

# A.R.T. ART RENTAL & SALES PROGRAM

#### **OUR PROGRAM**

Arts Etobicoke is a not-for-profit arts council, which is committed to "enriching community life by developing a widespread appreciation, support and involvement with the Arts." The art rental and sales service was established in 1985 primarily to assist artists in the west Toronto area to connect with the corporate community for the purpose of displaying their artwork. Our service has grown substantially and now represents over 45 artists and provides artwork to many businesses throughout the GTA and surrounding areas.

Arts Etobicoke's service, recently renamed A.R.T. (ART RENTAL TORONTO), offers a simple and affordable way to add art to any environment with the guidance of Margie Macdonald, an experienced artist/consultant. While the beauty of our program lies with our artists and their works, our competitive edge is in the affordability, flexibility and convenience of the unique service that we offer to offices and homes in the GTA.

## Bringing Canadian art to Canadian businesses and homes...

We welcome all artists, using various artistic media - painting, drawing, printmaking, photography, textile arts, and sculpture - to apply for representation in the Art Rental & Sales Collection. Through our service we are able to align artists with the corporate community, thus bringing business and the arts together for mutual benefit.

# Through our program ...

Artists can expect to:

- Generate rental and sales revenue from their works
- Establish a profile within the corporate community
- Gain valuable exposure to the corporate sector

Businesses benefit from our services with:

- On site presentation, consultation and recommendations
- A vast selection of original works by various artists
- The enrichment of their corporate culture work environment
- · The ability to change artwork periodically and try out art before purchasing
- The opportunity to contribute to the arts in Canada by supporting individual artists and contributing to local arts service organizations' programming throughout the GTA

Also included in this package, you will find information outlining the standards for artwork submission, program policies and the rental/sales fee structure. These will be the policies and standards that you will agree to in signing the Artist's Agreement.



#### **ARTIST APPLICATION PROCESS**

Please provide the following to Arts Etobicoke (by mail or drop off):

- 1. Completed Artist Application Form (attached)
- 2. Curriculum Vitae (print and electronic version)
- 3. Artist's Statement/Biography (print and electronic version)
- 4. CD of artwork (in jpeg format, between 500 KB-1 MB at 300 dpi) 10-20 images and electronic versions of the Artist's Statement, Bio/C.V., and price list as listed below in #5. Please DO NOT apply paper labels to the CD-Rom itself; please use a marker only to label the cd. Alternatively, a weblink may be provided for images.
- 5. Corresponding catalogue/price list indicating: (include electronic version on CD)

\*Preference in titling files: title of artwork\_dimensions.jpeg (example: WhiteBirches\_28x24.jpeg)

- Title
- Medium
- Finished size in inches indicate if finished work is framed (framed dimensions and colour)
- Value/Purchase Price
- 6. Any other information you feel would be important or helpful

Submit to:

Attn: Margie Macdonald Art Rental & Sales Consultant Arts Etobicoke 4893A Dundas Street West Toronto, ON M9A 1B2

An Artist's Agreement will be sent for signature once an artist is accepted into the program.

For more information or clarification, please call Margie Macdonald at 416-622-8731 x 225 (o), 647-459-6342 (c) or email <a href="mailto:artrental@artsetobicoke.com">artrental@artsetobicoke.com</a> www.artsetobicoke.com





# ARTIST APPLICATION FORM

Name							
Home	Address						
		Street	Apt, Unit, TH				
			Home Telephone				
	City	Postal Cod					
			Cell Telephone				
Studio	Address						
(if appli	cable)	Street	Apt, Unit, TH				
			Special notes on studio location				
City	F	Postal Code					
Email_			Studio Phone				
Fax #			Website				
I have	include	ed					
	Curriculu	um Vitae					
	Artist's Statement/Biography						
	CD of artwork available for rental and sale (min. 10 works) and electronic versions of all						
do	documents. *Preference in titling files: title of artwork_dimension.jpeg						
(ex	example: WhiteBirches_28x24_\$price.jpeg). Please DO NOT apply paper labels to the actual C						
Ro	om.						
	Price list	: (including dime	sions, titles and medium)				
	Other information (press clippings, invitations, etc.)						
l learı	ned abou	ut your progr	m through				
		ARTIST'S SIGNATI					



# ARTIST AGREEMENT INFORMATION

#### **ARTIST ELIGIBILITY**

Artists applying to the program should be prolific enough to have a minimum of ten works available for rental or sale when possible, be able to meet Arts Etobicoke's Standards for Artwork Submission and, must be willing to adhere to the following program policies and work within procedure guidelines. Also:

- Only artists with established price lists are eligible
- Only original works of art may be submitted
- Artists must have up-to-date curriculum vitae

#### STANDARDS FOR ARTWORK SUBMISSION

- 1. The artists must provide digitized images of their work for submission in jpeg format (burned to CD, between 500 KB-1 MB at 300 dpi). These must be accompanied by and referenced to in a document catalogue listing Title, Medium, Finished (framed) Size (in inches), Value/Purchase Price. \*Preference in titling files: title of artwork\_dimension.jpeg (example: WhiteBirches\_28x24\_\$price.jpeg)
- 2. All artwork must be properly mounted and in top condition for display:
  - Paintings must have side edges gessoed, painted (if raw canvas apply gel medium), or framed; works on paper must be professionally matted and framed – damaged frames/glass is unacceptable
  - Unframed works are to be finished (painted or sealed) on all four sides
  - Hooks, wire and other necessary hanging accessories must be in excellent condition and meet professional guidelines; please make a note on price list if artwork is heavy
  - Each piece must be labeled on the back with title, medium, price and artist's name

#### PROGRAM POLICIES

1. The artist will receive an annual Arts Etobicoke Individual Membership (value \$45) at no cost and will receive current membership benefits. As an Artist Member, artists receive administrative and promotional services related to the Art Rental & Sales Program including a full page listing for each artist on our website, quarterly newsletters and communication, advertisement of the service, etc. all at no cost to the artist.



- 2. The artist is required to provide specified basic information in writing along with a biography for the purpose of developing an Artist Profile.
- 3. The Purchase Price (gallery/retail value) of the artworks is established by the artist. It is understood that the Purchase Price set by the artist is the same whether the work is marketed by the artist directly or through the Art Rental & Sales Collection. Any price changes are to be immediately communicated in writing (email) by the artist to the program Manager.
- 4. Acceptance and suitability of the artwork for the program is at the sole discretion of the Selection Committee and/or the Art Rental & Sales Consultant.
- 5. The artist is required to have full understanding of the Art Rental & Sales Collection **Rental**Contract Terms & Conditions and be willing, in all circumstances, to comply. A copy will be provided upon acceptance into the program.
- 6. Arts Etobicoke acts on behalf of the Artist as their agent in all dealings with the Client. An Artist Agreement, clarifying the relationship between the artist, Arts Etobicoke and the client, must be signed by the artist and Arts Etobicoke.
- 7. Any artwork accepted into the program may, from time to time and without prior consent from the Artist, be reproduced for promotional or publicity purposes only. This may involve the reproduction of photographs, slides, digital images or video. Such reproductions are the property of Arts Etobicoke and not subject to fees or royalties.

The Arts Etobicoke office is the "central depot" from (and to) which all artwork is delivered and picked up. Transportation to the client, installation, subsequent take-down and transportation back to Arts Etobicoke is performed by a professional art installation company as arranged and coordinated by Arts Etobicoke at the expense of the client. Therefore, it is imperative that the artist delivers/picks up his or her artwork to/from Arts Etobicoke, within the allotted time period (3 business days) and during normal business hours – 10 a.m. to 4:00 p.m. Monday through Friday. In some cases when an artist is unable to deliver or pick-up their works, Arts Etobicoke can make special arrangements. This is a contingency that is only possible under specific circumstances and is dependent on client approval and available budget.

Should a work of art, which has been accepted into the program, become unavailable, it is the responsibility of the artist to immediately notify the Art Rental and Sales Consultant. Non-compliance with this policy could result in the Artist's works not being shown to prospective clients.



#### RENTAL PERIODS AND FEES

Rental periods of three months or greater are offered on all works represented in the collection with an option to renew the rental contract or purchase the artwork. Rental Fees are based on the value/purchase price of the artwork as established by the artist and listed in the Collection's electronic database's catalogue of artworks. Should the artist make changes to the value/purchase price, they must notify the Art Rental & Sales Consultant, in writing (email). If the changes are for works out on rental, then the rental adjustment will not be instituted until the end of the current rental period. Arts Etobicoke invoices the clients for the entire rental period in advance and subsequently pays the artist once the invoice has been paid.

Artist should notify Arts Etobicoke if their artwork is required for exhibition purposes at a later date, therefore limiting the length of their rental period.

#### **RENTAL FEES**

Artwork Purchase Price	Monthly Rental Fee	Artwork Purchase Price	Monthly Rental Fee
Up to \$499	\$20	\$2,500 - \$2,999	\$50
\$500 - \$999	\$30	\$3,000 - \$3,499	\$55
\$1,000 - \$1,499	\$35	\$3,500 - \$3,999	\$60
\$1,500 - \$1,999	\$40	\$4,000 - \$4,499	\$65
\$2,000 - \$2,499	\$45	\$4,500 - \$4,999	\$70

Any artworks valued at over \$5,000 will be rented for a fee of 1.5% of the purchase price per month.

#### REVENUE SPLIT AND PAYMENT

At the present time, the artist receives 55% of all revenues from the rental and sale of their artwork. Arts Etobicoke retains 45% to cover costs such as administration, advertising/promotion, consultant's fees and general programming costs. Artist cheques are generated once a month based on paid invoices; we will not distribute artist cheques until the client has paid their invoice. Arts Etobicoke exercises due diligence in making every effort to ensure that accounts are collected in a prompt and business-like manner. However, the organization cannot assume liability for late or unpaid amounts. Arts Etobicoke undertakes, at its own discretion, to remove artwork from the premises of delinquent clients.

#### **CLIENT DISCOUNTS**

As an incentive, Arts Etobicoke does, from time to time, exercise the right to extend rental or sales discounts to the Client. The cost of such is <u>always absorbed directly by the program (Arts Etobicoke) and does not, in any way, impact the percentage or amounts normally due to the artist.</u> However, artists may be asked if they would like to offer a discount to a client who may be purchasing or renting large collections of art; the Art Rental & Sales Consultant will not offer discounts on behalf of artists unless approved in advance in writing.



#### SALE OF ARTWORK / COMMISSIONED WORK

Sales of artwork are handled by Arts Etobicoke at the value/purchase price established by the artist. As an incentive, 50% of the last rental fee paid is deducted from the sale price. As artist's agent, Arts Etobicoke promotes commissioned work. The revenue split is the same on the sale of artwork and commissions as for rentals. Upon receipt of payment from the client, a cheque for the appropriate amount is issued to the artist.

#### ARTS ETOBICOKE GALLERY

Arts Etobicoke's gallery space (located in our office at 4893A Dundas Street West), offers exhibition programming to its members. Gallery sales from the Art Rental & Sales Collection will be based on the rental contract terms: a 55% (artist)/ a 45% (Arts Etobicoke) commission structure.

#### **HST**

HST is applicable on both rental and sale of art. Arts Etobicoke adds HST to the Client's invoice and makes the necessary government remittances.

#### INSURANCE, LIABILITY AND RISK MANAGEMENT

There are inherent risks involved in the moving about of artwork. This includes the environments in which works are stored and displayed. We advise you that our premises and that of our clients are not of museum standards with regards to humidity, temperature, and security.

- THE ARTIST It is ascertained that the artist has coverage on his/her own works.
- THE INSTALLATION COMPANY: The transportation between the Arts Etobicoke and the Clients'
  premises and the installation is arranged by the Art Rental & Sales Consultant with a professional
  installation company that accepts responsibility and carries ample insurance to cover loss or
  damage to the artworks during transit and installation. Therefore, under these circumstances, it is
  the installation company, not Arts Etobicoke that is liable for loss or damages during transit or
  installation.
- THE CLIENT: As stipulated in the Rental Contract, "the Lessee (client) shall insure the Artwork in an amount equal to the Purchase Price/Value, with an all-risk insurance policy. Failing this, the Lessee shall assume responsibility for any loss or damage."
- ARTS ETOBICOKE: Arts Etobicoke carries \$50,000 Fine Arts Coverage in its insurance policy. Artwork may be stored in the Art Rental & Sales storage area for limited amounts of time.



### MARKETING THE PROGRAM, PROMOTION, NETWORKING

Arts Etobicoke's management staff has developed a comprehensive marketing plan that includes exceptional promotional materials, electronic newsletters to clients and artists, editorials and year-round networking activities within the corporate and design communities. Every affordable opportunity is taken to place our artists and their works in front of prospective clients. The most up-to-date presentation methods are engaged to place our program on the cutting edge of today's technologically minded clients. Our personal client service, on the other hand, lets our prospective and long-standing clients know that their satisfaction is at the forefront of our activities.