



Information and available spaces

What is Green Owl Gallery?

A 3,500 square foot space in downtown Aitkin, Minnesota that offers the work of over 35 local artists & crafters.

This new store concept is brought to you by Skye Fiedler and From Heart Through Hands Artisan Guild. Skye is the owner of the whimsical gift shop, **Wise Skye Gifts**. From Heart Through Hands is an Artisan Guild that is dedicated to involving and recognizing ALL existing, emerging and aspiring artisans.

The name is inspired by the owner's love of owls. It also calls to mind curiosity, happiness & possibility. And lastly, it ties in nicely with our store, Wise Skye Gifts.

Why consider being part of Green Owl Gallery?

It gives you a high profile place where you can set up your own mini-shop.

It gives your current customers a place where they can purchase your goods anytime.

It greatly broadens your current customer base.

A reasonable monthly rental rate that is much lower than the cost of doing just one art fair.

All of the items offered are handmade or repurposed - primarily in Central Minnesota.

All the artists & crafters selected to participate will be juried to ensure we keep a quality mix. We want a fun mix of goods so we plan on allowing items such as cleverly designed tees, cute kids clothes & accessories, baby goods, candles, soap, creams & even locally made edibles.... as long as the items fit the flavor of the store.

We will be conscious to not over saturate the space with similar styled art wares.

Since we take care of promoting & selling your art, you can spend more time making it.

Greater exposure which leads to greater sales which lead to making a living doing what you love.

Rental Rates & Space Sizes*

1. **End Cap:** approx 24-30 inches wide x 16" deep x 7 feet tall

\$10/month for 12 months or \$15/month for 6 months or \$20/month for 3 months *plus 20% of all retail sales

2. **Table:** 5-6 feet long x 30" wide

\$15/month for 12 months or \$20/month for 6 months or \$25/month for 3 months *plus 20% of all retail sales

3. **Double End Cap:** approx. 48" wide X 16" deep X 7' tall

\$15/month for 12 months or \$20/month for 6 months or \$25/month for 3 months *plus 20% of all retail sales

4. **4' space:** approx 48" wide X 24" deep X 7' tall

\$15/month for 12 month or \$20/month for 6 months or \$25/month for 3 months *plus 20% of all retail sales

5. **Wall:** approx 6 feet wide x 24" deep x 7 feet tall*

*This size space is intended for artists who create 2-D works of art

\$20/month for 12 months or \$25/month for 6 months or \$30/month for 3 months *plus 20% of all retail sales

6. **Half Core:** approx 5 feet wide x 4 feet deep x 7 feet tall

\$25/month for 12 months or \$30/month for 6 months or \$35/month for 3 months *plus 20% of all retail sales

7. **Core:** approx 8 feet wide x 2 feet deep x 7 feet tall

\$30/month for 12 months or \$35/month for 6 months or \$40/month for 3 months *plus 20% of all retail sales

What do you get with your booth rental?

A well-lit space where you can display your goods how you wish.

Your space will be open to the public 5 days a week Tues-Sat 10-4. May be open longer during special events such as the semi-annual Ladies Night Out and Guild fundraising events.

An informed customer service team to take care of questions, suggestions, sales & restocking your booth with back stock if necessary.

We absorb all credit card fees, bad checks & sales tax hassles.

A monthly check mailed to you for 80% of your retail sales the previous month along with a print out of what sold from your space.

A photo & artist statement that will be displayed in your space.

A community bulletin board & postcard holder where you can promote your art show schedule or other events.

The opportunity to host events, classes, demos & signings throughout the year.

A motivated owner who is continuously seeking out new artists so the selection will always be fresh & exciting.

Green Owl Gallery is promoted by both Wise Skye Gifts & From Heart Through Hands Artisan Guild and will use their email databases of over 300 subscribers, over 300 facebook fans, twitter followers, plus their blog.

We promote the store and store events monthly through paid Facebook advertising which reaches from McGregor to Brainerd and Garrison to Grand Rapids.

Store promotion via our website that contains: image links to the artists' websites, weekly featured artists, art giveaways, local art fairs schedules & special events.

Store promotion via our interactive Facebook page with over 200 fans.

Store promotion via email marketing: Green Owl Gallery/Wise Skye Gifts has a growing email database of over 200 names and will send out an email monthly that features artists, giveaways & more.

Store promotion via twitter: Green Owl Gallery will post frequent twitter posts with relevant links, quotes & events.

Store promotion via press releases for special events.

Store promotion via color postcards: eye-catching postcards that will be passed out at local art fairs by all participating Green Owl Gallery artists.

What do we ask of you?

A signed contract for your participation for 3, 6 or 12 months.

A payment of your first & last month with a credit card we keep on file & charge the last week of every month for the upcoming month's booth fee.

20% of all retail sales (including special orders).

Display pieces that fit the style & look of the store.* (we can help coach if necessary)

Your time to customize your booth.

A well displayed booth full of products that is consistently restocked.

Promote Green Owl Gallery on your facebook pages, twitter, websites, blogs & art shows.

Jewelers are recommended to provide a locked display of their work. (search IKEA klingsbo)

1 product per year valued at \$15 or more to keep for our charity closet (This is a way we can give back to the community, plus get free advertising exposure)

1 product per year valued at \$15 or more that we could use as a giveaway on our website which will be promoted through email, facebook & twitter (This is another low-cost way to create buzz & bring attention to the many artists who exhibit at Green Owl Gallery).

A high res digital photo of you and a brief artist statement for the booth. Plus a short bio about you so we can share it when we feature you on the website.

Not to share your space with another artist.

If using electricity in your space, please use LED bulbs for spotlights.

We will staff the space accordingly; however, we are not responsible for theft or breakage.

Other details...

Our store, Wise Skye Gifts has been in business for 2 years & has been well received in the Aitkin area.

Green Owl Gallery is located on the same block as Wise Skye Gifts.

Not all selling months are equal so please keep this in mind when receiving your monthly checks. Our biggest months are summer and the Christmas season.

We will need to know if you want to renew your contract at the beginning of your last month. If you want to renew with another space size or location that is open, we will do our best to accommodate.

Our goal is to have all spaces rented at all times.

Once your contract is up & you do not renew, we cannot guarantee a space for you if you want to return to Green Owl Gallery at a later time.

Green Owl Gallery was inspired by a similar concept in Berkley, MI.

Green Owl Gallery was created so artists would have another, low cost opportunity to market their work other than art fairs, Etsy & wholesale.

Green Owl Gallery was also created so folks in Central Minnesota would have a place where they could buy a large variety of amazing handmade wares & know ALL their money spent there is staying in the local area.

Available Spaces

Please email or call for information on current available display space.

Interested artists may email us a link to their website or 4-6 photos of their work along with desired booth space & lease length. Please use **INTERESTED ARTIST** for the subject line of your email.

We look forward to hearing from you - info@greenowlgallery.com