



COCO Art Gallery Prospectus

The COCO Art Galleries (website://www.cocoartgallery.com), are owned and operated by the Art Council of Southwest Florida (ACSWF). There are 2 locations:

10801 Corkscrew Rd, Lee County, Estero, Florida 33928

1758 Tamiami Trail N. Collier County, Naples, Florida 34102

The COCO Art Galleries are open to all artists residing in Collier, Lee, Glades, Henry, or Charlotte counties who maintain a membership in one of the Art Council's affiliate organizations. While facilitating the sale of artwork by the artist members of ACSWF's organizations, the Gallery advances the Council's goal of encouraging creativity in the visual arts through experience in artistic design, art marketing, and curating. **ART GALLERY**

OPERATIONS

- **CURRENT MEMBERSHIP CARDS, OR VERIFICATION OF PAYMENT OF MEMBERSHIP, ARE REQUIRED AT RECEIVING**
- **COCO Art Galleries operate year-round.**
- **All sales are subject to Florida Sales Tax. The sales tax rate in Naples is (6%) and is collected on each sale. The sales tax rate in Lee County, where our Estero gallery is located, is 6 ½% on each sale. Credit card transaction fees of 3% of the sale amount before sales tax is deducted from the artist's net payment for all charge card sales. Price artwork accordingly.**
- **Sales dollars are distributed as follows:**

Naples Gallery - 70% to the artist; 15% to Coastland Center as rent; 5% to the affiliated artist's organization; and 10% to the Art Council.

Estero Gallery - 70% to the Artist; 15 % to the gallery as rent; 5 % to the affiliated artist's organization; and 10 % to the Art Council.

- **Participation at COCO Art Gallery is a privilege. Members who do not follow gallery procedures outlined in the prospectus may be asked to leave.**

Gallery Participation and Fees:

A gallery-specific artist agreement must be signed for each gallery in which the artist would like to participate.

All monthly payments are due prior to delivering work to the receiving party. Receiving fees may be paid via cash, check, or credit card through the online payment system.

Any artists not current with their receiving fees will have their artwork removed.

Membership Declaration Estero

- 1. Signature Artists** are those participating in the gallery 12 consecutive months.

From May through October, Signature artists will be required to work 2 days per month. During “Season” (November through April), Signature artists will be required to work one day per month.

- 2. Single Season Artists are those participating in the gallery for** fewer than twelve months per year. Any artist signing up as a Single Season participant must show in the gallery a minimum of six (6) months **in a full year from their start date.**

During the months of November through April, Single Season artists will be required to work two days per month in each gallery.

Monthly Dues Estero:

- 1. Signature Artists (\$54)** may be paid by check or cash on receiving day OR online by at least 48 hours prior to receiving (Saturday morning at 10 am prior to a Monday morning receiving). Of course, multiple months’ advance payments are also allowed.
- 2. Single Season Artists (\$64)** may be paid by check or cash on receiving day OR online by at least 48 hours prior to receiving (Saturday morning at 10 am prior to a Monday morning receiving). Of course, multiple months’ advance payments are also allowed.

Substitutes: If ANY artist is unable to work a shift they have signed up for, that artist is responsible for finding a substitute artist to replace them on that day, paying them \$50 compensation. The missing artist is responsible for getting the payment to the substitute within two weeks.

Artist Responsibilities:

In addition to the payment of receiving fees as stated above, the Artist is responsible for the following gallery requirements.

- 1.** Gallery work shifts must be scheduled prior to noon on the date of Receiving.
- 2.** Adherence to Gallery Receiving Procedures
- 3.** Adherence to Gallery Prospectus.
- 4.** Participation in an ACSWF or Gallery committee once every two years.

5. No work will be accepted from any artist during receiving if they have not signed up for the minimum required days to staff the gallery prior to leaving their work in the gallery.

Membership Declaration Naples:

1. **Signature Artists** are those participating in the gallery 12 consecutive months.
2. **Single Season Artists** are those participating in the gallery fewer than twelve months per year. Any artist signing up as a Single Season participant must show in the gallery a minimum of six (6) months **in a full year from start date**.

Both Signature and Single Season artists are required to work a minimum of two days per month in the gallery

Monthly Dues Naples:

1. **Signature Artists** (\$68) may be paid by check or cash on receiving day OR online by at least 48 hours prior to receiving (Saturday morning at 10 am prior to a Monday morning receiving). Of course, multiple months' advance payments are also allowed
2. **Single Season Artists** (\$84) may be paid by check or cash on receiving day OR online by at least 48 hours prior to receiving (Saturday morning at 10 am prior to a Monday morning receiving). Of course, multiple months' advance payments are also allowed.

Substitutes: If ANY artist is unable to work a shift they have signed up for, that artist is responsible for finding a substitute artist to replace them on that day, paying them \$50 compensation. The missing artist is responsible for getting the payment to the substitute within two weeks.

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ARTISTS' SUBMISSIONS

- All artists must have a signed waiver liability form and W-9 on file with the gallery.
- All artists must complete a COCO Gallery Artist Fee Agreement at their first receiving, and annually thereafter.
- No work will be accepted from any artist during receiving if they have not signed up for the minimum required days to staff the gallery prior to leaving their work in the gallery.

No artwork will be allowed in the gallery if it is advertised for sale elsewhere (e.g., Etsy, personal website, etc.). The work must be available for purchase through the COCO Art Gallery. No artwork will be accepted that is under contract with another gallery. No individual or outside sales are allowed in the COCO Art Gallery.

The total number of items permitted each month is adjusted seasonally or as the need arises. The Gallery will notify artists of any adjustment PRIOR to each new receiving date. Every effort is made to display all juried items appropriately; however, the gallery reserves the right to limit the number of items on the display floor due to space limitations.

Artwork submitted to the Art Gallery must be original artwork in traditional genres. AI artwork and digital paintings are not accepted in the gallery. All artwork to be hung must be original hand-created paintings framed or on gallery-wrapped canvas, with all sides painted, wired, and ready to hang. Photographs are the only medium for which prints may be hung on the gallery walls. NOTE: Giclées may be submitted, unframed and matted, as “Bin Art” only.

Small works apply only to 2D artists. Due to the generous allowances for 3D artists, no 3D artwork may be submitted as Small Works. Any artist who participates in the gallery in both the 2D and 3D categories may submit small works at the time of receiving, but the combined number of pieces submitted in both categories may not exceed the number of 3D pieces allowed.

- For 3-D artwork (including jewelry), no more than 40% of the piece may be composed of commercially produced items, unless significant alterations or artistic elements are incorporated in the finished design, as determined by the jury committee.
- A computer-printed label (listing artist, name of artwork, medium, inventory number, and price) must be placed both on the back of the 2D item and on the label for placement on the wall.

- In addition to the items listed above, any artist who produces her/his own cards may submit a total of twenty (20) packages for sale.
- Artwork that requires special wall mounting brackets in order to be hung CANNOT be accepted.
- All submissions will be juried into the gallery – NO EXCEPTIONS. The decisions of the jury are final.

RECEIVING PROCESS

- A condition of showing work in the Gallery is that the participating artist serves as gallery staff as outlined under the Artist Submission section of this document. During their gallery staffing shift, the artist must be able to interact with customers to explain the gallery's features, assist with inquiries, and complete sales transactions. Training on gallery operations is provided during each artist's first gallery shift. Artists who have NOT scheduled their required staffing day(s) as of receiving day will not be allowed to leave their work during receiving.
- It is the responsibility of the artist to schedule themselves for the day of staffing each month. If participating artists are unable to fulfill their gallery-sitting requirements, they are responsible for finding a substitute. They must update the staffing calendar to remove themselves, and their substitute must register for the date, adding a comment to the registration identifying the artist they are substituting for in the gallery. Artists who fail to attend on their scheduled date -- without prior approval -- will have their artwork removed from display for that month.
- All artists must sign a "Waiver" and complete an "Inventory Form" and "W-9 Form," as part of the Receiving Process. These also will be available at the time of Receiving.
- Artworks that are not acceptable include, but are not limited to, the following: preassembled work, assembly-line or commercially reproduced images (i.e., mugs, cups, T-shirts, etc.), multiple reproductions of the same images other than notecards. Anything that is deemed offensive or inappropriate will not be accepted. All artwork juried in will be at the discretion of the Art Council's COCO Art Gallery and its jurors.
- All artworks MUST remain in the gallery until sold or rotated out during the scheduled monthly Receiving date. Any and all artwork displayed or hung in the gallery MUST be sold ONLY through the gallery.
- Any unsold artwork, after 60 days in the gallery, MUST BE REPLACED and/or rotated out. Artists must wait 60 days before returning the same artwork to the Art Gallery.

- Artists who sell their artwork may replace sold items immediately, for placement in the same location as the sold item.
- Artists may rotate unsold artwork once a month on the first Monday of the month in the Estero gallery and the second Monday of the month in the Naples gallery, from 10:00 AM to 12:00 PM ONLY, the same dates as Receiving.

CODE OF CONDUCT

The Art Council of Southwest Florida (ACSWF) is a safe and supportive community of artists. Harassment of any kind will not be tolerated and may result in immediate and permanent removal from our gallery spaces. This policy includes harassment in the gallery, at ACSWF events, or on ACSWF social media outlets. Artists are expected to support and encourage the work of others, regardless of an artist's experience level, the medium they create in, or personal art preferences. While working in the gallery spaces, each artist is expected to support the work of all artists to customers. It is the responsibility of each artist to be familiar with and in compliance with the Harassment Policy issued by ACSWF.

GENERAL POLICIES

The Art Council of Southwest Florida (ACSWF) reserves all rights of decisions regarding the COCO Art Gallery. These include changes in the days open, hours open, artwork acceptance, payment, and the requirements for an artist's participation in the Gallery.

The Art Council of Southwest Florida (ACSWF) will not tolerate self-promotion of an artist's work when working their gallery shift. Each artist working in the gallery is responsible for promoting the work of all gallery artists. If a customer asks a gallery staffer about their work, the staffer is encouraged to show the customer their own work. However, unless a customer specifically asks about their work, the gallery staffer is not to lead the customer over to their own work as a manner of self-promotion. Failure to comply with this policy may result in the artist's termination.

E-MAIL POLICY

- Effective Aug. 4, 2013, the ACSWF's list of member artists, their addresses, phone numbers, email addresses, and group affiliations are NOT to be used in any way, including but not limited to the following: Commercial purposes, personal events, political or lobbying messages, professional solicitations, advertisements, invitations, or provided to a third party to use for any purpose. In addition, all emails given to ACSWF are for ACSWF use only.
- Anyone violating this policy could be jeopardizing the 501(c)(3) nonprofit status of the ACSWF. Anyone violating this policy will be issued a warning after the first occurrence, and will



be expelled from any and all ACSWF-sponsored shows, events, and COCO Art Gallery participation on a second occurrence.

W-9 FORM POLICY

- Many artists ask why the ACSWF needs to receive this form from them before any sales have actually been made. To maintain our non-profit status, the IRS requires us to keep accurate records of our activities. Part of that record keeping involves who profits from the Gallery. At the start of each New Year, anyone who has sold \$600 or more during the previous calendar year will be issued a 1099 Form that lists the amount sold for each artist. For the 1099 Form to be issued on time, all artists must have a completed W-9 form on file with the ACSWF.
- The ACSWF and other galleries and places that offer artists' work for sale will ask them to fill in one of these forms annually. Your information is kept protected. The ACSWF Treasurer is the only person with access to it, and when it is no longer needed, it is shredded. Inventory sheets with addresses and emails are all shredded. The ACSWF tries extremely hard to protect your information.

POLICY FOR GALLERY RECEPTIONS

Gallery receptions are an opportunity to connect with potential buyers. To facilitate the receptions, each artist showing in the gallery is requested to bring a hand-held appetizer to the reception or donate to the reception fund upon arrival or at the reception.

The COCO Art Gallery is available for exhibits by the Art Council member organizations. Interested organizations should contact the Gallery director for additional information.

REVISED JUNE 2026