

June 1, 2019

To Our Valued Artists,

This spring the Visual Art Center's Exhibition Committee studied the prices charged for exhibit entry and sale of artwork in art center exhibitions in Southwest Florida. The Committee has determined that the current fees of the VAC are outdated and that a slight increase is in order.

Starting with the September exhibit, **Color**, price increases will take place. The fee for sale of artwork will increase by 5%. This new rate will change to 65% to the artist and 35% to the VAC. Standard gallery pricing is a 50%/50 split.

The new Member fees will be \$25 for one entry, \$30 for 2 entries, \$40 for 3 entries. Non-member new fees will be \$30 for one entry, \$40 for two entries, and \$50 for three entries. No one likes price increases but unfortunately sometimes it is necessary.

Mary Harbour,  
Exhibit Committee Chair

**GALLERY & GIFT SHOP HOURS: Mon–Fri, 9am-4pm, Sat 10-2pm**

*The Visual Arts Center is a 501(c)3 non-profit organization dedicated to the creation and enjoyment of the arts in Southwest Florida. Founded in 1961 by local artists, its mission is to inspire, explore, create and promote the visual arts in an effort to enrich the life in our community. Membership is open to all.*