



**APPLICATION**  
**FOR PROSPECTIVE**  
**ASSOCIATE**

139 E 4<sup>th</sup> Avenue  
Mount Dora, FL 32757

[www.artisansofmtdora.com](http://www.artisansofmtdora.com)

[art@artisansofmtdora.com](mailto:art@artisansofmtdora.com)

(352) 406-1000

# INFORMATION FOR PROSPECTIVE ASSOCIATE

**Thank you** for your interest in becoming an Associate at Artisans, Mount Dora's premier co-op art gallery. We feature fine art and handcrafted items by Florida's talented artists.

The success of Artisans depends on its Associates and Consignors. We are always looking for new, creative artists and the fresh ideas they can bring to Artisans. Below are some questions that prospective Associates usually have, and the answers. We hope this will be helpful to you. If you have any additional questions, please contact [Maria Hormaza, Jury Chair, at mhormazap@gmail.com](mailto:Maria.Hormaza@artisansofmtdora.com) or (407) 453-2565 or [Laura Howell at lhowellphotos@yahoo.com](mailto:Laura.Howell@artisansofmtdora.com) or (571) 243-5711. The application process is explained below. Currently, we are not accepting applications for Consignors. New approved applicants may be wait-listed due to the popularity of Artisans and our limited space.

## Questions and Answers:

### 1. Artisans is a co-op art gallery. What does that mean?

- a. This co-op is governed by a Board of Directors which makes the decisions related to the business of the gallery. Associate members have input into the operation of the gallery, and each has an assigned role to play in its operation. Consignors have no input. The idea is to treat the gallery as if it is your own business without having to do all the work. You may refer to the *Bylaws, Governance Policies and Guidelines* on our website at [www.artisansofmtdora.com](http://www.artisansofmtdora.com).

### 2. Why would it be beneficial for me as an artist to become an Associate at Artisans?

- a. First – location, location, location! Artisans is in the busy downtown arts and entertainment district of Mount Dora, FL. With its many art galleries and studios, Mount Dora is known as the town to visit to purchase art and unique gifts. The city is close to Orlando, Winter Park, Leesburg, Ocala, and many other Central Florida cities. In addition, Mount Dora attracts visitors from all over the United States and the world. Mount Dora, FL is "Someplace Special" and has been ranked on two national lists: Smithsonian Magazine's "Top 20 Small Towns to Visit" list, and in the "Top 50 of Best Small Downtowns in America" by bestchoicereviews.org. It's no wonder since Mount Dora boasts 10 major festivals annually.
- b. Artisans was voted the "Best Place to Buy Art" in 2021 and 2022 by the "Mt. Dora Buzz" readership.
- c. It is a beautiful store that offers you the space to offer your artwork for sale without your having to be physically present each day to sell it.
- d. Artisans has been in Mt. Dora since 2009, so is well-established in the community.
- e. Artisans has a well-visited website as well as a monthly e-newsletter that goes out to over 1,700 people. Artisans also is featured on all social media.
- f. You would get exposure and recognition through the following events: Mt. Dora Art Festival, Mount Dora Craft Festival, Mount Dora Spring Festival, Bra-Vo charitable event and many other city-sponsored and Merchants Association events.
- g. Networking with many talented artists.
- h. As a member, you will get 10% off all purchases at Artisans.

3. What are the criteria that must be met to be juried-in as an Associate at Artisans?
- a. **Associates must be available to work in the shop during scheduled shifts each and every month.**
  - b. All members must be available monthly to restock items that have been sold.
  - c. Member's work cannot be for sale at any other retail establishment in downtown Mount Dora, Florida. Artists may participate in the Art Festivals
  - d. Artwork/craft must meet the ***Workmanship Standards*** on the Artisans' website at [www.artisansofmtdora.com](http://www.artisansofmtdora.com).
  - e. Members shall contract and participate as an Artist, as defined in Section 1 of the *Governance Policies*, and not as a partnership, Limited Liability Corporation, corporation, or other business associate. Should an Artist have ownership interest in a business association, as a courtesy, Artisans' commission checks can be issued in the name of one artist DBA the name of the business entity.
  - f. Artwork will be displayed in space designated by the Board of Directors.
  - g. The artist must be able to effectively work in the shop alone, after trained.
  - h. Associates must have basic computer knowledge and skills and feel comfortable using a computer. A computerized point-of-sale system is used in the store. E-mail is used extensively to communicate among Associates, so an email address is required.
  - i. If you have a problem with any of these, please notify Maria Hormaza.

4. What is the jury process to become an Associate? When will I know if I've been accepted?
- a. **First: Email at least 8 .jpg images** to Maria Hormaza at [mhormazap@gmail.com](mailto:mhormazap@gmail.com) and Laura Howell at [lhowellphotos@yahoo.com](mailto:lhowellphotos@yahoo.com). These photos should represent a sample of the artwork you wish to have considered along with the prices you would sell them for. If you want your artwork to be approved in several mediums, (i.e. photos printed, cards, mugs, magnets etc.) they must all be represented in the photos. Please be sure to list on the application the prices you would be selling these items for, if you are accepted.
  - b. **Second: Bring, or mail, to Artisans your completed application (attached) and the non-refundable \$50 application fee.** This fee must be paid by cash, check or money order only.
  - c. **Third: Wait** to hear from Maria or Laura. The Jury Committee will review the photographs and if they want to see your actual artwork, they will contact you.
  - d. **Fourth: If you are asked to bring in your artwork, bring in samples** of your work that represent all the mediums you wish to have considered by the Jury Committee. List these items on your application form. The Associate who is working that day will contact Maria Hormaza, to let her know there is artwork to be reviewed by the Jury Committee. Please feel free to email Maria at [mhormazap@gmail.com](mailto:mhormazap@gmail.com) and Laura at [lhowellphotos@yahoo.com](mailto:lhowellphotos@yahoo.com) to let them know you brought in artwork for the Jury Committee. The Jury Committee consists of several Associates who each work at Artisans. When they come to work, they will review your artwork and vote on it. This may take two weeks.

- e. **Fifth:** The Chair of the Jury Committee will contact you to do an interview and to let you know the Jury Committee's decision
- f. **Sixth:** If accepted, you will be expected to sign a 6-month contract for Artisans, a W-9 form, and all applicable fees must be paid. All forms are on the website at [www.artisansofmtdora.com](http://www.artisansofmtdora.com). There are many things that need to be done after you sign a contract and pay your fees. To allow time for these things to be done, the following applies:
  - 1) If you submit a signed contract and fees between the 1<sup>st</sup> and 15<sup>th</sup> of a month, you will most likely have a contract that starts the 1<sup>st</sup> of the next month.
  - 2) If you submit a signed contract and fees between the 16<sup>th</sup> and end of a month, you will most likely have a contract that starts on the 15<sup>th</sup> of the next month.
- g. **Seventh:** If not accepted, you will pick up your artwork.

5. What is the cost to be an Associate at Artisans?

- a. **\$275 non-refundable semi-annual fee** due at the beginning of each 6-month term, i.e. Feb. 1 and Aug. 1. **This fee will be pro-rated if you join in another month.** Contact the Treasurer, Gwen Hertz, at [gwenhertz@rocketmail.com](mailto:gwenhertz@rocketmail.com) to determine how much your rate will be. This fee can be paid by cash, money order or check ONLY.
- b. Associates shall commit to at least two consecutive six-month contract terms i.e. 12 months.
- c. Artisans will deduct a **30% commission on all sales**. Artists are paid monthly.

6. Do I need to provide my own display items such as jewelry cabinet, shelves, browse boxes?

- a. Artisans provides the following: display space, lighting, and wall space. All other display items are the responsibility of the individual artist. Artists who make jewelry must provide their own jewelry displays and boxes for customers.
- b. Hanging artwork must be hung with a hanger appropriate for the artwork. Framed pictures should have picture hanging wire mounted to the frame. Sawtooth hangers are not permitted. See "Workmanship Standards" and "Display Committee Guidelines" for information.
- c. Wall artists who have prints or matted originals are required to purchase an acrylic holder for prints. They can be purchased from: <https://cleardisplays.com/by-use/magazines/print-bin-small-8814/> or 8815 for a large bin.

7. How does Artisans advertise?

- a. We produce an e-newsletter that is distributed monthly through email marketing to thousands of people to tell them about our artists and Artisans events.
- b. We have a large social media presence on: Facebook, Instagram, Google, TripAdvisor, Pinterest, and others.
- c. We are a member of the Mount Dora Merchants Association and Chamber of Commerce and take part in their public relations activities.
- d. Since we are a non-profit organization, we offer charitable events such as Bra-Vo to raise money for breast cancer treatments.
- e. We have a website at [artisansofmtdora.com](http://artisansofmtdora.com) and we are on all social media.

- f. **Each artist must provide a “headshot” of themselves, a short bio, and at least 8 .jpg images of their work to the Webmaster, June Knowles, [jknow4445@aol.com](mailto:jknow4445@aol.com).** Artisans’ photographers will take pictures of artwork in the shop for advertising, except for wall art that is behind glass. The artist must provide photos of that artwork before it is framed. The photographs taken by Artisans’ photographers are the property of Artisan.
8. If I am approved as an Associate, how many hours a month would I need to work at the store?
- Each Associate must commit to work in the store 4 shifts per month i.e. 24 shifts during the 6-month term. A shift is 3 to 5 hours. The number of shifts required can be more than this depending upon the number of Associates on the roster and the shop requirements.
  - As of 5/1/22 the shifts are 10am – 1:30pm or 1:30pm – 5pm Mon. – Fri. 11am – 5pm on Sun. Sat. 10am – 2pm or 2pm – 6pm. You may sign up for two shifts in the same day.
  - If any Associate plans on being unable to work for 30 days or more, they must notify the Scheduling Coordinator at least 2 months in advance, if possible. The Scheduler will insure there are enough Associates to cover the absence. If there are not enough, the Board will be notified and will take appropriate action to staff the shop.
9. How many hours do I need to devote to other things like meetings, committee work and receptions?
- Business meetings are held approximately 4 times a year and your attendance is required. The meetings last 2–3 hours.
  - If you are elected to serve on the Board of Directors, there will be additional meetings to attend.
  - Special events are held from time-to-time. All Associates are expected to attend these events.
  - Events, such as Mt. Dora Art Festival, Mount Dora Craft Festival, and Bra-Vo require additional assistance in the store.
  - Occasionally, Artisans has art exhibits at outside locations, such as libraries, and you must participate in those exhibits by providing artwork.
  - All Associates are required to participate in a working committee to support shop operations. The time associated with these committees is **in addition to** scheduled shop work hours.
10. How do I get trained to work at the store? Will I be able to work with another Associate until I know the procedures? Are there written procedures for me to follow?
- Your first orientation training will be with the Treasurer. After that, you will be trained by an Associate and will be working with someone for the first 2 to 3 times you are working in the store. Generally, you will be working alone at the store after trained. There are written procedures for the point-of-sale system.

11. Will I have an opportunity to teach?

- a. Yes, Artisans offers classes in our classroom. Contact June Knowles at [jsknow4445@aol.com](mailto:jsknow4445@aol.com) if you want to teach.

# APPLICATION FOR PROSPECTIVE ASSOCIATE

PLEASE PRINT

Legal Name that is on your Social Security card \_\_\_\_\_

Name that you want us to call you \_\_\_\_\_

**3** Initials for First, Middle & Last Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Cell Phone \_\_\_\_\_ Home Phone \_\_\_\_\_

Email (REQUIRED) \_\_\_\_\_

Do you live close enough to Mt. Dora **year-round**, to be able to meet the work, committee and meeting requirements? \_\_\_\_\_

Please provide a brief description of your artwork/techniques:

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Do you have your work for sale anywhere else in downtown Mt. Dora? Where?

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What is your website address?

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Committee Work: Artisans is a true artists' co-op, where each member contributes to operate successfully. In what areas of operation do you consider your strengths or interests?

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Work in the Gallery: Each Associate is required to work 4 shifts per month (see above). You are expected to be at Artisans during normal business hours. The Schedule is prepared at 3-month intervals.

**Is there any reason you would not be able to work these days each month?**

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Hold Harmless: I give explicit permission for my artwork to be reviewed by the Jury Committee of Artisans. I hereby release and hold harmless Artisans, its officers, and associates from any and all manner of actions, damages or claims arising from the loss or damage to the below listed artwork while being held for the Jury Committee’s review. I further state that all art submitted is my original creation, that I am the sole legal owner of all rights, title, and interest in all artworks, and does not and will not infringe or violate the rights of any other party, including any copyright interests. I agree to indemnify, defend, and hold Artisans harmless from any losses, claims, damages, awards, penalties, or injuries incurred, including reasonable attorney’s fees, which arise from any claim by any third party of an alleged infringement of copyright or any other property right arising out of the display of my artwork. Artwork will remain with Artisans through the Jury process, and if I am accepted for membership, until I leave Artisans membership.

List artwork descriptions and price for physical items left for review by the Jury Committee:

Item Description – Medium	Retail Price*

\*Be sure to add 30% commission paid to Artisans.

Applicant’s Signature \_\_\_\_\_ Date \_\_\_\_\_

**PLEASE SUBMIT THE LAST 2 PAGES WITH YOUR ARTWORK. KEEP A COPY FOR YOUR RECORDS.**

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**(Office Use)**

Check # \_\_\_\_\_ Date Entered in QB \_\_\_\_\_