



Brooklyn Waterfront Artists Coalition

Members Handbook

2023

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BWAC History/Mission/Purpose

Welcome to the Brooklyn Waterfront Artists Coalition, BWAC! Congratulations! You have chosen to become part of an artist community that began on the Brooklyn DUMBO waterfront in 1978. Our mission is to help artists develop professionally and deliver programs that connect art to community in innovative, inclusive, and impactful ways. The small group of artists who founded BWAC had one main thing in mind: to help one another advance their art careers.

In 1992, BWAC moved to its current location on the Red Hook waterfront, giving members a 25,000-sq. ft. gallery in which to exhibit. This magnificent space allows for multiple shows at once, including music performances, spoken word events, and more, and affords our artist members and partner organizations opportunities to exhibit and sell their work in both juried and member shows throughout the year. BWAC presents quality work to a wide audience, bringing together collectors and artists regardless of the stage of their careers.

Community is important to us, whether it's our members supporting one another or BWAC partnering with allied arts groups such as Art Yard Bklyn, Red Hook Open Studios, BCAT, and community resources like the Red Hook Public Library. We strive to make the experience of art accessible to all through classes and workshops, gallery talks, and performance events that are inexpensive or free.

The Brooklyn Waterfront Artists Coalition has grown to become Brooklyn's largest artist-run organization. We take pride in our all-volunteer operation, where our artist-members serve as management, leadership, and board.

The Brooklyn Waterfront Artists Coalition is a 501(c)(3) non-profit corporation.

BWAC Membership Benefits

- Members have the opportunity to exhibit in any and all of the member shows throughout the year, whether virtual or in the gallery. One wall panel is the standard space you are given, assigned by the member show curator at the time of installation. The panel's size and location will depend on your work. Additional panels may be available for purchase when space is available (no guarantee). See BWAC Dues and Fees section below for details. For three-dimensional work, we have a limited number of pedestals and platforms available (generally up to two per artist).

You also receive:

- Discounted entry fees to all of BWAC's national juried shows.

- Six images on BWAC's Artsy page, an online gallery where artists show and sell their work.
- Your artist profile in our BWAC website artist directory with direct links to your website(s) and/or social media.
- Promotion through BWAC publicity means (email, social media, other commercial means).
- Opportunity to create an innovative BWAC Solo Exhibition (additional fee applies; see FEES section for additional details).
- Opportunity to display business cards, QR codes, basic self promotion to drive gallery attendees to your website/social media.

Additionally, Members have the opportunity to:

- Network with other BWAC members
- Participate in BWAC mentoring, where you can learn valuable skills in:
 - General questions and guidance
 - Curation
 - Gallery Management
 - Art Installation
 - Art Handling
- Artists who wish to be a vendor in the BWAC Artist Market are eligible for a discounted vendor's fee and the commission fee (contact sandy@bwac.org for more information).
- Opportunity to engage with BWAC gallery attendees directly about your art (self promotion)
- Participate in BWAC Community Events

BWAC Member Responsibilities

- BWAC is an artist-run organization. For each in-gallery member show in which you participate, you are required to give 12 hours of volunteer work.

One of the most important jobs we have is helping in the gallery during shows (two 6-hour shifts helping in the gallery during show hours fulfill your show obligation), but there are many ways to fulfill your hours, and other types of volunteering are possible.

- An additional six hours of volunteer work is required at any time during the year. This does not need to be fulfilled in a single block but must be completed by the end of your membership year. A great way to meet this requirement is to volunteer on an organizational committee (details below).

BWAC Member Setup Checklist

There are a few tasks you'll want to take care of ASAP to ensure you're getting the most from your membership. All of these can be done online via BWAC's Member Portal. You should have received an invitation to the BWAC Member Portal, <https://bwac.softtr.app>, when you completed your membership application.

Once you log in, do the following:

- Make sure BWAC has your correct name, address, email, phone, and Social Security number (We need this information for tax purposes for when you sell work)
- Create your Artist Profile.
- Prepare six images for Artsy. Reach out to our Artsy team at shows@bwac.org for instructions. Check out the BWAC Artsy area at: <https://www.artsy.net/partner/brooklyn-waterfront-artists-coalition>.

That's it! Now you're ready to exhibit. There's more to learn about our Member Portal - please read through the **BWAC Member Portal** section following for additional details.

BWAC Member Portal

BWAC Member Portal Access

As stated above, you should have received an invitation to the BWAC Member Portal, <https://bwac.softtr.app>, when you completed your membership application.

When you log in to the [Member Portal](#) you will land on the home page. We will be adding other functionality in the future, but for now, here is what you can do on this page: View and edit your BWAC personal information. You can update your name, address, email, website, Instagram, etc. from here. You will be asked to provide your social security number, as we need it for tax

purposes when you make a sale. Please keep in mind that the goal of these directory pages is to drive people to your website and/or social media. Therefore, the images are not intended to be a viewing gallery (like Artsy) and have no descriptions with them. Note that if you want to change your email address, you'll need to contact membership@bwac.org to make that update.

Volunteer shifts

From the Home page, you can sign up for and manage your volunteer shifts. Once shifts are completed, you'll see a complete history of shifts worked here for your current membership year.

Set up your artist profile

Your artist profile appears on the BWAC website and is meant to give visitors and prospective members an overview of who you are as an artist with some sample images. In the Member Portal you can edit your profile and it will be updated in real time on the website.

If you need assistance with your profile setup, an instructional pdf file can be downloaded [here](#).

Artsy submissions

One of your BWAC member benefits is to have up to six images of your artwork posted on BWAC's Artsy Gallery page. On our Artsy Submission page there are two sections. At the top is a list of your submitted artworks. This will show Artsy images submitted after Aug 2023 only as this is a new system. Below that is a form for submitting a new artwork, one image at a time.

Once submitted, it will appear in the list at the top with a status showing if the Artsy team has posted it yet. If you have existing artworks in our Artsy Gallery, and you'd like to replace one with a new artwork, put a note in the form to that effect and the Artsy Team will take care of the rest. They may contact you if more information is needed.

Reach out to our Artsy team at shows@bwac.org for instructions.

Check out the BWAC Artsy area at: <https://www.artsy.net/brooklyn-waterfront-artists-coalition>.

Changing your password

When you're logged in to the portal you can change your password by clicking the circle with your initials (upper right corner of menu) and selecting "Change Your Login." Don't change your email or you'll get locked out, but you can change your password here.

BWAC Exhibitions

Show dates, registration deadlines, and other info will be emailed to you well in advance of the show. And, the website and your member portal are always up to date with upcoming exhibit opportunities.

Member Shows vs. Juried Shows

Member Shows

BWAC usually runs four member shows, Spring through Fall, and we encourage you to participate in as many as you can. Themes and accepted media are decided by the Board of Directors and Exhibition committee chairs. Register for BWAC member shows using the member portal (see below for instructions).

Unique feature: These shows are not juried. Curators have ultimate discretion on which pieces will be selected for a particular show as well as their placement within the show. If you have questions about appropriateness, please contact us ahead of time at membership@bwac.org. Member shows have a theme. Members are not required to meet the theme in order to show in that member exhibition. For all shows, although it is not required that work be recent (unless specifically required for a particular show), it is strongly encouraged that displayed work not be repeated from previous BWAC shows.

Juried Shows

In addition to member shows, you can register for our national juried shows. These Juried shows are open to non-members as well. As a BWAC member you can take advantage of a discounted entry fee for these shows, using the discount code found in your membership weekly email. Themes, selection criteria, and accepted media are detailed in each show's prospectus. Register for juried shows using SmarterEntry per instructions in the prospectus.

Submissions: Submissions to juried shows are open to BWAC members and non-members alike unless otherwise stated in the prospectus. Discounted submissions are available only to members in good standing. You'll be notified by email if your submission has been approved for the show.

Waivers and Rights/Indemnification Form: The submission form for each exhibition includes a waiver of responsibility of the Brooklyn Waterfront Artists Coalition, Inc. for any damage or loss of work incurred in any BWAC sponsored exhibit. Every precaution is taken for the care and protection of submitted work. By submitting to any exhibit, the artist permits BWAC to use images of their submissions to promote BWAC and the exhibit.

Artwork Criteria: Accepted Media may vary by show and is determined by the Board of Directors and identified by the exhibit prospectus. Submitting artists must accurately disclose on entry forms and labels the process and media used for each piece. Work must have been completed within five years prior to the entry deadline, unless otherwise stated in the prospectus. Work must be ORIGINAL and created by the submitting artist. Art rendered from photos is acceptable only when photos are taken directly by the artist. Images by other individuals or protected by copyright are forbidden unless the artist has documented permission from the original photographer. Any member may contest the originality of an accepted work. The complainant must provide the source from which the contested work was copied (e.g., book, magazine, calendar, etc.). Verbal challenges with no documentation cannot be considered. Work that violates submission guidelines will be removed from the exhibit.

Exhibition Publicity Note

Submitting images for any member or juried shows grants BWAC permission to reproduce the image for publicity purposes, e.g., on our website, in social media, or made available for outside publication insertion. Should errors be made in the labeling or presentation of the artwork in those platforms, whether made by BWAC or outside agencies, reasonable efforts will be made to correct the error, but

BWAC cannot be held liable for the errors or corrections. It is recommended that you contact a board member if you find an error in representing your work. We are all volunteers, so in the case of outside publications, you may want to reach out to the entity yourself and let BWAC know you have done so.

BWAC Sales Commission (applies to both Member and Juried shows)

For non-member shows, entry fees are set by the Board of Directors and must be paid upon submission. A 30% sales commission will go to BWAC for art show sales and sales from any referral contract through BWAC. (For three months after a show, sales commission still applies.) A complete listing of all fees is in the BWAC Fees and Dues section below.

BWAC Committees

As stated above, BWAC is a member-run organization. BWAC's committees are comprised of members led by a member of the Board of Directors. These committees attempt to address the various needs of the organization as outlined below by developing ideas into proposals for action that may be approved by the board of directors. If you feel you have something to contribute to any or all the following areas, we want your input. BWAC is your organization. Please consider it so and know that we can improve and grow only with your active and ongoing participation.

The current BWAC committees and their functions are:

Membership:

- Develop programs to deepen member engagement
- Recruit new members
- Evaluate membership policies
- Coordinate Volunteer assignments (the heart of our organization)!
- Make sure that all Members are heard and valued

Exhibition/Events:

- Plan ahead and set up a calendar of events and shows
- Set show themes
- Provide content for publicity
- Oversee the on-site show registration and Artsy
- Oversee performances, music, and other events

Fundraising/Grant-writing:

- Research and pursue grants and sponsorships
- Develop ideas for fundraising campaigns and mission-driven programs that can generate revenue

Publicity:

- Work with Exhibitions/Events and Membership to promote their programming and partner on content
- Ensure a consistent brand identity across all channels (website, social, email, print, partner programs)

Strategic Planning:

- Work with other committees to develop long term visioning and planning
- Use technology to support operations and streamline communications

Ad Hoc Committees:

- Address organizational needs as they arise

BWAC Fees and Dues

BWAC Membership Dues

First Year	\$300
Annual Renewal	\$250
Student Member	\$90

Note: You must be at least 18 years old to be a member of BWAC.
You must show proof of current enrollment to receive the student rate.

Exhibition Fees

Member Shows: Every member is entitled to one free panel per member show. Additional panels may be available (pending curator approval and availability) for an additional fee, as follows:

- Each Small panel = \$25
- Each Large panel = \$50

For non-member shows, fees are set by the BWAC Board of Directors and must be paid upon submission.

A 30% sales commission will go to BWAC for art show sales and sales from any referral contract through BWAC. On any sale of work made within three months of an exhibition to a customer who first saw the work exhibited at BWAC, the 30% commission is due to BWAC. This sales commission applies to both member and non-member shows alike.

Solo exhibitions require an additional fee (once a prospectus has been approved and a show has been scheduled), the amount depending on the amount of space used and utilities required:

For BWAC members, the minimum fee is \$500.

For non-members, the minimum fee is \$1,200.

Volunteer Exemption Fees

In-Gallery volunteer exemptions are granted pending approval from our BWAC Membership Committee (by contacting membership@bwac.org). If an additional arrangement cannot be made to replace your in-gallery volunteer hours, each BWAC Member will be required to pay \$75 per 6-hour shift.

BWAC Code of Conduct

BWAC's Bylaws set out the means, rules, and NYS requirements governing non-profit corporations. They can be reviewed by members upon request. The Bylaws delineate a Code of Conduct.

Conflict of interest No members who are not on the board may enter into any negotiations as "representatives of BWAC" without prior notification and clearance from the board.

Grievance Policy The aim of the Grievance Policy is to settle grievances or complaints for any member of BWAC, including employees, member artists, officers, and/or board members, fairly, simply, and timely. Every effort will be made to resolve issues at the earliest possible stage, and at each stage efforts will be made to avoid proceeding to the next stage and to settle all issues amicably. The Grievance Policy is available to all members of BWAC to ensure that everyone within the BWAC Organization is aware of the formal process to report a grievance or complaint. As a matter of course, BWAC members are encouraged to first take steps to see if they can resolve any issue on an informal basis. However, if the issue is serious and remains unresolved, the member can raise a formal grievance in accordance with the Grievance Policy. The Grievance Policy can be obtained from the Arts Administrators. It contains full steps and processes, in addition to the necessary forms with which to report the grievance.

Our organization follows a ZERO tolerance policy toward all forms of aggressive and/or abusive language or behavior by members or visitors directed at artists, members, board of directors, staff, or visitors. Violation of this policy, as stated in the Bylaws, can result in termination of membership.

FAQ

How will I know when to come and hang my work for the show?

Read your BWAC emails! We send informational emails to members several times a month. Please read them to keep up to date on all things BWAC.

You will receive a member email that will list the days available for installation. There will be a link to schedule a specific time and day. Also in the email will be a link to the show label form. If possible, print this form at home and fill it out with the requested information. Page two of the form has hanging requirements for you to review and familiarize yourself with.

On the day of installation, please come with your pre-filled show label form to facilitate the production of your labels. At the gallery, the registration/installation process is divided into stations. The first station is where you will sign up for your volunteer time. After that, you will be showing your work to the member show curator(s), who will help you choose which piece to hang (if necessary) and assign your panel. Bring what you would like to hang, but the member show curator has the final say what is shown.

One wall panel is the standard space you are given, assigned by the curator at the time of installation. Your panel's exact size and location in the show will depend on your work. Small pieces might be hung on a shared panel with other artists' work.

Additional panels may be available for purchase when space is available.

For three-dimensional work, we have a limited number of pedestals and platforms available (generally up to two).

Some people have asked why they cannot just fill their panel. BWAC does not exhibit in a salon-style manner; rather, we are building cohesive exhibitions of our members' work. The hanging requirements (listed on the show label form) help us keep a unified look and provide a professional presentation.

Be prepared to label your work on the back with your name, contact number, name of piece, price, medium. If you do not have your work labeled prior, BWAC will provide a blank label for you. When your panel is assigned, any artwork listed on your show label form that is not being exhibited can be crossed out. You'll then drop off the label form at the registration desk so labels can be produced. The gallery has some tools, and our provided screws are the preferred method for installation. However, you should plan on bringing anything you might need, including measuring tapes, level, power screwdrivers, etc.

Once your work is hung, the member curator will approve your panel. When approved, you can retrieve your labels and place them under the lower righthand corner of each piece.

Can I make an additional donation to BWAC?

Yes. Donations help BWAC provide ongoing education, support, and visibility for artists through a variety of programming that includes juried shows, outside exhibits, awards, free artist talks and demos, community outreach, studio sketch groups, workshops, and more.

If you work for a company that donates to arts organizations, any information or contacts you can give us regarding your company's policies is appreciated. Also, many companies have matching gift programs that can double the amount you as an employee give.

Additionally, BWAC is always on the lookout for organizations to partner with us as sponsors. We have several exhibit and event opportunities of which anyone can be a significant part. Being a BWAC exhibit benefactor helps us as a 501(c)(3) achieve our goal of promoting excellence and community involvement in the fine arts. It also carries with it sponsor benefits such as private receptions. We ask all members to be aware of any organization that might be interested in being a benefactor or sponsor.

What if I know someone interested in joining BWAC, but they are not an artist?

All are welcome to join, even if they are not artists.

What if I have questions or suggestions?

We welcome all suggestions and strive to answer all questions. Email is the best way to reach us.

Exhibitions and Artsy setup - contact Art Admin Garfield Harry garfield@bwac.org

Billing/payment - contact Art Admin Pat Dignan pat@bwac.org

Membership - contact Membership Manager David Finck membership@bwac.org

General - info@bwac.org

We are an all-volunteer organization, so please understand that phone and email are not monitored 24/7.

If requested, new members can be assigned a BWAC Mentor for the first year. This person should be able to answer most questions and will guide you through the registration and installation process for your first showing in the gallery. Should you want a BWAC mentor, please email membership@bwac.org. You'll receive an email with your mentor's name and contact information.

Once again, we welcome you and look forward to your contributions to BWAC!

BWAC 2023 Board of Directors

Alicia Degener, President - alicia@bwac.org

Sandra Forrest, Vice President and Secretary - sandy@bwac.org

Roxalana Jordan, Secretary/Treasurer - roxex@bwac.org

Joe Banish - joe@bwac.org

Tamavis Damaris - tamavis@bwac.org

Susan Handwerker - susan@bwac.org

Robyn Mierzwa - robyn@bwac.org

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Jessica Schulman - jessica@bwac.org

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