



CENTER FOR  
CULTURAL  
INNOVATION

## 2009 BAY AREA FALL SCHEDULE

### **Business of Art™ San Jose**

#### ***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 September 2009. Enrollment is limited to 25 students.**

**Session 1: Tuesday, September 29,, 6:30-9:30pm**

*The Business of Art: Presenting Yourself as an Artist*

**Session 2: Tuesday, October 6, 6:30-9:30pm**

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

**Session 3: Tuesday, October 13, 6:30-9:30pm**

*Planning, Plain and Simple*

**Session 4: Tuesday, October 20, 6:30-9:30pm**

*Marketing and Self-Promotion*

**Session 5: Tuesday, October 27, 6:30-9:30pm**

*Legal Issues for Artists*

**Session 6: Tuesday, November 3, 6:30-9:30pm**

*Budgeting and Money Management*

**Session 7: Tuesday, November 10, 6:30 - 9:30pm**

*Financing Your Project - Getting Grants, Loans and Other Funding*

**Session 8: Tuesday, November 17, 6:00 - 9:30pm**

*Cluster Counseling and Final Wrap-Up*

**Date:** Tuesday's, starting September 29, 2009 - through November 17, 2009

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

**Location:** Work2Future Building, Executive Board Room, 1290 Parkmoor Avenue, San Jose, 95126

**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*. Artists living and/or working in the City of San Jose are eligible to apply for full tuition reimbursement through the Creative Capacity Fund. For more information, please go to [www.creativecapacityfund.org](http://www.creativecapacityfund.org).

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### **Strategic Planning for Individual Artists: From Vision to Reality**

Evolving your arts business begins with articulating goals that are ambitious, inspirational and accomplishable. You will learn how to use coaching tools that provide a foundation to the strategic planning process, keeping it grounded and solution-focused.

#### **This workshop will cover:**

- Strategic planning
- Mind-mapping, past, present and future

- Articulating goals in your stretch zone
- Using the GROW3 coaching tool to create a plan
- Thinking partnerships: peer coaching

**Date:** Monday, November 16, 2009

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

**Location:** SF State, 835 Market Street, 6th floor, SF 94103

(next to Westfield Shopping Center, Powell Street BART/Muni stop)

**Cost:** \$40 (Non Member) / \$35 (BOA/CCI Members) Bay Area artists and arts administrators maybe eligible to apply for tuition reimbursement through the Creative Capacity Fund. For more information, please go to

[www.creativecapacityfund.org](http://www.creativecapacityfund.org)

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**Cancellation Policy:** Full refund on registration fees up to 48 hours prior to workshop date. Fees non-refundable after that date.