

New York State Council on the Arts in Partnership with Creative Capital: Creative Capital Professional Development Program



Council on
the Arts



About

The ARTS Council of the Southern Finger Lakes invites visual and electronic media artists to apply for the Creative Capital Professional Development Program provided by the New York State Council on the Arts in partnership with Creative Capital. PDP supports artists to create and grow their work through a multi-format course in financial and business management. Made possible with public funds from the New York State Council on the ARTS (NYSCA), a state agency, this program is free of charge to selected applicants.

Developed by artists for artists, PDP helps artists better organize their careers and provide the tools necessary to achieve success—as they define it. This artist-centered approach is the hallmark of the PDP experience.

PDP is an integrated three-month program that combines workshops, webinars, online courses, artist working groups, and small group phone consultations.

Program Components

PDP is comprised of a series of required and optional components. All selected participants must participate in all required components.

The following are required components:

Strategic Planning & Fundraising Workshop: The ARTS Council, 79 W Market St, Corning, NY, Saturday, June 24, 9am-5pm

Artists will attend a one-day workshop in Strategic Planning & Fundraising. The workshop will include group lectures and small-group breakout sessions. Artists will receive the PDP's Artist's Tools Handbook and Strategic Planning Workbook to guide their personal planning process.

Art Business Management Webinar: Monday July 24, 7-8:30pm

This live, interactive webinar, viewed by participants individually via their own computers, tablets or phones, presents the essential components of organizing your practice, including managing relationships, hiring employees, contracts, negotiation, budgeting, cash flow, time management, space organization, marketing and business etiquette. Artists will receive recordings of the webinars for future reference.

Final Wrap-up Convening/Workshop: The ARTS Council, 79 W Market St, Corning, NY Saturday, September 16, 9am-5pm

A final in-person wrap-up event that will bring together all participating artists. PDP leaders will offer content to follow up and wrap up the program and facilitate small group peer-to-peer sharing. The final convening can also be used as an opportunity for both participants and the partner organization to plan ways and systems to continue to work together, to support each other, and to extend the program further into their community.

The following are the optional components:

Artist Self-Assessment (mid-June)

Artists will be sent an optional self-assessment to help them better understand their strengths and challenges before the program begins. This assessment is for personal use only, and will not be collected.

Orientation Webinar: Tuesday, June 13, 7:30-8:30pm

Participants will go through the program components and goals. We encourage all participants to participate in the live webinar in order to ask questions, however, all participants will receive a recording of the webinar.

Additional PDP Webinars (offered several times a month, July-September)

Participants will receive codes to participate for free in two Creative Capital webinars held from June-September. All webinar registrants receive a recording of the webinar. Participants can select their own webinars from a calendar of offerings according to their own needs and interests. Topics generally include: Real Cost Budgeting, Negotiations, Artists Raising Kids, Social Media, Strategic Marketing, and more. Participation in one webinar is required for the option below.

Online Courses (self-directed, August-September)

After the completion of the required webinar (Art Business Management, July 24, 7-8:30pm), an online course will be made available for participants who want to dig deeper into financial management, revenue generation, and grant applications. Each 60-minute online course (outlined below) is divided into a series of short video chapters, accompanied by research, homework assignments and downloadable work sheets. Participants can select one course to take, and access it on their own time and complete at their leisure, and revisit for up to a year. Online Course Options:

- Financial Management - Includes chapters and exercises on Employment and Income Goals; Retirement Savings; Taxes; Student Loans and Debt Management; Credit Reports and Scores, and; First-Time Home Buying
- Grants and Applications - Includes chapters and exercises on Writing a Grant Proposal or Residency Application; Project and Grant Budgets; Writing an Artist Statement; Best Practices for Work Samples
- Exploring Streams of Revenue - Includes chapters and exercises on Assessing Self-employment vs. Employment; Assessing Your Day Job and Salary; Public Art Commissions; Teaching; Pricing Your Work (for visual artists), and; Selling Your Work (for visual artists)

Small Group Sessions and Check-in (July-September)

Participants are given the option to be part of a small peer-to-peer working group for each of the online courses they chose to complete. Each group will have a scheduled check-in call with a course leader to review their work, ask questions, and share information with one another.

Benefits of PDP

Participants in the program will receive the following:

- A personalized plan of action based on their own identified goals for their art career
- A roadmap for funding their work and revenue-generation, including improving fundraising materials; working with partners and building a base of individual contributors
- New perspectives on how to approach presenting and writing about their work for fundraising purposes
- Increased understanding of their personal and professional financial options

- A framework for deciding which opportunities to say yes or no to, and how to do so
- A new understanding of the value of their time, and how it relates to the pricing of their work
- the PDP Strategic Planning Workbook, which includes exercises and evaluation processes to work toward your own personal goal setting and financial management
- The PDP Artist Tools Handbook, an essential guide filled with practical tools and resources
- Handouts that include self-assessment exercises, focusing strategies, worksheets and tools
- A cohort of peer artists in the community who can act as resources going forward

If accepted, there is no fee to participate in this program. Reimbursement for up to \$40 for travel will be provided for participants as well as breakfast, lunch, snacks, and beverages during in-person workshops.

Additional information on the PDP Leaders can be found at the end of these guidelines.

Applicant Eligibility

Applicants must be a permanent resident in one of the following counties:

- Allegany, Broome, Chemung, Chenango, Schuyler, Steuben, Tompkins, Tioga, Yates

Applicants must be:

- Visual Artists including painting, sculpture, mixed media, installation, media, film, video, & sound artists who create original work as their primary focus versus interpreting or performing the work of others. Artists can be from more than one discipline.
- Working for a minimum of three years as a professional artist (primary source of income does not have to be from artistic work); can be emerging or established
- Able to attend and participate in all program activities
- At least 18 years of age at time of application deadline

College seniors in their last semester with a letter of recommendation from an advisor or faculty member may also apply. All other eligibility requirements must still be met.

Diversity is important on all levels and one of the goals of PDP is to provide a learning environment that is representative of the diversity of Upstate New York. Diversity goals include, but are not limited to geography, socio-economic, age, ethnicity/race, and gender.

Selection Criteria

Awards are made via a merit-based review process based upon the following criteria:

- Clarity of artistic vision and purpose
- Strength of work sample
- Track record of ongoing artistic activity
- Readiness to move to a new phase of their artistic career
- Can significantly benefit from the Program's focus on goal-setting and skill-building in fundraising, marketing and financial management
- Can benefit from developing a new network of professional contacts

Please note, participation in all required PDP activities is a requirement of accepting your award.

Application Process and Deadline

The application deadline is Monday, May 1, 2017 at 11:59pm. Applications can only be submitted online at <https://earts.submittable.com/submit>. The completed online application consists of the following:

- Applicant Information
- Narrative Questions
- Artistic Work Samples
- Resume or CV

Selection Process, Notification, & Acceptance Requirements

Selection is based on a competitive peer panel review process comprised of ARTS Council staff and representatives of the regional arts community. The review panel will evaluate each application on the basis of its own merits and against others in the application pool. Limited spots are available and priority will be given to applicants that meet the specific criteria published within the guidelines.

All applicants will receive award notification via email no later than May 26, 2017.

If selected, PDP participants must sign and return a provided acceptance agreement and one proof of residency. Email is preferred.

Proof of residency will be required in the form of one current document from the list below. All documents must contain the individual's name and address:

- Telephone Bill
- Credit card and/or bank statement (name and address page only; financial and account information should be blocked)
- NYS or Federal Tax form (first page only; social security and financial information should be blocked)
- Current lease or mortgage agreement listing the artist's name and showing a NYS address
- NY State Driver's license or NY State ID card.
- Voter's Registration Card.

Assistance and Support

For technical assistance, guidance, or questions please contact Chris Walters, The ARTS Council's Grants Manager & Gallery Curator, at grants@eARTS.org or 607-962-1332 x205. Applicants are encouraged to discuss their applications prior to submission.

About The ARTS Council of the Southern Finger Lakes

The ARTS Council of the Southern Finger Lakes (The ARTS Council) is a regional arts services organization located in the Southern Tier of New York State serving artists of all disciplines, organizations, and the public in Chemung, Schuyler, Steuben, and Tioga counties and beyond. Further information is available at www.eARTS.org.

About Creative Capital

[Creative Capital](#) (Program Creator) is a national nonprofit organization dedicated to providing integrated financial and advisory support to artists pursuing adventurous projects in five disciplines: Emerging Fields, Film/Video, Literature, Performing Arts, and Visual Arts. Working in long-term partnerships 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. Since its founding in 1999, Creative Capital has committed nearly \$25 million in financial and advisory support to 372 projects representing 463 artists and its Professional Development Program (PDP) has reached more than 4,000 artists in 50 communities across the country.

About NYSCA

[New York State Council on the Arts](#) is dedicated to preserving and expanding the rich and diverse cultural resources that are and will become the heritage of New York's citizens. The Council believes in supporting artistic excellence and the creative freedom of artists without censure, and the rights of all New Yorkers to access and experience the power of the arts and culture, and the vital contribution the arts make to the quality of life in New York communities. NYSCA strives to achieve its mission through its core grant-making activity and by convening field leaders, providing information and advisory support, and working with partners on special initiatives to achieve mutual goals.

About the PDP Leader Team

The PDP leader team is a carefully selected and trained group comprised of professional consultants and trained Creative Capital grantee artists. The Workshop will be led by Colleen Keegan and Aaron Landsman. The Art Business Management webinar is conducted by Byron Au Yong. Final convening leaders will be selected according to the needs to the group. More info on other presenting leaders can be found [here](#).

Colleen Keegan is a corporate Strategic Planner and Arts Activist. She is a partner in Keegan Fowler Companies, an equity investment and consulting firm specialized in providing strategic planning and business affairs services to companies in the communications and entertainment industries. Previously, Keegan served as the president of Pacific Arts Video Production and Washington Video Services, She also worked as a producer for MTV Networks, WETA and Showtime. Keegan is the co-chair of the endowment committee for The Creative Capital Foundation and the Creator of the Creative Capital Strategic Planning Program for Artists and the Executor of the Theo Westenberger Estate and the administer of the Westenberger grants and fellowships for art and conservation. Keegan is the art business adviser for the TED Fellows program and the Co-Chair of the TED Fellows Arts Committee. She has served on numerous Boards of Directors and advisory boards including the American Refugee Committee, ARTHOME, Artists for Obama, Foundation for Artist Books, The Center for Creative Arts Berlin, Emily/s list, I.D.E.A.S. 40203, One Million Bones, Moveopolis, The MS Foundation. The NOW legal Defense Fund, Show of Force, Picture

Projects. The Texas Film Commissions. She lectures on art and new markets at California College of Art, Cal Arts, and the Wharton Business School among others.

Aaron Landsman makes live performances involving people, space, time and language. Based in New York City, his projects range from monologues and stage plays to participatory and conceptual works presented in places where people perform their lives: offices, homes, meeting rooms and buses. His work has been seen in many US cities, the UK, The Netherlands, Serbia, Belarus and Australia. Current and recent works include: *Empathy School / Love Story* a diptych of monologues about landscape and memory, presented at Abrons Arts Center, and created in collaboration with filmmaker and composer Brent Green; *Perfect City*; a 20-year art and activism project with young people on the Lower East Side, urban planners and other neighbors; *City Council Meeting*, a participatory theater work presented in five US cities, funded by NEFA's National Theater Pilot, NPN, MAP and Jerome; and *Running Away From The One With The Knife*, a new play about suicide and religious faith commissioned by NYSCA and presented at The Chocolate Factory. His earlier work was commissioned and produced by The Foundry Theater and PS 122 in New York, and DiverseWorks and Project Row Houses in Houston. Aaron is a Visiting Associate Professor at Princeton, a playwright-in-residence at Abrons Arts Center, and just finished a three-year residency at ASU Gammage, in Tempe. He performed from 2004-2015 with Elevator Repair Service and has appeared in the work of many artists, including Richard Maxwell, Tory Vazquez, Andrea Kleine and Julia Jarcho. www.thinaar.com

Byron Au Yong composes songs of dislocation scored for voices with Asian, European and handmade instruments. Examples include *Tzu Lho: Simmering Songs* performed by the Stanford Chorale, *O(pa)pera* for the Seattle Art Museum, *Salt Lips Touching* for the Jeonju Sanjo Festival and *Kidnapping Water: Bottled Operas* performed in 64 waterways throughout the Pacific Northwest. 2013 events include *Occupy Orchestra* in Chicago, plus the premiere of the Creative Capital awarded work *Stuck Elevator* (libretto by on on Jafferis) at the American Conservatory Theatre in San Francisco. Byron has been an artist-in-residence with the Asian/Pacific/American Institute at NYU, Jack Straw New Media Gallery, Rutgers University Center for Migration and the Global City, Sundance Institute Theatre Lab and Yale Institute for Music Theatre. Honors include support from the American Composers Forum, Darmstadt Institute, Dragon Foundation, Ford Foundation, Foundation Gaudeamus, Fukuoka Gendai Hogaku Festival, Jerwood Foundation, Meet the Composer and Time Warner Foundation. He teaches at Cornish College of the Arts and lives in Seattle. www.hearbyron.com