



Are you considering applying to join Pittsford Fine Art? If so, please read the following *carefully* before applying. It's vital for that you understand both the benefits and risks of affiliating with us.

Benefits and Privileges of Pittsford Fine Art Affiliation

- Public recognition of your affiliation with one of the area's premier art galleries
- Association with a group of highly dedicated regional artists who provide professional expertise, inspiration and encouragement for one another's artistic endeavors
- A spirit of friendly cooperation, mutual support and scheduling flexibility has made it easier for members to meet their commitments since Pittsford Fine Art began operation.
- Member artists retain 100% of sales. The gallery charges no commission.
- Utility, real estate and other operating costs are included
- An attractive and conveniently located site to display your paintings
- Promotional support and publicity that benefits individual members and the gallery
- A professional on-line sales site
- Training and education in how to market your work in the on-line market
- Collection and reporting of NY State and local sales tax
- Regular financial reporting of sales

Challenges and Reasonable Expectations on Return

Pittsford Fine Art does not guarantee any specific volume of sales, either number of units sold or dollar volume.

Artists set the prices for their own work, charging the amounts which they feel will enable work to sell.

Pittsford Fine Art makes clear to artists who consider joining us that there is a financial risk involved. Not only time and effort are involved; when considering whether to join an artist needs to consider all other costs such as their rental fee, materials, transportation, etc.

Pittsford Fine Art is now going into its third year of operation, has no major debt and expects to remain solvent. This has happened despite a difficult economic environment, a temporary shutdown, and the current pandemic. We are optimistic but cannot guarantee that this will remain the case, and artists considering joining need to be aware that additional levies might affect their personal returns.

Many individual artists cover all their costs and makes a profit; others have less revenue and operate at an ongoing deficit. For some of these, their deficit is offset by outside benefits such as tuition from classes, enhanced credibility, and off-site sales.

However—and this is vital to understand before joining—individual sales depend upon the artist, their work, the quality of their presentation, finish and framing, and often the outside promotion they do for themselves on social media. Acceptance into Pittsford Fine Art does *not* ensure any level of income.

Foot traffic and number of visitors have started to recover from the shutdown period, and we expect that as events at the gallery and in the village draw more people, this upward trend will



increase. However, getting feet into the gallery continues to be our biggest challenge, one that we are still working on.

Obligations and Commitments of Pittsford Fine Art Membership

Monthly rental of \$250, plus an initiation fee of \$200 in two installments, is due from each artist on a prepaid quarterly basis

Each artist makes an initial one-year commitment. Pittsford Fine Art requires two-month notice prior to resignation (at the 10th month or thereafter).

First six-months of membership are probationary, after which new artists can be converted to permanent affiliation with approval of the Pittsford Fine Art Executive Board

Individual artists perform approximately 3 days of gallery sitting per month, as scheduled on a quarterly basis. Members are expected to learn how to make sales in the gallery using the Square system.

Member artists are expected to contribute promotional assets in the form of high-quality images of their work that hangs at the gallery along with word content as requested.

Participation in the online store is optional, although posting artwork for sale is the responsibility of the member.

Each artist agrees to actively participate in the work of two committees, making a good faith effort to achieve the success of Pittsford Fine Art, and to work with other artists in a spirit of mutual support, respect and friendship.

Decisions about operation of the gallery are made in accordance with the bylaws of the Pittsford Fine Art, and all operating decisions remain subject to the approval of the Executive Board.

Finally....

If you have question/s about any aspect of joining the Pittsford Fine Art, please contact Larry Keefe at 585.721.2233 or larry.keefe@gmail.com.