



Hidden In The Hills Artist Studio Tour

2025 Host Guidelines & Conditions Agreement

Registration Deadline: March 18, 2025

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

- ❖ I certify that the location I am registering is a working artist studio at a residential address, within the tour boundaries. Host Studios may not be located in a commercial space of any kind.
- ❖ 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 understand if I live in a gated community, I must adhere to the Gated Community Policy (included in this document).
- ❖ 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 agree to provide adequate space for my guest artist(s) to display their artwork and adequate space for visitors to park safely.
- ❖ I will use available resources to find additional guest artists. (Match up opportunity, League, and HITH Committee personnel.) All participants are required to be an Arizona resident.
- ❖ I will not have any activity occurring at my studio other than registered artist demonstrations and sales (i.e., food trucks, vehicle sales, etc.) unless directed by the League.
- ❖ I am responsible for pick-up and drop-off of studio materials on dates listed 2025 HITH Key Dates calendar. These materials include: host studio bag, one sandwich board, four directional signs, and any Sonoran Arts League marketing material. Additional directional signs and sandwich boards may be rented, based upon availability. Due to permit restrictions, no banners will be available.
- ❖ I agree to not modify the event signage or materials provided by the Sonoran Arts League.
- ❖ Host studios will be responsible for the cost to replace the signs and equipment if not returned.



Hidden In The Hills Artist Studio Tour

By registering as a participating artist in the Hidden in the Hills Artist Studio Tour you agree to the following terms and conditions

- ❖ 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 be present and at my studio from 10am to 5pm for all six 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 Artist Studio Tour events.
- ❖ I agree to complete at least eight hours of volunteer service for the Sonoran Arts League between January 1 and December 31, 2025. If I choose not to fulfill these hours, I may pay \$50 per hour upfront or by the December 31, 2025, deadline. A \$100 penalty will be applied if payment is not received on time and billing is required.
- ❖ I agree that the Sonoran Arts League will not be held responsible for any loss of or damage to my art for any reason. Participants are encouraged to carry their own appropriate insurance.
- ❖ I will update my artist profile and make it public on the Sonoran Arts League website (sonoranartsleague.org) with the following content:
 - A minimum of 1 image of current artwork.
 - Bio and artist statement.
 - Photo of artist at work or head shot.
 - Link to my website and/or social media platforms.
- ❖ 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 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 Artist Studio Tour. All giclee or reproductions will be clearly marked.
- ❖ 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 agree that any 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 Artist Studio Tour.
- ❖ I agree to complete the post-event Artist Survey at the end of the show. Guest artists should return their completed surveys to the host on the final day. Hosts should submit their own completed survey, along with their guest artist(s) surveys, to the League when returning signs and other materials on Monday, Dec. 1.
- ❖ 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.



Hidden In The Hills Artist Studio Tour

Payment Submission Information

Payment Options

❖ Check / Cash

- \$700 Registration only**
- \$1,100 Registration and payment of non-volunteer hours
 - **In Person:** 7275 Easy Street #A104, Carefree, AZ 85377
 - **Mail:** 7100 N. Cave Creek Rd. #144, Cave Creek, AZ 85331

❖ Credit Card

- \$700 Registration only**
- \$1,100 Registration and payment of non-volunteer hours
 - \$700 Registration plus \$400 paid volunteer hours

**Participants who are unable to complete their volunteer hours must pay \$50 per incomplete hour to the Sonoran Arts League by December 31, 2025. If payment is not received by the deadline and billing is required, a \$100 penalty will apply.

Any payments and/or registrations received **after** the March 18 deadline will be subject to a \$50 **late fee**.

Registration is not complete without payment.

2025 Artist Information Guide

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.

2025 Hidden In The Hills Artist Studio Tour Dates

November 21, 22 & 23 and 28, 28 & 30
10am – 5pm

Host Studio Eligibility

- ❖ All Studios must be within the Hidden In The Hills Artist Studio Tour boundaries.
 - **North** - Tonto Forest
 - **South** - Happy Valley Road
 - **East** - Pima Road with the exception of Carefree residents
 - **West** - Cave Creek Road and Cave Creek Town Limits
- ❖ All host studio locations must be working artist studios at a residential address.
- ❖ Host Studios may not be located in a commercial space of any kind.

Artist Eligibility

Hidden In The Hills Artist Studio Tour participants (guest artists and host studios) must be residents of Arizona, be 18 years of age and a Sonoran Arts League Artist Member in good standing by the registration deadline, *Host Studio Artists, March 18 and Guest Artists, April 15, 2025*. All outstanding balances must be paid prior to your registration.

Hidden In The Hills Artist Studio Tour Communication

- ❖ Add our email addresses to your address book or mark it as safe to ensure you receive our Monthly Hidden In The Hills Artist Newsletter straight to your inbox.
 - HITHNewsletter@SonoranArtsLeague.org and Info@SonoranArtsLeague.org
- ❖ **Hidden In The Hills Artist Studio Tour Artist Resource Page**
 - <https://sonoranartsleague.org/hith-info-for-artists>

Participation Fee

- ❖ A participation fee of \$700 to be paid to the Sonoran Arts League upon registration.
- ❖ Hidden In The Hills participants must complete at least eight hours of volunteer service for the Sonoran Arts League between January 1 and December 31, 2025. If I choose not to fulfill these hours, I may pay \$50 per hour upfront or by the December 31, 2025, deadline. A \$100 penalty will be applied if payment is not received on time and billing is required.
- ❖ Partners doing collaborative work may pay one fee and will receive one listing in the Hidden in the Hills artist directory and website.



Hidden In The Hills Artist Studio Tour

Permits & Licenses

- ❖ Applicable state (AZ TPT) and local licenses* are required for Hidden In The Hills participation. All participating artists must display them during the event dates at your physical location.

**Cave Creek and Scottsdale require a business license ~ you are required to have a business license from the town/city your host studio is located in.*

Guest Artist And Host Studio Match-Up

- ❖ It is the responsibility of the guest artist to find a host studio.
- ❖ Guest artists are required to be matched with a host studio prior to completing registration.
- ❖ The Hidden In The Hills Committee provides an opportunity to help facilitate connections between artists and host studios. This Guest Artist and Host Studio Match-Up opportunity will be held on Saturday, March 29, 2025, from 1 - 3pm at the Holland Community Center.

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 29th anniversary in 2025.
- ❖ Special discount ad pricing in major publications.
- ❖ Exposure to the art-loving and art-buying community.
- ❖ Artist listing in the Studio Map.
- ❖ Listing with image and advertising opportunity in the Artist Directory.
- ❖ 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.



Hidden In The Hills Artist Studio Tour

2025 Key Dates

The Sonoran Arts League will make every effort to honor this schedule as outlined below. However, some dates, times, and locations may change. Please read all Monthly Hidden In The Hills Artist Newsletter for the most up-to-date information.

DATE	DESCRIPTION & DETAILS
Sat., March 1 10am – 11am	MEETING*: Everything you need to know about participating in Hidden in the Hills. At the Holland Center, 34250 N. 60th St., Bldg. B (Scottsdale) *Required for first time participants.
Tues., March 4	Host Studio Online Registration begins
Wed., March 5	New Host Studio Assessment & Review begins
Tue., March 18	DEADLINE: Host Registration Ends
Tues., March 25	Guest Artist Online Registration begins
Sat., March 29 1pm – 3pm	MEETING: Guest/Host Match-Up Opportunity at the Holland Center, 34250 N. 60th St., Bldg. B (Scottsdale)
Tue., April 15	DEADLINE: Guest Artist Registration Ends
Tues., April 29	Artist Directory Cover Artwork Online Submission begins
Sat., May 3 9am – 10am	Welcome: Hidden In The Hills Participant Orientation — Questions & Answers. MANDATORY for all NEW HITH Hosts & Guests , but all are welcome. At Sonoran Arts League Studio Stagecoach Village, 7100 E Cave Creek Rd #144, Cave Creek, AZ 85331
Tues., May 6	Artist Directory Info & Thumbnail Image Online Submission begins
Tues., May 13	DEADLINE: Last Day to Submit Cover Artwork
Tues., May 27	DEADLINE: Last Day to Submit Artist Directory Info & Thumbnail
Sat., May 31	DEADLINE: Early Bird Advertising Pricing Ends
Fri., June 27	DEADLINE: Last Day Request Participation Refund
Fri., June 27	DEADLINE: Advertising Submission and Payment Deadline
August 1 – 25	Digital Artist Proofing by Section (Online)



Hidden In The Hills Artist Studio Tour

DATE	DESCRIPTION & DETAILS (CONTINUED)
Wed., Sept. 24	MAPS PICK UP: Artists can pick up Hidden In The Hills Maps at the Sonoran through Nov. Arts League office/gallery in Carefree during business hours beginning Wednesday, Sept. 24. The gallery hours are 10am-4pm Tuesday-Saturday.
Sept TBD	EXTRA SIGNS FOR RENT: Additional signs will be available to reserve online. Check the website's HITH Info Page for the prices & link to pay for rentals.
Sat., Oct. 4 9am – 11am	DIRECTORY PICK UP & MEETING MANDATORY FOR ALL PARTICIPANTS! Meet the HITH Committee, review show instructions and pick up Artist Directories. Sonoran Arts League Studio @ Stagecoach Village. Cave Creek
Fri., Nov. 14 8am – 12 noon	MATERIAL PICK UP: Host Studio Signs & Bag Pick Up at LOCATION TBD
Nov. 21 – 23 & Nov. 28 – 30	2025 Hidden In The Hills Artist Studio Tour
Mon., Dec. 1 8am – 12 noon	MATERIAL DROP OFF: Signs, Host Studio Bags and Artist Surveys Drop Off. LOCATION TBD
December 31	DEADLINE: Last Day to Report Volunteer Hours or Pay for Incomplete Volunteer Hours. <i>(Failure to complete or pay by December 31, 2025 a penalty of \$100 will be added if we need to bill you.)</i>

Hidden in the Hills Committee Contact Information

We ask that you call the Committee with questions, do not call the Office or Studio.

- ❖ 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 & Newsletter - Jules Gallatig ~ middledredstudios@gmail.com or (215) 205-9814
- ❖ Marketing (Advertising & PR) - Carole Perry ~ carole@laughingglass.com or (480) 239-2463
- ❖ Technical Liaison – 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
- ❖ Signage - Chris Heede ~ chrisheede@gmail.com or (948) 229-7006
- ❖ Studio 1 - Benjamin Kastelic ~ benjamin@sonoranartsleague.org or (480) 488-2307
- ❖ Studio 1 - 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



Hidden In The Hills Artist Studio Tour

2025 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.