

30th Annual
Willamina Coastal Hills Art Tour
November 11 and 12, 2022

PROSPECTUS

1. HISTORY

The Willamina Coastal Hills Art Tour was created in 1991. It has been sponsored by the Willamina Business Group/EID (Economic Improvement District) of Willamina, but is now sponsored by the West Valley Community Campus (WVCC). The purpose of the Art Tour is to draw interest to the business district of Willamina as well as promote and encourage professional artisans in the Willamina, Grand Ronde, and Sheridan area.

2022 will mark our thirtieth year. The Willamina Coastal Hills Art Tour is believed to be the original art tour of Yamhill and Polk counties. The fine quality art and the outstanding Coastal Hills Quilt Show make this a special place to begin the holiday season. We look forward to the return of alumni fine artists from past years and to welcoming new area artists and professional crafters this year.

The WVCC will be the primary source of support for the event. We also depend on artist's participation fees to make production of the tour possible. Cris Darr and Charlyn Pranger will coordinate the tour, with assistance from the Art Tour Committee.

To achieve another successful Art Tour, please note the following requirements:

2. ENTRY GUIDELINES

The Art Tour is open to PROFESSIONAL and SEMI-PROFESSIONAL artisans in the Willamina, Grand Ronde, and Sheridan zip code areas. Applications from outside this area will be considered.

A. All artisans must have their own original work for sale. Some work may be shown for display purposes only, but the majority of work must be for sale. Items made from kits, work composed of commercial merchandise — such as ceramics and other products made from commercial molds — are not acceptable. The Tour is a celebration of local creativity and originality.

B. Garage sale/flea market items, bazaar items, baked food (other than professional businesses or wineries), and street vendors are not part of the sponsored Art Tour. The community is encouraged to hold their sales during this festive event, but will not be included in any Art Tour publicity. **THE DOWNTOWN BUSINESS AREA OF WILLAMINA AS WELL AS THE WVCC ARE TRADITIONALLY RESERVED FOR THE ANNUAL ART TOUR PARTICIPANTS.** The artisan locations will be reserved by the Art Tour Committee/Coordinator in advance.

3. ENTRY FEE

Individual Artisan (may include a couple if work reflects such).....	\$50.00
(Late Fee – application in by deadline but fee not included).....	\$65.00
Group of 3 to10 (e.g., guild).....	\$75.00
(Late fee).....	\$90.00

Make check payable to: West Valley Community Campus.

4. DEADLINE

The postmark deadline for applications is **August 31, 2022**, and your entry fee is due at that time. Any entries without entry fees will be charged a late fee and may not be included in publicity, posters, post cards, etc.

5. PHOTOS

We **require** that your entry be accompanied by at least two clear, color, **digital only** photos (**files, not prints**) of your completed work. We must have your photos as soon as possible. We prefer that you **not** take the photo with your flash on. Avoid distracting backgrounds if possible. **Good focus is always a must.** If you are having difficulty deciding how to take your photos, please call or email Cris Darr. We reserve the right to crop photos as necessary. Tag all photos with your name, address, and phone number. Email photos to Cris Darr (crisdarr06@gmail.com).

All Participants agree to:

- Attend a meeting in September or early October (the date will be announced to all participants) to collect flyers and postcards and receive tentative location placement. **ALL PARTICIPANTS MUST ATTEND THIS MEETING OR HAVE A REPRESENTATIVE AT THE MEETING TO COLLECT PAPERWORK.** This is your responsibility. This meeting will address your placement, pegboard stands (if needed), and any issues regarding set-up and arrangements for you and your host.
- Publicize the Art Tour. Each of you will be given postcards and flyers that we expect you to send out to places that would be interested in your work. Talk to people you see during the next few months and tell them about the Tour. More information regarding publicity will be given at our first meeting.
- Participants are to bring a sign for display at their Tour location that names the artisan and their art work. This will help sell your art work.
- For more than a decade, participants voted to donate a portion of their proceeds to a local charity. This has been very successful and our donations were deeply appreciated. We would like to continue this tradition and will discuss it with this year's participants. **PARTICIPATION IS STRICTLY VOLUNTARY.** This year's participants will decide which charity will receive the donations.
- Participants are responsible for the security of their work and cash box at all times. The WVCC, Art Tour Committee, and hosting businesses are not responsible for loss, damage, or theft from Thursday (set-up) through Saturday (take-down) at 5:00 p.m. Please monitor your work at all times.
- The Art Tour Committee has the right to make determination on any of the policies and rules set forth in this prospectus. Submitting this application constitutes an agreement to the conditions, rules and policies of the Willamina Coastal Hills Art Tour.

We hope that you will join us in creating a truly professional arts and crafts event. This is a great show of community spirit and an excellent opportunity for you to show and sell your work. According to tourism experts, tourists are looking for small town authenticity, and we have a lot of that.

Please complete the enclosed application form and return it along with your photographs and application fee by August 31, 2022. We look forward to hearing from you.

For questions regarding the above, please contact Cris Darr at (503)876-3843 (crisdarr06@gmail.com) or Charlyn Pranger (503)348-8428 (charlynpranger@gmail.com).

Please mail correspondence to:

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