee.*** The Jury Coordinator will choose a Committee to view and make selections of potential Exhibitors and their work.
- ***Display Coordinator & Committee.*** The Display Coordinator, Committee members, and the Director will be responsible for the overall look of the Gallery and placement of Exhibitors' work throughout the common areas. The Director has final authority over all suggestions from the Committee.
- ***Hospitality Coordinator & Committee.*** The Coordinator and Committee will be responsible for refreshments, set-up/takedown, and decoration of the Gallery's back room or The Studio for various events.
- ***Housekeeping Coordinator & Committee.*** The Coordinator and Committee will be responsible for tracking and ordering the Gallery's housekeeping and kitchen supplies, keeping those areas neat and organized, ensuring adequate water supplies and snack items are in-house for sale/use in the kitchen and during hospitality events.