

Maple Creek Trans-Canada Visitor Reception Centre
Artisans' Showcase Program
Terms of Reference 2019

BACKGROUND:

In the 2017-2018 Provincial Budget, it was announced that Province of Saskatchewan would be closing the Trans-Canada Visitor Reception Centres operated by Tourism Saskatchewan at Maple Creek and Fleming.

Given that the Trans-Canada Visitor Reception Centre (VRC) at Maple Creek sees 20,000 to 25,000 visitors annually, and that these visitors are at the gateway to the Cypress Hills Destination Area and only five minutes away from the Town of Maple Creek's commercial core, it was felt that closing the Trans-Canada VRC would have a detrimental impact on the region's tourism industry.

As a result, the Town of Maple Creek and Cypress Hills Destination Area Inc. (CHDA Inc.) formed a partnership to take over the operations of the Trans-Canada VRC in 2017.

In 2017 approval for a one-year pilot-project was granted to the Town of Maple Creek and CHDA Inc. by the Province of Saskatchewan to assume the operations of the Trans-Canada VRC for the 2017 summer season.

Given the success of the pilot-project, the Town of Maple Creek & CHDA Inc. were awarded the opportunity to operate the VRC again in 2018. The Town of Maple Creek and CHDA Inc. are in the process of finalizing a three-year operating agreement for the VRC (2019 – 2021).

The objectives in continuing the operations of the Trans-Canada VRC are to put the visitor experiences offered by the Town of Maple Creek and CHDA Inc. before the eyes of 20,000 to 25,000 visitors annually, and to use the Trans-Canada VRC as a "point of conversion" to encourage these visitors to turn south at the junction of the Trans-Canada and Highway #21.

ARTISANS' SHOWCASE:

As a way of adding local colour and personality to the VRC building, the Town of Maple Creek & CHDA Inc. will be permitting local artists to display and sell their work at the VRC.

A display case and two "grid wall" racks will be reserved within the VRC as display areas for the work of local artisans.

Mediums accepted will include:

- Locally produced wall mounted artwork of a moderate size that can be displayed by hanging on one of the two "grid wall" racks within the VRC.
- Locally produced pottery, sculpture, carving, leatherwork, jewelry, beadwork, glasswork, etc. of a moderate size that will physically fit into a display case within the VRC.

Mediums not accepted include:

- Handicrafts / Hobby Crafts / Amateur / Student / Children's artwork and handicrafts.

The objective of the Artisans' Showcase is to raise awareness and interest in Maple Creek and the CHDA as a travel destination, and to entice visitors to further explore the arts & cultural opportunities that exist just five minutes south and throughout the area.

The artwork approved for display and sale at the VRC should be of exceptional market-ready quality and/or be reflective of the cultural and/or natural heritage of Maple Creek and/or the Cypress Hills Destination Area.

ELIGIBILITY:

In order to be eligible for displaying and selling artwork at the VRC as part of the Artisans' Showcase, the following eligibility criteria must be met:

- The artisan's home mailing address must be Maple Creek, Saskatchewan.
- If the artisan's home mailing address is not Maple Creek, their home mailing address must be within the CHDA and they must be a member of CHDA Inc.
- The artwork must be of exceptional market-ready quality and/or be reflective of the cultural and/or natural heritage of Maple Creek and/or the Cypress Hills Destination Area.
- The Town of Maple Creek and CHDA Inc. reserve the right to limit the number of artisans and the volume of artwork accepted for exhibition and display at the VRC.

CONDITIONS:

1. Artisans will be required to pay a \$75.00 exhibition fee prior to dropping off their artwork for display and sale. The cheque is to be made payable to "The Town of Maple Creek."
1. Given the limited amount of space within the VRC for the exhibition of artwork, where and how the artwork is displayed within the VRC will be at the discretion of VRC staff. Wall mounted artwork will be restricted to the "grid wall" and three-dimensional art work will be exhibited in available display cases or elsewhere within the VRC at the discretion of VRC Staff.
2. Artisans may include a small/brief artist's biography sign to accompany their artwork.
3. The Town of Maple Creek and CHDA Inc. reserve the right to refuse any artwork that in their opinion is not saleable, not sufficiently reflective of the cultural and/or natural heritage of Maple Creek and/or the Cypress Hills Destination Area, or that is in some other way deemed to be inappropriate for exhibition and sale to the public at the VRC.
4. Artisans are required to provide VRC staff with a full inventory of all pieces dropped off at the VRC. The inventory will be reviewed by VRC staff and signed off by both parties.
5. Artisans will be responsible for pricing their artwork and ensuring that price tags are affixed to their artwork or available to be displayed with their artwork.
6. GST & PST will be added to all sales, and the GST & PST collected on all sales will be remitted to the government by CHDA Inc.
7. The Town of Maple Creek will retain a 15% sales commission from the price of all artwork sold.

8. Cheques will be issued to the artisans at the end of each month for the total value of the sales made by VRC staff during that month, minus the 15% sales commission. Cheques will be issued by CHDA Inc.
9. The VRC is equipped with an alarm system, and the display cases and “Grid Wall” are outside the normal reach of the public. Also, there are typically two employees monitoring the public at all times. However, in the unlikely event of theft or damage to artwork, losses are to be covered by the artisan and/or their own insurance policies. The Town of Maple Creek and CHDA Inc. assume no liability for loss or damage.

ARTISANS’ SHOWCASE APPLICATION:

Artisans interested in being showcased and having their artwork sold at the VRC are requested to:

- Send an e-mail expressing interest to tourism@maplecreek.ca
- Include in the e-mail your home mailing address (regular post), and an indication as to whether or not you are a member of CHDA Inc.
- Attach photographs of the artwork you are proposing to exhibit and sell at the VRC, including a price list.
- Include a description of how the proposed artwork is reflective of the cultural and natural heritage of Maple Creek and/or the Cypress Hills Destination Area.

HOURS OF OPERATION:

The Trans-Canada VRC is open seven days a week 9:00am to 7:00pm from the Victoria Day long weekend to the Labour Day long weekend.

After Labour Day, the VRC will be operated 9:00am to 5:00pm five days a week until the end of September.

END OF SEASON / DISSOLUTION OF AGREEMENT:

Any agreements reach for the 2019 season will be for the 2019 season only. Artisans participating in the Artisans’ Showcase in 2019 should therefore not anticipate an on-going arrangement in subsequent years.

At the end of the 2019 season, artisans will be asked to pick up all remaining inventory from the VRC during the first week of October 2019.

The agreement participation in the Artisans’ Showcase at the VRC can be terminated by either party at any time before the end of September 2019 by means of written notification.

If termination is triggered by the artisan prior to the end of September 2019, no part of the \$75.00 exhibition fee will be reimbursed. If the termination is triggered by the Town of Maple Creek/CHDA Inc. prior to the end of September 2019, the reimbursement of the \$75.00 exhibition fee will be prorated.

SIGN OFF:

The signatories below agree to participate in the Artisans' Showcase program at the Maple Creek Trans-Canada Visitor Reception Centre for the 2019 summer season.

By signing below, the signatories verify that they have read, understand and accept the terms of reference laid out in this document.

Artisan Name

Town of Maple Creek/CHDA Inc.

Artisan Signature

Maple Creek/CHDA Inc. Signature

Date

Date