

January 30, 2012

Dear Artists,

We are very excited to launch Open Studios 2012! We are already hard at work on the program and are writing to share information with you about this year's fees. Many years ago, the Open Studios Committee decided to enact a schedule of fee increases every three years to keep up with the ever-increasing costs of marketing and supporting this program. Over the past decade, the average triennial increase has been about 13%. The last increase was in 2009, so we are due for an increase this year. We are sensitive to how tough the economy is right now, but we also believe that it is of the utmost importance to be able to fully support the aggressive marketing program we have established to reach the thousands of visitors who come to your studios each year. To that end, we are reducing our increase to 10% for 2012.

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As a reminder, these are some of the many benefits participating artists receive for their money:

- Over \$30,000 worth of print, radio, and television advertising throughout the region and beyond;
- Being listed, with an image of your work, in the Artist Guide/Calendars, 5000 of which are sold and distributed throughout the county and beyond;
- Being featured in national online marketing efforts, including Cultural Council e-blasts, e-newsletters, and on our Facebook page;
- Having images in the online slideshow on the CCSCC website;
- Having your work displayed at the Santa Cruz Art League's Preview exhibit for four weeks.

This year, the application fee will be increased from \$30 to \$40, and the participation fee from \$225 to \$240. Even at these increased fees, our event is among the least expensive Open Studios event fees across the greater Bay Area and beyond, many of which cost well over \$300 to participate in, and few of which benefit from the same level of aggressive advertising that we launch each year to drive traffic to your studios.

We look forward to supporting another fantastic Open Studios program in the coming year.

Sincerely,



Michelle Williams
Executive Director



Ann Ostermann
Open Studios & Events Manager