ARTREPRENEUR WORKSHOP SERIES

Building tools for Artists who dare to take the leap.

MAY 7TH 2018 - JUNE 4TH 2018
M-F | 5:30PM - 8:00PM

Register for FREE and get more info at ARTREPRENEURWORKSHOPSERIES.COM
Project Summary

The ARTrepreneur Workshop Series (AWS) is a FREE 4-week (Monday - Friday) professional development program, led by industry professionals, for established and aspiring art-based entrepreneurs looking to gain a greater understanding in copyright law, negotiating contracts, money management, branding and low-cost marketing tactics. Everyone ends the class with a business plan tailored to their individual needs.

The ARTrepreneur Workshop Series (AWS) has 3 goals for the sessions:
1. Building Networks: Creates annual summer cohort of current and aspiring arts-based business owners and OSU students.
2. Acquiring Business Skills: Work with local and national business experts to execute marketing tactics, product pricing, grow peer relationships, manage finances and learn business acumen.
3. Time and Space: AWS provides constructed time and space to focus on business needs to support career and economic success.

Other arts-based co-working facilities such as Columbus Idea Foundry, Ethical Art Collective, and Glass Axis provide space for artists to hone their craft, but an opportunity for these artists to learn how to use their arts for sustainable careers is missing. AWS supports talented students and community artists in gaining practical business skills and increasing their self-confidence to strengthen their economic, social and artistic vitality in a neighborhood on the brink of revitalization. We have chosen to continue this program in the Franklinton district due to our relationships with organizations including The STEAM Factory at 400 Rich and other artists co-working facilities in the area.

Cohort members presented their business plans to local entrepreneurs demonstrating successfully acquiring business skills (objective 2) and received necessary feedback from peers and experts. Lastly, we wanted artists to have time (objective 3) to focus on their business plans. What follows are the creative professionals we worked with to co-facilitate workshops.

Workshops

Budgeting for Financial Success and Taxes Information the Creative Entrepreneurs Need to Know (2 sessions)
Elaine Grogan Luttrull, CPA is the founding owner of Minerva Financial Arts, a company devoted to improving financial literacy among artists and arts organizations through education and coaching. Elaine also serves as the Department Head for Business & Entrepreneurship at the Columbus College of Art and Design, where she is an assistant professor.
Marketing and Branding with Creative Entrepreneurs in Mind
Marshall Shorts, Jr. is a visual communication consultant at ARTfluenstial. As an adjunct professor at his alma mater, Columbus College of Art and Design, his passion for design is only rivaled by his commitment to being a community resource and advocate for artists. Participants learn how to create an image and brand that accurately represents their business and attracts customers. Participants learn how to determine the value they offer to their customers and identify how their unique offering will guide their marketing strategies. Each component will help them set the foundation for how participants will progress forward in your business strategies.

Copyrights and Contracts
Stefan is a singer, songwriter, attorney and founding partner of Thomas Ingram Law Group. Serving as a trusted advisor to a diverse range of clients, Stefan works diligently to identify creative and concise solutions to individuals and businesses. Thomas helps arts-based entrepreneurs who are not sure how copyright and other intellectual property laws affect their businesses and how to spot important elements of a contract.

The Power of Negotiation
Kwame Christian provides coaching, business consulting, and engaging trainings/keynotes on the topics of negotiation and conflict management. His TEDx Talk, Finding Confidence in Conflict, was viewed over 24,000 times in 24 hours and he also hosts the top negotiation podcast in the country, Negotiate Anything. The show has been downloaded over 200,000 times, has listeners in over 140 different countries, and has been featured on the home page of iTunes.
Discover your true pricing power
Casey Brown, President of Boost, is a pricing fanatic with a passion for people. With degrees in Chemical Engineering, Spanish and Business and career experience in engineering, Six Sigma and pricing strategy for multiple Fortune 500 companies, Casey brings unmatched expertise to help clients discover their true pricing power—and watch their profits rise as a result.

The syllabus can be found here.

Services to Audiences
NUMBER OF ACTIVITIES - 18
TOTAL AUDIENCE - 29
  OSU Alum - 8
  OSU Students - 4
  Community members - 17

Services to Artists
NUMBER OF ARTISTS PAID 4 (Marshall Shorts, John Landry and Stefan Thomas)
TOTAL MONIES PAID TO ARTISTS $2,100

BUSINESS EXPERTS: Elaine Grogan Luttrull, Kwame Christian, and Casey Brown
TOTAL MONIES PAID TO ARTISTS $1,800
You can find the budget here.

Project Evaluation
Based on our success from last year, we continued the 5-day week/four week evening series. This summer, 103 artists registered combining OSU students & alumni with Columbus artists. There were a total of 18 classes, each 3 hours long, 5 days a week for 4 weeks. Enrollment was free for everyone since we didn’t offer that course for credit this year.
We originally had the goal to increase participation by 20% going from 75 to 90. However, we had almost half of the budget from the previous year. This was significant decrease is in funds limited our marketing budget and opportunity to engage more creatives from the community. Although we were able to still reach our objective, this lack in funds appears to be the contributing factor to our decrease in participants from 75 to 29.

**What are your organization's future plans in regard to this project, or how will the outcomes of this project influence your organization in the future?**

With our grant from Create Columbus, our goal is to increase our ongoing engagement with artists to increase our enrollment for next year through a series of master classes called AWS PLUS. These workshops target specific genres of art and business topics in order to continue our support for artists throughout the year.

We will continue to seek additional funding reaching $50,000 in order to support local artists by partially funding an activity, showing, or purchasing work.

**AWS PLUS workshop**

Music Entrepreneurship Workshop + Concert  w/ Zo! & J. Rawls

MAR 30 CONCERT + MAR 31 WORKSHOP
Concert @ the STEAM Factory

Workshop @ The STEAM Factory