

WELCOME!!!

**SANTA FE STUDIO TOUR
PRE-REGISTRATION MEETING**

May 5, 2022



Agenda - Why are we here?

- Welcome & Introductions
- Overview of the Santa Fe Studio Arts Collective (SFSAC)
- Santa Fe Studio Tour
 - Objectives & benefits
 - What's new this year
 - Registration Process
 - How to prepare for a successful Tour
 - Introduction to Committee Leads
 - Advertising and Social Media Goals

SFSAC Board Members



Barbara Weber Yoffee
President



Dianne Stewart
Vice President



Debra Self
Vice President



Becca Haffenden
Secretary



Marilyn McEvoy
Treasurer



Roxanne Rossi
Member at Large



Krista Elrick
Member at Large



Santa Fe Studio Arts Collective

- 501(c)(3) Charitable Organization
- Incorporated in May 2017
- Provide stability for SFST



Santa Fe Studio Arts Collective

VISION:

SFSAC is a community of studio artists dedicated to the creation of fine art as an important and indispensable part of the life and the economy in Santa Fe.



Santa Fe Studio Arts Collective

- Santa Fe Studio Arts Collective membership
- Santa Fe Studio Tour
- Erica Elliot Art Fund



Santa Fe Studio Arts Collective – Member Artist Benefits

The Santa Fe Studio Arts Collective (SFSAC) is excited to announce that we are expanding our opportunities for artists and art lovers by becoming a membership organization!

Our goal is to create a year-round sense of community and expanded visibility for member artists through an artist listing, more advertising/social media posts, and events like pop-up shows. In addition, eligible artist members will get a Tour discount.

To become a member go to: <https://sfestudioart.com>

Benefits of an artist membership

- Sense of Community!!
- Artist listing on the new SFSAC website
- Discount of \$25 on the Tour fee.
- Increased social media and other advertising on a year-round basis beyond the Tour marketing
- Opportunity for artists to participate in one or more pop-up shows for a fee.
- Monthly member newsletter, including resources
- Casual member mixers



Santa Fe Studio Arts Collective

QUESTIONS?



Santa Fe Studio Tour

- Overview & Objectives
 - Help artists to promote and share their art as a valuable asset to Santa Fe culture by letting the public go behind the studio walls and experience their creative environment.
 - The Tour gives artists a dedicated avenue to show and sell their art *in person* during the Tour and to build a patron base for future sales.



Santa Fe Studio Tour – Artist Benefits

- Preview Gallery Opening – meet possible customers!
- Art featured in preview gallery, October 7-9
- Targeted Tour advertising
 - Print & online ads
 - Online calendars
 - Social Media
 - Outreach activities
- SFST App to inform visitors
- Signs to advertise studio location
- Opportunity to build your customer base and sell, sell, sell



Santa Fe Studio Tour – What’s New

Tour Dates and Times

Preview Gallery – Santa Fe Woman’s Club	Open Studios
Opening Reception: 5pm-8pm, 7 OCT	Open Studio Weekends: 8 & 9, 15 & 16 OCT
Weekend Hours: 10am-5pm, 8 & 9 OCT	Open Studio Hours: 10 am – 5 pm

Registration Dates and Fees

SFSAC Member registration	15 MAY – 15 JUN	\$275
Non-member registration	15 MAY – 15 JUN	\$300



Santa Fe Studio Tour

QUESTIONS
SO FAR???



Santa Fe Studio Tour

SFST app
live demo

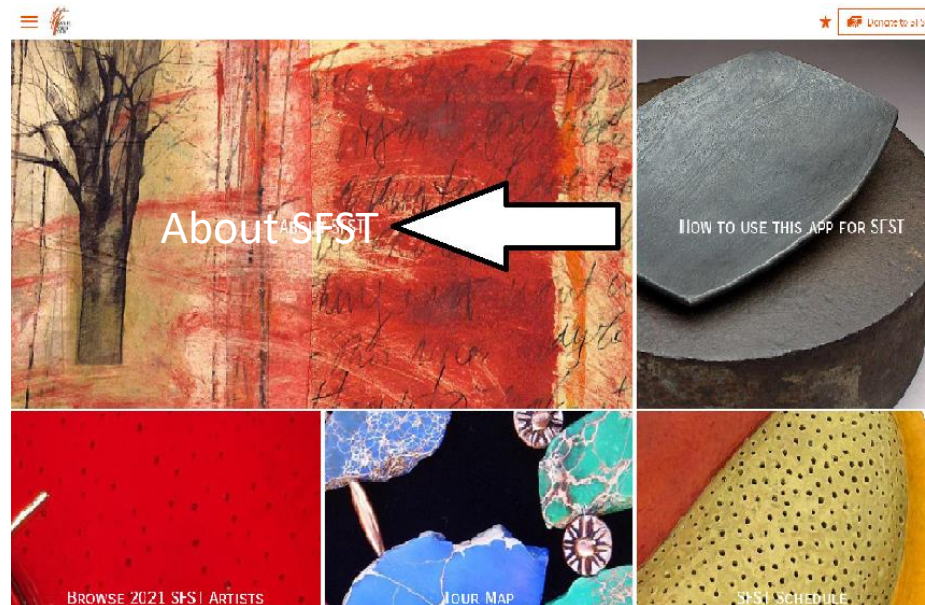


SFST – Registration Process


- What you need to register
 - FIRST – read the Guidelines & Requirements!!
 - Must be a Santa Fe County resident
 - SFST studio within 12 miles of Palace of the Governor’s
 - ARTIST website
 - Studio Address
 - CRS # (apply here: <https://tap.state.nm.us/tap/#1>)
 - Email address
 - Choose as many categories and mediums of art as you need
 - AND upload images which represent each category/medium you selected








SFST – Registration Process

- Online Registration and payment
- Use a COMPUTER, not your phone or tablet to register online
- Go to this link: www.santafestudiotour.org



SFST – Registration Process

Visitor Resources First - Click Here  Artist Resources

 <p>SANTA FE STUDIO TOUR</p> <p>ABOUT THE SANTA FE STUDIO TOUR - ARTISTS</p> <p>Visit local artists engaged in creating fine art in Santa Fe County as they open their studios annually for the Santa Fe...</p> <p style="text-align: center;">Third - Click Here </p>	 <p>ARTIST DATES AND REMINDERS</p> <p>SFST Artists: There are many things you will need to do leading up to and after the Tour. The 2022 timeline is being...</p>	 <p style="text-align: center;">Second - Click Here </p> <p>ARTIST GUIDELINES AND REQUIREMENTS - SANTA FE STUDIO TOUR</p> <p>Guidelines and Requirements for artist participation in the Santa Fe Studio Tour, plus what you will need to register....</p>
 <p>ARTIST REGISTRATION -</p>	 <p>NEWSLETTER</p>	



SFST – Registration Process

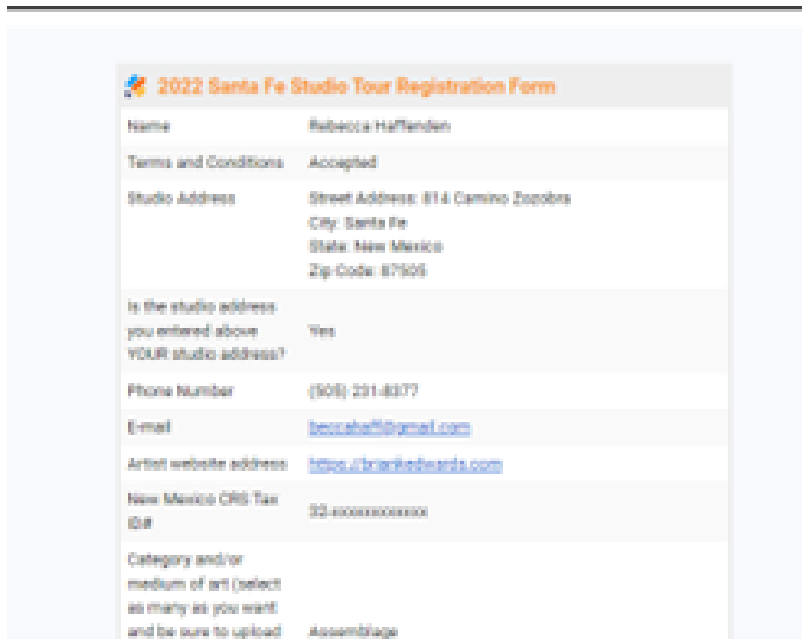
To register:

- read the **guidelines and requirements**,
- gather the **required information**,
- follow the **guidelines and tips for photographing and submitting your images**,
- complete the **online form** (using a computer, NOT a smartphone or tablet), and
- submit your payment.

Your registration is considered complete when you have met the requirements and we receive your payment.

SFST – Registration Process

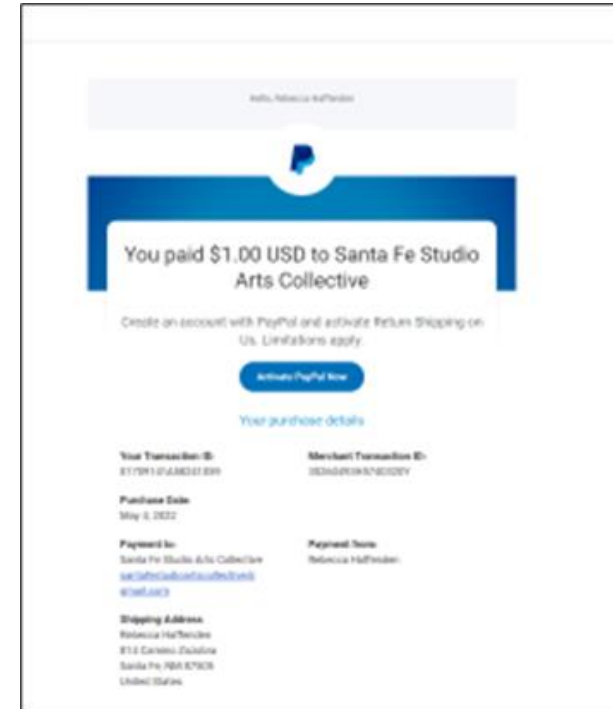
Successful registration submission:



2022 Santa Fe Studio Tour Registration Form

Name	Rebecca Halfenden
Terms and Conditions	Accepted
Studio Address	Street Address: 814 Camino Zapobas City: Santa Fe State: New Mexico Zip Code: 87508
Is the studio address you entered above YOUR studio address?	Yes
Phone Number	(505) 231-8377
E-mail	rebecca@rebeccahalfenden.com
Artist website address	http://www.rebeccahalfenden.com
New Mexico CRS Tax ID#	22-xxxxxxx
Category and/or medium of art (select as many as you want, and be sure to upload)	Assemblage

Email with registration form information



Email with PayPal Receipt



SFST – Registration Process

QUESTIONS?



SFST – Tips for a successful tour!

STAY INFORMED!

- Monitor emails & track deadlines (refer to Artist Resources tab)

INFORM YOUR 'PEEPS'!

- Build your contact list (friends, family, neighbors)
- Prepare self-promotional materials
 - use the SFST logo
 - postcards to mail and/or hand deliver, emails, social media postings
- Update your website!!!
- Stay active promoting your art and the Tour on Social Media

PRICE YOUR WORK

- Do your homework!
 - visit similar artists in the Eldorado Studio Tour, etc.



SFST – Tips for a successful tour!

PREPARE YOUR IMAGES

- Select compelling, representative work
- Photograph or have it professionally photographed
- If in doubt, see presentation on photographing your work link on the App
- Submit images in correct format as directed (hire help if you can't do it)
 - File naming convention (**FirstnameLastnameTitleMediumSize**)
 - File size
 - 72 dpi, 4MB max, between 750x443 and 3264x3264 pixels



SFST – Tips for a successful tour!

SIGNS

- Placement
- How many do you need?

BUSINESS CARDS

- Available & displayed

PREPARE YOUR STUDIO

- Lighting
- Tidy up
- Safety
- Music, flowers
- Refreshments
- Guest sign in book
- Restroom?
- Label and price your work



SFST – Tips for a successful tour!

PREPARE FOR SALES

- Invoice/receipt book
- Consider payment forms
 - Cash, check, credit card
 - Do you need a Square?
- Gross Receipts Tax
 - Get your CRS#
- Packaging materials
- Red dot stickers
- How will you handle shipping?

POP QUIZ!!!

Which is the correct file naming convention?

a) IMG-6303

a) What's wrong with this?

a) EVERYTHING!

b) FryCindyFabulousTitleOil12x12

a) What's wrong with this?

b) First name should be first....no indication of inches

c) FabulousTitle.CindyFry Oil12"x12"

a) What's wrong with this?

b) Name should be first, then title, don't use " ", or periods, or spaces

d) CindyFryFabulousTitleOil12inchesx12inches



SFST – Donations

DONATIONS

- Donations defray tour Costs, keeping tour Registration fees low
- Everybody knows Somebody (who can become a SFST Donor)
 - Family/Friends/Art Lovers
 - Businesses benefiting from the arts/tourism
- It's easy – We'll give you all you need to contact your potential donors, including a link to pay online info@santafestudiotour.com
- If you have ideas for potential donors but don't want to make the "Ask", contact Dianne Stewart (dianne.stewart@gmail.com)



SFST – Tips for a successful tour

QUESTIONS?



SFST – Volunteering

We Need Committee Leads!!

- Advertising - **OPEN**
- Donations - **OPEN**
- Special events - **OPEN**
- Registration - **OPEN**
- Photo Processing – Marcie Williams
- Signs – Ron Pokrasso
- Social Media – Barbara McCulloch
- Preview Gallery – Kris Glenn
- SFST App – Cindy Fry

Learn more about each committee at sfestudioart.com



SFST – Volunteering

PLEASE CONSIDER....

- What are your unique skills?
- What would you like to learn?
- Do you want to build your Artist Network?
- How can you help?



SFST – Advertising & Social Media Goals

- Print and Digital Advertising
 - Print and digital ads
 - Brochures that complement the App
 - Online calendars
 - Radio and TV spots
 - Albuquerque ads targeting Balloon Fiesta visitors
- Social Media blitz: Facebook, Instagram, Twitter
- Artists need to harness the power of Social Media (website, FB, Instagram, Twitter)



SFST – Advertising & Social Media Goals

YOU!!!!



In Closing...

- SFSAC
 - Membership, SFST, EEAF
- Santa Fe Studio Tour
 - Benefits
 - What's new this year
 - Registration Process
 - How to prepare for a successful Tour
 - Volunteering
 - Advertising and Social Media Goals



SFST - Volunteering

QUESTIONS?



Studio Sharing

- Those with an eligible studio who want to share with another artist
- Those who need to share a studio
- Those who would want to rent a space



Contact

If you have questions about participating in the Tour, write to:

info@santafestudiotour.com