

Western Loudoun Art and Studio Tour

Artists Handbook



2022

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Contacts

Contact for All Artists:

Artist Liaison — Meredith Hilt and Rich Fink

If you have any questions or issues concerning the Studio Tour, please start by checking with another artist on the tour or post your question on the artists' support page on Facebook. The page is **WLAST 2022 Artist Support Group**.

You can also email your question to: **studiotourwlast@gmail.com**.

If you still have issues that need to be addressed, please call the Franklin Park Arts Center 540-338-7973 and they will work on getting you an answer.

Your Contact Information:

Critical information will be sent to you by email at various times. Please make sure we have a good email address for you, and that it is one you look at on a regular basis!

We will also post reminders to the WLAST Artist Support Group Facebook page and to our YouTube channel located here:
https://www.youtube.com/channel/UCovot8M5VtBv_6P7lvHQSzQ

WLAST Volunteer Planning Committee:

G'Ann Zieger, Co-Chair	Richard Fink, Co-Chair
Amy Manson	Jan Blacka
Elizabeth Bracey	Kellie Goossens
Liz Hall	Meredith Hilt
Jeanne Niccolls	

Questions, supplies, whatever you need throughout the Tour weekend:

Franklin Park Arts Center	540-338-7973
Round Hill Arts Center	540-338-5022

WLAST Mission and Goals

Loudoun County is incredibly fortunate in having such an amazing wealth and variety of artists living and working here. We want to give you, our artists, the opportunity for public exposure through the vehicle of a studio tour.

Mission:

To help promote Loudoun County as a scenic and cultural destination by producing a tour of our county's visual artists to celebrate their work and to provide an educational experience for the public.

Goals:

Visitors

- Visitors are given an opportunity to visit and support our artists.
- Visitors experience Loudoun's other attractions, restaurants, wineries, and shopping opportunities.

Artists

- Artists promote and offer their work for sale in a studio setting.
- Artists demonstrate their value as a cultural and economic resource for Loudoun County.
- The Studio Tour serves as a vehicle to bring the Loudoun County visual arts community together.

Community

- The Studio Tour becomes an annual tradition.
- The Studio Tour is recognized as a significant event in helping to brand western Loudoun County as an arts destination.
- Visitors experience personal interaction with professional artists and have the opportunity to view their work processes.

Dates and Deadlines

Mid-April	<p>Promotional ads begin on Facebook and continue daily through the end of May</p> <p>Artists begin to promote the tour</p>
May 2, 3	<p>Drop off one piece of artwork for the gallery show to introduce artists for 2022</p> <p>Pick up brochures at time of drop off</p>
May 6	<p>Artist reception for start of gallery show</p> <p>Pick up tour supplies (road signs, booklets, counter, etc.)</p>
May 6 – May 30	Gallery show at FPAC
May 31	Pick up artwork from FPAC
June 3, 4, 5	15 th Annual Western Art and Studio Tour
June 10	<p>Deadline to return Tour supplies to FPAC</p> <p>Deadline to answer post Tour artist survey</p>
June 15	WLAST planning committee wrap up/evaluation meeting

Studio Tour Support

Funding for the WLAST comes from contributions made by supporting partners, sponsorships, donations, grants, ad sales, and artist entry fees.

Supporters include the National Endowment for the Arts, the Virginia Commission for the Arts, the Loudoun Arts Council, local governments, foundations, community businesses, and individuals.

Please thank our sponsors and advertisers when you get the opportunity!

Funding and in-kind contributions support expenses associated with printed materials (brochures, QR code signs), paid advertising, postage, promotional signs and banners, directional signage, and miscellaneous supplies.

All funds go toward promoting and producing the Studio Tour. Committee members are volunteers.

Benefits for Studio Tour Artists

There are a number of benefits for Studio Tour artists:

- Sales (including post-Tour sales bumps)
- Commissions
- Exposure
- Publicity
- Networking
- Class registrations
- Invitations to show their work
- Additions to email and postal mailing lists

Publicity

The Studio Tour is publicized in many ways to reach a wide local and regional audience. The Planning Committee follows a detailed publicity and marketing plan.

- **Advertising** is purchased in local and regional print and online media. Feature articles and other “free media” opportunities are also pursued, including online, radio, and print outlets.
- **Social Media** advertising, paid boosts and postings began in April and will continue through the Studio Tour. Please like, comment and share these to help give them more visibility on the WWW.
- **Calendar** announcements are sent to Calendars of Events in print and online media. Partner organizations post Tour information on their websites and send out e-blasts to their email lists.
- **The Studio Tour website is www.wlast.org.** Besides basic information for visitors and an interactive map showing the locations of all Tour artists, each artist has his or her own page with images of your artwork, information about your work, a map and written directions to your studio, and more.
- **Banners and signs** announcing the tour are posted around the county in advance of the tour.
- **Save-the-date email** about 6 weeks before the Tour; sent to the Tour email list and the email list maintained by Franklin Park Art Center.
- **Full color brochures** with artist photos, a map showing the location of all studios, and other important information for Tour participants are provided to artists. The planning committee and artist volunteers distribute these to various locations county-wide. The brochures are also sent to the mailing list compiled from former Tours.
- **Full color postcards** are provided to the artist so that they can send them to their personal mailing/customer lists in advance of the Tour.
- **T-shirts with the WLAST logo** can be purchased through this link — <http://www.cafepress.com/wlast> — letting you promote the Tour while wearing yours when you’re out and about.

**** Studio Tour artists are expected to distribute all the brochures, and postcards**

provided to them **

Word-of-mouth from you is one of our best publicity sources!

- Studio Tour artists are encouraged to post and share notices on the Studio Tour and your own Facebook and Twitter pages, Etsy sites, blogs, *etc.*
- You can copy and send the sample email below to clients, family, and friends.
- Always include the link to the **WLAST** website in the text of your posts, and link to **www.wlast.org** from your own website.

Sample Email

Greetings!

I will be participating in the 15th annual **Western Loudoun Art and Studio Tour, June 3rd, 4th and 5th, 2022**. This event offers an opportunity for you to view and purchase some amazing artwork not only at my studio but also at more than 25 other studios around Western Loudoun. It's free and you could win a door prize!

I'll be available to discuss my artwork and creative process, and we'll be offering *[insert whatever is appropriate: demonstrations, hands-on activities, refreshments, music, etc.]* I hope you will come visit my studio and those of the other talented artists on the Studio Tour.

You can find my studio at: *[insert your studio name and address; give directions as needed]*.

My Studio will be open: *[insert the days and times you will be open]*

Studio Tour hours are from 10am to 5pm. Tour brochures with a map will be available at my studio, at participating arts centers, and online at **www.wlast.org**.

Thanks – I look forward to seeing you in June!

[Insert an image of your work below the text]

Studio Tour Website & Social Media

Your webpage:

Each artist is provided an individual webpage, created using the information submitted in your application.

Online map:

Along with the printed map in the booklet is an online interactive map for Studio Tour visitors. **Check your location on the map on the website once it is published.** If it is not accurate, email studiotourwlast@gmail.com.

If you have your own website, blog, Facebook page, or Etsy site: **please add a banner link from the WLAST website.** Banners can be found at: <http://wlast.org/banner.htm> and there are several styles to choose from.

Questions about the website? Send an email to studiotourwlast@gmail.com.

Facebook Artist Support Group

If you are on Facebook, we have an artist support group page. You can find important information, see announcements, and keep in touch with fellow artists via social media. This is a great place to ask questions and get excited about the tour:

WLAST 2022 Artist Support Group

Artists' Responsibilities

1. Educate the public about the creative process of your artwork.

- Showing the creative process is a critical part of the Tour. It creates awareness and appreciation of art on patron's part and encourages them to seek art opportunities throughout the year.
- **All artists are required to demonstrate** or show stages of your process (ask someone to help so you're free to talk with visitors and sell your work) **OR display an exhibit about the process** (examples of your work in each stage, or step by step illustrations of the process).

2. In fairness to all Studio Tour artists:

- Display and sell **items only in the media you were juried in for when you applied** to be on the Tour.

- Do not allow the display or sale of work by other artists who have not applied to and who have not been accepted on the Studio Tour.

3. Help publicize the Tour by:

- Distributing printed media prior to & during the tour.
- Talking about the Tour on your Facebook, Instagram, Twitter, Etsy site, website, blog, *etc.*, and including the link to the Studio Tour website in the text of your posts.

4. Directional signs, Passports, booklets, and nametags.

- Place provided directional signs in the ground to lead visitors from major highways and roads to your studio.
- Place your Passport QR code sign in an easily accessible spot in your studio.
- Encourage patrons to complete Passport questionnaire on line by using the QR code. *These forms are crucial in helping us secure grant funding and other support for future Tours.*
- Return all artist materials (except any remaining brochures) in a timely fashion.
- **If all materials are not returned, there will be a fee to cover replacement costs.**

5. Provide signage at your studio site.

- Clearly mark parking areas and the entrance to your studio.

6. Conduct your own sales and arrange for your own sales help.

7. Be sure you are presented correctly in the Tour website and booklet.

- Proof your webpage contents and online map location promptly when you receive notice that these things are ready for your review.
- Proof your entry and your printed map location in the Tour brochure promptly when you receive notice that the PDF proof is ready to review.

8. Complete an evaluation at the close of the tour.

- *These forms are crucial in helping us secure grant funding and other support for future Tours. Failure to complete your evaluation will affect your future eligibility to participate in the Tour.*

9. Be prepared in case of rain or heat — the tour will go on!

Required Insurance Rider

The Western Loudoun Artists Studio tour requires all studios to have an insurance rider covering both days of the tour. Prices vary per insurance company but average around \$70-100. Guests should consider helping with this expense at their host studio.

Please contact your insurance provider for insurance information.

Directional Signage

The Planning Committee will provide each studio with directional signs for you to place in the ground to lead visitors from major highways and roads to your studio.

- The Planning Committee will provide suggested locations, but we encourage you to think about the best places to put your signs so visitors coming from different directions can find your studio. Talk with other nearby studios to coordinate placement. **If you think you will need extras, request them at least two weeks before the Tour weekend.**
- Be prepared to give directions to neighboring Tour Stops. You should know who you neighbors are, and know how to direct visitors to reach them. You should actively encourage visitors to visit your neighboring studios.
- To keep us in good standing with the highway folks, don't put them out until the day before the Tour (or even Saturday morning), and pick them up the day after the Tour (or Sunday night).
- If you live in the county (rather than an incorporated town) your signs will have a permit attached.
- If your signs are removed by any unauthorized person during the Tour, contact FPAC immediately; we will have extras on hand and will get them to you as soon as possible.
- **Return all Studio Tour materials (signs, Passports, door prize, etc.) by the designated date to FPAC. We will be coordinating volunteers this year to help with this process.**

Parking and Entrance Signs: Artists must provide their own signs to let visitors know where to park and to direct them to the studio entrance.

Studio Tips

While the Planning Committee will provide suggestions for setting up your studios, artists have full control of their own studio set-up. In an effort to assist you in making your Tour experience a success, consider the following:

- **Greeting your guests** and making them feel welcome will put them at ease and make their time in your studio more enjoyable.
 - *Each day of the Tour, please keep a tally of your visitors.* We need this information when seeking grant funding for the Tour. You will need these numbers to complete your *required* Artist Evaluation Form after the Tour. **THIS IS VERY IMPORTANT!**
- **Attractive entrance:**
 - Cleared drives and walkways.
 - Perhaps some potted flowers.
- **Arrange for assistance:**
 - Ask a family member, student, or friend to help out. This person can act as a greeter, explain the studio layout and invite visitors into the space. Your assistant can also help with sales.
- **Inside your studio:**
 - While a working studio is part of the ambiance and doesn't need to be totally neat, make it easy for people to move about and view your work.
 - **Display your work to its best advantage:**
 - Leave a little space around each piece or group of pieces to set them off (a kind of spatial frame).
 - Make your work easy to view — avoid stacking your work or hanging it where it is hard to see.
 - **Demonstrate or show the process of your work:**
 - Explain what you do and how you do it (video, step-by-step process samples, a series of photographs, *etc.*) so folks learn why they can't go home and do it themselves!
 - **Display:**
 - Information about yourself and your studio.
 - Your show and gallery schedule.
 - Your business cards.
 - Awards you have won or publications mentioning your work
 - Past artists: signs featuring your "new work."
 - New artists: a sign saying "new artist."
- **Have handouts available:**

- About the process or technique you use to create your artwork.
 - About how to care for your work at home.
- **Ambiance:**
 - Low volume background music.
 - Light refreshments (cookies, fruit, lemonade, *etc.*)
 - Flowers or other low-key natural decoration.
- **Supplemental activities:**
 - Hands-on activity for visitors.
 - Art activity or area for children.
 - Invite a musician to play some quiet background music.
 - **Partner with a nearby winery** to offer a wine tasting — we encourage you to invite a Loudoun County winery to do tastings at your studio.
- **Other amenities:**
 - A trash can.
 - A place for visitor umbrellas and doormat for wiping shoes in case of rain.
 - Bug wipes.
- **Private space:**
 - If you have areas you do not want open to the public, mark them accordingly.
- **Potential irritants:**
 - Your pets are YOUR pets — not everyone is a pet person. Dogs can frighten some people. Some folks are allergic. Please keep pets out of your studio and away from visitor spaces during Tour hours.
 - Smoking — please be mindful of allergies and health concerns of patrons.
- **Provided by the Planning Committee:**
 - Passport QR Code signage
 - Extra Tour brochures for any folks without one.
- **Safety:**
 - Please remember to remove or clearly mark off hazardous tools, supplies, and equipment. Please make sure all potential hazards that cannot be removed are supervised by you or your helper.
- **Studio Evaluations:**
 - WLAST Planning Committee volunteers may be visiting your studio during the tour to do an on-site evaluation.

Sales

Each artist will keep all of the sales revenue they collect during the tour. The Studio Tour takes no percentage of your sales revenue.

- **Sales assistance:**
 - ***Arrange for sales assistance!*** You need to be free to chat with customers and sell your work. They can also serve as extra security to safeguard your artwork and help folks who have questions. Help from a family member, student, or a friend is essential to have your studio and sales run smoothly.
- **Sales tips:**
 - **Price all your work.** Consider having items in a range of price points so you can offer a range (for example, turn your artwork into note cards, magnets, etc.); or offer a slightly lower price for two or more items.
 - Have appropriate **wrapping material** on hand to wrap up works you sell.
- **Credit card sales:**
 - The ability to make credit card sales is a proven advantage to Tour artists. While many Tour patrons will have cash or a checkbook with them, some will prefer to purchase with plastic. **Artists must make their own arrangements for credit card sales; try to plan ahead for this.**
- **Options for taking credit card sales:**
 - If you don't have dependable internet service in your studio, but you have access elsewhere, you can take down all the details you need for the sale by hand, then type it in manually when you can get on the internet. The transaction fee is closer to 4% in this case. You can use smartphone apps from Square, PayPal, and others for this (you won't need a card reader).
 - The Square app now allows for offline transactions (where you enter the transaction details and swipe the customer's card when you don't have an internet connection, but process the transaction later when you do).
 - With a laptop or desktop computer, you can use a Virtual Terminal solution.

- **Write up the credit card sale on paper by hand** and process it as soon as possible. Don't forget any necessary details or to get a signature!
- Keep the sheet until it is processed, then shred or destroy customer credit card information.
- **Artists assume sole responsibility** for accurately recording customer information and following up on any declined charges, and for destroying customer credit card information in a timely manner.
- **Individual Studio Tour Planning Committee members and Studio Tour partner organizations cannot be held financially liable for payments not recovered from declined sales.**
- **Two important suggestions:**
 - Set up and **test your credit card sales system ahead of time**, before the Tour weekend.
 - **Plan for emergencies** such as a power failure or disruption in cell phone service. You can always take down the information by hand and key it in later when you have service.
- **Temporary Sales Tax Certificate:**
 - If you are not a registered retailer under the Virginia Sales and Use Tax Act, you are required to report sales and pay the 6% sales tax for special events such as WLAST. You will need to use form ST-50, the Temporary Sales Tax Certificate/Return.
 - You can find an example online at:

<https://www.tax.virginia.gov/sites/default/files/taxforms/retail-sales-and-use/any/st-50any.pdf>
 - If you are registered, report your sales as you normally would.

Geographic Clusters

Again this year, the Planning Committee has developed a set of geographic clusters to help visitors grapple with the size of the overall Studio Tour, allowing them to focus on specific geographic areas when planning their days.

Stop	Cluster	First Name	Last Name	Studio or Host/Guest	Studio Name	Days Open	Handicap Friendly
1	Catoctin Region	Shawn	Grove	Studio	Wood Fired Pottery	Friday, Saturday and Sunday	Yes
2	Catoctin Region	Bryan	Mattraw	Studio	Taylorstown Pottery	Saturday and Sunday Only	No
3	Catoctin Region	Kaarin	Nelson	Studio	Whimsy	Friday, Saturday and Sunday	No
4	Catoctin Region	Kristen	Swanson	Studio	White House Ceramics	Friday, Saturday and Sunday	Yes
5	Catoctin Region	Jeffery	Hall	Studio	Jeff Hall studio	Saturday and Sunday Only	Yes
	Catoctin Region	Elizabeth	Hall	Studio	Silverwood Farm and Studio	Saturday and Sunday Only	Yes
6	Catoctin Region	Carol	Clay-Ward	Studio	CLAYWARD STUDIO	Friday, Saturday and Sunday	No
7	Catoctin Region	Jill	Evans-Kavaldjian	Studio Host	Garden Corner Studios	Saturday and Sunday Only	No
	Catoctin Region	Maureen	Alvarez	Guest	Garden Corner Studios	Saturday and Sunday Only	No
8	Waterford/Leesburg	Katherine	Riedel	Studio	Katherine Riedel	Friday, Saturday and Sunday	No
9	Waterford/Leesburg	Kathie	Ratcliffe	Studio	Nine Patch Studio	Friday, Saturday and Sunday	No
10	Waterford/Leesburg	Lori	Goll	Studio	Lori Goll Art	Saturday and Sunday Only	No
11	Waterford/Leesburg	Teresa	Jardines	Studio Host	The Clay and Metal Loft	Friday, Saturday and Sunday	Yes
	Waterford/Leesburg	Amy	Manson	Studio Host	The Clay and Metal Loft	Friday, Saturday and Sunday	Yes
	Waterford/Leesburg	Aysem	Furtun	Guest	The Clay and Metal Loft (as a guest artist)	Friday, Saturday and Sunday	Yes
	Waterford/Leesburg	Ute	Gil	Guest	The Clay and Metal Loft (as a guest artist)	Friday, Saturday and Sunday	Yes
12	Waterford/Leesburg	Richard	Busch	Studio	Glenfiddich Farm Pottery	Saturday and Sunday Only	Yes
13	Loudoun Valley	Amy	Walton	Studio	Amy Ramsey Walton Fine Art	Friday, Saturday and Sunday	No
14	Loudoun Valley	Edwin	Cutshall	Studio Host	Hunt Country Jewelers	Friday, Saturday and Sunday	Yes
	Loudoun Valley	Penny	Hauffe	Guest	Hunt Country Jewelers	Friday, Saturday and Sunday	Yes
15	Loudoun Valley	Geoff	DeMark	Studio	Studio at 511	Friday, Saturday and Sunday	Yes
	Loudoun Valley	Lori	DeMark	Studio	Studio at 511	Friday, Saturday and Sunday	Yes
16	Loudoun Valley	Sabine	Arndt	Studio	The Art Barn Studios	Friday, Saturday and Sunday	Yes
	Loudoun Valley	Chip	Beck	Studio	The Art Barn Studios	Friday, Saturday and Sunday	Yes
	Loudoun Valley	Kathalynn (Kathy)	Beck	Studio	The Art Barn Studios	Friday, Saturday and Sunday	Yes
	Loudoun Valley	Barbara	Wilson	Studio	The Art Barn Studios	Friday, Saturday and Sunday	Yes
17	Loudoun Valley	Brian	Kirk	Studio	Brian Kirk Studios	Friday, Saturday and Sunday	No
18	Loudoun Valley	Marilyn	Harrington	Guest	FPAC	Saturday and Sunday Only	No
	Loudoun Valley	Yousung	Largent	Guest	FPAC	Friday, Saturday and Sunday	No
	Loudoun Valley	Christine	Eddy	Guest	FPAC	Friday, Saturday and Sunday	No
	Loudoun Valley	Hope	Hanes	Guest	FPAC	Friday, Saturday and Sunday	No
19	Loudoun Valley	Jenny	McMahon	Studio	shuff	Friday, Saturday and Sunday	Yes
20	Snickers Gap	Terri	Parent	Studio	Round Hill Artist Lofts (Individual Studio but Same Stop # as RHAC)	Friday, Saturday and Sunday	Yes
	Snickers Gap	Christine	Dixon	Guest	RHAC	Friday, Saturday and Sunday	Yes
	Snickers Gap	Meredith	Hilt	Guest/Coordinator	RHAC	Friday, Saturday and Sunday	Yes
	Snickers Gap	Mary	Kenesson	Guest	RHAC	Friday, Saturday and Sunday	Yes
21	Snickers Gap	Jillian	Holland	Studio	Jillian's Workshop	Friday, Saturday and Sunday	No
22	Snickers Gap	Donald	Maloney	Studio	Artistic Wood Turning	Friday, Saturday and Sunday	No
23	Snickers Gap	David	Norton	Studio	Potterosa	Friday, Saturday and Sunday	Yes
24	Snickers Gap	Okcha	TeSelle	Studio	Te Selle Pottery	Friday, Saturday and Sunday	Yes
25	Snickers Gap	Amy	Oliver	Studio Host	Monkeytown Pottery	Friday, Saturday and Sunday	No
	Snickers Gap	Karen	Oliver	Guest	Monkeytown Pottery	Friday, Saturday and Sunday	No
26	Snickers Gap	Patricia	Stephenson	Studio	Moon on the Mountain Farm and Fiber Arts	Friday, Saturday and Sunday	Yes
27	Snickers Gap	Judith	Thompson	Studio	Schiphill Studio	Friday, Saturday and Sunday	No

Passports

Purpose of the Passport:

- To capture visitor comments and important demographic information about Studio Tour visitors. **** Collection of this information is crucial in attracting funding for future tours. ****
- To amplify the Studio Tour and artists' mailing lists. After each Tour, all of the addresses are compiled into a mailing list and we send information to this list prior to the tour each year.

New For 2022:

- No more paper passports or bulky collection boxes! We're going digital!
- Everyone will receive a sign with a QR code; visitors will scan the code
- Visitors will answer a three-question survey that will take less than a minute
- Results will be compiled electronically after the tour

Studio Artists' Responsibilities:

- Actively encourage EVERY visitor to scan the QR Code passport at every stop.
- Remind visitors that completing a Passport is the only way to win a door prize.
- Many times people are reluctant to fill these out; however, we have found if you mention it helps us with grant money to produce the Tour they are more likely to do it. Please mention they do not have to enter an email if they are concerned about internet safety.

After the Tour:

- Please promptly return all materials to FPAC by the designated deadline. You will receive an email indicating the dates and times to return the supplies.
- The Planning Committee will conduct the drawing, contact winners, and mail the door prizes.

Evaluations

The Planning Committee is already looking ahead to next year's Studio Tour.

We ask four things from you that will help improve and contribute to the success of future Studio Tours:

1. **Encourage visitors to scan the QR code for the Passport** — we use them to capture important demographic information about our visitors. By using an electronic version of the passport our goal is to more quickly and accurately compile the needed information.

2. **Report the amount of your total sales** — it represents another measure of the tour's success. (Your total sales will be entirely **confidential**; we only use aggregate and average sales figures for the Tour as a whole.)

3. **Complete the Artist Evaluation Form** at the close of the Studio Tour.

- These will be sent to you in email with a link to the survey.
- The information you submit is **confidential** and is **vital** for future grant applications.
- Information from artists' evaluations, Planning Committee observations, and visitor comments on door prize forms will be compiled in a comprehensive Lessons Learned event report detailing this year's Tour accomplishments and areas needing improvement.
- The information will be used to improve the Studio Tour in future years and in writing grant applications for future funding.
- Failure to complete your Artist Evaluation Form will affect your future eligibility to participate in the Tour.
- **Please provide constructive feedback** on the Evaluation Form.

4. Consider **volunteering** for the Planning Committee or nominating someone to serve on the Planning Committee for WLAST. The Studio Tour has been organized by the volunteer planning committee for 15 years! Let's keep a good thing going!

Thank you for participating in the

15th Annual Western Loudoun Art and Studio Tour!