

take it to the Next Level



The Cultural Arts Division offers the Next Level Program in order to raise the capacity of local creative organizations, businesses, and individuals. Recent economic impact studies reveal that the creative sector in Austin accounts for over \$4.35 billion in economic activity and almost 49,000 jobs, and continues to grow. Strengthening management, marketing, and fundraising skills is crucial for maintaining a strong and sustainable creative ecosystem.

REGISTER NOW!

Next Level events are free; however, we ask that attendees register online. Visit www.austincreates.com for links.

LOCATION & PARKING

All workshops, except where indicated, will take place at the Cultural Arts Division offices at 201 E. Second St. Parking for attendees is available in the Convention Center garage located on Brazos Street between Cesar Chavez and Second Streets.

CONTACT INFORMATION

512.974.7700

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These workshops are supported in part by funding from the Texas Commission on the Arts.

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WORKSHOPS

Creative Entrepreneurship

Jennifer Chenoweth, Fisterra Studio

Wednesday, September 5, 10 am - noon

Did you know that as an artist you are also a creative entrepreneur? This workshop will help you develop a business plan for your artistic talents and dreams. Create and grow your creative enterprise by setting a foundation to build a detailed plan and path toward goals and success.

Roles and Responsibilities of Nonprofit Boards

Ann Starr, Greenlights for Nonprofit Success

Thursday, September 6, 10 am - noon

This workshop provides the fundamental principles and best practices that every nonprofit board member, and the staff who work with them, should know. Learn the top 10 roles and responsibilities of board members, with special emphasis on the board's role in financial oversight, fundraising, planning, and partnering with the organization's executive leader. You'll come away with a clear understanding of the many roles that are required of the board and how to recruit and manage great board members.

Getting a Jump on Grant Evaluation and Reporting

Sue Breland, Breland Facilitation

Wednesday, September 12, 9 am - noon

When preparing your grant request, have you thought about what will be required if you actually get it? Too many times, evaluation and reporting is an afterthought, when it should be the framework of your grant proposal and conversation with the prospective funder. Through in depth discussion of measurement methods, the development of logic models and goal writing practice, participants learn that measurement is not the enemy, but an ally in your grant writing.

Insurance for Artists

Carol Vance, City of Austin

Wednesday, September 19, 6 - 7 p.m.

This workshop will help you to understand the different types of insurance (general liability, professional liability, auto, property, bond and worker's compensation) and why (or when) you might need them. Whether you are an individual artist with an active studio practice, an artist seeking public art commissions, or a cultural organization wanting to fine tune your insurance knowledge, this workshop is not to be missed!



Community, Collaboration, and Trade

Jennifer Chenoweth, Fisterra Studio

Tuesday, September 25, 10 am - noon

This workshop will present examples of how artists can create relationships and alliances to further their individual projects and careers. We will discuss appropriate approaches to personal networking and building trust as well as how to create and negotiate relationships for mutual benefit, including subcontracting, barter, and time-sharing.

Protecting Your Work: Intellectual Property Basics for Artists and Creative Types

Andrea Beleno-Harrington, Texas RioGrande Legal Aid

Thursday, September 27, 9:30 am - noon

This workshop will cover basic legal issues surrounding trademarks, copyrights (including works for hire), trade secrets, and patents; as well as, how to enforce your rights to your protected works. You will also receive a practical "guided tour" through state and federal trademark applications and copyright registration.

WORKSHOPS

How to Start a 501c3 Nonprofit

Barry Silverberg, Texas Association of Nonprofits

Tuesday, October 2, 9:30 - noon

ACC Highland Campus, room 301 (5930 Middle Fiskville Rd.)

Nonprofit organizations are different than for-profit businesses and government; not better or worse, but different. You need to understand what it means to be a nonprofit and how that differs from being a for-profit before you even start the paperwork process. This session will be an overview, with questions and answers, of what you need to know and do to start a nonprofit corporation in the State of Texas and obtain a 501(c)3 designation from the Internal Revenue Service.

Grant Writing Basics

Christine Gaussiran

Thursday, October 4, 10 am - noon

Successful proposal writing involves the coordination of multiple activities, including planning, research, budgeting, writing, submission, and follow up. This workshop will provide instruction on the key components of a successful grant proposal and will answer questions that first-time or novice grant-seekers often have about the grant application process.

Preparing Artwork for Display: Tips from a Professional Installer

Steve Marsh

Tuesday, October 9, 6:30 - 8 p.m.

Austin City Hall, Room 1029 (301 W. 2nd St.)

Art preparator Steve Marsh will give an overview of the methodology and hardware used to professionally prepare and install works of art. He will speak from years of practical experience in galleries, museums, and private residences. If you have questions about securely displaying your artwork in a variety of situations, this is the workshop for you!

WEBINARS

The Cultural Arts Division will host free, public viewings of the following seminars presented online by Americans for the Arts. RSVP via the links below.

Seducing the Latino Audience

Monday, September 10, 2 - 3:30 pm

Capturing the Latino market can be tricky. A lack of understanding can be detrimental to the success of arts programs in highly dense Latino communities. One of the biggest mistakes could be to be steered by assumptions; therefore an understanding of the different dimensions of the Latino market is essential.

www.facebook.com/events/456600584369247/

Building Partnerships with Business: Employee Engagement and the Arts

Wednesday, September 19, 2 - 3:30 pm

Even in the current economy, businesses are still searching for innovative ways to recruit and retain employees. Hear from businesses that recognize the arts can help solve these issues. Learn from arts organizations and human resource managers who have successfully partnered for mutual success.

**Part of The pARTnership Movement Series*

www.facebook.com/events/444677202218553/

Award-Winning Arts And Business Partnerships

Wednesday, November 14, 3 - 4:30 pm

Each year the BCA 10 honors ten businesses that have been exceptional partners with the arts organizations in their communities. These companies set the standard of excellence and serve as role models for other businesses to follow. Hear directly from the 2012 honorees about how they support the arts and learn how to create successful partnerships with the businesses in your community.

**Part of The pARTnership Movement Series*

www.facebook.com/events/313323342087795/