



MUSKOKA AUTUMN STUDIO TOUR

Application Information for 2021 Season

Established in 1978, The Muskoka Autumn Studio Tour is an annual event that is held in the District Municipality of Muskoka on the two weekends preceding the Thanksgiving weekend. The Tour was created as a means for the public to learn more about artistic production by visiting the working studios of some of the area's finest artists and craftspeople. Over the past 3 decades, the Tour has become a powerful group marketing venture that continues to draw visitors to the Members' studios during the shoulder season.

Application Deadline: October 31, 2020

Tour Dates for 2021: Sept 25 & 26 / Oct 2 & 3, 2021

Tour Fees for 2021: \$600 for single artist studios
\$750 for dual artist studios*
*(*dual artist studios are defined as a studio shared by two artists)*

Guidelines for Applicants:

- 1) The Applicant's work must be original and of excellent quality.
- 2) Applicants must have a well-established studio in Muskoka with an existing clientele.
- 3) The Applicant's studio must be located within the District Municipality of Muskoka, preferably within reasonable proximity to existing Tour members.
- 4) Applicants must have a professional public profile (i.e. website).
- 5) Applicants must be able to provide safe and adequate parking for Tour visitors and have a studio space that can accommodate large numbers of visitors.
- 6) If applicable, Applicants must be willing to remove the work of any other artists from their showroom for the duration of the Tour.
- 7) The proposed Tour location must be a working studio, not just a showroom.
- 8) Applicants should be familiar with the Tour and its existing members.
- 9) The Applicant must be willing to assist with the promotion and administration of the Tour.
- 10) The Applicant must be prepared to provide proof of liability insurance for their studio.
- 11) The Applicant must be prepared to demonstrate their craft, or provide educational materials in lieu of demonstrations, during the Tour.

Volunteering:

The Tour is an artist-run event and each member must take on a volunteer duty in order to keep the Tour running. Examples of duties include distributing brochures, organizing signage, being part of the steering committee, designing ads, creating web and social media content and promoting the Tour etc.

Additional Costs:

Tour fees are predominantly used to promote the Tour (through brochures, posters, ads and online marketing). Therefore, it should be noted that all members are responsible for purchasing their own signage. Each of the white directional studio signs is approximately \$35 and some studios require as many as 10 signs because of their location. Also, any additional expenses (i.e. refreshments offered to the public and the rental of any equipment such as portable washrooms) are the responsibility of each individual studio.

Selection Process:

The application process involves two stages:

1) The current members of the Tour will review each Applicant's completed form and supporting material and determine whether the Applicant is a good fit for the Tour at this time. This decision will be based on a number of criteria including the guidelines listed above as well as the number of artists already on the Tour who work in the same medium as the Applicant. Applicants will be notified of the results of this stage within 4 weeks of the deadline.

2) If the Applicant is deemed an appropriate candidate for the Tour at this time, then an "open house" style studio visit will be scheduled where the current members will visit your studio to view your work in person and determine if your studio space is appropriate for the Tour. This studio visit will be scheduled **in late October / Early November**. Applicants will be notified as to whether or not their application has been successful within 4 weeks of the open house.

Thank you for your interest in the Muskoka Autumn Studio Tour!

Please direct any questions to:

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