

## **COCO ART GALLERY GENERAL POLICIES**

The Art Council of Southwest Florida (ACSWF) reserves all rights of decisions regarding the COCO Art Gallery, including changes to days open, hours open, artwork acceptance, receiving fees, and decisions and changes to this document.

### **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.

Anyone violating this policy could be jeopardizing the 501(c)(3) designation and nonprofit status of the ACSWF. Anyone violating this policy will be issued a warning after the first occurrence and expulsion the 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 nonprofit status, the IRS asks that we keep accurate records of our activities. Part of that record keeping involves who profits from the Art 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. 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. The policy is that we ask for the W-9, with all information completed, at Receiving. It is a requirement of your participation in the COCO Art Gallery because we are required to have these records.

### **NEW POLICY FOR INDIVIDUAL ARTIST'S RECEPTION**

The COCO Art Gallery is available for member organization exhibits. Interested organizations should contact the Gallery Director for additional information.

### **FUTURE SPACE AVAILABILITY**

Coconut Point Mall for the past eight years has made space available for the COCO Art Gallery. Mall Manager Jamie Grofik has been a supporter of the Art Council's efforts to bring the arts to Coconut Point Mall and the people living and coming to this part of Florida. We appreciate her support and recognize that space in the Mall is not guaranteed. We very much appreciate and thank her for her assistance.

## **FAQS**

### **Can any artist submit work for exhibit/sale at the Art Council's COCO Art Gallery?**

*No, to show/sell work at the COCO Art Gallery, the artist must be a member of one of the Art Council's 21 member organizations.*

### **Can any piece of art or craft be exhibited/sold at the COCO Art Gallery?**

*Everything exhibited/sold at the Art Gallery is juried in order to offer the best quality produced by our member artists. The Prospectus describes those items that may be juried "out" of the show, with the jurors' decisions final.*

### **Does the exhibit/sale of work at the COCO Art Gallery provide any benefit to the ACSWF member organizations?**

*With each sale, 9 percent of the sale price goes to the ACSWF member organization to which the artist belongs. In several cases, this money may exceed the amount that the organization pays for membership in the Art Council.*

### **Why are those exhibiting at the Art Gallery required to work as sales personnel at the gallery one day a month?**

*The Art Council emphasizes the the Art Gallery is a true "cooperative," highlighting volunteer service while providing the value-added experience of selling and curating art work, plus the opportunity to network with other artist volunteers while staffing the gallery.*

### **Does an affiliate organization receive any benefit beyond the 9% contribution from each sale?**

*The Art Council is committed to publicizing the classes, exhibits and various other activities of its member organizations in order to create a synergy between them and to improve the awareness of these organizations by the general public living in and visiting this area of Florida.*

### **Is the COCO Art Gallery a mall retailer?**

*No, the Art Council very much appreciates the mall's donation of our retail space to the Council and the artists of its affiliate organizations. The Council pays maintenance costs, and in return for use of the gallery offers to the mall its creative activities as a value-added benefit.*