

## **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:

8074 Mediterranean Dr, Lee County, Estero, Florida 33928

1750 Tamiami Trail N. Collier County, Naples, Florida 34102

The COCO Art Galleries are open to all artists who maintain a membership in one of the Art Council's affiliate organizations. While facilitating sales of artwork by the artist members of ACSWF's organizations, the Gallery extends 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 (7%) and is collected on each sale. The sales tax rate in Lee County in which our Estero gallery is located is subject to 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 - 65% to the artist; 15% to Coastland Center as rent; 10% to the affiliated artist's organization; and 10% to the Art Council.**

**Coconut Point - 70% to the Artist; 11 % to Simon Properties as rent; 9 % to the affiliated artist's organization; and 10 % to the Art Council.**

- **Participation at COCO Art Gallery is a privilege. Members not following gallery procedures as outlined in the prospectus can be asked to leave.**

### **RECEIVING FEES**

- **Coconut Point Gallery: The ACSWF will charge each participating artist a non-refundable "COCO Art Gallery Receiving Fee" of \$40 per month for the months of October through March and \$30 per month (April through September) to cover part of the cost of utilities, insurance, repairs, maintenance, and publicity.**

**Naples Gallery: The ACSWF will charge each participating artist a non-refundable "COCO Art Gallery Receiving Fee" of \$60 per month for all months throughout the year.**

**If any artist chooses to display in both galleries, then a discounted fee will be paid for that month of \$80 and cover the “receiving fee” for both.**

The artist may pay ahead for a second month.

- All monthly payments are payable at receiving to ACSWF (cash or check, NO CREDIT CARDS).
- Any artists not current with their receiving fees will have their artwork removed.

### **ARTISTS' SUBMISSIONS**

- All artists must have a signed waiver liability form and W-9 on file with the gallery. Artists are required to serve as gallery staff one day per month, or more if needed, as a condition of showing their work. If an artist is displaying at both galleries, the artist is required to staff at each gallery one day per month.
- No artwork will be allowed into the gallery if it is advertised for sale elsewhere: i.e., 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 items on the display floor due to space limitations.
- Art work submitted to the Art Gallery may include: Original art work in traditional genres, giclees for 2D art work, lithographic prints, and photographic prints. All paintings to be hung must be framed or on gallery-wrapped canvas, with all sides painted, wired and ready to hang.
- 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 staff one day of the month when the artist's work is shown. Artists must select a Gallery staffing date. Any artist who has NOT scheduled a staffing day will have their artwork removed.
- It is the responsibility of the artist to make arrangements 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 replacement and must inform the Gallery Scheduling Coordinator, Lauro Buxo at laurabuxo@outlook.com. 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: pre-assembled 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 artwork 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 10:00AM to 12:00 PM ONLY, the same dates as Receiving.

## **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.

## **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 expulsion on a second occurrence from any and all ACSWF sponsored shows, events, and COCO Art Gallery participation.

#### **W-9 FORM POLICY**

- Many artists ask why the ACSWF needs to receive this form from them before any sales have actually been made. In maintaining our non-profit status, the IRS asks that we keep accurate records of our activities. Part of that record keeping involves who profits from the Gallery. In January of each New Year, anyone who has sold \$600 or more during the previous calendar year will be issued a 1099 Form that states the amount sold for each artist. In order 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 very hard to protect your information.

#### **POLICY FOR GALLERY RECEPTIONS**

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

#### **GALLERY SPACE AVAILABILITY**

Coconut Point Mall has made space available for the COCO Art Gallery (formerly, the Art Council Co-Op Gallery). Simon Properties, owner and operator of Coconut Point Mall, has been an active supporter of the Art Council's efforts to bring the arts to Coconut Point Mall and to people residing in and visiting southwest Florida. We appreciate the support and recognize that space in the Mall is not guaranteed. We very much appreciate her assistance in securing this space.

**REVISED MARCH 2022**