

Clay Coyote Emerging Artist Studio | Information

The Clay Coyote is a small business incubator for emerging ceramic artists in central Minnesota. Not only do we supply a state-of-the-art studio space, we also provide skill development training to help our artists successfully launch their own pottery businesses. And our artists have an instant marketplace to sell their work in our established gallery and online store. Together, the artists and the Clay Coyote team will collaborate and grow the next generation of Minnesota potters.

What's included:

- Full studio with dedicated space, personal wheel, tools, trimming area, glazing area, slab roller, electric bisque kilns, and gas reduction kiln, ample storage.
- Unlimited access to clay, glazes, and other materials (within reason).
- Private or shared firing opportunities.
- Business consulting and advisory services (e.g. pricing, placement, marketing, social media plans, online sales, website management, financial software, funding opportunities)
- Guaranteed retail space in Gallery with sales staff, marketing, and overhead. Terms 50/50, must maintain adequate display and inventory
- Online retail space on claycoyote.com with marketing, web support, shipping services, and onsite photography booth.
- Art Show aid (e.g. shared booths, trailer, application help, transportation boxes)
- Teaching opportunities (e.g. private lessons allowed within shared studio agreement)
- Creative space of 54 acres of natural prairie, Todd Lake, two ponds, big open windows, woodworking shop, groundskeeper, and bonfire area.
- Creative community with Center for the Arts representing thirteen arts organizations, Minnesota Pottery Festival, local art show each September, bluegrass and folk music festival in July, ongoing public sculpture project, community foundation, state arts board, local expert potters, farmers market/CSA, winery, weekly arts programming (e.g. music in the park, community theatre), and wide-base of volunteer and public support for the arts.



FOR MORE INFORMATION CONTACT

MORGAN@CLAYCOYOTE.COM OR BY PHONE 320-587-2599

Studio & Gallery Specs				
Space	Private Space	Shared Space	Shipping Space	Gallery Space
Dimensions	100 sq. ft.	900 sq. ft.	341 sq. ft.	
Includes	Wheel, bats, tools, chair, shelves	Kilns, slab roller, extruder, wedge tables, scales, rolling glaze carts, chemicals, rolling drying racks, inventory storage, photo booth Gas Kiln: 65 cu ft 2 electric: 9.9 cu ft 1 electric 3: 7 cu ft	Boxes, packing materials, tags, printers	Each artist will get approximately 20 shelves measuring 24" x 10" and additional display spaces on tables.

Revenue Worksheet	
Revenue Channels	Average Monthly Revenue*
Clay Coyote Gallery Sales	\$1,000
Online Sales	\$700
Special Events (e.g. art shows)	\$600
Total	\$2,300

*First year, sales will increase as line develops and customer loyalty grows

Expense Worksheet	
Expenses	Average Monthly Costs
Clay Coyote Incubator Fee	\$800
Shipping Fees	\$100
Housing	\$585
Electric	\$100
Food	\$150
Telecommunications	\$100
Auto and fuel	\$350
Miscellaneous	\$100
Total	\$2,285

