

2017 Studio Tour Checklist for Tour Artists

- Be sure to add Committee@PrescottStudioTour.com and Info@PrescottStudioTour.com to your email address book so you don't miss any information about the Tour and Tour events.
- Mark your calendar with **Important Tour Dates**. A list is available on the Tour website under **More / Materials for Tour Artists**.
- Participate in the **Studio Tour Exhibit at Mountain Artists Guild** (*details will be emailed to you in August*).
 - Intake – September 14 – 9 a.m. to Noon.
 - Exhibit – September 15 through October 12.
 - Pick up Unsold Work – October 19 – 9 a.m. to Noon.
- Attend and bring refreshments to the **Fourth Friday Reception** for the Studio Tour Exhibit at Mountain Artists Guild (*details will be mailed to you in September*).
 - Friday, September 22 from 5 to 7 p.m.
- Attend the **Studio Tour Preview Exhibit & Reception** at Mountain Artists Guild for the public and invited dignitaries (*details will be emailed to you in September*).
 - Wednesday, October 4 from 5 to 7 p.m.
- Read the **Tour Tips** document, available on the Tour website under **More / Materials for Tour Artists**.
- Participate in the **Raffle**. Artists are encouraged to select a work to raffle. Visitors love the opportunity to win a unique piece of art. Raffle proceeds fund:
 - Children's art programs provided by Mountain Artists Guild and 'Tis Gallery and Art Center.
 - Next year's Tour.
- Attend the **Post Tour Potluck Party**, Saturday, October 14
 - Share Tour experiences
 - Turn in Tour Survey and Raffle money
- Review the **Tour website** – www.PrescottStudioTour.com – to learn more about the Tour, its artists and art centers, and the people and businesses who are Art Supporters.
- **Promote the Tour** by:
 - Alerting friends and family to your participation in the Tour.
 - Sending emails or postcards to your personal lists.
 - Mentioning the Tour on your Facebook page, in your blog, and on your website.
 - Using the wording under **About** on the Tour website in your marketing efforts.
 - Using the Tour logo in your marketing efforts on your website, Facebook page and blog. Tour logos in various sizes will be emailed to you and available on the Tour website under **More / Materials for Tour Artists**.
- Use the **Tour Facebook** page – www.Facebook.com/PrescottAreaArtistStudioTour
 - Like the Tour Facebook page.
 - Post images of your artwork or you at work on the Tour Facebook page.
 - Post images of visitors to your studio and/or the demonstrations you give during the Tour.
- Be prepared to carry out your **artist's responsibilities**; what you volunteered to do on your application.
 - You will receive an email with all the information you need.
- Pick up and review **Tour Materials** – available August 25 (*details will be emailed to you*):
 - Brochures
 - Poster
 - Raffle Tickets (*Host's only*)
 - Directional Signs (*Host's only*)
- Review the approaches to your studio to determine how many and where to put Tour **directional signs** (*Host's only*).
- Collect the appropriate **sales tax** (*transaction privilege tax*). Refer to www.AZTaxes.gov for information.
- If you are in a studio within the City of Prescott, you are now required to have a **Prescott business license**. If you have not already applied, go to the City's website at: www.prescott-az.gov/business/license/ to do so.
- Have the appropriate **liability insurance**. Each Tour Studio owner is responsible for having the necessary liability insurance to cover possible injury to participants or visitors.