

# ARTIST DEVELOPMENT

## EMPOWERING ARTISTS AS ENTREPRENEURS

At the Wyoming Women's Business Center (WWBC), we believe that every artist is an entrepreneur. As a nonprofit with a mission to empower Wyoming entrepreneurs, our goal is to support working artists in developing their businesses in a way that makes sense for their creative process. Our program differs from a traditional gallery setting: we take a significantly lower commission than other galleries, and in turn, we assist our artist members in ways other galleries and artist co-ops do not.

Acceptance into our Artist Development program allows you access to our commission-based Works of Wyoming gallery, and also direct access to our Artist Development Director. As a member, you are able to meet one-on-one with the Artist Development Director to get advice that will help you achieve your creative goals, better understand the business side of your art, and grow as a professional artist.

WWBC offers robust educational programming for business owners in all industries. Artists have access to this free programming, including a series of webinars designed to support your creative business aspirations through a program called "Work of Art: Business Development for Artists."

Our flagship program, DreamBuilder, helps you develop a detailed business plan to further support your artistic goals. These programs are free, and artist membership is not required to participate!

Learn more about the resources available to Wyoming artists and entrepreneurs at [wyomingwomen.org](http://wyomingwomen.org).

### ABOUT THE GALLERY

Works of Wyoming is an Artist Development Program of the Wyoming Women's Business Center. Our mission is to provide artists with a place to grow and develop, both creatively and professionally.

Founded in 2011, the store is in the heart of Downtown Laramie. In 2020, Works of Wyoming expanded to include eCommerce, and work from our artists has been sold all over the world! Currently, the Works of Wyoming is home to 75+ artist members working in a wide range of mediums.





# WORKS OF WYOMING



WORKS OF WYOMING

## FACT SHEET

### MEMBERSHIP BENEFITS

- Full-time representation of your work at WOW's physical store and online at [worksofwyoming.com](http://worksofwyoming.com)
- You keep 70% of the retail selling price for your work!
- Free professional development and business support from the WWBC, including one-on-one business counseling, business education webinars, business planning support, microloans for business expansion, and more!
- Savings on business costs like credit card transaction fees, shipping supplies, advertising, eCommerce, and point-of-sale platform fees.
- Vendor Payout reporting to track your sales daily
- Artist bio and marketing links on the Works of Wyoming (WOW) website, social media, and in-store
- 10% off WOW purchases
- Free marketing on WOW and WWBC's social media, e-newsletter, and partner marketing channels
- Access to a private artists' Facebook group for networking
- One-on-one support from staff at WOW and WWBC

### 30% COMMISSION FEE SUPPORTS:

- Credit card processor and transaction fees
- eCommerce and Point of Sale system fees
- Shipping supplies and postage
- Educational programming offerings
- Staff salaries,
- WoW operating costs, including rent, utilities, supplies, insurance, and maintenance

## MEMBERSHIP REQUIREMENTS

- Must be living and producing art in the state of Wyoming
- Participation in professional development offered by the WWBC at least four times per year
- Agree to artist responsibilities outlined on page 4 of this document
- Payment of \$165 Annual Membership Fee
  - Due at the time the contract is signed and inventory is accepted. Pro-rated at \$13.75 per month until May, then renews annually.

# APPLY TO THE ARTIST DEVELOPMENT PROGRAM

The Wyoming Women's Business Center (WWBC) and Works of Wyoming (WoW) seek artists whose goal is to grow and expand their business as working artists.

Our 'Call for Artists' is held annually and is open from February 1st through February 29th. Accepted artists can expect their work on the store's floor by early May once accepted and inventoried.

Applications and submissions are reviewed by a selection committee which includes the Artist Development Director, WoW Staff, and a juror selected from outside the WWBC/WoW. This Committee determines Artist acceptance into the program, and artists are evaluated on quality of application responses, quality of work, style, and distinction from current members. Upon acceptance, each new artist will complete an intake process prior to work being displayed for sale.

## HOW TO APPLY

**STEP 1:** Review the Artist Membership Fact Sheet (this document) thoroughly.

**STEP 2:** Sign up with the WWBC at [wyomingwomen.org](http://wyomingwomen.org) and complete a WWBC welcome meeting with the Client Coordinator

**STEP 3:** Complete the WoW Application for Membership by the due date.

**STEP 4:** At the end of the application period, the selection committee will review all submissions and reach out all artist applicants with a response.

**STEP 5:** Onboarding begins for accepted artists.

**STEP 6:** Begin to sell your work at the WoW retail and online stores!



TO START, VISIT [WYOMINGWOMEN.ORG](http://WYOMINGWOMEN.ORG) AND CLICK

[Sign Up Now](#)

# ARTIST RESPONSIBILITIES

## SETTING YOURSELF UP FOR SUCCESS

### SUPPLYING INVENTORY

- Inventory must maintain consistency with juried work.
- Artists are to provide a completed inventory sheet with all work, including title, media, measurements, and weight.
- Unsold items will be removed or refreshed at the Gallery Preparator's discretion every three months. Inventory may be returned to the artist or replaced with new works.
- Inventory removed from WoW for any reason may not be returned to WoW for a minimum of three months.
- Artists are required to provide digital photos and a detailed description of all inventory for eCommerce and marketing. Work cannot be sold in-store or online without photos and appropriate description.
- All products should be provided ready for display and sale, with a 1"x1" space available for a barcode. Wall art should include wires for hanging, and jewelry must be packaged on cards or in artist-provided boxes.

### PRICING

Artists are expected to maintain consistent pricing for all items regardless of where they are sold (in WoW, at other galleries, at fairs, or sold personally).

### ARTIST DEVELOPMENT

All artist members will be given the tools to help build their business in a way that makes sense for their creative work. Engagement at least 4 times per year with this programming is a membership requirement

## KEY DATES

March 1 to March 30

**Replace Slow-Moving Inventory**  
(*appointments required*)

Inventory and sales reports will be reviewed by WoW staff. Unsold items may be removed at staff discretion. Artists are encouraged to replace slow-selling items with fresh inventory. WoW staff can provide advice on products that are selling well.

May 1 - 31

**Membership Renewal**

All members are required to sign an updated artist contract and pay the \$165 annual membership fee. This fee must be received by May 31st. Any fees not received by May 31st will result in a late fee of \$50.

**New in 2024: E-signature contracts will be available!**

September 31

**Deadline for Holiday Inventory**

The holidays are our peak sales season! Artists are encouraged to provide holiday stock, anticipate sales, and have additional inventory available throughout the season. WoW staff will assist in estimating the amount of inventory needed.