

# Northeastern New Mexico Arts Alliance

## Treasures & Trains Trail: *The Arts and Artists of Northeastern New Mexico*

### 3Ts Tour Map Site - Application

**Please review the Tour Map Guidelines and eligibility requirements before you begin.**

**To Individual Applicants:** Site locations on the arts trail are limited. A site that is open to the public involves time, financial and emotional commitments. Please consider cooperating with other artists or marketing your work through galleries, cooperatives and other regional shows and fairs.

**Online Submission Instructions and Deadline:** Tour map applications and required images must be submitted with digital images (on CD). The application is available at <http://www.nenmarts.org>

Downloading the application allows NENM Arts Alliance widely promote and distribute the applications without prohibitive cost of printing and mailing. To aid legislative advocacy benefiting rural New Mexico and to assure accurate applications, please submit a fully complete application. Contact NENMAA if you need access to a computer or people to help you download application. NENMAA will only mail applications if a self addressed return, postage paid envelope is provided by the applicant. Mail request to PO Box 335, Angel Fire, NM 87710 and clearly mark **NENMAA 3Ts Trail** on the front.

#### **OFFLINE PREPARATION Only**

1. Go Online to: [www.nenmarts.org](http://www.nenmarts.org) Print out and complete the application on paper.
2. Prepare a maximum of five digital photos for submission, as instructed in Part III below. Applications without images of your artistic samples are not eligible for trail consideration.

#### **HARDCOPY APPLICATION SUBMISSION**

1. A hardcopy application should be typed using at least 10 point font, keeping answers within the space allowed. Handwritten applications must be fully legible or are not acceptable.
2. Copy the completed application for your records. NENMAA will not send copies to applicants.
5. In one package, mail the application with original signatures AND a CD with five high quality images, or five high quality 4" x 6" color photos. Be sure to included 5 images of your work, plus images of your environment (building) interior and exterior including the entrance) Label CD or each photo with your applicant name, site name and contact person.
6. Applications may be hand delivered to The Angel Fire ArtSpace Gallery, (In the Post Office Building) 3469 Highway 434, Suite B-3 Angel Fire, NM 87710, 575-377-6273 or to the Angel Fire Chamber of Commerce, Centro Plaza, Angel Fire, NM 87710 575-377-6661

**Confidentiality:** Reported data will enable us to track economic benefits and support further trail development. All data will be kept strictly confidential.

I have read and agree to the 2008 Tour Map Guidelines.

\_\_\_\_\_  
\_\_\_\_\_

(Printed Name & Signature)

## Part I: Tour Map Information

Applicant Name: \_\_\_\_\_

Site Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Site Mailing Address: \_\_\_\_\_

City/Zip: \_\_\_\_\_

Site Physical Address: \_\_\_\_\_

City/Zip: \_\_\_\_\_

County : \_\_\_\_\_

Site Telephone: \_\_\_\_\_

Telephone #2: \_\_\_\_\_

Site Email: \_\_\_\_\_

Site Website: \_\_\_\_\_

Back Up Contact (If you are not there, to whom should we speak?)\_ Name \_\_\_\_\_

\_\_\_\_\_ Phone \_\_\_\_\_

E-mail address \_\_\_\_\_

**Type of Site or Arts Destination (check all that apply):**

- .. Artist Studio
- .. Art Space in Historic Building \_\_\_\_\_
- .. Gallery \_\_\_ For Profit \_\_\_ Not For Profit \_\_\_\_\_ Artist's Coop
- .. Museum
- .. Performing Arts Space
- .. Performing Arts in Historic Building \_\_\_\_\_
- .. Ongoing Demonstrations
- .. Other (Please specify) \_\_\_\_\_

**Media (check all that apply):**

- .. Painting (Specify media) \_\_\_\_\_
  - .. Collage
  - .. Pottery/Ceramics
  - .. Fiber Arts (Please specify) \_\_\_\_\_
  - .. Sculpture (Please specify) \_\_\_\_\_
  - .. Mixed Media
  - .. Drawing/Pastel
  - .. Quilting
  - .. Rug Braiding
  - .. Weaving
  - .. Wood
  - .. Other (describe) \_\_\_\_\_
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**Work is primarily:**

.. Traditional (Please specify) \_\_\_\_\_

.. Contemporary (Please specify) \_\_\_\_\_

.. Mixed (Please specify) \_\_\_\_\_

.. Other (Please specify) \_\_\_\_\_

Brief site description for tour map: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Driving directions from nearest major route, using mile markers: (Use directional terms like "Turn Northeast (Right) on\*\*")

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Hours open to the public (Requirement is at least four hours per day, for three days per week):

.. Open year round (List days, hours) \_\_\_\_\_

OR

.. Open seasonally (List months, days, hours) \_\_\_\_\_

AND, if applicable

.. Open by appointment, call first

**Part II: Site Information**

Number of non-New Mexico artists \_\_\_\_\_

Percent of Made in New Mexico Products? \_\_\_\_\_

Percent of Product made in the USA? \_\_\_\_\_

Percent of inventory made outside the USA? \_\_\_\_\_

Percent that is original work made by hand? \_\_\_\_\_

Percent that is printed or reproduction work? \_\_\_\_\_

**BUSINESS AND SALES**

How many years have you been in the business? \_\_\_\_\_ years

What percentage of your business income is art related? \_\_\_\_\_ %

Are you able to increase production or inventory to meet increased sales? Yes \_\_\_\_\_ No \_\_\_\_\_

How many paid employees (including owners) work at your site? Full time \_\_\_\_\_ Part time \_\_\_\_\_

How many unpaid volunteers and others work at your site? Full time \_\_\_\_\_ Part time \_\_\_\_\_

Note to Applicants: The following questions will be used exclusively in the data collection for funding organizations. Governmental agencies require specific information for funding as evidence of our success in this strategic effort at rural economic development. Further, Board Members at large will not have access to this information in the reporting. Reports will be forwarded to an independent financial professional retained by the Board for review and consolidation for purposes of statistical validation of the effect of the 3Ts Art Trail. Your reports can be filed in an anonymous method to further secure your privacy. The more information you can provide, the better. Your cooperation is highly valued and contributes to the sustainability of this effort.

Has the Art Trail impacted your Art Sales and Visitors positively? If so, Please quantify that in one of these manners:

- A. \$ \_\_\_\_\_ increase
- B. % \_\_\_\_\_ increase in Revenues
- C. # \_\_\_\_\_ increase in number of trackable visitors.

**Tracking Information**

We encourage you to track your visitors, where they came from and how they heard about you. Do you collect this information (if you need help with this please contact us) and if so, please share this with us:

# visitors (increase? Decrease? (how much) or no change?

Where are they from?

How did they hear about you?

Are they following the 3T's Art Trail?

**SITE AND ACCESS**

Does your site have a separate exterior door to the place of business? Yes \_\_\_\_\_ No \_\_\_\_\_

Is your site's driveway and road accessible by a conventional 2-wheel drive vehicle? Yes \_\_\_\_\_ No \_\_\_\_\_

Is your site located on a designated Federal or New Mexico Scenic Byway? Yes \_\_\_\_\_ No \_\_\_\_\_

Which one? \_\_\_\_\_

Is your site wheelchair accessible (including 36" doorways and ramps plus stairs)? Yes \_\_\_\_\_ No \_\_\_\_\_

Is your bathroom wheelchair accessible (as above)? Yes \_\_\_\_\_ No \_\_\_\_\_

**SITE PREPARATION AND REPORTING REQUIREMENTS**

By submitting this application and your photos, you hereby agree to the following:

If Required by the NENMAA, I will participate in a "Getting Ready for Company" workshop.

I will complete a "before tour" baseline survey or questionnaire.

I will carry liability insurance.

I will stay open for business during published hours and days and provide for backup in the event of my inability to open on a published day/hour.

Send in quarterly reports of customer numbers and sales figures.

SIGNED THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 2008

NAME (PRINTED) \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

What new skills or training do you need to be on the arts trail? \_\_\_\_\_

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What is unique or sets you apart as a site or arts destination? \_\_\_\_\_

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### **Part III: Required Arts Images**

Images you submit indicate the artistic standard you would bring to the arts trail. Please include five high quality digital images, representative of the artistic quality of arts products available at your site. Please also provide at least 3 interior photos and 2 exterior photos including the entrance.

Send JPEGs rotated accurately, at print resolution (at least 300 dpi). Each image must be clear and accurately represent the quality of the work. Images should be saved to a CD or DVD. Printed photos must be at least 5" x 7", clear and clearly labeled.

**NOTE: By submitting photos, you are acknowledging your ownership of the images, and allowing their use in the guide, on our website(s) and in promotional materials. Such use does not constitute transfer of ownership.**

**Part IV: Comments and feedback about the NENMAA Art Trails project** \_\_\_\_\_

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**Thank you for your support of the arts and for your interest in the NENMAA arts trails.**

**\*\*\*The NENMAA will make every effort to market this trail and participating businesses/artists. Such Promotion takes time and results will vary.**

Northeastern New Mexico Arts Alliance c/o Moreno Valley Arts Council PO Box 335, Angel Fire, NM 87710 575-377-6273 505603-7667