



Art Workshops at the Newport Visual Arts Center

Share your creative skills in a coastal setting

The Newport Visual Arts Center provides dramatic and inspiring spaces for art workshops and related activities. Workshop participants develop their creative skills and enjoy a coastal experience in the Nye Beach neighborhood of Newport. The Newport Visual Arts Center (VAC) is owned by the City of Newport and managed by the Oregon Coast Council for the Arts (OCCA). As part of OCCA desire to expand arts programming in the Newport area, the organization is actively looking for artists interested in developing and leading adult art workshops.

Artist Benefits

- Affordable, nonprofit rental rates for classrooms with ocean views in the heart of Nye Beach, Newport.
- Calendar listing in OCCA's bimonthly print newsletter, and in the "Friends of the VAC" online newsletter.
- OCCA distribution of flyer (provided by presenter) to the VAC's two building partners (Coastal Arts Guild and Yaquina Arts Association), and at the Newport Visual Arts Center.
- Distribution of news release (provided by presenter) to OCCA's current media list (including Lincoln County and some statewide media).
- Mention and link on the VAC's Facebook page.
- Amenities such as VAC galleries, ocean views, beach access and the historic Nye Beach arts district.

Costs and Responsibilities

- Room rental fees (see next page), paid to City of Newport.
- 15% percent of gross tuition, paid to OCCA.
- Publicity and marketing beyond what is mentioned above.
- Registration and communication with workshop participants.
- Workshop content and materials.
- 10% discount on fees for current OCCA members. OCCA membership form distributed to attendees.

Contact OCCA VAC director Tom Webb for more information: 541-265-6569, twebb@coastarts.org

Classrooms and Rental Fees

Classroom 205, the VAC's most popular workshop space, is 750 square feet and includes 11 seven-foot tables, 4 six-foot tables, a kitchen, access to multiple sinks, and a film screen—with a spectacular ocean view and easy beach access. \$19 per hour (artist, non-profit rate), or \$110 per day.

Classroom 302, the VAC's smaller classroom, is 200 square feet and includes 4 six-foot tables, access to a kitchenette, and a film screen—with a spectacular ocean view and each beach access. \$13 per hour (artist, non-profit rate), or \$85 per day.

The **Media Room** (windowless) is a newly developed space and can be used on its own or in conjunction with other classrooms. The Media Room is 200 square feet and can include up to 4 seven-foot tables. The Media Room includes a film screen and a large darkroom sink. \$13 per hour (artist, non-profit rate), or \$85 per day.

The **Mud Room** includes a small kiln. For information about workshops using the kiln, contact OCCA staff.

Registration Fees

The workshop registration fee is set by the presenter. The registration fee should reflect: fees for similar workshops in the region; the length of the workshop; the presenter's mastery in the artistic medium; the presenter's internal networks and ability to attract participants; and the presenter's own financial motivation in hosting the workshop.

Workshop Length & Schedule

Workshops at the VAC have ranged from one to four days. The length of the workshop should be determined by the amount of time required to cover the practices presented. Length should also be determined by overall workshop appeal (longer workshops are harder to fill). Longer workshops should be geared toward more advanced students.

A typical workshop schedule is 9am to 4:00pm, with an hour break for lunch. It is recommended that workshops not exceed 6 teaching hours per day. Social time can be planned around lunch or the end of the day.

Workshop Size Limit

A class size limit should be included on workshop marketing materials. The class limit gives potential participants a sense for personalized instruction and interaction with the workshop presenter. It is recommended that the class size not exceed the number of classroom tables, so as to give each participant their own work space.

Visit www.coastarts.org to download additional workshop guidelines.
Click on "Newport Visual Arts Center" and scroll down to the lower-right page.

Other Considerations for Developing Art Workshops at the VAC

“Make Number”

Workshop presenters need to set a “make number” for their workshop to run. The “make number” is the minimum number of participants needed to cover the presenter’s costs (travel, lodging, materials) and teaching time.

Workshop Cancellation Date

When scheduling a workshop, a cancellation date should be set to inform participants in the case that the make number is not reached. The cancellation date should be set at least five weeks before the actual workshop date, to give registrants time to cancel travel and lodging reservations.

Workshop Level

If a workshop is geared toward a certain level of students—advanced, intermediate, beginner—those levels should be noted on the workshop flyer. Also note if the workshop is open to all levels of learners.

Advanced Planning

OCCA recommends that workshops be scheduled at least 10 weeks prior to the workshop cancellation date, though more advanced planning is always beneficial. Workshops can be scheduled at the VAC up to one year in advance.

Instructor/Artist Networks

The first place to start marketing the workshop is with the presenter’s network of existing contacts: email and mail lists, social media, websites, and fellow arts organizations. Presenters should consider how many participants they can draw from these internal lists, through the delivery of a workshop invitation and flyer. Without a core internal network, presenters might be unable to draw enough participants for the workshop to run.

Registration Flyer and Form

A two-page, double-sided, flyer and registration should be developed for print and electronic distribution. Flyer should include name of workshop, dates, times, mediums covered, focus areas, registration and materials fees and presenter contact information. A registration form should be on the second page and include space for contact information, cost, payment options, presenter contact information and emergency contact information.

Registration and Information Requests

Workshop presenters handle all registration activities and inquiries, payments, reservations and communication with workshop participants. OCCA cannot accept payments on behalf of presenters and does not track or manage registrations. (Checks made out to the presenter can be dropped off at the VAC facility during normal gallery hours.)

Materials Fees

Materials fees are charged participants upfront and cover items that the instructor will purchase for the workshop. Materials fees should accurately reflect such real costs. Providing a great value on materials builds overall participant satisfaction. Some national art supply companies might make materials available at discounted rates in order to reach potential new customers.

Supplies

Supplies are items that the workshop participants are required to bring with them to the workshop, at their own expense. Be as specific as possible on supply needs.

Access to Classroom Space

Workshop presenters will be given a key to the building and classroom before the start of the workshop. If classrooms have been rented on the night prior to the workshop date, presenters will need to access and set up the classroom on the morning of the first workshop day.

Multi-Day Workshops and Classroom Set Up

Multi-day workshops enjoy the VAC's "all day" rental rate and occupancy of the classroom over the course of the multi-day workshop. Workshop materials will be secure in the classroom overnight, and the room will not have to be reconfigured for following days. At the end of the workshop, presenters are expected to clean the room and return tables and chairs to their prior layout.

Appliances

If using electrical appliances such as hairdryers, consult with OCCA prior to scheduling workshop.

Sinks/Water

Room 205 includes a kitchen sink, and access to a utility sink and, in some cases, a darkroom sink. Room 302 includes access to a kitchen sink. There are exterior water faucets near Rooms 205 and 302 (hoses not currently provided).

Kitchen Usage Fee

If kitchen appliances are used, a \$25 daily usage fee is charged. Appliances include refrigerator, stove, dishwashers and coffee pots. Plateware/silverware are also available. All food and beverages are provided by presenter.

Lighting

Both VAC classrooms have overhead fluorescent lights and abundant natural light. Shades and curtains are available in both classrooms.

Open Flames

Open flames are not permitted in VAC classrooms. Any flammable material must be properly stored and discarded.

Media Equipment

The OCCA does not provide access to any media equipment for use during workshops. Each classroom does include a pull-down screen. An overhead teaching mirror is set up in Room 205.

Table Covers and Drop Cloths

If using non-water based materials, table covers need to be used, and, in some cases, drop cloths may be required. If cutting instruments are in use, additional table coverings will be required.

Storage

OCCA does not provide storage for workshop supplies or materials in advance of workshop dates.

Lunches

Most workshops do not provide lunches for their participants. If presenters want to offer the option of catered lunches, include price of lunch on registration form. A list of Newport area caterers is available through the Newport Chamber of Commerce.

Hotels and Sponsorship Requests

Workshop presenters are asked not to approach local hotels, restaurants or other businesses regarding workshop sponsorships. Presenters can ask hotels for their normal group-rate discounts. A list of Newport hotels is available through the Newport Chamber of Commerce.