

# Today's seminar will begin shortly.

## Please complete your phone connection now:

1. **Dial the toll free number:** 1-866-275-3495.
2. **Enter the meeting number** \*4671867\* on your phone keypad. Enter the star (\*) key before and after the meeting number.
3. **Identify yourself.** Please complete your connection following the system prompts to synchronize your phone line and web identity.



**Kelly J. Barsdate**

**Interim Chief Executive Officer  
NASAA**

If you have just arrived, please complete your connection following the system prompts to synchronize your phone line and web identity.

# Individual Artists: Trends in Funding and Services

If you have just arrived, please complete your connection following the system prompts to synchronize your phone line and web identity.

# Your Hosts

National Assembly of  
State Arts Agencies

KNOWLEDGE ★ REPRESENTATION ★ COMMUNITY



**Eric Giles**

**Learning Services Manager**



**Paul Pietsch**

**Research Manager**

If you have just arrived, please complete your connection following the system prompts to synchronize your phone line and web identity.

- **View all participants** in the roster to the right.
- **Use the Chat box at any time** to submit a question or get technical help.
- **During the Q&A break**, presenters will answer chat questions.

If you have just arrived, please complete your connection following the system prompts to synchronize your phone line and web identity.

# Our Panel

National Assembly of  
State Arts Agencies

KNOWLEDGE ★ REPRESENTATION ★ COMMUNITY



**Rose Parisi**

Director of Programs  
Illinois Arts Council Agency



**Judilee Reed**

Program Director, Thriving Cultures  
Surdna Foundation



**Laura Zabel**

Executive Director  
Springboard for the Arts

# Why SAAs Support Individual Artists

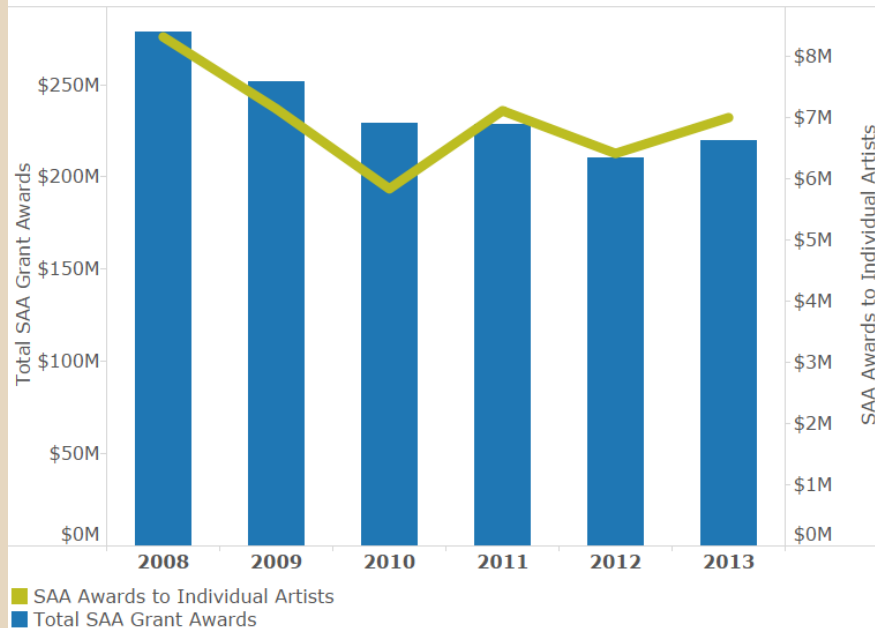


Photo courtesy of Torpedo Factory Art Center,  
Alexandria, VA

- Legislative directive
- State's cultural development
- Public value
- SAA commitment

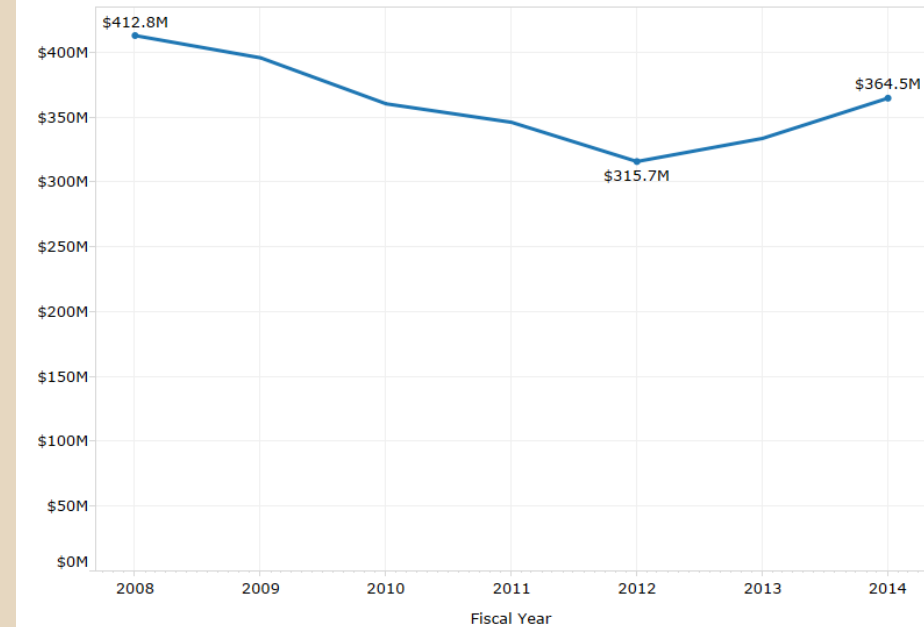
# SAA Revenues and Grant Making in the Great Recession

**SAA Grants and Individual Artist Awards**  
Fiscal Years 2008-2013



National Assembly of State Arts Agencies  
and SAA Final Descriptive Reports

**Total State Arts Agency Revenue**  
Fiscal Years 2008-2014

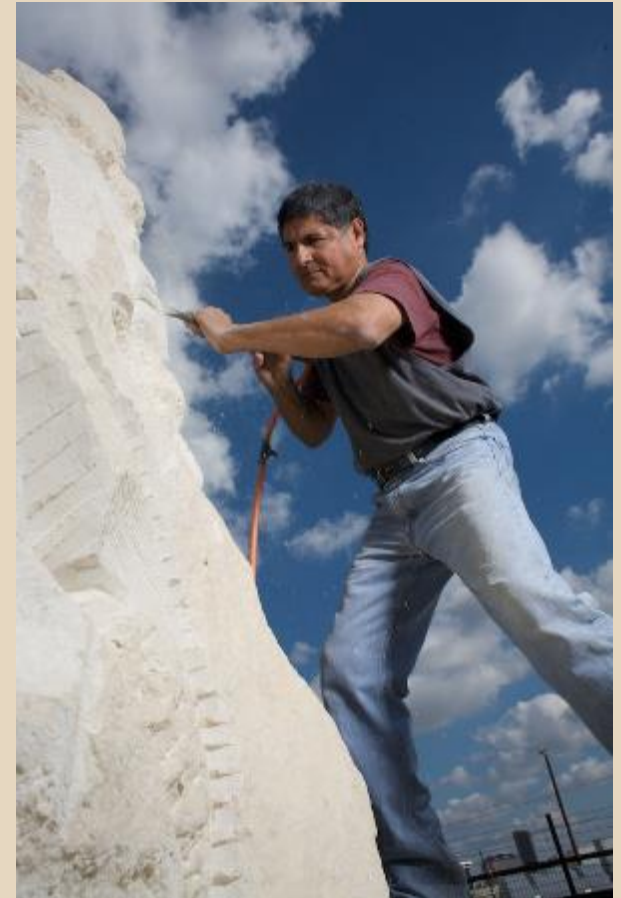


National Assembly of State Arts Agencies  
SAA Revenue Survey



# SAA Grant Making

- Each SAA has unique grants mix
- Individual artist grant trifecta:
  - Fellowships
  - Project grants
  - Professional development grants
- Similar goals but different approaches to realizing them



Texas State Visual Artist, Eliseo Garcia  
Photo courtesy of Eliseo Garcia

# Fellowships

- 31 SAAs offer
- Unrestricted funding
- Goals:
  - honor achievement
  - enable creation of new work
  - advance careers
  - public awareness
- 43% of all individual-artist grant \$ goes to fellowships



Blacksmith at the Penland School of Crafts, NC  
Photo courtesy of Robin Dryer

# Project Grants



Stained glass in Washington State  
Photo courtesy of Stacey McRae

- 27 SAAs offer
- Eligible expenses:
  - materials
  - fabrication
  - shipping
  - travel,
  - workshops
  - retreats
  - consultations
  - marketing



# Professional Development Grants



MAC Market Development Specialist  
Cindy Kittredge meets with 18 artists for their first  
meeting at Flathead Valley Community College.

Montana Artrepreneur Program  
website screenshot

- 26 SAAs offer
- Eligible expenses:
  - Trainings, workshops, etc.
  - Events
  - Travel
  - Consultants
  - Business planning
  - Marketing
  - Professional services

# Non-Grant Services

- Overlapping goals and benefits
- Strategic mix for each SAA
- Categories
  - Technical assistance
  - Artists' market support
  - Facilitate opportunities
  - Exhibitions and state art collections
  - Recognize achievement
  - Documentation

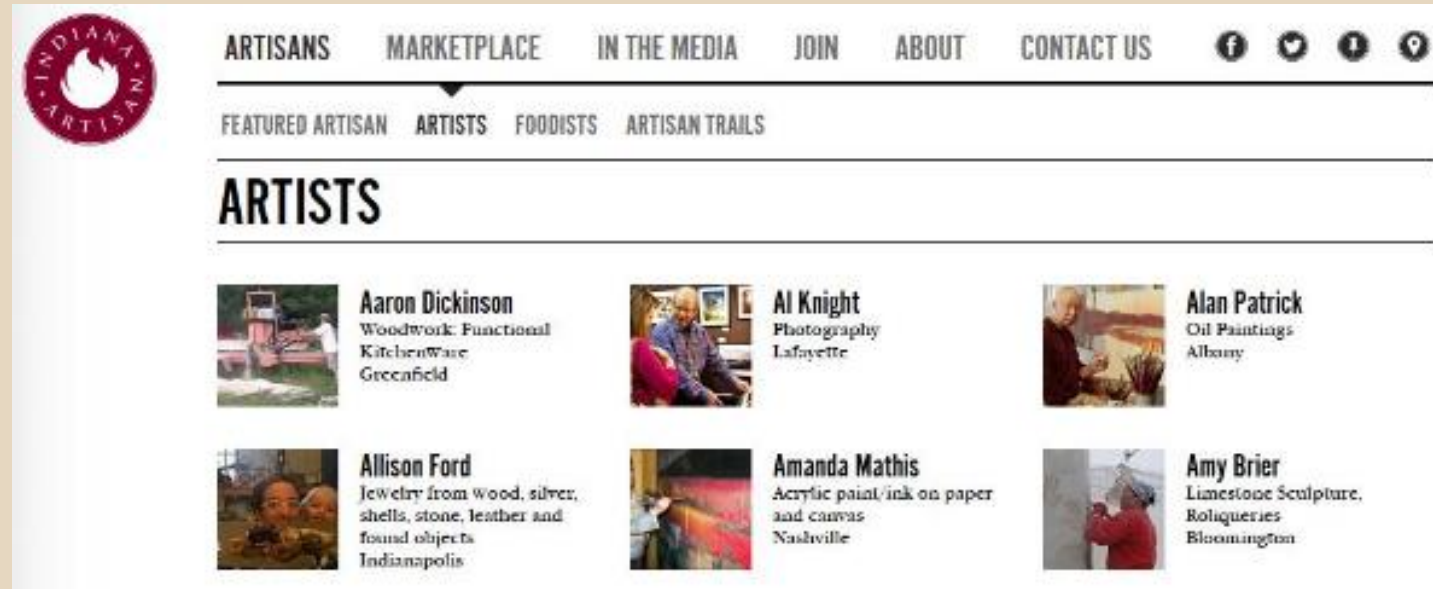


Nebraska artist roster member performs  
Photo courtesy of Emilene Chabanne

# Technical Assistance

- In-person or online
- Professional and/or career development
- Examples:
  - [Vermont's Breaking into Business](#)
  - [Montana Artrepreneur Program \(MAP\)](#)
  - [Iowa's ArtUps](#)
  - [Kentucky's Master Class](#)

# Building Artists' Markets



Indiana Artisan website screenshot

## Strategies

- Marketing
- Event listings
- Showcases
- Directories and rosters
- Maps and guides

## Examples

- [Indiana Artisan](#)
- [Kentucky Crafted](#)
- [Delaware's What's On](#)
- [New Mexico's Fiber Arts Trails](#)

# Facilitating Opportunity

- Creative and professional opportunities
- Collect and share information
- Examples:
  - Teaching artist roster
  - Public art commissions
  - Job listings
  - Studio rentals
  - Rehearsal space



A weaver and an entrepreneur in New Mexico  
Photo courtesy of Diane Bowman



# Exhibitions and State Art Collection



Stone mosaic mural at an elementary school

Photo courtesy Hawai'i State Foundation on Culture and the Arts

- State art collections
- Exhibitions
  - state house
  - governor's office
  - other public buildings
  - galleries
  - ephemeral projects

# Artist Recognition

- Poet laureate
- Governor's arts award
- Folk/cultural heritage achievement
- Competitions
  - [Iowa's Agriculture Art Award](#)
  - [South Carolina's First Novel Competition](#)



Les Gilliam, the "Oklahoma Balladeer"  
Courtesy of Oklahoma Arts Council

# Documentation

- Various media used
  - Radio
  - Television
  - SAA website
  - YouTube
  - social media



Alabama Journey Proud website screenshot

- Examples
  - [Oregon's Visual Arts Ecology Project](#)
  - [Alabama's Journey Proud](#) (TV series)
  - [Alabama Arts Radio](#)
  - [New Jersey's Arts Matters](#) (YouTube channel)



## **IACA Support for Artists**

- ❖ Since the agency's creation in 1965
- ❖ Artists are the heart of the Creative Economy
- ❖ Strong board belief in support
  - Recognize contributions of Illinois artists
  - Celebrate the state's cultural assets
  - Encourage artists to stay in Illinois





## **IACA Support for Artists**

- ❖ FY10 significant decrease in budget
  - Suspension of multiple programs including Artist Fellowship Program
    - Creation of Individual Artist Support Program
- ❖ FY14 budget increased
  - Board direction to reinstate suspended programs
    - Artist Fellowship retooled to honor Illinois artists with significant body of work and accomplishments.



## **Artist Fellowship Program**

- ❖ Unrestricted Support paramount
  - GOS for artists
- ❖ Recognize exceptional artists who have created a substantial body of work throughout their career by
- ❖ Provide awards of \$15,000 to support continued artistic growth.



SURDNA FOUNDATION



### ***The Problem:***

Arts and culture reflects who we are, what we believe, and how we relate to each other. Arts and culture helps people connect over time, inviting them to build and sustain the vibrant communities they call home. Too often arts and culture is undervalued as a catalyst for achieving just and sustainable communities.

### ***The Opportunity:***

Thriving cultures honor and celebrate the artistic impulse as part of community behavior and as a way to strengthen community identity and cohesion. Cultural organizations, programs and projects often provide the opportunity for exploration of values and can act as catalysts for the building of just, sustainable communities.

### ***Our Funding Areas:***

*Artists and Economic Development*  
Strengthen the capacity of working artists and artist-centered enterprises to contribute to the economic prosperity and the cultural fabric of their communities

*Artists Engaging in Social Change*  
Support artists and culture bearers whose work advances social change and nurtures the art forms and cultural traditions of their communities

*Community Engaged Design*  
Establish and share best practices among artists/designers, community stakeholders, and technical experts that lead to the integration of local priorities, knowledge, and values in community development and infrastructure projects

*Teens' Artistic and Cultural Advancement*  
Prepare teens through rigorous arts training programs that equip them as the next generation leaders of cultural diversity, creativity, and innovation

### ***The Change We Seek:***

- Develop the conditions that support artists and arts and culture organizations as catalysts for equitable economic growth, improved environmental infrastructure, and cultural diversity in their communities

### ***How We'll Know:***

- Artists and arts and culture organizations are equipped and engaged as effective drivers of equitable change toward just and sustainable communities



# SPRINGBOARD *for the arts*



NASAA Web Seminar  
Individual Artists: Trends in Funding and Services  
January 29, 2015



FIELD GUIDE



Flourish!  
Resources Fair



programs that help artists make a living and a life



programs that help artists make a living and a life



# SPRINGBOARD *for the arts*



programs that build direct connections  
between communities and artists





programs that build direct connections  
between communities and artists

*irrigate*



# SPRINGBOARD for the arts

**CREATIVE EXCHANGE** BETA  
POWERED BY **SPRINGBOARD**  
for the arts

Tuesday, January 27, 2015 | Follow Us: [f](#) [t](#) [in](#)

HOME TOOLKITS ABOUT ARTISTS PROJECTS FEATURES CONNECT CONTACT US SIGNUP

**TA-COUMBA AIKEN, ST. PAUL**

PHOTO: BILL KELLEY

HIDE PHOTO

**FEATURED POST**

**Resolutions: Building up and looking forward**

CARL ATIYA SWANSON  
TUESDAY, JANUARY 13, 2015

A new year is upon us, and that means it's time for looking forward and making resolutions. Springboard for the Arts Director of Movement Building Carl Atiya Swanson shares our resolutions for Creative Exchange for 2015.

[Read on | Comments](#)

**FEATURED ARTIST**

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**TWITTER** **FACEBOOK**

**Twitter** Springboard Arts @SpringboardArts 26 Jan  
Get excited! This Wednesday at 12PM Central, join @CreateExchange for a conversation about Community Supported Art: bit.ly/CSAHangout  
It's Retweeted by Upstream Arts  
Expand

**Facebook** Creative Exchange 7h

**COMMUNITY SUPPORTED ART**

**CSA**  
Community Supported Art  
Springboard for the Arts

**ARTISTS' HEALTH FAIR**  
Springboard for the Arts | LINC  
**ARTISTS' HEALTH FAIR**  
AND GUIDE TO HEALTHCARE REFLECTION TOOLKIT

**THE ROAD TO A COMMUNITY PLAN**  
TO THE  
**COMMUNITY PLAN**  
**CURA**  
Center for Urban and Regional Affairs

**YOUR IDEA HERE**  
**CURA**  
Center for Urban and Regional Affairs  
**YOUR IDEA HERE:**  
A Toolkit for Unlocking the Community Potential of Vacant Storefronts

**BLOCK PARTY IN A BOX**

**POP UP MUSEUM**  
**POP UP MUSEUM**  
Santa Cruz Museum of Art & History  
a.k.a. MU@Person Center

**NEIGHBORHOOD POSTCARD PROJECT**  
**NEIGHBORHOOD POSTCARD PROJECT**

**IRRIGATE**  
**ART HERE**

**COMING SOON: WORK OF ART**  
**COMING SOON!**  
**WORK OF ART**  
PROFESSIONAL DEVELOPMENT FOR ARTISTS

sharing models to make system change



# SPRINGBOARD *for the arts*



[springboardexchange.org](http://springboardexchange.org)  
[@createExchange](https://www.instagram.com/createExchange)

[springboardforthearts.org](http://springboardforthearts.org)  
[@springboardarts](https://www.instagram.com/springboardarts)



**What trends do you see in  
current and near future individual  
artist support?**



**What needs changing in the  
system currently in place?**

**How do we keep up and adapt to  
the needs of individual artists?**

**What would you do if you had no  
limitations?**

# Audience Questions

Use the Chat box.

# Thanks for participating!

Questions or comments about this session?  
Contact NASAA Learning Services Manager Eric Giles:  
[eric.giles@nasaa-arts.org](mailto:eric.giles@nasaa-arts.org)

Many thanks to NASAA's member states for making this session possible.