



Gallery address: 13129 Shaker Blvd.
Cleveland, Ohio 44120
216-752-9960
lakeerieartists.com

Introduction:

Thank you for your interest in becoming a member of the Lake Erie Artists Gallery. Lake Erie Artists Gallery is a privately owned gallery, and all decisions by the owner are final. This letter is to explain how our gallery works, the process by which to get your artwork reviewed, and how our fee schedule is organized.

Criteria for Selection:

Acceptance into the gallery is done on a Juried Basis. We do this for a few reasons:

1. Verify that the artist is from the Ohio Area.
2. See the artist's work and determine if it is at a level suitable for being included in the gallery.
3. Verify that new work coming in will not compete directly with work currently residing in the gallery.
4. Meet with the Artist to see if you are a good fit into our organization.

Lease Requirements and Fees:

There is a lease requirement to help defray our rent:

1. 40% commission on all gallery sales. Commission checks are cut once a month on the 5th of each calendar month for the sales of the calendar month two months previous (60 days).
2. A valid email address to which you can receive mail from the Gallery and other Artist Members. Lake Erie Artists' preferred form of communication is email.

Insurance, Theft and Loss:

The Lake Erie Artists Gallery takes the potential loss of artwork seriously. Lake Erie Artists Gallery does carry insurance that covers both retail and consignment items. However, insurance will only pay the cost of the items. Therefore, all artists are required to insure any pieces of value independently of the gallery. Lake Erie Artists **will not** be held responsible for the loss, theft, breakage, or damage of any items that are placed within the gallery for sale.

What Your Fees Include:

1. Inclusion on the gallery website: lakeerieartists.com
2. Unlimited amount of items in the gallery
3. Publicity through gallery pr, advertising, online forums, and shows at the gallery's discretion.
4. The ability to borrow our credit card machine to run credit cards from your own personal sales. There is a 5% fee for this service.



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A Note on Sales Tax:

State of Ohio Sales Tax (7.75% for Cuyahoga County) is added at the time of the sale at the counter and does not come out of your commission. We collect it from the customer and pay it to the state for you.

Gallery promotions and sales:

If the gallery holds a promotion or sale and decides to reduce the price of an item, the artist will receive 60% of the original retail price. However, if the artist reduces the price to sell the item, Lake Erie Artists will retain 40% of the new reduced retail price.

What Now?

First you will fill out the form below with some basic information about you and the type artwork that you create. Call or email the gallery to make an appointment to have your artwork reviewed by Paula Atwell. When you come in for your appointment, please bring the following:

Your Portfolio (pictures of your work)

At least 1 physical piece that represents the best of your work.

Thank you for your interest in Lake Erie Artists Gallery.

Paula Atwell
Owner and General Manager



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Artist Application

Please fill out this form and then call the gallery to make an appointment.

Name: _____

Address to mail checks to: _____

City: _____ St: Ohio Zip _____

Phone: _____ Cell: _____

E-mail: _____

Description of Work: _____

Lake Erie Artists Gallery is an AT-WILL Gallery. You may, at any time, without notice, end your affiliation with the Lake Erie Artists Gallery, and the Lake Erie Artists Gallery can at any time end it's affiliation with you the artist. By Signing this Form, you understand and agree to these terms.

I agree to all of the rental fees and terms in the Lake Erie Artists Gallery agreement.

Signature: _____ Date: _____