

MOSCOW ARTS COMMISSION



Third Street Gallery

Third Street Gallery

3rd Thursday of the Month
February 18, 2021
10:30am
Zoom

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Commission Members

Aaron Johnson (chair)
Diane Walker
David Wilson

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Staff

Megan Cherry
Arts Program Manager
Britnee Christen
Administrative Specialist

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TSG Exhibitions

- Dear Moscow
12/17 - 3/5
Open Call
- Silver & Gold
4/15 - 7/2
Open Call to Defined Group
- Ctrl+P
7/15 - 10/8
Open Call/Juried
- Sculpted Spaces
10/21 - 1/7
Open Call/Juried

Palouse Plein Air

- Painting Period 9/9 - 9/16
- Reception 9/17
- Exhibition 9/17 - 10/3

- Silver & Gold Registration Adjustments
- Arts Representation Guidelines (see draft attached)
- Palouse Plein Air
 - Registration/Event Timeline
 - Juror & Event Location/Timing
 - Exhibition Location
- Gallery Lighting
- Upcoming Meetings and Events
 - TSG Regular Meeting: March 18, 2021

Why are business and creative partnerships valuable?

Visual Art

Access to the visual arts is often associated with galleries and museums, but businesses of all kinds can benefit from incorporating art displays in their public spaces. Similarly, artists may find these opportunities beneficial, as they often provide connection with viewers they may not be reaching in other exhibitions or promotions. There is also a potential for financial benefit for both parties, so the value of hanging art in businesses goes beyond aesthetics and exposure to new audiences. Reaping the rewards of exhibiting art starts with establishing a good partnership between the business owner and the artist. To ensure good relations, use standard gallery practices as a point of reference for establishing expectations about exhibition needs. As with any arrangement between business partners, creating an agreement outlining expectations and responsibilities is the best way to avoid confusion or conflict.

Finding an Artist or Host Location

This process can be challenging, but there are tools that make the process easier. Many artists in the Palouse region have enrolled in the Artist Directory, which can be found here: [insert link]

The Moscow Chamber of Commerce is a wonderful resource for artists to use when looking for a business to host their artwork: [insert link]

The following questions may help with narrowing down the options:

Businesses

- Is there a particular material or subject matter that would enhance the aesthetic value of the business?
- Is there a type of art that would support the core mission or purpose of the business?
- Can I easily support art sales if that is important to the artist?
- Is there a particular artist demographic I'd like to represent?

Artists

- What clientele do I already have, and what's the demographic I want to reach?
- What businesses have this clientele? Are they interested in showing art?
- What businesses are exciting aesthetically, and of these, which offer a reasonable level of security for my work?
- Are art sales important, and if so, what businesses have the capacity to support sales?

Sales Handling & Commission Rates

Art sales are an economic opportunity for the artist and business alike. Whether artwork is exhibited in an art gallery, restaurant, coffee shop, or other business, it is standard practice for the business owner to earn a commission on any sales. Businesses operating as dedicated art galleries typically charge a 50% commission on art sales, but they also facilitate installation, insurance, promotion, reception offerings, and staffing during regular business hours. Businesses that offer a smaller range of services to the exhibiting artists typically earn between 20 – 35% for commission on artwork sales. For example, a restaurant or coffee shop may agree to exhibit works and handle artwork sales, but the artist will install their own pieces and promote the exhibition. In this instance, the partners may agree to a commission on the lower end of the range in recognition of the shared effort. One of the key elements to consider when establishing an agreement about sales commission is determining who will handle sales.

Business Handles Sales

This method is typically best from the customer's perspective, and facilitates the completion of more sales. Additionally, if the business facilitates sales tax compliance, the artist does not need to have a state resale number or a temporary seller's permit. Another added benefit to this approach is that sales can be conducted during regular hours of operation, and is no different for the buyer than purchasing any of the other products offered by the business.

Artist Handles Sales

Some businesses do not typically handle retail transactions using a traditional point-of-sale mechanism. For these types of businesses, it may be simpler for the buyer and artist to conduct the transaction privately. Successful use of this method requires clear and prompt communication between all parties, and in these cases, representatives of the business usually do facilitate communications between artist and buyer. While it may seem an effective way to circumnavigate discussions about sales commission, this type of sales facilitation tends to be inelegant and often results in the loss of a sale. When a buyer has to navigate circuitous communication processes, they are significantly less likely to complete the transaction. Finally, using this method to complete art sales requires the artist to manage sales tax compliance.

Promotion

Successful promotion of an exhibition depends on a variety of factors. If, for example, the business is participating in an event such as Artwalk, registration includes business and artist listings in promotional materials. Social media posts generated by the promoter are great for the artist and business host to share, but in this model, business and artist participants are not solely responsible for promoting the exhibition.

When a gallery or other business works with an artist to present an exhibition independent of a larger community event, the partners should agree upon roles and responsibilities for creating effective promotions. For full-time, professional galleries, this is typically handled by the business owner, and is part of the reason that such galleries earn a higher commission rate. In the case of art

shows in other venues, however, artists often participate in the creation of postcards and social media content. To avoid crossed wires or ill-timed promotions, it's best to establish expectations and share promotional content as far in advance of installation as possible. Artists should be ready to provide the following materials to support a full slate of promotions:

- Artist Biography & Headshot
- Artist Resume
- Artist Statement
- High-quality photographs of featured artworks
- Website and social media links

Installation & Insurance

Commercial and non-profit galleries often handle the curating and hanging of an exhibition without the artist's help. When artists show their work in other types of businesses, however, they may be asked to install their own exhibition. As with insurance and sales handling, the best way to avoid confusion is to establish clear expectations for the roles and responsibilities. For example, the business owner may prefer that the artist install the exhibition during non-peak hours for regular business. Also, the artist may be able to provide estimates for the amount of time needed to install the artwork. Finally, finishing details such as artwork labels tend to become lost in the shuffle if expectations are not laid out in advance. Galleries typically create artwork labels using artist-provided content, but businesses of other types may ask artists to provide these. In either case, artwork labels are one of the finishing touches, and last-minute scrambles to complete them are stressful for everyone. The artist provides the following information for each artwork:

- Artwork Title
- Media
- Date Created
- Sales price or NFS
- Insurance price (this information is not listed on the artwork label)

What happens if artwork is damaged during or after the installation? Despite everyone's best intentions, sometimes artworks are damaged over the course of an exhibition. Full-time, professional galleries carry insurance on the works they display, but costs associated with this coverage may be out of reach for businesses whose primary focus is not on art sales and exhibitions. Many artists carry insurance on their work during transport or exhibition, but similarly, this coverage may be out of reach financially. Whatever the situation may be, the best practice is for the business partners to discuss what coverage exists and what would happen if an artwork is damaged. Navigating that type of communication during or after a mishap is a recipe for creating ill will.

Reception & Gallery Hours

With the artwork on display and labels on the walls, the show is ready to open! Galleries often host an artist reception to give the public a chance to see the new exhibition and to meet the person or people who made the work. Parameters for hosting are unique to each business, but it is helpful for the business owner and artist to discuss responsibilities before the party starts. Some questions and considerations to lead the discussion:

The mission of the Moscow Arts Commission is to enrich the community by celebrating and cultivating the expression of all art forms and culture.

- **Will there be food and beverages? Who will pay for refreshments, and who will set up trays, replenish supplies, and clean up after the event?**

Businesses whose central purpose is food service may be able to incorporate refreshments into a reception relatively easily. For others, hosting receptions with food and beverage offerings may feel like a financial or logistical burden. There really is no standard requirement for providing food during an artist reception, so the goal is to do what fits the business model and what will focus visitor attention on the featured artists.

- **Who will be at the gallery during the reception?**

During an event like Artwalk, there are many locations to visit, so if business owners would prefer that their exhibiting artists to remain at their own show throughout the reception, it is good to set that expectation prior to the beginning of the party.

- **Who is responsible for engaging guests?**

Businesses operating as dedicated art galleries tend toward a more active role in artist representation. Gallerists in these settings engage reception visitors and convey information about the artwork or artist. Owners of businesses that are less artist-focused still benefit from engaging reception visitors, but may be more likely to refer questions to the artist. There's no one right way to divide social responsibilities during a reception, but as with all other areas of the exhibition, establishing expectations in advance is the best bet for success.