



CENTER FOR
CULTURAL
INNOVATION

2010 SPRING SCHEDULE

Tax Tips Specifically for Artists

This timely three-hour workshop provides important information for anyone who is self-employed, but is especially geared towards artists, writers, performers, and dancers. Topics to be covered include, but are not limited to: being an employee vs. being self-employed, having a Hobby vs. having a Business, how to keep records to protect yourself in case of an audit, the difference between expenses for employees and those for self-employed people, understanding self-employment taxes and taking advantage of various deductions including entertainment, research, automobile and other expenses unique to artists.

Everyone attending will be provided with a wealth of information to take with them, including some guidelines on how to keep good records and a listing of current websites that are resources for those in business for themselves. **PLEASE NOTE: This class does not cover tax issues for non-profit organizations.**

Stephen Benjamin, a CPA whose clients include actors, writers, artists and other people in the entertainment industry, will teach this class. Mr. Benjamin is also an entertainer in his own right and makes the workshop fun as well as informative. He even has prizes to give out to some lucky attendees!

Date: Wednesday, January 27, 2010

Time: 6:30 – 9:30pm

Location: Japanese American Cultural and Community Center, 244 S. San Pedro Street, in Little Tokyo near Downtown Los Angeles

Cost: \$35 (BOA / CCI members), \$40 (Non-Member)

Parking: Street parking is available and free.



The Traveling Arts Information Workshops - For Artists & Small Budget Organizations

Individual artists and small budget organizations can benefit from free expert advice and information on various aspects of arts management on Saturday, March 7 from 10 a.m. to 1 p.m. at an "Arts Tune-Up" at Fiesta Hall in Plummer Park in West Hollywood. Even though the event is free, it is recommended that participants register via SurveyMonkey:

<http://www.surveymonkey.com/atupierce>

The fast-paced "arts tune-up" format works like this: There will be several tables set up with an arts expert/consultant addressing a specific subject located at each table. Participants choose a topic they want to learn more about. After 25 minutes, participants rotate to another table with a topic of interest as the sessions repeat. There will be a total of 5 round-robin sessions of 25 minutes each. Participants are welcome to come by for an hour or stay for the entire morning.

Topics for individual artists include Advocacy, Arts Education In-School Resources (K-12) & Working in Arts Education (K-12), Fundraising for Individual Artists, Getting Your Sh*t Together, Health Insurance for Individual Artists, Indie production and marketing for musicians and media artists, Intro to Public Art, Legal Issues for Artists & Writers, Marketing for Visual Artists, PR (for Performing Artists) and Resources in Russian.

Topics for small budget arts organizations include Advocacy, Arts Education In-School Resources (K-12) & Working in Arts Education (K-12), Board Leadership for Challenging Times, LA Stage Alliance Collaborative Marketing Programs, Fundraising for Organizations, Legal Issues for Artists & Writers, Marketing for Arts Organizations and Resources in Russian.

Date: Saturday, February 6, 2010

Time: 10:00 a.m. – 1:00 p.m.

Location: The Great Hall at Pierce College in Woodland Hills

Cost: FREE, but registration is recommended

Tax Tips Specifically for Artists - RIVERSIDE

This timely three-hour workshop provides important information for anyone who is self-employed, but is especially geared towards artists, writers, performers, and dancers. Topics to be covered include, but are not limited to: being an employee vs. being self-employed, having a Hobby vs. having a Business, how to keep records to protect yourself in case of an audit, the difference between expenses for employees and those for self-employed people, understanding self-employment taxes and taking advantage of various deductions including entertainment, research, automobile and other expenses unique to artists.

Everyone attending will be provided with a wealth of information to take with them, including some guidelines on how to keep good records and a listing of current websites that are resources for those in business for themselves. **PLEASE NOTE: This class does not cover tax issues for non-profit organizations.**

Stephen Benjamin, a CPA whose clients include actors, writers, artists and other people in the entertainment industry, will teach this class. Mr. Benjamin is also an entertainer in his own right and makes the workshop fun as well as informative. He even has prizes to give out to some lucky attendees!

Date: Saturday, February 20, 2010

Time: 1:00 – 4:00pm

Location: Riverside Art Museum, 3425 Mission Inn Avenue, Riverside, CA 92501

Cost: \$35 (BOA / CCI members), \$40 (Non-Member)

Parking: Street parking is available and free.

Selling Your Art, Selling Yourself, and How to Feel Comfortable Doing Both

Is your portfolio ready to show to galleries? Do you know which galleries to approach? Do you know

how to approach them? Learn how to best represent yourself, your work, and determine the right course for your art career in this intensive practical workshop. As an artist, curator, art writer, and former gallery director, Ashley McLean Emenegger has an in-depth knowledge and insider perspective of the Los Angeles art world. In her workshop, Ashley will help guide visual artists through the process of preparing themselves to promote their work and develop the relationships necessary to advance their careers.

Ashley has been an active leader in the arts community since 1997. In 2004 she founded McLean Fine Art. Currently Ashley works in the exhibitions department at the Armory Center for the Arts, Pasadena. She recently served as Managing Editor for THE Magazine, and was the Director of the Bandini Art gallery in Culver City. As the former Executive Director of Gallery 825/Los Angeles Art Association, she presented hundreds of critically recognized exhibitions and educational programs. She also worked at the Santa Monica Museum of Art. Ashley is an exhibiting visual artist, art writer, independent curator, and a frequent lecturer, including with UCLA, MOCA, the Santa Monica Museum of Art, The Japanese American National Museum, Santa Monica City College, Fullerton College, Pasadena City College, among many others.

Date: Wednesday, February 24, 2010

Time: 6:30 – 9:30pm

Location: Japanese American Cultural and Community Center, 244 S. San Pedro Street, in Little Tokyo near Downtown Los Angeles

Cost: \$35 (BOA / CCI members), \$40 (Non-Member)

WHERE DID THE TIME GO? TIME MANAGEMENT FOR ARTISTS

They say that time changes things, but you actually have to change them yourself.
(Andy Warhol)

Time Management for Artists is designed to help you recognize and perhaps reconsider your personal concept of time. During this workshop you will gain a clear understanding of how you currently use your time in order to best determine how you really want to spend those hours available within any given day. You will receive practical management methods, skills and techniques for identifying key time wasters, setting boundaries, managing frequent distractions and interruptions, and prioritizing yourself and your artwork. Goal setting and action planning are key to time management success. In-class activities will highlight how to budget your time wisely and most effectively for you. More effective planning will enable you to spend more time doing what will ultimately lead you towards achieving your personal and professional goals and objectives.

Judith Teitelman brings 25 years of experience in helping grassroots and mid-sized organizations and large institutions strengthen their management and fundraising capacities and plan for a sustainable future. She is a strong proponent of management initiatives designed to examine and challenge long-standing assumptions about arts administration, and is committed to helping organizations rethink “business as usual.” Her national consulting practice, established in 1990, provides a full range of services, tailored to meet the unique vision and particular needs of each organization. Ms. Teitelman has served as a Planning Consultant to the National Endowment for the Arts Advancement Program and a Technical Assistance Specialist to the Los Angeles County Arts Commission. A sampling of clients includes East West Players, CalArts Community Arts Partnership, PEN Center USA, LA Freewaves New Media Festival, the Redlands Bowl and SideStreet Projects, among many others. She is a dedicated world traveler and is currently working on a magic realistic novel narrated by the Hindu God Ganesha.

Date: Wednesday, March 24, 2010

Time: 6:30 – 9:30pm

Location: Japanese American Cultural and Community Center, 244 S. San Pedro Street, in Little Tokyo near Downtown Los Angeles

Cost: \$35.00 (BOA / CCI members), \$40 (Non-Member)

Business of Art™

Entrepreneurial Training for Artists

Artists and creative entrepreneurs who take CCI's signature program, Business of Art™ learn key business skills that provide them with the knowledge and resources to help advance their art, develop their ideas and increase their financial independence. Business of Art™ classes are taught by a variety of business leaders with experience in both corporate and non-profit entities. Students learn key concepts involved in goal setting, strategic planning, marketing and self-promotion, money management, legal issues and project financing. In addition to classroom training, all Business of Art™ students participate in counseling sessions with leading arts and business professionals.

The next Business of Art™ course will begin in April, 2010. Enrollment is limited to 25 students.

Session 1: Tuesday, April 6, 6:30-9:30pm

The Business of Art: Presenting Yourself as an Artist

Session 2: Tuesday, April 13, 6:30-9:30pm

Work Like an Artist, Think Like an Entrepreneur - Setting Your Personal Goals

Session 3: Tuesday April 20, 6:30-9:30pm

Planning, Plain and Simple

Session 4: Tuesday, April 27, 6:30-9:30pm

Marketing and Self-Promotion

Session 5: Tuesday, May 4, 6:30-9:30pm

Legal Issues for Artists

Session 6: Tuesday, May 11, 6:30-9:30pm

Budgeting and Money Management

Session 7: Tuesday, May 18, 6:30 - 9:30pm

Financing Your Project - Getting Grants, Loans and Other Funding

Session 8: Tuesday May 25, 6:00 - 9:30pm

Cluster Counseling and Final Wrap-Up

Date: Tuesday's, starting April 6, 2010 through Tuesday, May 25, 2010

Time: 6:30 - 9:30 p.m.

Location: Japanese American Community and Cultural Center, 244 S. San Pedro, Los Angeles, CA 90012

Cost: \$210 (Non Member) / \$185 (BOA/CCI Members) The fee includes the *Business of Art™ Workbook.*, *The Business of Art: An Artist's Guide to Profitable Self-Employment.*

Early Bird Special!!! Register by March 1st and Save \$20.00!!!



FREE ARTS ADVICE FOR INDIVIDUAL ARTISTS AND ARTS ORGANIZATIONS AT ARTS TUNE-UP APRIL 17 IN PASADENA

Individual artists and small budget organizations can benefit from free expert advice and information on various aspects of arts management on Saturday, April 17 from 10 a.m. to 1 p.m. at an "Arts Tune-Up" at Pasadena City College. Even though the event is free, it is recommended that participants register via SurveyMonkey: Go to <http://www.surveymonkey.com/s/pasadena>

The fast-paced "arts tune-up" format works like this: There will be several tables set up with an arts expert/consultant addressing a specific subject located at each table. Participants choose a topic they want to learn more about. After 25 minutes, participants rotate to another table with a topic of interest as the sessions repeat. There will be a total of 5 round-robin sessions of 25 minutes each. Participants are welcome to come by for an hour or stay for the entire morning.

Topics for individual artists include Arts Education In-School Resources (K-12) & Working in Arts Education (K-12), Fundraising for Individual Artists, Getting Your Sh*t Together, Health Insurance for Individual Artists, Individual Artist Resources/Investing in Artists, Intro to Public Art and Is Getting a Masters in Arts Administration the Right Choice for You?

Topics for small budget arts organizations include Arts Education In-School Resources (K-12) & Working in Arts Education (K-12), Cultural and Community Outreach, Fundraising for Organizations, LA Stage Alliance and Census & Patron Manager Programs and Marketing for Arts Organizations.

THE FACTS

WHEN: Saturday, April 17 from 10 a.m. to 1 p.m.

WHERE: Circadian in Campus Center at Pasadena City College, 1570 East Colorado Blvd. Pasadena, CA 91106

HOW MUCH: FREE, but registration is recommended. Priority given to those who have pre-registered.

HOW TO REGISTER: Register through SurveyMonkey. Go to

<http://www.surveymonkey.com/s/pasadena>

PARKING: Parking is available for \$2 in Lots 3 & 4 located on the corner of Hill Ave. and Del Mar Blvd.

Positioning Yourself in a Crowded Environment:

Grant Strategies for Individual Artists

Now, more than ever, artists are looking for grant opportunities to support their artistic endeavors. This 3 - hour workshop will discuss important strategies for grant-seeking artists and provide you with tips for creating a competitive grant application. Using the CCI *Investing in Artists* grant application as a model, we will explore the subject from the funder perspective and discuss content, artistic samples and important principles.

Elisa Callow is the founding director of the Armory Center for the Arts. During her tenure, the Armory became a national model for excellence in community arts program development and the organization's budget increased from \$200,000 to over \$2 million. Elisa worked in the philanthropic sector for four years, first as Program Officer for the Ahmanson Foundation and then as Arts Program

Director for the James Irvine Foundation. Her most recent professional experience has been as a management consultant working with organizations in the nonprofit sector on strategic issues as they relate to program development, audience and market issues, organizational design, planning and evaluation. Clients include: The Natural History Museum of Los Angeles County, About Productions, The Pacific Asia Museum, The Los Angeles Chamber Orchestra, The San Francisco Symphony, and The Auckland War Memorial Museum. She has been a mentor for the Durfee Foundation's Springboard Fund and is a Graduate student advisor for the Bank Street College. Elisa has also served on the Boards of a number of arts, environmental, and education organizations. She is currently a Board member of the Ojai Music Festival, the Rowe and Gayle Giesen Trust and an Advisory Board member of Pasadena Conservatory of Music.

This class is limited to 25 people.

Date: Monday, May 17th

Time: 6:30pm – 9:30pm

Location: Japanese American Community and Cultural Center, 244 S. San Pedro, Los Angeles, CA 90012

Cost: \$35 (BOA / CCI MEMBERS) / \$40 (Non-Members)

Investing in Artists Grant Information Webinars

CCI is hosting a series of webinar sessions to provide a general orientation to the *Investing in Artists* grants program application and funding guidelines. Applications for Round VI of the program are due on July 9, 2010. In this sixth round of funding, applications will be accepted from artists working in the disciplines of Performing Arts and Media Arts under the Artistic Equipment & Tools category and the Artistic Innovation category. Each conference call will include:

- An overview of the application guidelines and criteria.
- An overview of the online application form via CultureGrants Online™.
- Q & A

Webinars will be offered at the following dates and times:

- Monday, May 24th from 12:00pm - 1:00pm
- Thursday, May 27th from 6:30pm -7:30pm
- Saturday, June 12th from 10:00am -11:00am
- Monday, June 21st from 12:00pm -1:00pm

The webinar will include a simultaneous web presentation, You do not need to have web access to participate in the webinar but you do need it to view the presentation.

The webinars are toll-free and you must pre-register in order to receive the access code and dial-in instructions. Space is limited, so we request that you register no later than noon on the day preceding the scheduled call.

Investing in Artists In-Person Information Session-LOS ANGELES

CCI is hosting an in-person information session to provide a general orientation to the Investing in Artists grants program application and funding guidelines. Applications for Round VI of the program are due on July 9, 2010. In this sixth round of funding, applications will be accepted from artists working in the disciplines of Performing Arts and Media Arts under the Artistic Equipment & Tools category and the Artistic Innovation category. The in-person session will include:

- An overview of the application guidelines and criteria.
- An overview of the online application form via CultureGrants Online™.
- Q & A

This session is limited to 80 people.

Date: Wednesday, May 26th

Time: 7:00pm - 8:30pm

Location: Japanese American Community and Cultural Center, 244 S. San Pedro, Garden Room, Los Angeles, CA 90012

Cost: FREE

Marketing 101: Creating a Marketing Plan that Works for You

CCI's Marketing Plan Seminar for Individual Artists

Marketing is the key to developing any business. You know you need to do it but where do you start? Understanding the basic fundamentals and creating a marketing plan is the first step. In this 2-session workshop, you will begin to:

- Explore strategies that will help you identify your target audience
- Learn to communicate what your work is about
- Analyze the ever-evolving list of marketing tactics so you can determine the most strategic way to reach your audience.

We will cover the planning process in detail and provide you with concepts, tools and resources that you will need to create a marketing plan that meets your needs as an artist entrepreneur.

Nancy Hytone Leb is an arts marketing strategist and the Director of Training at the Center for Cultural Innovation. Other clients include Academy for New Musical Theatre and Syzygy Theatre and she also serves as mentor for dance organizations through the Pentacle/Help Desk LA. Nancy develops and presents arts marketing workshops for both artists and arts organizations including the Center for Cultural Innovation, LA County Arts Commission, Theatre Bay Area and Americans for the Arts. She authored the chapter, Marketing Your Art / Marketing Your Arts Business in CCI's publication, *Business of Art: An Artist's Guide to Profitable Self-Employment*. From 2000 - 2004, Nancy was the Director of Marketing and Development for Playhouse West in Walnut Creek, CA. In an earlier life, Nancy held senior account management positions at three of the West Coast's largest advertising agencies working on national brands such as Toyota, Saturn, Honda and California Pizza Kitchen. Nancy received a graduate certificate in Arts Administration from Golden Gate University and her B.A. from Iowa State University.

Date: Wednesday, June 9 and Wednesday, June 16

Time: 6:30pm – 9:30pm

Location: Japanese American Community and Cultural Center, 244 S. San Pedro, Los Angeles, CA 90012

Cost: \$100 (BOA / CCI Members) \$115 (Non-Members)

Investing in Artists In-Person Information Session-SAN DIEGO

CCI and the San Diego Foundation are co-hosting an in-person information session to provide a general orientation to the *Investing in Artists* grants program application and funding guidelines. Applications for Round VI of the program are due on July 9, 2010. In this sixth round of funding, applications will be accepted from artists working in the disciplines of Performing Arts and Media Arts under the Artistic Equipment & Tools category and the Artistic Innovation category. The in-person session will include:

- An overview of the application guidelines and criteria.
- An overview of the online application form via CultureGrants Online™.
- Q & A

This program is in collaboration with the San Diego Foundation.

This session is limited to 60 people.

Date: Wednesday, June 9th - **NEW DATE**

Time: 5:30pm - 7:00pm

Location: The San Diego Foundation, 2508 Historic Decatur Rd., Suite 200, San Diego, CA 92106

Cost: FREE

Positioning Yourself in a Crowded Environment: SANTA MONICA

Grant Strategies for Individual Artists

Now, more than ever, artists are looking for grant opportunities to support their artistic endeavors. This 3 - hour workshop will discuss important strategies for grant-seeking artists and provide you with tips for creating a competitive grant application. Using the CCI *Investing in Artists* grant application as a model, we will explore the subject from the funder perspective and discuss content, artistic samples and important principles.

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on the Boards of a number of arts, environmental, and education organizations. She is currently a Board member of the Ojai Music Festival, the Rowe and Gayle Giesen Trust and an Advisory Board member of Pasadena Conservatory of Music.

This class is limited to 25 people.

Date: Tuesday, June 15th

Time: 7:00pm – 10:00pm

Location: Ken Edwards Center, 1527 Fourth Street, Room 106, Santa Monica, CA 90401

Cost: \$35 (BOA / CCI MEMBERS) / \$40 (Non-Members)

LOS ANGELES ARTISTS AND ARTS ADMINISTRATORS MAY BE ELIGIBLE TO APPLY FOR TUITION REIMBURSEMENT THROUGH THE CREATIVE CAPACITY FUND. FOR MORE INFORMATION, PLEASE GO TO www.creativecapacityfund.org.

CCI workshops are funded in part by grants from the California Community Foundation, City of Los Angeles Department of Cultural Affairs, City of San Jose Office of Cultural Affairs, The James Irvine Foundation, Los Angeles County Arts Commission, Leveraging Investments in Creativity and the Sacramento Region Community Foundation.

