

# Wyoming Artists Collective

Creative Works by Artisans across Wyoming

Dear Wyoming Artist,

Thank you for your interest in joining Wyoming Artists Collective! It's an exciting idea that has been blooming in my mind for quite some time and I'm thrilled to watch it come to life. The site was launched in April of 2020 and has shown great response so far. The idea is "power in numbers" - in other words, by joining forces and creating a common place for potential customers to shop, we can gain far more attention as a whole than we can individually. Creatives in Wyoming hold a special energy passed on through their work and I'm confident that this work being produced is unique and marketable because of it!

On the next two pages you will find further details and answers to some of the questions you might have about Wyoming Artists Collective. Feel free to contact me with any further questions you might have! I look forward to working with folks across this wonderful state to make this a successful venue!

With great excitement,  
-Delsa

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## **What Is Wyoming Artists Collective?**

- An on-line presence for Wyoming artists in one virtual location. Work showcased will be open to 2D and 3D works as well as functional creations (such as hand dyed scarves or ceramics). Each participating artist will have their own page, featuring their work, artist's info (artist photo, bio, resume, etc.) and any related links (e-mail, website, social media accounts and/or other platform such as Etsy)
- An outlet to sell work with minimal cost (selling items is optional, but strongly encouraged).
- Social media presence and marketing through Facebook & Instagram.
- Other marketing (such as email campaigns and printed promotional documents)

## **Application Process**

In order to keep Wyoming Artists Collective a desired place to find unique and quality items, I do need to moderate the work being showcased. A short application process is required for interested artists that include submission of three images showcasing examples of work produced. I will be striving to keep a balance of work present on Wyoming Artists Collective and may have to turn down an artist due to a higher percentage of a particular medium being submitted. In other words, I want to avoid having a larger percentage of one type of work, such as jewelry or painting styles on the site.

## **Costs**

In order to offset the costs associated with managing and promoting Wyoming Artists Collective, I'm asking participating artists for a small quarterly fee of \$50 for those selling works, along with a small commission on sales. For anyone wishing to have online presence through the site but will not be selling items directly, annual fees will be reduced to 50%. A minimum of 90% of the quarterly fees will be used for marketing purposes (online advertising). All costs are listed below:

- one-time \$35 set up fee for accepted artists
- annual fee of \$200 (\$50 paid quarterly)
- 10% commission on sales
- processing fees (credit card fee, etc), currently 3%

## **How Sales Will Work**

Currently sales go through an account managed by myself, Delsa Allen, DBA Reflections of the Winds, after sales are processed through Square. Once fees are removed (commission amount and processing fees) funds will then be transferred to the artist within three business days through PayPal. Artists are then responsible to ship sold item(s) to the buyer in a timely manner.

## **Requirements**

- Participating artists must be a resident for 6 or more months of the year for at least two years, or 5 or more months if previously a Wyoming resident for at least 5 years.
- PayPal account - all participating artists (both selling and non-selling) must have a functional PayPal account as invoices and payments will go through this platform.
- Profile photo and biography - as mentioned before, it's important to let people know who you are!
- If you choose to have items for sale, the minimum number of items is 3 with a maximum of 15. Up to 5 images can be posted for those who do not want to sell items through the site.

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- Items must be made solely by the artist or at the discretion of the artist (such as reproduction prints) and should not be mass produced.
- Artists who choose to sell items on the site are encouraged to change out items that do not sell. If no items have sold after 6 months, I will likely recommend that the artist change out 25% - 35% of items. If no items have sold after one year, artists will be **required** to change out at least one item or 25% percent of items (which ever is greater). Those artists who can not provide at least one new item, may be removed from the site or be designated as a non-selling artist. As items are sold, I will recommend replacing them as soon as possible, preferably within a month. This will help keep the site fresh and encourage shoppers to visit often.

## **Ready to Apply?**

If you are ready to apply, go to [www.wyomingartistscollective.com/artist-application](http://www.wyomingartistscollective.com/artist-application) to complete a short application that includes submission of three images showing the work you produce.

Maximum file size for the images submitted is 5 MB per image. It will be assumed that the quality of the images you submit during this process will be similar to those submitted in the future. Only those that are capable of providing viewers a clear depiction of the items you wish to sell will be considered for acceptance.

If accepted, you will receive an “acceptance package” from me outlining further details, along with an agreement for our consideration.

For some artists, three images might just not be enough for you to show me your work (I get it!). If you feel this is the case, you can email me up to 3 more images by sending them to [apply@wyoartistscollective.com](mailto:apply@wyoartistscollective.com) with “additional images” in the subject line. Be sure to include your name so I can match them to your application.

Again, if I am unable to include you at the time of your application, you will remain on a reserve list and may still be accepted in the future to become a participating artist.