

The Art Center Cooperative, Inc. Manual

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Opening the Gallery

1. Phone:
 - a. Make sure the phone is charged
 - b. Check for any voice messages
2. Lights
 - a. Turn on breakers in the big breaker box in back room. Ones with yellow smiley face stickers
 - b. In the Main breaker box on the left, make sure the A/C breaker is on.



3. Turn on all fans.
4. Turn on computer.
5. Door
 - a. Push sliding doors open.
 - b. Move folding sign to outside of the gallery.

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The Art Center Phone Procedures

1. To insure no calls are missed, press the home button on the Samsung and slide the home screen to the right to unlock. Press the top of the silver bar button on the side of the phone (not the touch screen) until the volume bar is all the way up.
2. Answer the phone when possible. Take a message or direct caller to the website as needed. (tacjacksonville.org)
3. To check TAC Voicemail from the Samsung phone, press the home button and then slide the home screen to the right to unlock the phone.
4. Tap the app listed as "Voicemail." Voicemails will show up from newest to oldest.
5. Tap on voicemail to listen. This will move to a screen that lists the missed call number, time, and date at the top, and at the bottom will list a green "play" button and a blue "speaker" button.
6. To listen to the selected voicemail, click the green "play" button and raise the phone to your ear to hear. If needed, you may also press the blue "speaker" button to listen to the voicemail on speaker phone mode.
7. Address the voicemail by either calling the number back or emailing the person the voicemail was supposed to go to with the information needed to properly return the call.
8. To return to the voicemail list you may tap the return arrow located at the top left of the screen. To exit the voicemail app all together simply press the home button.

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Making a Sale

As of now we have two ways of recording a sales transaction, depending on whether the customer is using cash or check, or whether they are using a credit card.

When making a sale with cash or check, you need to use the [TAC Receipt program](#) as the primary way of recording the sale and generating a receipt. Recording this information is very important, since it is the only way we provide the sales, sales tax, artist commission info, etc. to our Treasurer to generate payments back to the artists and submitting state sales tax. The TAC Receipt program was created in MS Access and resides on the TAC computer.

However, this program is also used as part of handling a credit card sale. More to follow.

Making a credit card sales is a two step process.

Step 1 – Complete the sales transaction using our Square credit card processing system

Step 2 – Fill out the sale using the TAC Receipt program

Both must be done because the Square system does not capture all the information our Treasurer needs. Using both systems provides the customer the ease of using a credit card for their purchase and also gets all the financial information our Treasurer needs to ensure of fiscal reporting.

Sales can be subject to sales tax or are tax exempt, or has to be handled differently in both systems.

Sales Tax Sales – This includes all sales of member art, or TAC souvenir items, like the mural prints or T shirts

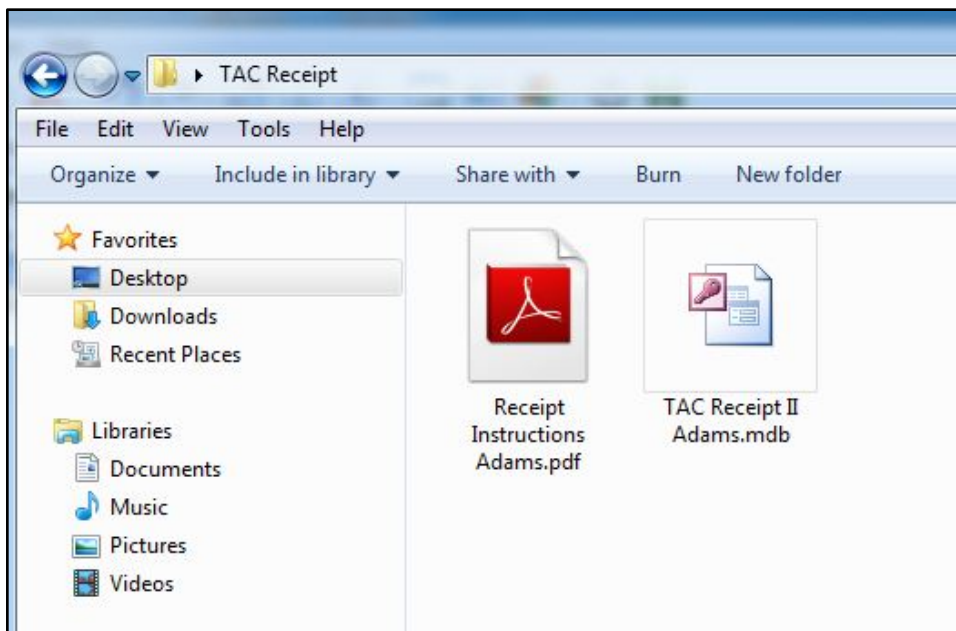
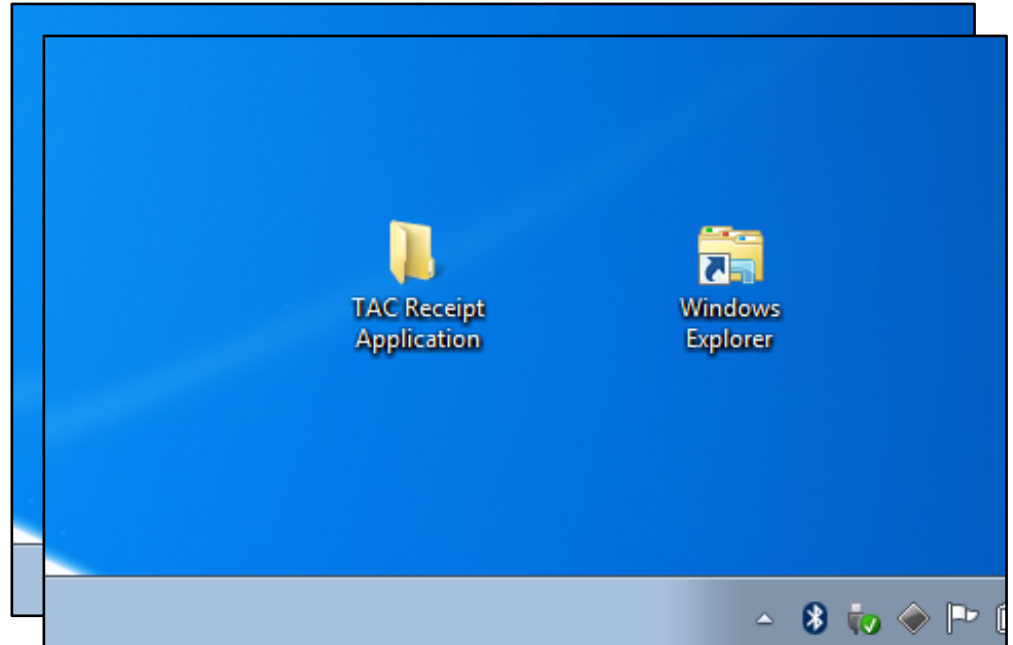
Tax Exempt Sales – These payments include:

- **Membership dues**
- **Show entry fees**
- **Workshop fees**

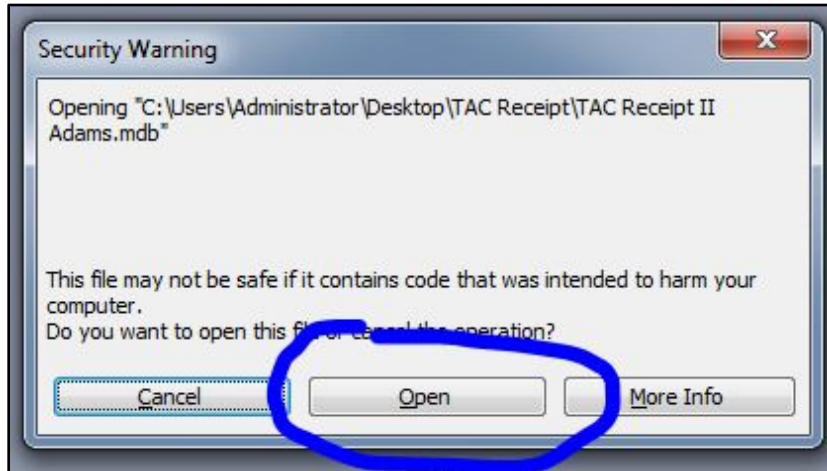
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TAC Receipt Program Instructions

Note: the screen captures used in this document were taken from my PC at home since I did not have a screen capture utility available on the PC at Adams Street (plus it was easier to do this at home). I'm using Windows 7 at home so the icons, menus and window graphics will look a little different than the actual PC at Adams Street (or Hogan and BoA) which is running Windows XP. As you follow these instructions pay more attention to the text presented on the screen captures rather than the graphic and you should be OK. If you really have trouble just let me know and I will try to make things more clear.



The first step is to locate the application folder. It should be in the lower right corner of the desktop; it's named TAC Receipt Application.



Double click the folder to open it and you will see the application icon and an icon for a PDF file that contains this documentation.

Double click the TAC Receipt icon to start the Microsoft Access

application and launch the Receipt program.

A screenshot of the "Main Menu" window for "The Art Center Sales Receipt Utility". The window has a title bar with a menu icon and the text "Main Menu". The main content area has a title "The Art Center Sales Receipt Utility". Below the title, there is a button labeled "Create a New Receipt". Underneath that is a button labeled "Print Prior Receipt Number >>>" followed by a small dropdown menu. Below these is a section titled "Select Report Options" which contains three radio buttons: "Calendar Month" (selected), "Calendar Period", and "Artist". The "Calendar Month" option has two dropdown menus showing "February" and "2012". The "Calendar Period" option has "from..." and "to..." labels with input fields and a calendar icon. The "Artist" option has a dropdown menu. At the bottom of the "Select Report Options" section are two buttons: "EXCEL Export" and "Run Report". At the very bottom of the window is a button labeled "Exit App".

As the TAC Receipt application opens, you will see a screen that presents a warning about security and asks if you are sure you want to run this application. Everything is OK so just click Open.

(Since I developed this application on my PC at home the application is registered to my user name on my PC. The PC at the Landing does not know me and it wants to be sure that the application is OK to run. Click the Open button so that the macros and other

programming can run otherwise the application won't work.)

At

The screenshot shows a Windows-style application window titled "Receipt Form". Inside, the main heading is "The Art Center Sales Receipt". The form contains several input fields and controls: "Sales Date:" with a text box containing "2/25/2012"; "Receipt Number:" with a text box containing "(AutoNumber)"; "Location:" with a text box containing "Adams"; "Artist:" with a dropdown menu and an adjacent text box; "Item Description:" with a large text box; "Item Price:" with a text box; a checkbox labeled "This is a taxable sale at" which is checked, followed by a text box containing "7.00" and the word "percent:"; "Total Sale:" with a text box; "Sold To:" with a text box; "Payment Type:" with a dropdown menu; "Identification:" with a text box; and "Salesperson:" with a text box. At the bottom right, there are three buttons: "Print", "Save", and "Cancel".

this point you will see the program Main Menu. Most, if not all, of the time you will only need the "Create a New Receipt" activity. Click this button to get a new, blank receipt form. We'll talk about the other buttons and stuff a little later.

This is a new, blank Receipt Form...

You'll notice that the date is already filled in with today's date so you don't have to mess with that field. However, it can be edited if necessary. (Perhaps you need to record a sale from yesterday, who knows?)

The Receipt number says "New" or "AutoNumber" (depending on the Windows version being used) and cannot be edited. The receipt number will be created by the program and will be unique. Don't worry about the receipt number.

The Location is automatically set to show Hogan (or the location where the application is installed, that is, if you're at Hogan it will say Hogan. If you're at the Landing, it will say Landing.)

The Artist field is a drop-down list that contains all the current TAC artists plus a generic “TAC Internal” name for stuff like mugs and posters. Just pick the correct artist from the list. To the right of the Artist name you will see the Artist Status. This field is for program use and is not editable.

The “Item Description” field is self-explanatory; type in the appropriate information.

“Item Price” is also self-explanatory, enter the correct amount.

If the sale requires tax, check the tax box and enter a 7% rate. You can change the rate if needed (I don’t know why you might need to, but you can) and you can also turn off adding the tax completely by un-checking the box next to “This is a taxable sale”. As soon as you click in the “Sold To” field, the tax and the total sale will be calculated and displayed, they cannot be edited.

“Sold To” is self-explanatory, enter the buyer’s name.

“Payment Type” is a drop-down that contains Cash, Check, Master Card and Visa. Select the proper payment type. If the payment is in Cash, you will not be required to provide “Identification” information (but you can if you wish). If payment type is Check, Master Card or Visa, the program does require that some identification information be provided.

The screenshot shows a software window titled "Receipt Form" containing a form titled "The Art Center Sales Receipt". The form has several input fields: "Sales Date" (2/25/2012), "Receipt Number" (39), "Location" (Adams), "Artist" (Atwood, Mary), "Item Description" (Photo - Gears in Motion), "Item Price" (\$100.00), "Tax Rate" (7.00 percent), and "Total Sale" (\$107.00). Below these are fields for "Sold To:", "Payment Type" (set to Check), "Identification" (Drivers License), and "Salesperson" (TMG). A blue arrow points from the "Sold To:" field to a "Missing Data" dialog box. The dialog box contains the text: "Name of Sold To not entered. Please provide a Sold To name." and an "OK" button. At the bottom right of the form are buttons for "Print", "Save", and "Cancel".

Finally, enter your name or initials in the “Salesperson” field so we know who processed this sale.

The screenshot shows a software window titled "Receipt Form" with a sub-header "The Art Center Sales Receipt". The form contains several input fields and buttons. At the top right, "Sales Date:" is 2/25/2012, "Receipt Number:" is 39, and "Location:" is Adams. Below this, "Artist:" is Atwood, Mary (with a dropdown arrow) and "Hanging" is in a separate box. "Item Description:" is Photo - Gears in Motion. "Item Price:" is \$100.00. A checkbox "This is a taxable sale at" is checked, followed by "7.00 percent:" and "\$7.00". "Total Sale:" is \$107.00. At the bottom left, "Sold To:" is Joe Collector, "Payment Type:" is Check (with a dropdown arrow), "Identification:" is Drivers License, and "Salesperson:" is TMG. On the bottom right, there are three buttons: "Print", "Save", and "Cancel".

Sales Date:	2/25/2012
Receipt Number:	39
Location:	Adams
Artist:	Atwood, Mary
	Hanging
Item Description:	Photo - Gears in Motion
Item Price:	\$100.00
<input checked="" type="checkbox"/> This is a taxable sale at	7.00 percent: \$7.00
Total Sale:	\$107.00
Sold To:	Joe Collector
Payment Type:	Check
Identification:	Drivers License
Salesperson:	TMG

Once all the information is entered, you will then need to click, “Print” or “Cancel”. “Cancel” will do just that, cancel the receipt as if you didn’t even do one. Actually, you can “Cancel” a receipt at any point in the process.

When you click “Print”, the application will check to be sure that all necessary information has been entered. If you forget to enter something, the application will tell you what is missing and ask that you fix the problem. Below is a case where the “Sold To” info was not entered.

Here’s a properly completed Receipt form.

Although the “Save” button does appear in this screen shot, it has been deleted from the application because it was found to be redundant. Just pretend you don’t see it here.

You will use “Print” as the standard option to both save and print the receipt. When you click “Print” you will see the customer’s version of the receipt.

The Art Center - Receipt

Transaction Date:	2/25/2012	Artist:	Atwood, Mary
Receipt Number:	39	Location:	Adams

Item Description: Photo - Gears in Motion

Price:	\$100.00
Tax:	\$7.00
Total Sale:	\$107.00

Sold To: Joe Collector
Payment Type: Check
Identification: Drivers License
Salesperson: TMG

When you see the printable receipt, go to the Access “File” menu and click print. You will see the standard Windows print dialog.

Print

Printer Name: HP Officejet Pro L7600 Series (Properties)

Status: Ready
Type: HP Officejet Pro L7600 Series
Where: 10.0.1.10_1
Comment: ☐ Print to File

Print Range:
☒ All
☐ Pages From: [] To: []
☐ Selected Record(s)

Copies:
Number of Copies: 2
☒ Collate

Setup... OK Cancel

When you see the Windows print dialog, be sure the proper printer is selected and set the “Number

of Copies” to 2; one for TAC and one for the customer. Then click OK. Two copies of the Receipt will print.

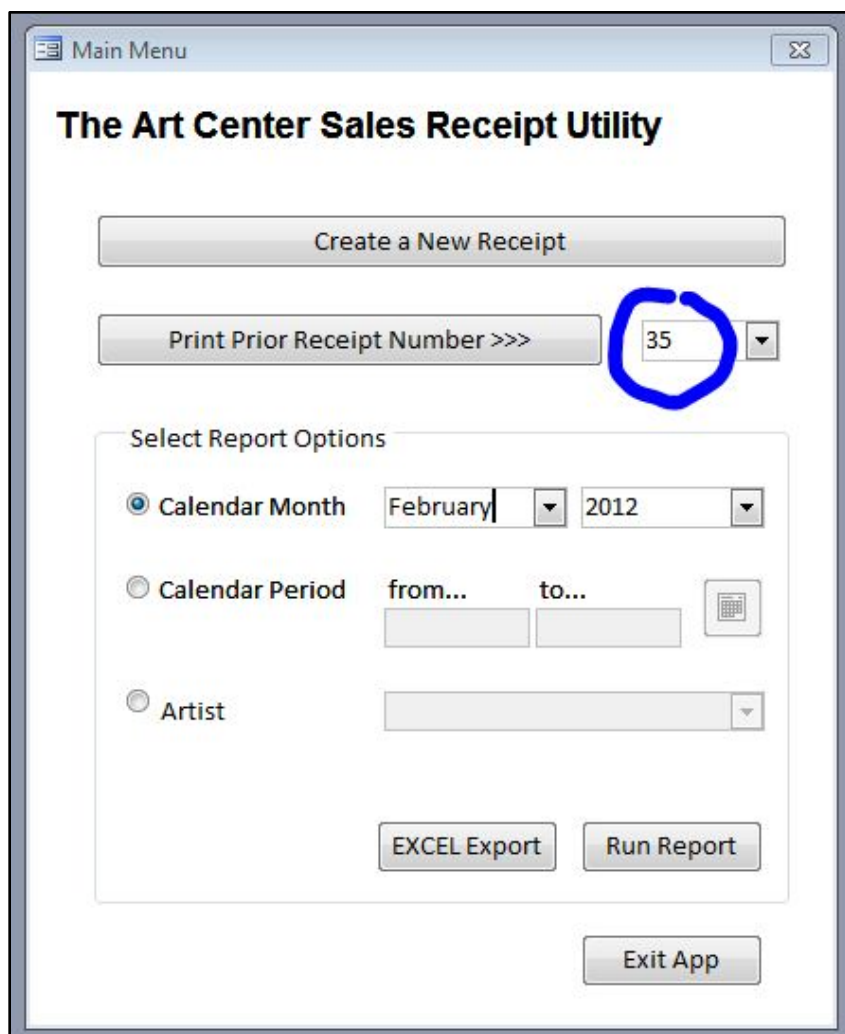
Note: There has been some discussion about whether we need a copy of the receipt for our records. I'll let the TAC Board make that call but for now you can print as many copies of the receipt as you need.

After printing is complete, click the Red X in the upper right corner of the Receipt to close it and get ready for the next sale.

Some additional features...

The TAC Receipt Application also allows you to view and print receipts from prior days' sales, to view and print reports for sales activity based on various selection criteria and to export receipt information to Microsoft Excel for additional analysis.

To the right of the "Print Prior Receipt Number" button is a drop-down list that contains the Receipt Number for all of the receipts that are in the system. You can type in or select the desired receipt from the list and then click the button to get a copy of that receipt.



If you don't know the number of the receipt you are looking for, you can use some of the reporting tools discussed below to display a collection of receipts. You can then cut and paste the desired receipt number here to view that receipt.

Follow the standard Receipt printing instructions above to get a printed copy.

The drop-down list of receipt numbers is loaded when the application starts so if you do create new receipts, they will not appear in the list. You will have to exit the application and re-start it to update this list.

The bottom portion of the Main Menu has a number of options for selection receipt data for reports or export to EXCEL. You can only select one option at a time by clicking the desired radio button; you then provide your selection criteria for that option.

The first option is to select data by Calendar Month. The drop-downs will default to the current month and year but you can select other values as needed.

Click the “Run Report” button to get a report you can print. Here’s an example...

The screenshot shows a window titled "Receipt Report" with a subtitle "The Art Center - Receipt Report" and "Report for Atwood, Mary". It displays four transaction records, each with a table of details.

Transaction Date:	Artist:	TAC Amount:
2/24/2012	Atwood, Mary	\$0.80
Location: Adams	Artist Status: Hanging	Artist Amount: \$3.20
Receipt Number: 25	Salesperson: bvvv	

Item Description:	Price:	Tax:	Total:
fnqgph	\$4.00	\$0.28	\$4.28

Sold To:	Payment Type:	Identification:
nytyr	Cash	gltf

Transaction Date:	Artist:	TAC Amount:
2/24/2012	Atwood, Mary	\$1.00
Location: Adams	Artist Status: Hanging	Artist Amount: \$4.00
Receipt Number: 26	Salesperson: gthf	

Item Description:	Price:	Tax:	Total:
fnqgph	\$5.00	\$0.35	\$5.35

Sold To:	Payment Type:	Identification:
fnqgph	Cash	

Transaction Date:	Artist:	TAC Amount:
2/24/2012	Atwood, Mary	\$135.60
Location: Adams	Artist Status: Hanging	Artist Amount: \$542.40
Receipt Number: 28	Salesperson: ftgltf	

Item Description:	Price:	Tax:	Total:
plc	\$678.00	\$47.46	\$725.46

Sold To:	Payment Type:	Identification:
gmggtr	Cash	12345

Transaction Date:	Artist:	TAC Amount:
2/24/2012	Atwood, Mary	\$91.20
Location: Adams	Artist Status: Hanging	Artist Amount: \$364.80
Receipt Number: 30	Salesperson: me	

Item Description:	Price:	Tax:	Total:
PIC 123	\$456.00	\$31.92	\$487.92

Sold To:	Payment Type:	Identification:
tg	Cash	

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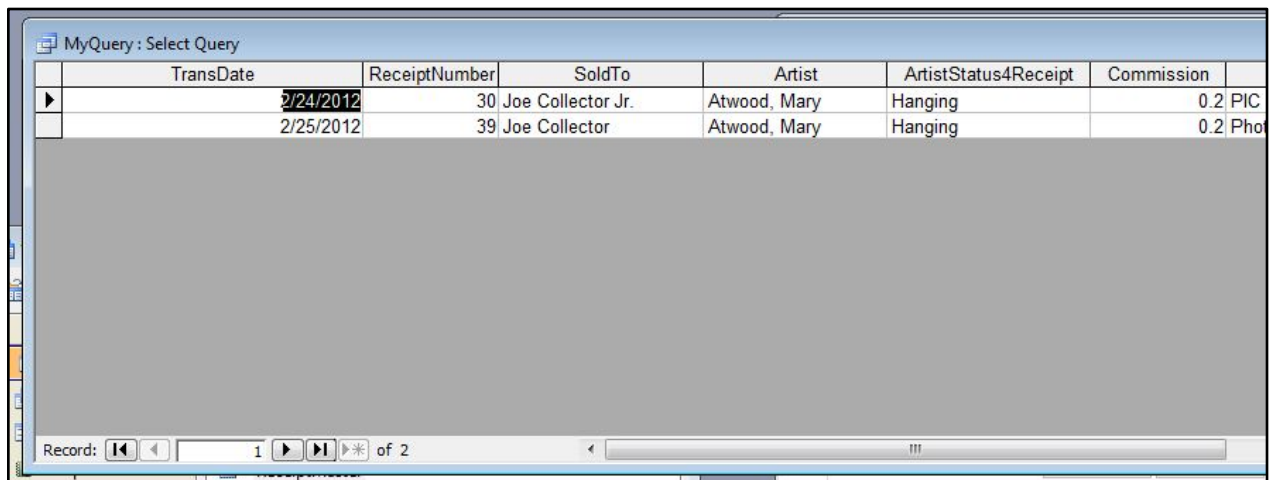
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(Bear in mind that there is very little data in the receipt database so, for now, most reports will be empty or data will be sparse.)

You then use the standard Access print dialog to print a copy of the report.

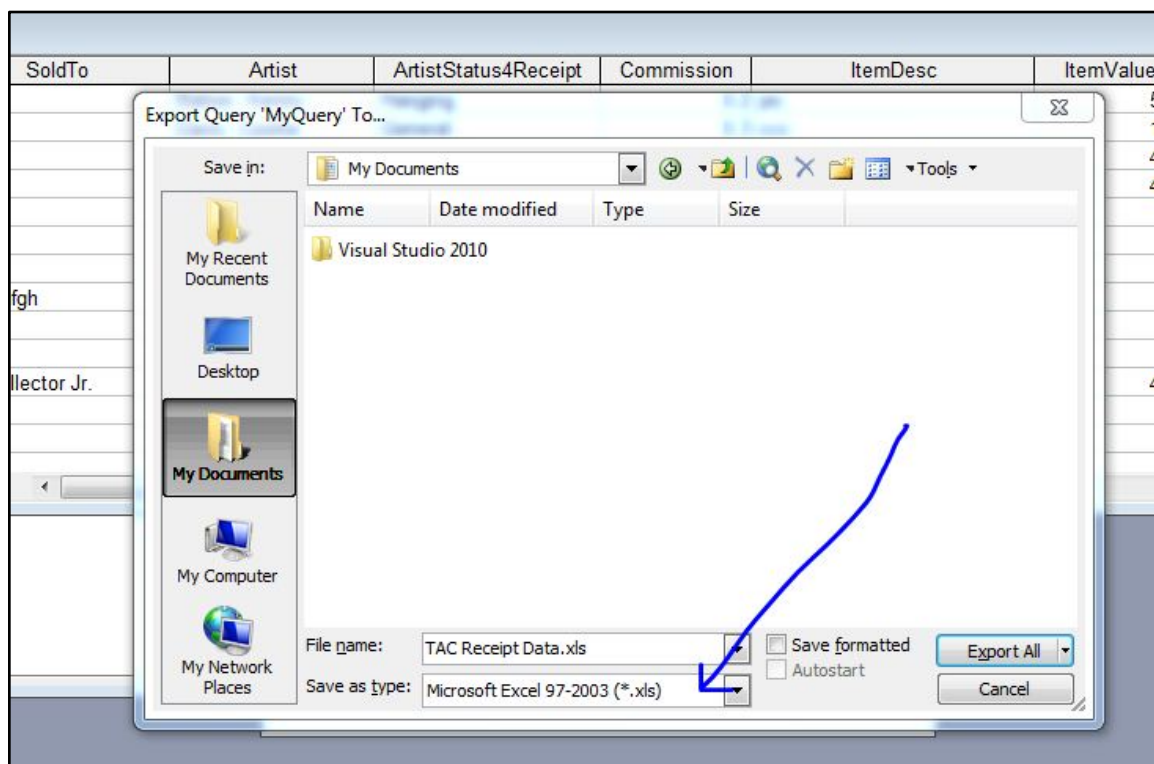
The “EXCEL Export” button will create a listing of the currently selected data which can then be exported into EXCEL for additional processing.

Once you see the desired data you will use the Access > File > Export menu path to save the data to an EXCEL file to your hard disk or USB drive. Be sure you select Microsoft Excel as the “Save as type” on the bottom of the dialog. You can then process that file in EXCEL to your heart’s content.



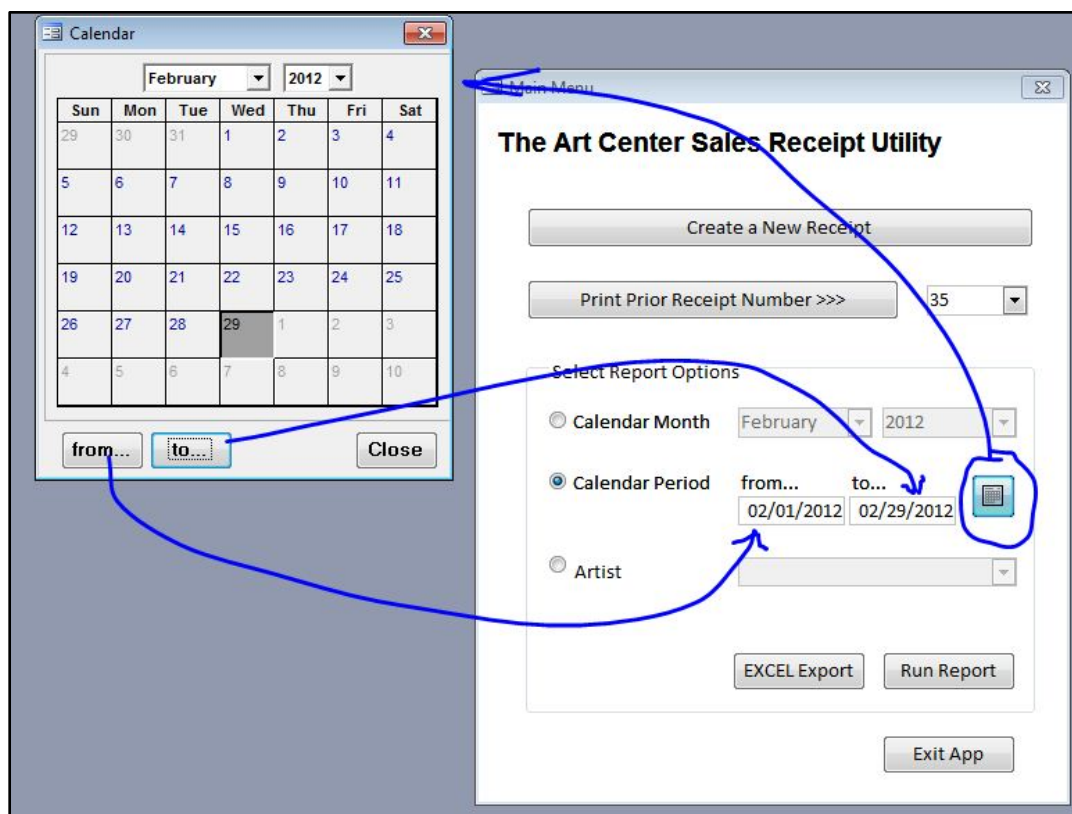
TransDate	ReceiptNumber	SoldTo	Artist	ArtistStatus4Receipt	Commission	ItemDesc
2/24/2012	30	Joe Collector Jr.	Atwood, Mary	Hanging	0.2	PIC
2/25/2012	39	Joe Collector	Atwood, Mary	Hanging	0.2	Phot

You can also selected data for any Calendar Period by using the second option. Here you can enter a beginning or “from...” date and an ending or “to...” date. These dates are inclusive meaning that entering “from...” 2/1/2011 “to...” 2/29/2012 gives you all of



February, 2012. To make it easier to determine and enter the desired dates, a little calendar tool is provide so you can just click on the desired dates and have them automatically populate the “from...” and “to...” fields.

Clicking the little calendar button on the Main Menu will bring up the calendar tool. Here you can select your dates on the calendar and then click the “from...” and “to...” buttons on the calendar tool to copy those dates to the report selection fields. When you’re done with the Calendar tool just click its “Close” button.



You use the “Run Report” and “EXCEL Export” buttons as described

above.

Main Menu

The Art Center Sales Receipt Utility

Create a New Receipt

Print Prior Receipt Number >>> 35

Select Report Options

☒ Calendar Month February 2012

☐ Calendar Period from... to... 02/01/2012 02/29/2012

☒ Artist Atwood, Mary

EXCEL Export Run Report

Exit App

The last option is to find receipt data by a specific Artist. Just select that option's radio button and then pick the desired Artist from the list.

You can, of course, create reports or export the data as described above by using the "EXCEL Export" and "Run Report" buttons.

This option gives you all sales by that Artist that are in the system. If you want to analyze a particular Artist's sales by month or period, you will have to manipulate the data in EXCEL.

To close the TAC Receipt application and exit from Microsoft Access, click the "Exit App" button.

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Using the Square System

The Square is a small white device on the counter, that is attached to the computer with a USB cord for making sales with credit or debit cards.

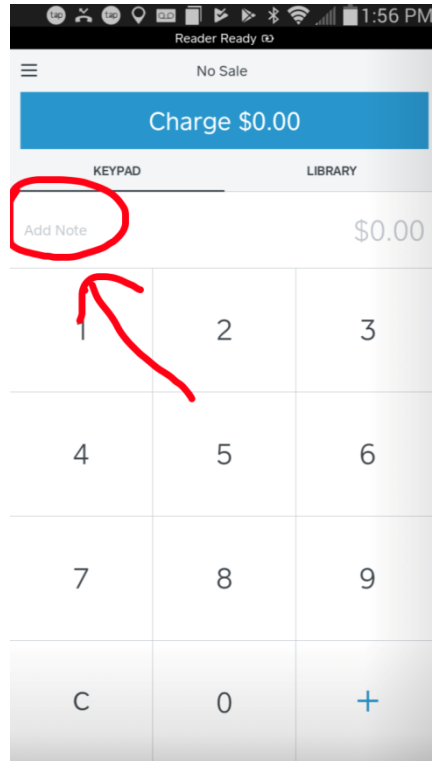
To begin:

1. Prior to making a sale, be sure the square is attached to the phone's Bluetooth. To do this, go to the setup page on the phone by swiping from the top and clicking off the Bluetooth symbol. (If you are signed out of the square, sign in by using TACJAX32202@gmail.com and HoganLanding229 as the password.) Then tap it to turn it back on and it will start the pairing process with the card reader. Or you can tap "apps", then tap "settings" then switch Bluetooth off and back on again. If a card is inserted into the Square card reader and it goes to another page asking if this is a manual entry, gift card, card on file, etc. it means that the reader and phone have not been paired up over Bluetooth. To fix this, either process listed above will need to be completed to solve the issue.
2. Since process a sales with and without sales tax using the Square, check when you start the application whether sales tax is turned on or off.
3. When you are ready to make a sale, first, open up the receipt program on the computer and fill out the receipt form as necessary ([tutorial is here](#)). Add the price of the item and sales tax (when applicable) to get the correct total for the product being sold.

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Card transactions:

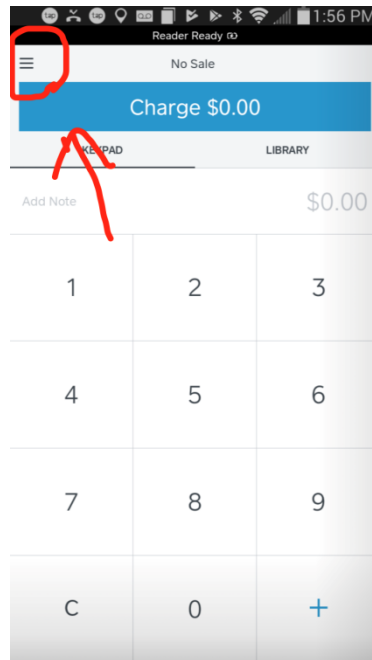
1. After the correct total is in the receipt program, and the customer is paying with card, you may begin the square reader process. – To do so, press the home button on the Samsung and swipe right to unlock. There will be a white app icon listed as “point of sale,” tap this app to begin.
2. Click the “Add Note” section, and type the same info you would have entered on the paper receipt (artist, location of sale, dues, studio rent, etc.) in the item description screen. This step **MUST** be completed in order to have an accurate



record of the sale.

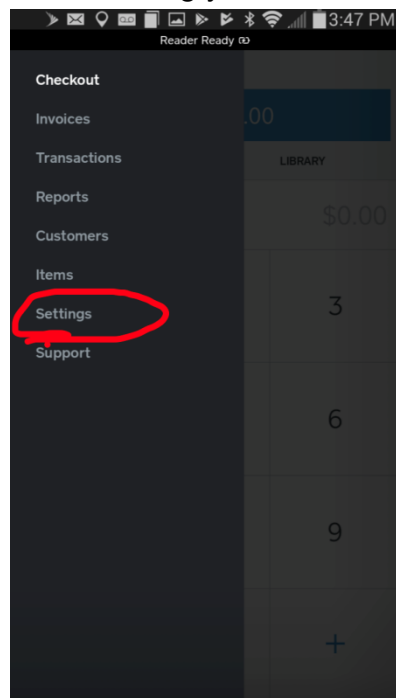
3. Next, type in the amount of the item that matches the amount on the receipt (make sure tax is included when necessary).
4. Enter turning Sales Tax on and off procedure:

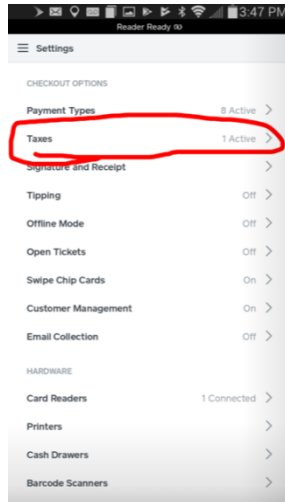
- a. To add sales tax, first tap the “three gray bars” located at the top left of the



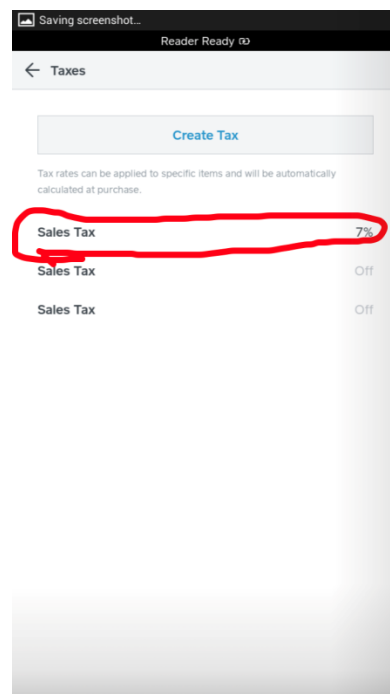
screen.

- b. This will bring you to a menu, here tap “Settings”



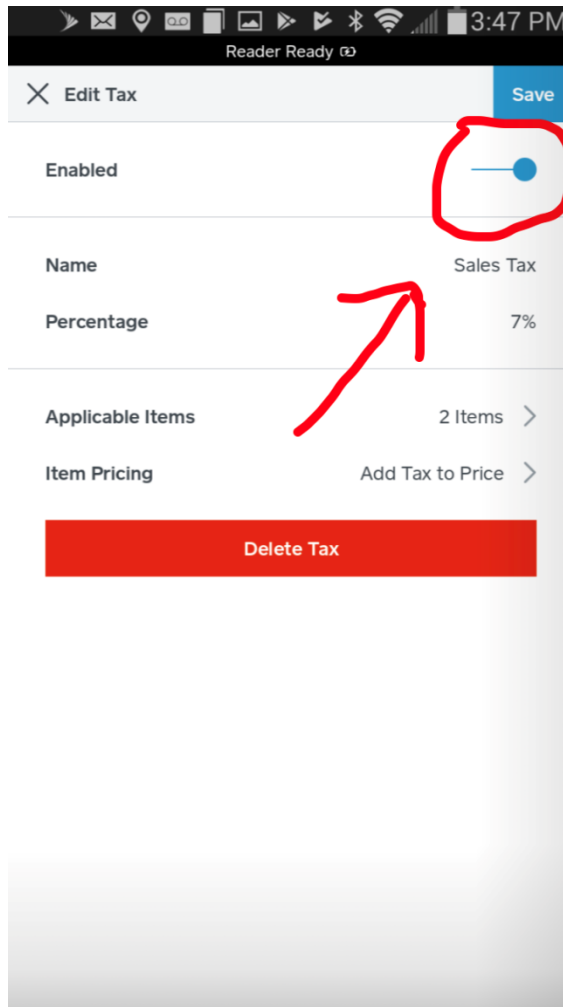


c. Next tap “Taxes”

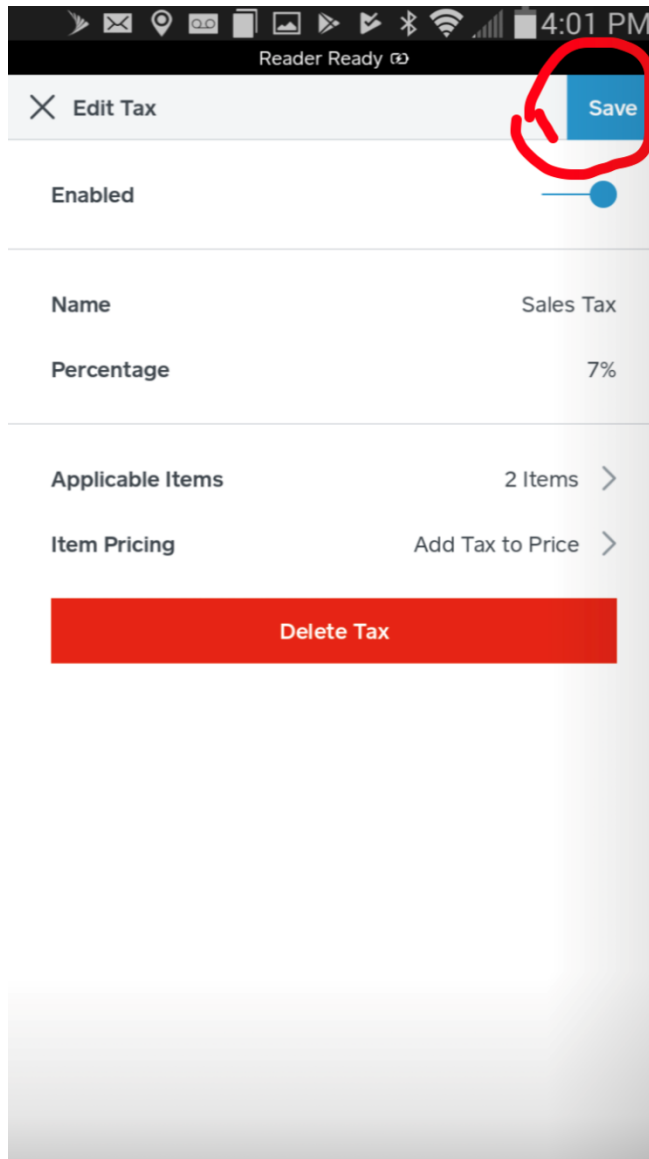


d. Tap the first “Sales Tax” option.

e. Slide the blue switch on to enable.



- f. Press “save” in the top right corner.



- g. To return to check out, press the arrow in the top left corner, then press the three gray bars, and then tap “check out”.
5. Once the correct amount has been entered, press “Charge.” Inform the customer of his or her total then instruct the customer to insert their card into the reader. The Samsung will catch the transaction and prompt the customer to sign. Have the customer sign using their finger to complete the transaction, and then return their card.

6. Print two copies of the receipt and give one to the customer, and add the other to the blue folder listed as “Money and receipts” in the filing cabinet.

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Check transactions:

1. If the customer is paying with a check, repeat the same receipt process and take the check from the customer.
2. When filling out the receipt for a check, type the check number in the "Identification" section of the receipt form.
7. Place the additional receipt along with the check in the blue folder listed as "Money and receipts" in the filing cabinet.

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Cash transactions:

1. To complete a cash transaction, follow the same steps for completing a sales receipt.
2. Let the customer know their total, then take the cash from them. Issue the correct amount of change back to the customer from the cash drawer.
3. Print two copies of the receipt. Give one copy to the customer and add the other along with the cash to the blue folder listed as "Money and receipts" in the filing cabinet.

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Running a presentation from laptop to TV

Turn on the TV and plug in the HDMI cable into the laptop and the TV on the left side of the TV

Then on the Remote Control press INPUT. Press the up and down arrows to highlight the HDMI input you plugged the cable into. Then press to select the input.

After a few seconds the TV should display what is on your laptop.

Running a Slideshow from a Flash Drive on the TV

Plug in the flash drive into the USB port on the left side of the TV

Turn on the TV and it will recognize that there is a flash drive in place. Click on the HOME button

Then scroll down to PHOTOS and navigate to the directory that has the images for the slideshow

Press the round button in the center (with a cross on it) to start the slideshow.

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When closing up the Gallery

1. Lights
 - a. Turn off breakers with yellow smiley face on big panel in back room



2. Turn off all fans.
3. Shut down computer.
4. Bring in folding sign.
5. Door
 - a. Pull door shut and lock

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Regency Emergency Plan

Active Shooter

1. If an active shooter is in the mall, pick up the TAC phone and move yourself and any visitors to the back room area and close the door. Barricade with a table, ie. take the table that the microwave is on and wedge it between the door and the storage room wall.
2. Trip the master breaker on the electrical panel to kill all power in the gallery
3. Pound on the wall of the sheriff's office near the electrical panel and tell them of the shooter.
4. Call 911 and report the shooter
5. Wait for the police to arrive and take control. However, if the shooter attempts to open the blocked door egress through the rear exit and leave the building and gather at the JSO office.

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Guide for Featured Artist

Guide for Featured Artist

Towards the end of the summer, a schedule of the featured artists for the following year will be posted so that each artist will be aware of the month he/she will be featured. There are 11 featured artists for each year for the months of January – November. For the month of December, each member will bring work that is holiday themed and valued at \$50 or less. The purpose is to reach the holiday market.

When an artist has been selected as a featured artist for a specific month, these are the procedures they must follow

- With the schedule posted so far in advance, you have time to create some new work for your FA display
- Before the 10th day of the month prior to your selected month to be featured – you must send a headshot, 150 word bio, and high resolution pictures of your work for your feature in Buzz Magazine.
- Your headshot and high resolution pictures of your art must also be sent to Lora Wood so that she may create the web and Facebook posting regarding your feature for that month.
- On the curating day (usually the Saturday before Artwalk) for your month as FA, bring all your work for the FA area and work with the curating group to hang your. Printed nametags are more professional than hand written. Be extra aware of the work that is facing the hallway in The Landing, since this can attract more visitors
- Hang or have available as a handout your artist statement by your display
- For optimal sales of your art during your featured month, an opening and closing reception is encouraged. Opening is done during Artwalk, the first Wednesday of the month. It is advised to be present at your opening, and bring drinks/snacks. Market your event on social media so that your reception will have a positive turnout. Invite your friends, and ask that your friends invite their friends.
 - Annelies needs the details about your opening and closing so that she can create a TAC event.
- Closing reception will normally be the week before curating. You may pick a time that you feel most people will attend. This is also an event to market yourself and your art.
- You must be present during curating after your month as FA to take your work home and make room for the new FA.

How to Run a Workshop:

1. Purpose - what is the point or skill set that you hope to teach others. Unless this is a highly advanced class, keep this simple, but make it specific, i.e. What and Who, and the person leading the workshop will be showing the How. a. Example - the purpose of this workshop is to teach one point perspective by having students who are beginners sketch a road that leads off the page.
2. Define your audience - before you begin planning what you will specifically be doing, know the audience for whom you will giving your workshop. This determination will come from your comfort level and from whom and what you like to teach. For instance, you may decide that your ideal audience for the workshop is people who have a firm grasp on drawing, but are new to painting oils. This audience will already know line, composition, perspective, etc. but may not know how oils react to canvas, how long drying times are, differences between oils and acrylics, how to layer paint, etc. By knowing who your audience is, you can then target what specific information will be useful to mention to them before starting a demo.
3. Materials - what materials will you/TAC be providing for the members of the workshop? You will need to know the cost of the materials before you price for your demo. It is important to note that you will want to calculate on a per unit basis, i.e. if your class requires a set of 6 tubes of paint per student and 3 brushes, calculate those costs before purchasing for the workshop. Also calculate how much per hour you want to make to have the workshop be worth your time. As a rule of thumb, double this (at the minimum) because TAC takes 30% of the earnings. What other additional materials will you need (add this into cost)? Will you provide food/beverages (add this into cost)? What materials will your students need to bring? Lastly, you need to mention what they should wear. If this is going to be potentially messy, let them know. Let them know appropriate dress no matter what.
4. Manage Expectations - State your purpose and level of experience you wish to have of your audience very clearly in all marketing materials. Suggestion - but not necessary, have people fill out a quick survey of their level and experience in art/techniques. You can create short surveys in Google Drive. You may be surprised at those who sign up for your class. If it looks like it's going to be a more advanced audience, shift accordingly up in information you provide, or shift down if the majority are inexperienced. Let TAC know at your different stages of planning if you have changes, so that we can accommodate both you and your attendees. We're flexible, but can't handle last minute major changes, i.e. keep us in the loop.
5. Choose your location - Right now we have three options:

- a. In the main gallery - There are obvious limitations because of the art all around and available space. If you intend to do painting, or something that could be messy, please put down drop cloths under the tables.
 - b. In the back storage room. The space is a bit small, but for a small class or a class that will generate more mess than can be handled in the main gallery, you can use this space.
 - c. At TAC II at the Union C4 - Good space. There are two 4'x8' tables, but they need to be assembled first. Good if things are a bit messy since we have canvas tarps to go on the floors. Downsides - hot in summer and some folks are worried about the area. It's best if you have another person that can run the elevator since it's on the fourth floor and you'll need to borrow the set of keys (4).
6. Consider **when** to do the workshops:
- a. Classes can be run during the week in the evening. This draws a different crowd than a Saturday morning event. Doing a workshop that will be spread out over several weeks can use this approach
 - b. If you are doing earlier weekend workshops at Regency, you need to be aware that the mall doesn't open until 10AM, so you need to build in time to get your supplies in and set up.
 - c. Our most successful workshop had originally been planned for Monday evening, but after shifting to Sunday afternoon and we had a great turnout.
7. Have Annelies create a TAC Eventbrite event on our website. Payment goes to Eventbrite, then we issue you a check. TAC workshops give 70% of the revenue to the workshop leader.
8. Market, Market, Market, Market (4) -
- a. Market 1 - find out on social media if there is a group of people who is interested in your class. Keep note of these people. If you get no responses, go back to the drawing board.
 - b. Market 2 - assemble a list of those who are interested and get to know more about what they would like from your class - you can do this by asking. For instance - "Hey, I know you all love photography, but would any of you like a quick demo of some cool techniques in Lightroom, as well?" Tally those responses, and listen to the feedback. Do not ask people who don't know what they want, what they want. Ask specific questions.
 - c. Market 3 - Generate an Events Page on FB. Generate excitement on Instagram/through email/on whatever social media platforms you use. Send invites. Create hashtags for your event, and use the hashtag #TACJax (you can track hashtags and see who is sharing the info this way - this is a really valuable marketing tool).

- d. Marketing 4 - Take pictures during the event. Tag people and tag their works with permission, of course. Upload those photos on your FB events page, submit to TAC, on Instagram, etc. Get photos with the members who've attended, or at minimum do a group photo and post. Post their works, and say something about them. (We're human, we all like recognition).
9. Follow-up (Immediate and a few days later) - Immediate - ask your attendees individually if they found the class to be helpful. If someone is heading out the door without talking to you, try to get to them - these will probably be the ones who didn't get much out of the class. You'll learn more from them than those who loved your class). Make these interactions brief, and ask if you can contact them for how you can improve. Then, get back to those who enjoyed your class, and find out specifically how you helped them. You can also do an exit survey. Follow-up a day later - thank everyone via email or PM (you need to collect this info before), and ask for honest feedback for how you can improve. Let them know any additional information (like pick-up times), and if you have a show coming up, or another workshop in the works. This is the time to also do an ask - i.e. "would you be willing to recommend my next workshop to friends?" Those who are enthusiastic - stay in touch with them. They've just become your marketing team.
10. Be Prepared and Very Early - Depending on what you are teaching, and the time to prep your class, plan to have everything set-up 30-45 minutes before anyone walks in. Early people will get to your class 15-30 minutes before you begin to make sure they are on time. This is a great time to meet and greet people, get to know them, what they do, where they'd like to be in art, etc. Ask questions, and listen. Start on time. Do not show up at the time when you are supposed to be teaching. You're the teacher, you get there early, deal with any kinks of the location, and you make sure that all issues have been resolved before any students arrive. If you are on time, you're late. If you are there 30-45 minutes early, you're on time. Preparedness - have a checklist, and know how many are attending. Four to five hours before class, check your RSVPs and purchase additional materials, as needed. Do not leave anything to last minute, because things can and will go wrong, occasionally. You can also set a date and time where you will not accept new entries.
11. Effort in = Effort out - no matter how established or unknown you are as an artist who has something to teach people, your direct participation with marketing will be how much you earn. It is up to you to bring in a group, and TAC will also market it, but it has to be relevant, proven that people will attend, and something that progresses whatever stage of artists you choose to elevate.
12. In general, during the workshop, walk around, see where people are having a problem, answer questions. Before the workshop make sure you are holding a class people want to attend. You decide the mood - serious, funny, instructive but

caring, etc. At all stages - know your cost, and know your audience. Market and follow-up.