

Artist-Alley.com

Art and Community Walking Hand in Hand

108 E Ft. King Street

Ocala, FL 34471

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Artist-Alley.com is a boutique gallery located in the heart of downtown Ocala just one block south of the main square on busy Ft. King Street. The gallery is less than ½ block from the new Citizens Circle and the new Linear Park. Ft. King Street has just undergone a major renovation with new sidewalks, brick crosswalks and decorative street lighting. The area in front of the gallery is a much sought after location for the always popular First Friday Art-walk.

How it Works

Artist-Alley.com is a retail gallery owned and operated by Linda Harlow and shared with other artists.

Eligibility

If you are a fine artist or fine crafts person and want to be active in the local art community, then you should apply for acceptance. I ask that you be the sole originator of your work, that the work be recent and made by your hands. Partnerships and collaborations will be considered under certain situations.

Acceptance

Prospective artists will need to fill out and return a completed application along with 4 photographs of their work. Artwork cannot be left at the gallery. Applications without photographs will not be considered. If you have special displays, please include photographs of those as well.

The Jury Committee will then notify you of the next jury date and time. Bring in only original work for consideration. Three to six pieces of your work will do.

It is the policy of the Gallery to refrain from explanations as to its decision concerning the non-acceptance of applicants. No critiques of unaccepted work will be given. Artists are chosen not only on the strength of their work but also depending on available vacancies at the time of application (the need for that style, media, or type of work.) If you are not accepted, we may simply have too many painters or photographers at that time.

All applicants will be notified by mail following the jury process, and accepted artists will be taken through the steps of having their work introduced into the gallery.

Participation

Two dimensional wall hanging art - \$100 per month for a space equal to 8' lineal feet, floor to ceiling.
Free standing art and art on a pedestal - \$100 per month for 5 spaces, with approximately 2' x 2' footprint either standing on the floor or on a pedestal. Pedestals and stands provided by artist.
Jewelry - \$100 per month for one display cabinet. All fees subject to State of Florida sales tax currently 6%, so total will be \$106.

A 20% commission will be charged on all sales.

A 5% commission will be paid to the artist in charge of sales when a sale is made. Sales made at special events (Art Walk, Openings) when all artist are present will result in the standard commission of 20%. Each artist, if possible, will handle sales of their own art at these events. If a sale is generated as a result of artwork being exhibited in the gallery, but sold outside the gallery, the standard 20% commission will also apply. When any artist acquires a new customer, solely from the efforts of the gallery, ie: advertising, art walk or just a walk-in, the galley is due the standard 20% commission even on custom items. The gallery can not serve as a catalyst for sales to be made outside the gallery. For this aspect of sales we can only rely on the honor system from our member artist.

Commitment

All artists are requested to be in the gallery two days a month to serve as *The Host For The Day*. Days will be on a rotating bases.

Artist-Alley.com will be open Tuesday - Saturday, 11-5 and open from time to time for special scheduled events.

The gallery receives much of its income from the rental fees for artist's space. The rates are as low as we can possibly make them (the small commission the gallery gets is also necessary to cover associated cost of advertising and the day to day operation of the the gallery). Rent allows Artist-Alley.com to keep our quality level high (only serious artists here) and allows us to charge only a small commission. This keeps the prices of the artwork reasonable and at a desirable price point.

A six month commitment will be requested once you have been accepted into the gallery.

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Marketing - the key to our success and the most important aspect of this endeavor.

All marketing will be designed to direct prospective clients to visit the gallery and/or the website. An Artist-Alley.com site for the gallery has been created with individual galleries for each participating artist. Each artist will be in charge of uploading and managing photographs of their art, along with descriptions and pricing.

Professional photographs will be taken free of charge at the gallery once every two months for inclusion on the web site.

Marketing Program

- Monthly ad in local magazine or magazines.
- Email to art groups and our client list on a regular bases. These email blasts will help keep the gallery name in front of the public.
- Announcements will be sent to Ocala Style, Ocala Magazine, Good Life Magazine, Star Banner, The Villages Daily Sun.
- On going listing in the Go Section of the Star Banner
- Gallery Open sandwich sign
- Car Signs (Still thinking on this one) But they are like having a free Billboard.

(3)

Spotlight on Art program

This program is part of the ongoing promotional program for gallery. This is a unique opportunity for local established artists as well as emerging artists to showcase their art in a professional setting. Openings for these events will be held in conjunction with the First Friday Art-walks.

The Featured Artist is selected by invitation only. A non-refundable exhibition fee of \$150 is required upon acceptance. A 20% commission will apply. Each exhibit will be for one month.

Publicity:

A press release provided by the featured artist will be sent to local Marion County magazines and newspapers and emailed to both our client list and the guest artist's client list.

One final thought, is the pricing of our artwork. I feel that we should be priced at a reasonable level and maybe should fall somewhere between a low of \$150 and a high of \$2,000. I not sure but I think most of our work will fall in that range. Exceptions will always be welcome, but we need to fix in our minds that we will be offering fine art at reasonable prices. I am open to all your suggestions on this issue.