

2021 Studio Tour Checklist for Tour Artists

- Be sure to add Committee@PrescottStudioTour.com and Info@PrescottStudioTour.com to your email address book so you don't miss any information about the Tour and Tour events.
 - Emails with the subject "**Studio Tour Artist**" contain information you need about the Tour.
 - Emails with the subject "**Studio Tour**" are also sent to the general public and contain general information about the Tour.
- Mark your calendar with **Important Tour Dates**. A list is available on the Tour website under **More / Materials for Tour Artists**.
- Review the approaches to your studio to determine how many and where to put Tour **directional signs** (*Hosts only*).
- Participate in the **Raffle**. Artists are encouraged to select a work to raffle. Visitors love the opportunity to win a unique piece of art. Raffle proceeds fund:
 - Children's art programs provided in the Quad-City area.
 - Next year's Tour.
- Review the **Tour website** – www.PrescottStudioTour.com – to learn more about the Tour, its artists and art centers, and the people and businesses who are Art Supporters.
- **Promote the Tour** by:
 - Alerting friends and family to your participation in the Tour.
 - Sending emails or postcards to your personal lists.
 - Mentioning the Tour on your Facebook page, in your blog, and on your website.
 - Using the hashtag #PrescottArtistStudioTour when posting to your Instagram account.
 - Using the wording under **About** on the Tour website in your marketing efforts.
 - Using the Tour logo in your marketing efforts on your website, Facebook page and blog. Tour logos in various sizes will be emailed to you and available on the Tour website under **More / Materials for Tour Artists**.
- Use the **Tour Facebook** page – www.facebook.com/PrescottAreaArtistStudioTour
 - Like the Tour Facebook page.
 - Share Tour Facebook posts to broaden the number of people who see them.
 - Post images of your artwork or you at work on the Tour Facebook page.
 - Post images of visitors to your studio and/or the demonstrations you give during the Tour.
- Follow the **Tour Instagram** feed – <https://www.instagram.com/PrescottArtistStudioTour/> (@PrescottArtistStudioTour)
 - Use the hashtag #PrescottArtistStudioTour when posting:
 - images of your work or of you at work.
 - Images of visitors to your studio and/or the demonstrations you give during the Tour.
- Read the **Tour Tips** document, available on the Tour website under **More / Materials for Tour Artists**.
- Be prepared to carry out your **artist's responsibilities**; what you volunteered to do on your application.
 - You will receive an email with all the information you need.
- Pick up and review **Tour Materials** – available the afternoon of August 27 (*details will be emailed to you*):
 - Brochures
 - Poster
 - Raffle Tickets (*Hosts only*)
 - Directional Signs (*Hosts only*)
- Attend the **Post Tour Potluck Party**, Saturday, October 9
 - Share Tour experiences and meet other Tour artists
 - Turn in Tour Survey and Raffle money
- Collect the appropriate **sales tax** (*transaction privilege tax*). Refer to www.AZTaxes.gov for information.
- Have the appropriate **liability insurance**. Each Tour Studio owner is responsible for having the necessary liability insurance to cover possible injury to participants or visitors. The Studio Tour does not provide insurance for any artists or studios.