VISUAL ARTISAN APPLICATION

Questions to Expect During the Application

* - indicates a required field

APPLICATION SECTION

The jury will review all components of this application PLUS your profile information in compiling your complete jury score. Upon submitting this application you will be directed to your profile where you can review your information and upload a profile photo or business logo.

*Business or Organization Name (This is the name that will be listed in your member profile)

*Contact Person

Position

Site Address (only if open to the general public/visitors - this will be listed in the member directory)

City, state/province, postal code

Is this site open to the public and have hours of operation clearly posted at the location and/or online?

❏ Yes   ❏ No

Hours of Operation (open to the public)

*Billing Address (if different from Site Address or if your operation is not open to the general public)
*City, state/province, postal code

*Email

Create your password for this site:

Phone

County

❏ Cameron   ❏ Jefferson
❏ Centre   ❏ Lycoming
❏ Clarion   ❏ McKean
❏ Clearfield   ❏ Potter
❏ Clinton   ❏ Tioga
❏ Elk   ❏ Warren
❏ Forest

Not sure of your PA Senate District or House Numbers? *Look them up now:*
https://www.legis.state.pa.us/cfdocs/legis/home/findyourlegislator/

Your PA Senate District Number

- ❏ 21
- ❏ 23
- ❏ 25
- ❏ 34
- ❏ 35
- ❏ 50

Your PA House District Number

- ❏ 63
- ❏ 65
- ❏ 66
- ❏ 67
- ❏ 68
- ❏ 73
- ❏ 75
- ❏ 76
- ❏ 77
- ❏ 81
- ❏ 83
- ❏ 84
- ❏ 171

How did you hear about the Wilds Cooperative of Pennsylvania?

- ❏ Current Cooperative member
- ❏ PA Wilds staff
- ❏ pawilds.com
- ❏ Pawildscenter.org
- ❏ Scout Organization
- ❏ None of the above

ABOUT YOUR BUSINESS SECTION

This area is used to describe your craft, product or service. These questions help the jury (and others looking at your profile) to understand what you do.

*Tell us about your business (this will serve as your profile description). Best practice tip: Answer the question "What do you do?" in one paragraph or less.)

*Describe your business/craft/service in 80 characters or less. (This will appear as tagline in your profile. Best practice tip: How would you tweet a message about the heart of what you do?)

Primary focus for handcrafted items:

- ❏ Acrylics/oils
- ❏ Clay/porcelain
- ❏ Digital
- ❏ Drawing/illustration
- ❏ Friber(s)/natural materials
- ❏ Glass
- ❏ Jewelry
- ❏ Leather
- ❏ Metal
- ❏ Mixed media
- ❏ Pastels
- ❏ Photography/video
- ❏ Printmaking/graphics
- ❏ Sculpture
- ❏ Scratchboard
- ❏ Watercolor
- ❏ Wood

Secondary focus for handcrafted items (optional):

- ❏ Acrylics/oils
- ❏ Clay/porcelain
- ❏ Digital
- ❏ Drawing/illustration
- ❏ Friber(s)/natural materials
- ❏ Glass
- ❏ Jewelry
- ❏ Leather
- ❏ Metal

- ❏ Mixed media
- ❏ Pastels
- ❏ Photography/video
- ❏ Printmaking/graphics
- ❏ Sculpture
- ❏ Scratchboard
- ❏ Watercolor
- ❏ Wood
- ❏ N/A

Additional handcrafted item:

- ❏ Acrylics/oils
- ❏ Clay/porcelain
- ❏ Digital
- ❏ Drawing/illustration
- ❏ Friber(s)/natural materials
- ❏ Glass
- ❏ Jewelry
- ❏ Leather
- ❏ Metal

- ❏ Mixed media
- ❏ Pastels
- ❏ Photography/video
- ❏ Printmaking/graphics
- ❏ Sculpture
- ❏ Scratchboard
- ❏ Watercolor
- ❏ Wood
- ❏ N/A

TECHNIQUE SECTION

These questions will help the jury evaluate your technique.

*Describe your technique(s) and process for creating your crafts.

*Briefly describe the process for sourcing or the inspiration for your designs.

*Do you currently collaborate with other members of the Wilds CoOp? If yes who?

*Please provide a link to view your portfolio, this can be a website, facebook album, or other online source for images.

Source of materials

- ❏ 75% or more of material used is from outside the USA, or source is unknown
- ❏ 75% or more of material is from USA

- ❏ 90%-100% of material sourced from PA or from w/in 100 miles
- ❏ 90%-100% of material used is sourced from within PA Wilds

Type of materials

- ❏ 25% - 50% of materials are manufactured or synthetic
- ❏ 50% - 100% of materials are manufactured or synthetic

- ❏ 75% - 100% of materials used are natural or organic
- ❏ 90% - 100% of materials are organic

MARKETABILITY SECTION

Where are you currently selling your products or services? Do you run an online shop? Do you have listings on Etsy or do you run through sales through Facebook, Instagram or Pinterest? Are you shown in specific galleries or retail locations? Do you sell both wholesale and retail? Or just one or the other? These questions help the jury to review your marketability.

Wholesale and Retail Sales

- ❏ I sell my products only at retail prices
- ❏ I sell my products only at wholesale prices
- ❏ I sell my products at both wholesale and retail prices
- ❏ N/A (I provide services)

What are the retail price points for the bulk of your work/products (for those that provide services this is your typical hourly rate for projects):

- ❏ $10 or less
- ❏ $10-$20
- ❏ $20-$50
- ❏ $50-$100
- ❏ $100-250
- ❏ $250 or higher
- ❏ I do not sell my work at retail prices

*Please list up to 3 locations where you currently sell your work (include virtual platforms and brick and mortar locations, If you aren't selling anywhere yet, that's ok, just list "no market locations yet".)

PROFESSIONALISM SECTION

These questions will help the jury to evaluate your professionalism. Other factors for your professionalism score will include the presentation of your work, the quality of the images you upload, and the thoroughness and completion of your entire application.

*What is your background/education related to your artistic media, food product, craft or service?

*What professional arts or related organizations do you belong to?

Are you a rostered Arts in Education teaching artist?

- ❏ Yes
- ❏ No

ECONOMIC IMPACT

The following questions are for team review and aggregate use only. The information provided in this section will not be published to your profile nor will it be used in a way that reveals the identity of you or your organization or discloses proprietary data. This data will be used in aggregate to demonstrate the economic impact of the PA Wilds Center's programs and services in communities across the region as well as funding and political support for the Pennsylvania Wilds work.

How many years have you been in business?

What was the total of your gross receipts for sales during the previous fiscal year?

What is the size of your operation?

- ❏ Under $25,000
- ❏ $25,000-$50,000
- ❏ $50,000-$75,000
- ❏ $75,000-$100,000
- ❏ $100,000-$200,000

- ❏ $200,00-$300,000
- ❏ $300,000-$400,000
- ❏ $400,000-$500,000
- ❏ Over $500,000

What is the total number of jobs you have retained in the past year?

- ❏ 1
- ❏ 2-6
- ❏ 5-10

- ❏ 10-20
- ❏ More than 20

What is the total number of Part Time Jobs you have added in the past year?

What is the total number of Full Time Jobs you have added in the past year?