



Hidden In The Hills Artist Studio Tour

2024 Hidden in the Hills Guidelines & Conditions Agreement

REGISTRATION DEADLINE: March 18, 2024

I understand if I fail to comply with the Hidden in the Hills guidelines and conditions below it may result in no longer being eligible to participate in future Hidden in the Hills events.

- ❖ I certify that the location I am registering is a working artist studio at a residential address. **Host Studios may not be located in a commercial space of any kind.**
- ❖ I agree to host no more than five guests in addition to myself. All Guest Artists must be League members and registered as HITH Participants.
- ❖ I will use available resources to find additional guest artists. (Match up event, League, and HITH Committee personnel.) All participants are required to be an Arizona resident.
- ❖ I agree to provide adequate space for my guest artist(s) to display their artwork and adequate space for visitors to park safely.
- ❖ I understand that I will receive one (1) sandwich board, and four (4) directional signs. Additional signs may be rented as follows: \$15 for each additional directional sign (limit 4) and \$35 for an additional sandwich board (limit 1). Due to permit restrictions, no banners will be available.
- ❖ I agree to not modify the event signage provided by the Sonoran Arts League in any way.
- ❖ I will receive one (1) clicker for counting guests plus miscellaneous Sonoran Arts League Marketing material. I am responsible for pick-up and drop-off of studio materials. Host studios will be responsible for the cost to replace the signs and equipment not returned.
- ❖ I understand that all new host studios are subject to a studio review by the Hidden in the Hills committee to ensure the highest quality presentation, professionalism and safety.
- ❖ I understand that all host studios who have previously been cited for unprofessional or unsightly displays and/or tenting will be subject to a studio review by the Hidden in the Hills committee during registration and again just prior to the show.
- ❖ I agree to pick up my host studio bag and signs on Friday, Nov. 15, between 8 a.m. – 12 noon, and return the same on Monday, Dec. 2, at the location listed on the HITH Key Dates calendar.
- ❖ I understand if I live in a gated community, I must adhere to the Gated Community Policy (included in this document).

By registering as a participant for Hidden in the Hills as a host studio you also agree to the following terms and conditions:

- ❖ I will update my artist profile on the Sonoran Arts League website (sonoranartsleague.org) with the following content:
 - A minimum of 1 image of current artwork.
 - Bio and/or artist statement.
 - Photo of artist at work or head shot.
 - Link to my website and/or social media platforms.
- ❖ I agree to be present and my studio open from 10:00am to 5:00pm for all six (6) days of the event. Non-attendance constitutes an unprofessional act and if flagrant abuse is found, I may be permanently ineligible for future Hidden in the Hills events. This includes any artists found absent during Hidden in the Hills hours, or who leave the show early.
- ❖ I agree that the Sonoran Arts League will not be held responsible for any loss of or damage to my art for any reason.
- ❖ I understand that all Hidden in the Hills participants are encouraged to carry their own appropriate insurance.
- ❖ I agree to perform/provide at least eight (8) hours of volunteer service for the Sonoran Arts League (League) between January 1, 2024, and December 31, 2024. If I am unwilling or unable to complete these hours, I will pay \$25 per hour to the Sonoran Arts League ~ \$200 max.
- ❖ I understand that “Hidden in the Hills Artist Studio Tour” is the exclusive property of the Sonoran Arts League. As a participating artist I am permitted to utilize the event name, logo, and likeness to promote the tour through my own collateral and marketing materials. I will not in any way modify the term or create my own website/social media using any part of the phrase “Hidden in the Hills” or “Hidden in the Hills Artist Studio Tour.”
- ❖ I agree to show visitors my materials, tools, works-in-progress, and whenever possible, to **demonstrate my process of making art**. If live demonstrations are not possible, I agree to display a photo portfolio or album of my studio with pictures of myself in the process of creating art.
- ❖ I will present a minimum of ten complete pieces of recent, original, one-of a-kind artwork prominently displayed and for sale during Hidden in the Hills. All giclee’s or reproductions will be clearly marked.
- ❖ I agree that I may not sell anything other than my artwork and related reproductions (prints) of this art. **I understand that the sales of mass-produced apparel, plants, food, manufactured goods or any items beyond the scope of my own artwork is prohibited.**
- ❖ I will clearly identify each piece of artwork on display during Hidden in the Hills as either an original or reproduction.
- ❖ I will not have any activity occurring at my studio other than registered artist’s demonstrations and sales (i.e., food trucks, vehicle sales, etc.) unless directed by the League.
- ❖ I agree that any sales/marketing material that I present during the Hidden in the Hills Artist Studio Tour be dedicated to promoting my own artwork and events or the League’s future events. This may include business cards, brochures, postcards, my email address, website address and workshop sign-up sheets. I may not promote any artists not currently participating in Hidden in the Hills.

- ❖ I agree to complete the post event **Artist Survey** at the end of the show and return it, along with my guest's surveys, when I return my signs and other materials on Monday, Dec. 2.
- ❖ I have received a copy of the Key Dates (included in this document) and the Artist Information Guide (included in this document) and understand it is my sole responsibility to fulfill my obligations and meet all appropriate deadlines.

PAYMENT SUBMISSION INFORMATION

THE FOLLOWING ARE OPTIONS FOR PAYMENT:

- (1) **CHECK:** \$600, Registration only **OR** \$800, Registration & paid volunteer hours
 - **Return In Person:** 7275 Easy Street #A104, Carefree, AZ 85377, **OR**
 - **Mail to:** 7100 N. Cave Creek Rd. #104, Cave Creek, AZ 85331
- (2) **ZELLE:** \$600 -Registration only **OR** \$800 - Registration & paid volunteer hours
Simply scan the QR code with your phone:



- (3) **CREDIT CARD:**
 - Registration only: \$630 (\$600 plus \$30 processing fee)
 - Registration **and** Payment of Non-Volunteer Hours: \$830 (\$600 Registration *plus* \$200 paid volunteer hours *plus* \$30 processing fee)
 - **NOTE: THE \$30 PROCESSING FEE WILL BE PAID SEPARATELY. Shortly after your registration is submitted, you will receive an email with further payment instructions.**

REGISTRATION IS NOT COMPLETE WITHOUT PAYMENT.

Any Payments and/or Registrations received AFTER the March 18th deadline will be subject to a \$50 Late Fee.



Hidden In The Hills Artist Studio Tour

Hidden in the Hills 2024 Artist Information Guide

The Sonoran Arts League is proud to offer members the opportunity and privilege to showcase their art, demonstrate how it is created, educate thousands of visitors, and sell their art during the Hidden in the Hills Artist Studio Tour. The mission of the Hidden in the Hills Artist Studio Tour is to provide an opportunity for the public to visit the workspaces of dedicated artists in the Sonoran Foothills, to learn about the artists' methodologies and processes and to purchase directly from these artists in a friendly, engaging atmosphere that showcases quality art.

GENERAL INFORMATION

- Event Dates: November 22, 23, 24 and November 29, 30, December 1 - 10:00am to 5:00pm.
- Participation Fee: \$600 per artist + 8 volunteer hours (payable at a rate of \$25/hr)
- Host Studio Registration Deadline: **March 18, 2024**
- Guest Artist Registration Deadline: **April 22, 2024**

ARTIST ELIGIBILITY

Hidden in the Hills participants (guest artists and host studios) must be 18 years of age and a Sonoran Arts League member in good standing by registration deadline as of April 22, 2024. Any outstanding balances must be paid prior to registration.

BENEFITS OF PARTICIPATION

- Hidden in the Hills Artist Studio Tour is the oldest and largest Open Studio Tour in the Southwest and will be celebrating its 28th anniversary in 2024.
- Exposure to the art-loving and art-buying community.
- Artist listing in the Studio Map, 25,000 copies printed.
- Listing with image and advertising opportunity in the Artist Directory, 6,000 printed.
- Opportunity to submit art for the Hidden in the Hills Artist Directory cover.
- Web/social media presence and posts.
- Public relations opportunities in print, TV and radio, featuring participating artists.
- Artist Directory allotment for each participating artist.
- Directional signage to guide visitors to host studios.
- Promotional asset toolkit with logos, photos, and suggested post language.

PARTICIPATION FEE

- A participation fee of \$600 to be paid to the Sonoran Arts League upon registration. An additional \$30 surcharge will be included with any credit card payments.
- Hidden in the Hills participants must complete 8 hours of volunteer service for the Sonoran Arts League, between January 1 and December 31, 2024. If the participant is unable or unwilling to complete their volunteer time, the hours may be paid for at a rate of \$25 per hour to the Sonoran Arts League.
- Partners doing collaborative work may pay one fee and will receive one listing in the Hidden in the Hills artist directory and website.

GUEST ARTIST / HOST STUDIO MATCHING

- It is the responsibility of the guest artist to find a host studio.
- A Host Studio / Guest Artist Match-Up will be held (in person) on Saturday, March 30, 2024, at the Holland Center, 34250 N. 60th St., Scottsdale, to help facilitate connection between artists and host studios.
- Guest artists are required to be matched with a host studio prior to completing registration.

PERMITS & LICENSES

- Applicable state (AZ TPT) and local licenses* are required for Hidden in the Hills participation. All participating artists must provide copies to the Sonoran Arts League prior to June 14, 2024, and display them during the event dates at your physical location.

**Cave Creek and Scottsdale each require a business license ~ you are required to have a business license from either town/city if your host studio is within the town/city limits.*

HIDDEN IN THE HILLS COMMITTEE CONTACT INFORMATION

- Co-Chair - Jane Boggs ~ jjboggs2012@gmail.com or (480) 283-7801
- Co-Chair – Gail Haire ~ gailhaireart@gmail.com or (703) 966-7334
- Secretary - Nancy Palmisano ~ nancy@nancypalmisano.com or (480) 326-5451
- Social Media - Jules Gallatig ~ middleredstudios@gmail.com or (215) 205-9814
- Marketing (Advertising & PR) - Carole Perry ~ carole@laughingglass.com or (480) 239-2463
- Newsletter – Lynda Abare ~ lynda@5acrearts.com or (480) 221-2234
- Technical Support – Rachel Karls-Gomes ~ rkg.cavecreek@gmail.com or (480) 849-3942
- Permits - Dick Mueller ~ dick@coyotecrossingstudio.com or (480) 416-9479
- Signage – Joanie Wolter ~ Joanie.wolter@gmail.com or (562) 225-2552
- Studio 1 Youth Art - Robin Ray ~ robinnst49@gmail.com or (480) 567-4197
- Directory Advertising - Gail Haire ~ gailann06@gmail.com or (703) 966-7334
- Directory Advertising – Carole Tenwalde ~ carol@blingbeadedbaubles.com or (707) 888-4215
- Archives - Judy Darbyshire ~ (480) 488-9286
- Art from the Heart – Chris Heede ~ chriseede@gmail.com or (948) 229-7006



2024 Hidden In The Hills Key Dates

Please Note: The Sonoran Arts League will make every effort to honor dates as outlined in the schedule below. However, some dates, times, and locations may change. Please read all email announcements regarding Hidden In The Hills for the most up-to-date information. **Revised 3.9.2024**

DATE	DESCRIPTION & DETAILS
Tues., Feb. 20	Host Studio Registration Opens ~ online
Wed., Feb. 21	New Host Studio Assessment & Review Begins
Mon., March 18	DEADLINE: Host Registration Ends
Tues., March 26	Guest Artist Registration Opens ~ online
Sat., March 30	MEETING: Guest/Host Match Up Day at The Holland Center, 34250 N. 60th St., Scottsdale 10am -12pm
Mon., April 22	DEADLINE: Guest Artist Registration Ends
Date TBD	New Artists Meetup with Jules Gallatig. Jules will share her first-year HITH experiences and answer questions. Date, time and location TBD
Tues., May 7	Artist Directory Cover Artwork Submission Opens (online)
Tues., May 21	DEADLINE: Last Day to Submit Cover Artwork
Wed., May 31	DEADLINE: Early Bird Advertising
Mon., June 3	COVER ART FINALISTS: Original art submission to Sonoran Arts League The Holland Center, 34250 N. 60 th St., Scottsdale ~ 9am
Fri., June 28	DEADLINE: Last Day to Request Participation Refunds
Fri., June 28	DEADLINE: Advertising and Payment Deadline
August 1-25	Digital Artist Proofing by Section
Sat., Sept. 20	DEADLINE: Final Artist Directory Proofing ~ artist listings, media page, map and advertisements *Mandatory for all participants ~ online only
Dates TBA 1. HITH map 2. Directory	MATERIAL PICK UP: 1. Hidden In The Hills Map available 2. Artist Directory Pick Up & Show Instructions ~ Sonoran Arts League Studio
Fri., Nov. 15	MATERIAL PICK UP: Host Studio Signs & Bag Pick Up at Cuvee Studios 8am – 12pm, 31550 N. 70 th Street, Scottsdale, AZ 85266 (Phone: 562-225-2552)
November 22, 23, 24, Nov. 29 & 30, Dec. 1	2024 Hidden In The Hills Artist Studio Tour
Mon., Dec. 2	MATERIAL DROP OFF: Host Studio Bag Drop Off at Cuvee Studios 8am – 12pm, 31550 N. 70 th Street, Scottsdale, AZ 85266
Mon., Dec. 2	DEADLINE: Artist Survey Submission Deadline
December 31	DEADLINE: Last Day to Report Volunteer Hours Any hours not completed will be billed at a rate of \$25/hour



Hidden In The Hills Artist Studio Tour

2024 Hidden In The Hills Gated Community Policy

To ensure everyone's success each Host Studio participating in Hidden in the Hills must be accessible to visitors attending the Hidden in the Hills Artist Studio Tour. Therefore, for an artist's studio in a gated community to be considered for Host Studio status, at least one of the first two following conditions must be met along with #3:

1. The homeowner's association board of the community must approve, in writing, that a code which will open the gate will be posted at the gate between the hours of 10:00 a.m. and 5:00 p.m. all 6 days of the event,

OR

2. The homeowner's association board must approve, in writing, that the gates of the community will be left open between the hours of 10:00 a.m. and 5:00 pm, all 6 days of the event.

AND

3. **The artist must ALSO put it in writing** that he/she will ensure that if the homeowner's association refuses to honor their written agreement, he/she will ensure that someone is positioned full time at the gate to let visitors into the community.

Under no circumstances will the Sonoran Arts League publish a gate code for any studio in a gated community in any of our collateral material, including – but not limited to – the Hidden in the Hills Directory, print map, online map, or advertising.