

Creative Capital

PROFESSIONAL DEVELOPMENT PROGRAM



Program Guidelines

PROFESSIONAL ARTIST CORE WEEKEND WORKSHOP

Friday, March 30 – Sunday, April 1, 2012



Beet Street is very proud to host a Professional Development Core Weekend Workshop for artists presented by the Creative Capital Foundation Friday, March 30 to Sunday, April 1, 2012 in Fort Collins, CO.

Creative Capital is a national nonprofit organization, based in New York City and dedicated to providing integrated financial and advisory support to artists pursuing adventurous projects in five disciplines: Emerging Fields, Film/Video, Innovative Literature, Performing Arts (including Music), and Visual Arts.

The Core Weekend Workshop is the second time Creative Capital's proven and award-winning programs are being offered in Colorado. Beet Street is able to host the workshop thanks to generous grants from the Kresge Foundation, Erion Foundation, and the Bohemian Foundation.

Who should apply

The workshop is designed for visual artists, writers, musicians, composers, choreographers, and other artists who create original work. Applicants may be well-established or emerging artists. Artists should have a demonstrated commitment to their creative career, but their artistic work does not have to be their sole income source. A diverse mix of mediums, cultural identity, geographic location and experience will be accepted. For musicians, both contemporary and classical artists are encouraged apply. Artists who are residents of Colorado and are, or are seeking to, earn their full livelihoods from their art are eligible to apply. Preference will be given to Fort Collins and Northern Colorado applicants.

Workshop Description

The Core Weekend Workshop is the flagship program of Creative Capital's Professional Development Program. Described as a "crash course in self-management, strategic planning, fundraising and promotion," the workshop employs lectures, peer critiques, one-on-one consultations, interactive exercises, handouts and written assignments to introduce business skills to individual artists. The weekend begins with artists showing each other their work. Then presentations by the workshop leaders are followed by focused sessions in each of the topic areas. Participants are given a handbook and workbook as well as handouts on practical how-to information.

What you will learn

- A personalized system for using strategic planning to increase your satisfaction in your life and career, including goal setting and time management
- Strategies for balancing time and money
- Why and how to create a business plan, and how to use it
- Financial planning basics, including choosing financial partners, best practices for savings and retirement planning, options for reducing debt and acquiring property

- The essentials for operating your art as a small, independently run business, including employment, contracts, negotiation, decision-making, budgeting and cash flow
- How to communicate about yourself and your work with clarity and confidence, in writing and in person
- Strategies for funding your work and revenue-generation, including improving your fundraising materials; working in partnership with venues, donors and funders; building a base of individual contributors; and knowing the real cost of your work so you can communicate it to funders, presenters and other partners
- How to consider promoting your work as an integral, natural part of the creative process
- Best practices for artist websites, blogs, social media and communications
- How to identify and reach new audiences for your work

What you will take away

- A personalized plan of action based on your own goals for your art career
- A cohort of peer artists in their community who can act as resources going forward
- The PDP Strategic Planning Workbook, which includes exercises and evaluation processes towards your own personal goal setting and financial management
- The PDP Handbook, an essential guide to promoting and funding your work

Selection Process

Up to 24 applicants will be invited to attend the weekend retreat. Emphasis will be placed on individuals who:

- Demonstrate a successful track record of ongoing, professional artistic activity and high quality work, and who earn, or are seeking to earn, their full livelihoods from their art
- Have creation of new work as a primary artistic focus (as compared to interpreting existing works)
- Appear poised to transition to a new phase of his/her artistic career
- Could benefit from setting professional goals and building upon marketing, fundraising, and financial management skills
- Could benefit from a new network of professional contacts

Artists invited to participate in the retreat will be required to attend all three days, beginning Friday evening, March 30, 2011, and running through Sunday evening, April 1.

All applicants will be notified of decision and workshop location by March 1, 2012.

The cost of attendance, including meals, is estimated to total more than \$1,000 per participant. Thanks to grants from the Kresge Foundation and the Bohemian Foundation, **the cost for the applicant is \$100.**

How to Apply

Fill out the on-line application, at www.beetstreet.org. Paper applications will not be accepted.

- Submit up to a 2-page resume or professional summary, including the highlights of your career with exhibition, publication or performance history, education, awards, commissions, artist residencies, etc.

- Additionally, please include the following portfolio documents with your application. You can provide links to your portfolio or upload pdf, doc, docx, xls, csv, txt, rtf, html, zip, mp3, wma, mpg, flv, avi, jpg, jpeg, png, gif files:
- **For visual artists:** select four images that best represent your work. The quality of the work samples is very important. Number them 1-4 and include an image description that gives the following information on each work: your name, title, date, medium, and size. You can add one sentence describing each work if you choose.
- **For musicians, performing artists, composers or film makers:** Upload the file of your work cued or marked to a 5 minute segment. Include a short written paragraph describing the work.
- **For writers:** Submit no more than 15 pages of work.

Applications and all portfolio documents must be received electronically no later than 5pm Friday, February 10, 2012.

The cost of attendance, including meals, is estimated to total more than \$1,000 per participant. **Thanks to grants from the Kresge Foundation, Erion Foundation, and the Bohemian Foundation, the cost for the applicant is \$100.**

ABOUT CREATIVE CAPITAL

Creative Capital is a national nonprofit organization, based in New York City and dedicated to providing integrated financial and advisory support to artists pursuing adventurous projects in five disciplines: Emerging Fields, Film/Video, Innovative Literature, Performing Arts (including Music), and Visual Arts.

Working in long-term partnership with artists, Creative Capital's pioneering approach to support combines funding, counsel and career development services to enable a project's success and foster sustainable practices for its grantees. In its first decade, Creative Capital has committed more than \$20 million in financial and advisory support to 325 projects representing 406 artists, and has reached an additional 3,500 artists through its Professional Development Program. For more information, visit www.creative-capital.org.