



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

134 East 5<sup>th</sup> Avenue  
Mount Dora, FL 32757

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

(352) 406-1000

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## INFORMATION FOR PROSPECTIVE ASSOCIATE

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

The success of Artisans on fifth depends on its Associates. We are always looking for new, creative artists and the fresh ideas they can bring to Artisans on fifth. 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:mhormazap@gmail.com) or (407) 453-2565** or **Laura Howell at [lhowellphotos@yahoo.com](mailto:lhowellphotos@yahoo.com) or (571) 243-5711**. The application process is explained below.

### Questions and Answers:

- a. Artisans on fifth is a co-op art gallery. What does that mean?
  - a. As a co-op, the gallery is led by a Board of Directors. Associate members have input into the operation of the gallery, and each has an assigned role to play in its operation. 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.artisansonfifth.com](http://www.artisansonfifth.com).
- b. Why would it be beneficial for me as an artist to become an Associate at Artisans on fifth?
  - a. First – location, location, location! Artisans is located in the busy downtown art 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. 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.
  - c. Artisans on fifth has been in the same location since 2009, so is well-established in the community.
  - d. Artisans has a well-visited website as well as a monthly e-newsletter that goes out to hundreds of people. Associates are represented on the Artisans on fifth website which includes links to the Associates' websites and other social media. We are also on Facebook, TripAdvisor, Google, Yelp, Twitter, Instagram, and Pinterest.
  - e. You would get exposure and recognition through the following events: Mt. Dora Art Festival, Mount Dora Craft Festival, Bra-Vo charitable event and many other city-sponsored events.

- f. 10% off purchases at Artisans on fifth when you are an Mt. Dora Center for the Arts (MDCA) member.
  - g. Networking with many talented artists.
- c. What are the criteria that must be met to be juried-in as an Associate at Artisans on fifth?
- a. Artwork/craft must be handmade by the artist, where “handmade” means: artist-crafted using hands and tools; hand-crafted using creativity; hand-assembled; hand-altered; designer-made; made by a process requiring manual skills; embellished.
  - b. Artwork/craft must be unique, originally conceived by the artist, and the artist’s own design.
  - c. The item must show a high degree of craftsmanship and experience with materials.
  - d. The item must be of high-quality materials and constructed using high-quality handmade techniques.
  - e. The artwork/craft cannot be something simply purchased i.e. buy-sell.
  - f. Images of artwork exclusively by the artist, such as photographs, paintings, or watercolors may be reproduced on any substrate such as: paper, canvas, wood, ceramic, metal, mousepads, magnets. The items must show the artist’s signature.
  - g. Reproductions of original photographs, paintings etc. are allowed. Original artwork must be clearly marked as “Original”. All photographs, acrylics, paintings, watercolors and other wall art must be signed by the artist. Artisans would like to have a mix of original and reproductions of artwork.
  - h. Wall art must be securely wired with no sawtooth hangers. Frames must be undamaged and of good quality.
  - i. Copyrighted material is not allowed such as: Disney characters, team logos or team mascots.
  - j. The artwork/craft must compliment other artwork in the shop.
  - k. The artwork must have a price point that is in-line with other art in the shop and is marketable.
  - l. The artwork must meet our space constraints.
  - m. The artwork must not be similar the artwork of another artist currently at Artisans.
  - n. The artist must be a Florida resident.
  - o. The artist must live close enough to Artisans on fifth to be able to work in the shop at least 12 days during a 6-month contract term, attend quarterly meetings and do committee work. (If membership is low, the number of days may increase to 18 days during the 6-month contract term.)
  - p. The artist shall submit only his/her own artwork.
  - q. Collaborative artwork shall be considered by the Jury Committee on an individual basis.
  - r. Artists shall contract and participate as sole proprietors and not as a partnership, Limited Liability Company, corporation or other business associate.
  - s. Artwork cannot be for sale at any other retail establishment in downtown Mount Dora Florida.

- t. Artwork will be displayed in space designated by the Board of Directors.
  - u. Artists must be able to keep a supply of artwork at the store at all times.
  - v. The artist must be able to effectively work in the shop alone, after trained.
- a. What is the jury process to become an Associate? When will I know if I've been accepted?
- a. **Email several .jpg images to Maria 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. Also bring to Artisans on fifth at least 4 pieces of your artwork with your completed application (attached) and the \$50 non-refundable application fee. If you want your artwork to be approved in several mediums, (i.e. photos printed, cards, mugs, magnets etc.) they must all be presented. Please be sure to list on the application the prices you would be selling these items for, if you are accepted as an Associate.**
  - b. The Associate who is working that day will contact Maria Hormaza, our Jury Chair, 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 Howell at [lhowellphotos@yahoo.com](mailto:lhowellphotos@yahoo.com) to let them know you brought in artwork for the Jury Committee.
  - c. 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.
  - d. After the votes are in, Maria or Laura will contact you to let you know the results.
  - e. If accepted, you will be given a 6-month contract for Artisans on fifth, an application for MDCA, and all applicable fees must be paid. A copy of the contract, W-9 and other forms plus the **Bylaws, Governance Policies and Guidelines** are on the [www.artisansonfifth.com](http://www.artisansonfifth.com) website for your information.
  - f. New 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. If you have a problem with any of these, please notify Maria Hormaza.
- b. What is the cost to be an Associate at Artisans on fifth?
- a. **\$210 non-refundable semi-annual fee** due at the beginning of each 6-month term. Contract terms begin Aug. 1 and Feb. 1. Rates will be prorated if you start in another month. Contact the Treasurer, Mike Hertz, at [dochertz@rocketmail.com](mailto:dochertz@rocketmail.com) to determine the rate you would pay if starting mid-term.
  - 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**. Associates are paid monthly.
  - d. Membership in the Mount Dora Center for the Arts (MDCA) is required. Artist/Individual membership is **\$30/calendar year** or Family Membership

\$45/calendar year. This is paid separately from the Artisans on fifth membership. There is a separate application form. As an MDCA member you will receive:

- 1) advance notice and registration opportunities for classes, seminars, lectures and events
  - 2) discounts on classes, seminars and other programs sponsored by MDCA
  - 3) invitations to all exhibit openings, receptions and other special events held by MDCA
  - 4) 10% off purchases at Artisans on fifth
- c. If I am approved as an Associate, how many hours a month would I need to work at the store?
- a. Each Associate must commit to work in the store a minimum of 12 days during the 6-month term, usually two 7-hour days per month. The number of days per month can be more than 2 depending upon the number of Associates on the roster and the shop requirements. If you are out of the area for a month or more, the work days can be done before or after your trip. Sometimes the shop is open late for special events and if you are scheduled to work, it will be a shorter shift.
- d. How many hours do I need to devote to other things like meetings, committee work and receptions?
- a. Business meetings are held approximately 4 times a year and your attendance is required. The meetings last 2–3 hours.
  - b. If you are elected to serve on the Board of Directors, there will be additional meetings to attend.
  - c. Special events are held from time-to-time. All Associates are expected to attend these events.
  - d. Events, such as Mt. Dora Art Festival, Mount Dora Craft Festival, large city events, and Bra-Vo require additional assistance in the store.
  - e. Occasionally, Artisans has art exhibits at outside locations, such as libraries, and you must participate in those exhibits by providing artwork.
  - f. 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.
- e. Do I need to provide my own display items such as jewelry cabinet, shelves, browse boxes?
- a. Artisans provides: jewelry cabinets, shelves, lighting, artist name signs and wall space. All other display items are the responsibility of the individual Associate. Artists who make jewelry must provide their own jewelry displays and boxes for customers.
- f. 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?
- a. 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.

g. How does Artisans on fifth advertise?

- a. We advertise in the local papers and magazines by submitting event information.
- b. We produce an e-newsletter that is distributed monthly through email marketing to hundreds of people to tell them about our artists and Artisans on fifth events.
- c. We are a member of the Mount Dora Chamber of Commerce and Visit Mount Dora and take part in their PR 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 [artisansonfifth.com](http://artisansonfifth.com) and we are on all social media.

# APPLICATION FOR PROSPECTIVE ASSOCIATE

PLEASE PRINT

Name \_\_\_\_\_

Street \_\_\_\_\_

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

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

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

Please provide a brief description of your artwork/techniques:

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Do you have your artwork 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 on fifth 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 a minimum of 12 days per 6-month contract period in the gallery as a sales associate. The calendar is prepared at 3-month intervals. If you have any recurring restrictions on days you cannot work, please list them here to assist the Scheduling Committee in scheduling your work days.

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Hold Harmless: I give explicit permission for my artwork to be reviewed by the Jury Committee of Artisans on fifth. I hereby release and hold harmless Artisans on fifth, 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 artwork, 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 on fifth 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 on fifth through the Jury process, and if I am accepted for membership, until I leave Artisans on fifth 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 on fifth.

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

**\$50 Application Fee Paid to:** \_\_\_\_\_ **Date** \_\_\_\_\_

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

(For Jury Committee Use)

Final Decision

Approved     Not Approved    Jury Chair Signature \_\_\_\_\_

Restrictions:

\_\_\_\_\_

Applicant Informed on \_\_\_\_\_ Artwork Returned on \_\_\_\_\_