



Art Builds Business Builds Art

Printed Materials

Funding provided by:



Creativity helps humanity thrive.

This is Our Belief.

The emergence of more vibrant and enterprising communities through the generation of greater value for the arts and creativity.

This is Our Vision.

To create a culture and sense of place that values creativity of all expressions, and sustains artists and communities. To provide education, resources, and support to elevate artistic careers and organizations.

This is Our Mission.

Printed Materials



Introvert



Pop



Business Person



Meat



With The Pack



Dogs



Extrovert



Soda



Artist Or Creative



Veggies



Stick To Myself



Cats



Ambivert



Soda



Both



Both



Lead The Pack



Neither

Mini Workshop Agenda

- ▶ Welcome & Introductions
- ▶ Community Overview & Desired Local Outcome
- ▶ The Paradigm Shift & Social Enterprise Video
- ▶ Who Are We? Exercise
- ▶ Art Builds Business Builds Art Exercise
- ▶ Self Reflection
- ▶ Survey
- ▶ Conclusion & Next Steps



Exercise: Art Builds Business Builds Art

In teams work through the following exercise with the exercise leader to uncover pre-conceived notions of art and business. Please do not work or read ahead.

Exercise Directions:

Part 1: A community funding group is considering funding art and culture or traditional business economic development. Make the best case for why the funding group should invest community dollars for the group least like you.

Discuss for 5 minutes. Present your case to each other for 2 minutes each.

- Creatives make case for business
- Business people make case for creativity

Part 2: You are producing a commercial for art and business. You already have the reasons to love art and business. Now present the “side effects” of using art and business.

Discuss for 5 minutes. Present your case to each other for 2 minutes each.

- Business people produce side effects for business
- Creatives produce side effects for creativity

Exercise Directions (Continued):

Part 3: Your team needs to convince the community funding group that investing in art **AND** business together is best for the community. Discuss for 5 minutes and prepare a 2 minute presentation.

- Each team will present their case to the full group.
- Each team will have 2 minutes to present internships, visiting artists, and mentoring programs.
- Creatives have lifelong access to art and business skills, resources, and networks, including coaches and mentors.
- Community members, including educators, have access to interactive arts experiences and creativity skill development programs.

Self-Reflection:

What did you learn about your own mental models?

How did it feel to explore the side effects of working with businesses or creatives?

How did you engage in the group process? (e.g., were you vocal, did you feel heard, did you dominate, were you collaborative?)

Art Builds Business Builds Art Survey

I am employed as _____

I would like to also be employed as _____

Circle all that apply:

I consider myself: creative business-focused
community-focused other (describe)_____

Rate your agreement/interest by circling the number that best represents you. (1=No Interest, 5=High Interest)

I believe art and creativity have value in my life, business, and community.	1	2	3	4	5
I believe linear thinking and business skills have value in my life, business and community.	1	2	3	4	5
I think our community should focus more efforts on growing our local creative economy.	1	2	3	4	5
I want my business to benefit my community like new social enterprises.	1	2	3	4	5
I want to learn how to use design thinking.	1	2	3	4	5
I want to create a business plan with other small business owners.	1	2	3	4	5
I want training to be more financially sustainable	1	2	3	4	5
I want more programming like this mini-workshop	1	2	3	4	5

I would pay \$_____ to expand my collaboration, business planning, creative skills.

Art Builds Business Builds Art Survey

I am employed as _____

I would like to also be employed as _____

Circle all that apply:

I consider myself: creative business-focused
community-focused other (describe)_____

Rate your agreement/interest by circling the number that best represents you. (1=No Interest, 5=High Interest)

I believe art and creativity have value in my life, business, and community.	1	2	3	4	5
I believe linear thinking and business skills have value in my life, business and community.	1	2	3	4	5
I think our community should focus more efforts on growing our local creative economy.	1	2	3	4	5
I want my business to benefit my community like new social enterprises.	1	2	3	4	5
I want to learn how to use design thinking.	1	2	3	4	5
I want to create a business plan with other small business owners.	1	2	3	4	5
I want training to be more financially sustainable	1	2	3	4	5
I want more programming like this mini-workshop	1	2	3	4	5

I would pay \$_____ to expand my collaboration, business planning, creative skills.

