

Overview:

Developing business training for artists, musicians and creatives

Opportunity

Investing in the financial sustainability and prosperity of artists, musicians and creatives is a way of investing in the cultural strength of the community. WLC has identified an opportunity to support WLC artists, musicians and other creatives through tailored training that could support access to resources and the development of careers in creative fields.

Training Goals - Draft

- To give WLC artists, musicians and creatives (those working or interested in working in a creative field like gallery curation or production) the best opportunity to develop their craft and/or career in ways that align with their values.
- To increase WLC staff capacity to support WLC artists, musicians and creatives with nurturing their crafts and careers

Potential Training Subject Areas

The following can be tailored to the goals of the artists, including adding content not reflected here.

- Awareness of Indigenous artists, musicians and creatives and how they developed their craft and career
- Awareness of the options and opportunities available to artists to develop their craft on their terms
- Understanding of how to build or expand a craft, creative business or career through understanding of the following topics:
 - Small business management
 - Business planning
 - Goal setting - short and long term goals and how to get there
 - Operations/production design
 - Selecting and managing suppliers
 - Branding, marketing and communications
 - Copyright and trademark
 - Creating photography & visual content

- Preparing marketing materials to sell in different contexts: online, markets & fairs, galleries, subscription boxes, retail stores
 - Social media
 - Building a network/community of fans, supporters, referrals
- Sales skills & funnels
 - Ex. selling wholesale, retail, commissions
 - Ecommerce options
 - Corporate gifting
 - Festivals, other performance and gig opportunities
 - Seasonality
- Basic applied financials
 - Ex. producing and managing quotes, invoices, receipts, budgets, cashflows, ordering, pricing, bank accounts, taxes (culturally relevant)
- Point of Sale options
- Basic cloud computing
 - Ex. free online tools like GSuite, Canva
- Identifying, applying for and managing grants and other funding

Delivery / Format Options

The appendix has two examples of programs for artists. One is a registered program with several sessions, the other an open drop in format that people can join session by session. The following list includes both approaches as well as coaching/mentoring approaches and project-focused approaches (ex. Learning backwards from a deliverable like a self published magazine or a talent show). The following is intended to demonstrate the range of options in meeting WLC's artists where they are at.

- Delivery can take place in community, online or on campus if engaging a post secondary partner
- The delivery of above can be scaled to fit resources (funding and time) and the availability of learners.
- Delivery could be by enrollment or drop in.
- Possible delivery methods include a combination of the following:
 - Workshops

- Facilitator prepares and delivers content, walks participants through exercises to apply what they learn to their context
- Guest speaker(s)
 - Artists, creatives and others with experience in any of the topics discuss it, focusing on case studies and real world examples of how a business function works for their craft
- Market days: supported presence at markets, fairs
- Talent show: to practice and create branding and promotional content (ex. Photos, video)
- Group tours or learning days with local artists and creatives
- Coaching
- Mentorship
- Shared marketplace
- Production of a chapbook, magazine or gallery show
- Production of a subscription or gift box
- Shadowing: one or two people join a professional artist, musician or creative on the job, possibly with support.
 - Ex. An amateur musician shadows a professional musician as they walk them through responding to an inquiry for a gig, booking that gig, doing the gig and all the business processes before and after.

Delivery and Support Considerations

- Culturally relevant content and delivery - adapted to WLC's context
- Content and delivery are accessible for those with various education levels and with various levels of understanding of business
- Content relevant to a variety of skills and artistic mediums including but not limited to painting, beading, carving, sewing and quilting, music, writing, storytelling, theatre.
- Fully funded (participants do not pay a fee)
- Mentorship/coaching/network of support for those developing businesses
- Access to wraparound supports including but not limited to:
 - Childcare
 - Mileage / bus tickets
 - Computers/tablets and software

- Additional computer/technology training
- Cultural gifts, celebrations and support
- Refreshments
- Start up or expansion administration costs (registration, licenses, etc)

Constraints & Considerations:

- Transportation to and from program and related activities, in particular access to public transportation and rideshares
- COVID-19 protocols
- Timing with other WLC initiatives
- Timing of funding cycles
- Interest from members

Post Secondary Partners

Camosun College, Royal Roads and the University of Victoria have expressed interest in co-developing microcredentials to meet WLC member needs. Both offer training options that ladder into future certificate, diploma or degree programs as well as continuing education that does not but provides a non-credit program completion certificate. Non-post secondary training options can also be identified.

Funding Options

Once the scope of the program is clarified, funding opportunities can be explored with the assistance of South Island Prosperity Partnership and if relevant, the partnering post secondary.

Next steps

If the above is of interest to WLC and its members, next steps include:

- Confirming WLC's goals and requirements for this training opportunity
- Clarifying WLC's desired scope of the program to support the identification of partners and funders

South Island Prosperity staff can add support as requested.

Appendix A: Examples of Programs for Artists

Program: Work of Art: Business Skills for Artists

Provider: Springboard for the Arts

Link:

<https://springboardforthearts.org/professional-growth/work-of-art-program/work-of-art-business-skills-for-artists/>

About

Springboard's Work of Art: Business Skills for Artists is a professional development curriculum designed to teach business skills to artists in all disciplines — visual, performing and literary arts. Artists can take the whole series, customized combinations, or individual workshops that best suit their needs. Springboard's Work of Art series has been taught at arts organizations, arts councils, libraries and colleges across the United States.

Overview

Career Planning

Where do you want to be both artistically and professionally? Learn how to define your values, identify key choices and develop a plan to achieve your career goals.

Time Management

Discover analytical and tool-based approaches to manage your time. These tools will help you tackle hurdles related to efficiency, flexibility, and structure to help you reach your artistic goals.

Portfolio Kit

Your portfolio is the core of your promotional material and professional calling card. Focus on the essential elements: sharpening your artist statement, tailoring your artistic resume, and curating and formatting your work samples.

Marketing

Define your product, discover your target audience, make decisions about how you sell your work, and identify a budget and strategy for your artistic business.

Promotions

Craft persuasive messaging and create a strategy for how you will get the word out about your work, events, and news.

Pricing

This analytical approach isn't intended to be the only way to price your work. It's intended to show you the factors of product production that apply to everything in the marketplace. Once

you understand what each of the variables are you'll be able to customize a formula that fits your business model.

Recordkeeping

Learn how to track revenues and expenses, make informed projections, and gain a clearer understanding of your artistic business finances.

Legal Considerations

Obtain general information about your intellectual property, contract basics and structuring your artistic business.

Funding

Learn how to think creatively about diversifying your funding streams by exploring different models for generating value, resources, and revenue.

Grantwriting

Learn the essentials of grant writing along with resources for searching and structuring your grants.

Business Plan Essentials

Learn how to prepare a simple business plan, in arts-friendly language, to help you organize all the various aspects of your artistic practice and make informed business decisions.

Engaging Customers & Selling Your Work

Learn tools and techniques to communicate the value of your work to potential customers.

Program: Work of Art: Support for Artists (Workshops)

Provider: YES (Youth Employment Services)

Link: <https://yesmontreal.ca/artists/calendar/>

About

YES is here to help you turn your artistic passion into viable income, whatever your age and wherever you live in Quebec. Whether you're just starting out or trying to expand an existing venture, our dedicated artist coaches can help you forge your path to success. Training at YES is accessible and affordable.

Overview

YES holds a virtual workshop Jump Start Your Art on select Mondays. They are 2 hours long and include the following topics:

Sales & Marketing Clinic for Artists

You are creative. You create art. But do people know about it?

What are your marketing goals?

- 1: Brand Awareness
- 2: Lead Generation
- 3: Increase traffic
- 4: Improved Sales

We can help. Together we can take a strategic approach to help you understand your customers, markets, and unique value proposition. We believe marketing and sales do not need to be overwhelming. With the right strategies and a few practical steps, you can gain a foothold in your artistic market.

Tax Tips for Artists

As a self-employed artist, are you lost during tax season?

In this informative workshop, we will demystify the process for you. We'll define taxable income, identify allowable expenses and deductions for freelance creative professionals, and uncover specific tax deductions and credits that are available to self-employed artists.

You'll also learn the best administrative practices to help you with record-keeping and bookkeeping throughout the year to make sure you take back control of your art business.

Jumpstart your Art and Financing Options

Are you an artist seeking to make a living from your creativity and talent, but don't know how?

This workshop is the starting point for artists who are doing what they love but not quite making a living yet. We'll outline the services and resources available to you at YES and from other arts organizations in the community, and touch upon key things to consider in building a career or business in the arts.

Topics include: getting to know your industry, marketing/promotion, developing relationships with stakeholders, understanding the funding landscape and essential grant-writing tips.

During the workshop, there will be ample time for a one-on-one consultation with a dedicated artist coach who will help you identify what services would best suit your needs as an artist and entrepreneur.

Solutions for Artists to Better Organize Your Finances

As an artist, personal and business financial management can be a puzzle sometimes. While it may not be your favorite subject, when money is at stake, it's a worthwhile conversation.

If you're always anxiously awaiting your next paycheque, or feel stressed at the thought of putting money aside or managing your business, this workshop given by Caisse de la Culture is what you need! This workshop will help you find solutions to better organize your overall finances. In it, you will gain essential tools and learn important financial concepts that are relevant for creative practitioners, as well as financial considerations related to self-employment, different types of registered businesses, credit ratings and protection.

Book It! From Idea to Publishing Deal

You have worked for months (maybe years!) drafting your book – don't stop now!

Learn the ins and outs of the publishing world and set yourself up for success. You will walk away with concrete knowledge on what publishers look for in a project and the next steps needed to execute your plan. Join us as a seasoned publisher explains what it takes to get noticed and get a deal.

Learn@Lunch: How to Create Engaging Content for TikTok

These free seminars are offered over lunch as a live webinar. Seasoned professionals and guest speakers will cover a wide range of topics pertinent to entrepreneurs.

With over 1 billion active users, TikTok is one of the fastest-growing social media platforms in the world. As the first and only platform based on a content graph the key to success isn't the number of followers you have, but the quality of your content.

This webinar is going to teach you how to record and edit captivating videos directly on your phone. You will learn the full creation process from ideation over scripting to recording and finally editing your TikTok videos. Best practices and step-by-step guides will be shared with you, which you can use to create more engaging content to promote your personal brand and/or business on TikTok.