

THE ARTS BUSINESS ACADEMY



SIX weekly sessions on Wednesdays from 2/9/2022 - 3/16/2022 via Zoom

Attention emerging creative businesses, artists, musicians and writers, the St. Petersburg Arts Alliance in collaboration with the St. Petersburg College's WorkForce Institute, is presenting the annual [Arts Business Academy](#) certificate course that will provide artists, musicians, writers, graphic designers and more with the skillsets and confidence to launch or continue an arts business career.

Local arts professionals and business leaders will provide the training in SIX weekly sessions on Wednesdays from 2/9/2022 - 3/16/2022. This class will be held VIRTUALLY (using Zoom).

The cost for the series is \$199 per person and includes six highly interactive Zoom sessions plus three online classes.

*******Limited full scholarships are available to artists with financial need*******
Email tracy@stpeteartsalliance.org for a scholarship application.

These professional development training sessions are specifically geared toward emerging artists, musicians, and writers. The sessions will provide creatives with the skills and confidence to prepare for professional careers. If you are considering developing your talent or a vocation into your arts business, this certificate course will give you the tools to succeed. Session topics will include:

February 9 - Session 1: Defining Your Goal - Developing Your Arts Business Brand
Faculty: Maria Mora and Terry Marks

- How to think of and consider yourself as an artist entrepreneur.

- Who are you as an artist? What is your elevator speech?
- What is your arts business brand? Your diverse perspective? Connection to identity and inclusion.
- What is your mission and vision? Artist statement (Why do you do what you do?)
- What an artist's resume should look like
- Develop marketing overview, positioning statement, tag line, and key messages to create description of your work and how to translate that into answering Call to Artists and Award Submissions (more specifically covered in session 6)
- Team up with an accountability partner and establish goals of what you want to get out of the ABA

February 16 - Session 2: Show me the Money! Artists Finances 101

Faculty: Panel discussion - Jim Woodfield, Yael Kelley and Kelly Quinn

- Pricing your own creations to sell whether it be visual art, live music events, performances, writing, etc.
- How to include your time in creating the work as well as the cost of materials.
- Know your financial responsibilities (return on investment) of your business. Are you actually making money and moving forward?
- Document your income using Quickbooks or excel. (covered more in session 3)
- Open a bank account (covered more in session 3)
- Diversify your income by selling via multiple avenues:
 - Live: ArtWalk, Art Festivals, Approaching a Gallery to sell your work.
 - Online: Selling on Etsy, Facebook Marketplace, Instagram, Website
 - Taking Commissions
 - Teaching your work to others

February 23 - Session 3: Setting up your Arts Business

Faculty - Eve Epstein

Self-employment is empowering – if you do it right. Artists, musicians, writers, and freelancers, find out what you need to know to get started or to grow your own business. We will present the tools you need enabling you to establish your business so that you qualify for business assistance from the city and county. Takeaways:

- Why you should make the time to become a real business - benefits.
- What is a freelancer? What is a 1099?
- What is needed to become an LLC, sole proprietorship or incorporate (S Corp), and what are the differences/benefits.
- How to register with the state and get an EIN number.
- How to create a bank account.
- How to renew with the state each year, when, cost, etc.
- How to register your business with the City (when, cost).
- What are self-employment taxes?
- Invoicing and cashflow. Quickbooks or Excel? Do it yourself or hire a bookkeeper?
- Insurance for your business and for you! Liability Insurance that is needed, for example for muralists.

March 2 - Session 4: Before You Market, Protect Your Creative Expression

Faculty: Jamie Marcario

- Protect your intellectual property (creative expression): Clearance, licensing, prosecution and enforcement.
- Consequences of not protecting your work.
- Trademark and copyright registration.
- Website development and enforcing copyright and trademark rights through litigation and administrative proceedings filing.
- Responding to internet domain name dispute complaints.

March 9 - Session 5: Marketing Your Arts Business

Faculty: John Collins and Tracy Kennard

- Writing and distributing media releases, images, media pitches.
- Develop a media list. The Arts Alliance will provide their list to the attendees.
- The value of networking and collaborations
- Create a website!
- Social Media - Facebook, Instagram, and You Tube 101.
- Design effective email marketing campaigns. Capture those email addresses!!! Communicate with your audience before AND after the sale and build relationships through storytelling and visuals. Create art collectors!

March 16 - Session 6: Grants, Awards & Calls to Artists

Faculty: Jenna Felder and Beth Reynolds

- Where to research grant/funding opportunities for individual artists. (SPAA, Creative Pinellas...)
- Interpreting fit and writing targeted grant proposals to receive funding, mentorship, exhibit space and more.
- How to approach funders by effectively communicating goals, vision, outcomes and a program narrative.
- Work samples and portfolio gathering.
- Grant reporting – there's more to just receiving the funding.
- Calls to artists
- What do you do when you get denied? Ask for feedback. How to take criticism on your artwork as well as your arts business.

In addition to the above sessions, participants will have access to supplemental non-credit workforce training courses. These non-credit courses will help participants develop their professional skill sets and provides a great introduction to other academic options.

> **Essentials of Marketing**

> **Improving Writing Skills in the Workplace**

> **Learn to Effectively Communicate**

Registration Closes on Tuesday, February 8, 2022 @ 12am [HTTP://STPE.CO/ABA](http://stpe.co/aba)