



TOWN OF HUNTSVILLE - PARTNERS HALL Q & A

FREQUENTLY ASKED QUESTIONS

The Huntsville Art Society and the Algonquin Theatre are thrilled to host you in Partners Hall as part of our "Agreement" to use the walls and display cases for HAS members' works of art.

Together, we are working to improve communication and procedures to help set us all up for success in highlighting the visual artworks of the Huntsville Art Society's membership presented within this dynamic space.

Partners Hall is a busy spot within the Algonquin Theatre; it is home to the HAS Partners Hall Gallery and to the Theatre's concession, and also serves as host venue for many countless smaller events and activities which take place throughout the year. All these uses help to ensure that your work is seen by many visitors, including HAS members and all those who happen upon it by chance.

To help everyone understand the ins and outs of exhibiting in Partners Hall, we have put this FAQ together. It is a living document and will be amended as things arise. At this time, it offers answers to the most frequently asked questions that we get about the agreement.

Should you require more information, or have follow up questions, please reach out to:

Huntsville Art Society

Contact: HAS Chair Caroline Pattison huntsvilleartsociety@gmail.com

Algonquin Theatre

Contact: Matt Huddleston at <mailto:mmatt.huddleston@huntsville.ca>



1. Who is the Partners Hall Gallery Committee?

The committee curates the Partners Hall Gallery and is the organization's liaison with the Town on issues related to the Gallery. Its mandate is to:

- Ensure that there is continuous art on the walls of Partners Hall
- Ensure that all relevant documentation is sent to artists
- Ensure that artists have help with labels and posters for their shows
- Help artists to hang their show when needed

2. Why is Partners Hall not run like a typical Art Gallery?

Partners Hall is part of the Algonquin Theatre and Town Hall and is primarily used as a concession during theatre shows. It is also used as an entertainment venue for smaller shows, and as a multi-use space for meetings, vendor markets, job fairs, gallery openings and the like. The Huntsville Art Society wall gallery and display cases were added to Partners Hall in 2016 following the sale of the train station, the former home of HAS.

3. When is Partners Hall open to the public?

The agreement between the Town of Huntsville and HAS provides for access to art shows during Algonquin Theatre business hours.

Regular business hours are 8:30am to 4:30pm Monday to Friday, exclusive of statutory holidays. *The building is closed on Saturdays and Sundays in the winter, with some exceptions. It is open Saturday between the May long weekend and October long weekend from Noon – 4:00pm.*

Notwithstanding any private bookings held in Partners Hall, the Town of Huntsville and HAS are committed to having Partners Hall open to the public as much as possible, particularly during regular business hours, and/or during evenings and weekends, depending on the theatre's calendar of events. However, this is not always possible (see Section 3). A monthly calendar schedule presenting the days of the month that Partners Hall is operational will be provided by the Town.

4. Why is there an event in Partners Hall when my exhibit is on?

As a multi-use space, Partners Hall may be rented to various third parties for events and activities throughout the year, as per section M of our agreement. Many of these bookings are public and can extend the Hall's hours of operation into the evening and weekend. Private bookings may also occur during regular business hours. While the Town tries to keep these to a minimum, these bookings are necessary as they support the day-to-day operations of the theatre. Please note that HAS rents only the wall space (and two small glass cabinets) of Partners Hall.



5. There is a public event using Partners Hall. Is this counted in the number of days the theatre is “Open to the Public” for my exhibit?

Yes, any third party booking that is marketed to the general public, regardless of whether it is free or by admission, such as ticketed events, vendor markets, job fairs, and art openings will be counted among the days that Partners Hall is “Open to the Public”. In our experience, these types of events are beneficial to exhibitors as they bring patrons into the building, exposing them to your work, which can and has resulted in spontaneous sales.

6. How do I arrange my move in/move out date?

Your show dates will already be arranged by the HAS Gallery Committee. The lead for your show will be in touch six to eight weeks prior to your exhibition in order to confirm move in/move out, and reception (optional) dates and times, and to offer assistance in creating your labels and poster. Most shows start and end on a Tuesday.

7. I would like to hold an opening reception – who should I contact? What do I need to bring? Will a bar be provided?

Theatre staff will generally schedule your reception at the same time as your move in/out dates. The Artist is welcome to provide food/drink (no alcohol) and will need to provide plates and cups.

Fee-based bar service can be provided upon request. The date, time and use of a bar with a Smart Serve bartender, can be negotiated with Melania Thoennes. The Algonquin Theatre will provide tables, chairs, and tablecloths.

If you would like to speak during your reception, the Algonquin Theatre can provide a microphone. Audio capabilities are possible via AUX cord. If you have a small laptop, tablet, or mobile phone with a pre-loaded playlist (no commercials), it can be played in the background. Apple products will require a dongle or adapter.

8. In addition to hanging pieces, can I display pieces on tables or easels?

HAS rents only the wall space and two small glass cabinets in Partners Hall, thus only 2D, and smaller 3D works can be shown. You are also welcome to have your business cards and a guest book on one of the tables. Please note that no art may be displayed on the bar surfaces or elsewhere in the Gallery in any way that affects the Health and Safety standards and regular operation of the building. Staff reserve the right to ask the show curator to remove artwork that does not meet the health and safety standards that are in place.

9. I have sold a painting, what happens next?

Buyers typically contact the artist directly through the contact information that appears on the wall label for the artwork. The sale of an artwork is a transaction between the artist and the purchaser. In general, it is preferred that the artwork be picked up at the end of the show. In certain cases, however, (e.g., an out of town buyer) an exception may be made. Theatre staff can help connect buyers with artists but are **not** responsible for taking payments on behalf of the artist.



10. What about commission? And HST?

The Town of Huntsville will charge 20% commission on any pieces sold during your stay in the gallery. The 20% commission is subject to HST. At the end of your stay in the gallery, a record of your sales will be sent to the Town of Huntsville accounting department; you will then be sent an invoice for the commissions owing. Payment information will be listed on the invoice. Should the Town have trouble collecting these fees from the artist, it may jeopardize your participation in future exhibits.

NOTE: Artists who are obligated to collect HST on works sold (income exceeding \$30,000 derived from their art practice), should indicate on their wall labels that HST will be charged on their works, in addition to the sale price.

11. What forms of payment are accepted?

Preferred payment is by e-transfer directly to the artist. In the unlikely event cash or cheque is required, this would be worked out between theatre staff and the artist on a case by case basis.

12. I want to advertise my exhibit to the public. What days/hours should I post?

Theatre staff share the calendar of events for Partners Hall with HAS on a regular basis. Please reach out to your HAS representative and they will work with you and staff to confirm the days/hours that the facility is open for your exhibit.

13. How should you market your work?

Artists should distribute their show poster through their own website, Facebook, and with other social media platforms. Artists should be proactive and invite friends and family to their reception and to come view their show. Ask local store owners if they will hang up your flyer in their window. Be creative!

HAS will produce and share posters on the HAS Facebook page, HAS website and in the monthly HAS newsletter. The theatre will post it on their electronic signs—two interior screens and one exterior screen. Hard copy 11" x 17" posters are also posted inside the building.

14. Can I be on site for a live demonstration or to answer questions regarding the work?

Yes, we would love to have you consider that option. We suggest reaching out to the Theatre to organize a day(s)/time(s) that makes sense based on your schedule and the calendar of events in Partners Hall.

