

# Springboard for the Arts

for artists. by artists.

SPRING & SUMMER 2014



“I choose to write it down.”

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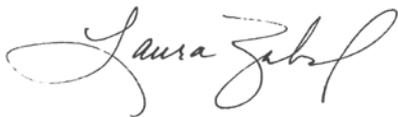
That was the phrase that popped into my mind at the end of a workshop on “The Community Within” at the ArtsFwd National Innovation Summit this past October. Led by Michael Rohd of The Center for Performance and Civic Practice, we had been challenged to think about our communities and what we can choose to do to support each other and make change.

Every artist knows the importance of documentation—whether it’s photographing the painting for a portfolio, recording the ephemeral performance or getting the poems out of your head and onto paper. Choosing to write it down, to get it documented, enables you to share the works, to look back on it, and to grow because of it.

Springboard has been writing things down for 22 years now, but we are in a period of unprecedented sharing, change and growth. Our Community Supported Art and Artist Health Fair toolkits have been used by over 50 cities across the country. We are updating and revising our Work Of Art workshop series so that we can share it more widely. The Irrigate creative placemaking initiative along the Central Corridor will wind down as the light rail begins to run, but not before generating over 30 million impressions from positive news stories about the joy, surprise and deep connection between community and art.

And that is why it is so exciting and important to renew the commitment to keep writing it down. Sharing is how we grow together, learning each other’s stories about creativity and connection inspires us all to go forward. Thank you for sharing your stories with us, and for letting us share ours with you.

To a growing, changing and well documented 2014,



**Laura Zabel,**  
**Executive Director**

**ON THE  
COVER**

Artist/worker Rana Raeuchle at the Rural Arts and Culture Summit in Morris, MN. This activity was part of ArtOrg’s “Thousand Print Summer.” For more information, please visit [www.artorg.info](http://www.artorg.info).



We’re always looking for photos! If you’d like to see your work in our publications, please send us high resolution images of your art or of you working on your art to [photos@springboardforthearts.org](mailto:photos@springboardforthearts.org).

## Work of Art: Business Skills for Artists



This ten-session core curriculum is useful to artists practicing in all disciplines. You can take the whole course or only those workshops that best suit you. The ten sessions in the series are Career Planning for Artists; Time Management for Creative People; Your Promotional Toolkit; Marketing for Artists; Legal Considerations for Artists; Recordkeeping and Financial

Management for Artists; Simple Business Plans for Artists; Pricing Your Work; Funding Your Work; Social Media for Artists.

**Dates:** Wednesdays and Saturdays, January 8–February 12, 10:30 am–1:00 pm  
East Lake Library, 2727 E Lake St, Minneapolis, MN

Tuesdays, March 11–May 20, 6:00–8:30 pm  
Maple Grove Library, 8001 Main St N, Maple Grove

Fridays, March 14–May 23, 10:30 am–1:00 pm  
Northeast Library, 2200 Central Ave NE, Minneapolis, MN

**Presenters:** Anna Metcalfe or Noah Keesecker, Springboard for the Arts

**Tuition:** Free. Funded by a grant to the Hennepin County Libraries from Minnesota’s Arts and Cultural Heritage Fund. Register at [www.hclib.org/events](http://www.hclib.org/events). Registration opens one month prior to the date of each workshop and is on a first come, first served basis.

***“These workshops are very helpful to artists of all levels and experiences. The list of resources and networking are invaluable.”***

## Recordkeeping and Tax Preparation for Artists

A CPA will explain the essentials—receipts, recordkeeping, setting up your books, and tax requirements—for filing your tax return.

**Date:** Saturday, February 1, 1:00–3:00 pm

**Location:** Northern Clay Center, 2424 Franklin Ave E, Minneapolis, MN

**Presenter:** Brad Begley, JD, CPA, Begley Law Office

**Tuition:** \$45. Register at [www.northernclaycenter.org](http://www.northernclaycenter.org).

## Art of the Deal

Do you get anxious about negotiating your salary? Do you hesitate when a client asks you for your hourly rate? This skills-based workshop will guide you through the negotiation process. Participants should expect to participate in mock negotiations.

Date: **Monday, February 10, 6:00–8:30 pm**

Location: **Dreamland Arts, 677 Hamline Ave N, Saint Paul, MN**

Presenter: **Jim Hilbert, film producer and Executive Director of William Mitchell's Center for Negotiation & Justice**

Tuition: **\$20**

***“You have provided me with valuable knowledge and have increased my confidence in my artistic dreams.”***

## Nuts & Bolts of Touring, with Seth Lepore

Do you have a show that you want to take out on the road? Have you ever thought about touring a performance but the logistics seem just too daunting? Join performer, educator and constantly touring artist Seth Lepore for an intensive workshop on the Nuts & Bolts of Touring, covering essential topics like self-producing, insurance, networking, presenting organizations and funding. Based in Massachusetts, Lepore is no stranger to the Twin Cities, having successfully brought his shows *Losing My Religion: Confessions of a New Age Refugee*, *SuperHappyMelancholyexpialidocious* and *Firecracker Bye Bye* to the Minnesota Fringe and Bryant Lake Bowl.

Date: **Saturday, March 1, 11:00 am–2:30 pm**

Location: **Bryant Lake Bowl, 810 W Lake St, Minneapolis, MN**

Presenter: **Seth Lepore**

Tuition: **\$30**

## Build Your Own Website

This workshop will give you a nuts and bolts introduction to portfolio style websites, and how to build and manage a WordPress site.

Dates: **Saturdays, March 8, 15, and 22, 9:30 am–12:00 pm**

Location: **Slam Academy of Electronic Arts, 1006 Marquette Ave S, Minneapolis, MN**

Presenter: **J. Anthony Allen, musician and website designer**

Tuition: **\$120**

## Legal Clinic for Creatives

Schedule a one hour appointment to meet face-to-face with an attorney who specializes in arts and entertainment law. Appointments are limited, so early registration is recommended.

Date: **Monday, March 10, 6:00–9:00 pm**

Location: **TBD, please check our website for updates**

Presenters: **Attorneys from Springboard's Minnesota Lawyers for the Arts (MnLA) program**

Tuition: **\$20**



## Leasing and Buying Property Panel

Our panel of real estate professionals, attorneys and artists take some of the mystery out of leasing and buying commercial property.

Date: **Tuesday, March 18, 6:30–9:00 pm**

Location: **Dreamland Arts, 677 Hamline Ave N, Saint Paul, MN**

Presenters: **Andy Sturdevant, Springboard for the Arts with a panel of experts**

Tuition: **Pay What You Can (suggested \$10–\$25)**



photos: Patrick Hollister

**Battle Lake artist Annette Hochstein (far left) teaches volunteers how to make mosaics as part of the public art component of the Complete Streets Project in Spring 2014.**

## Copyright Essentials

Learn about copyright law from MnLA volunteer attorney. Includes information on the basics of copyright and specific topics like music royalty systems, public performance rights, shooting photos at events, the Visual Artist's Rights Act, collaborations, permissions and fair use.

Date: **Saturday, March 22, 1:30–4:30 pm**

Location: **Brookdale Library, 6125 Shingle Creek Pkwy, Brooklyn Center, MN**

Presenter: **Joel Leviton, Attorney, Fish and Richardson**

## Crowdfunding Panel

This panel discussion and Q & A will cover the many facets of crowdfunding through sites such as Kickstarter, IndieGoGo, AIM HatchFund and more.

Date: **Thursday, April 24, 6:00–8:30 pm**

Location: **Eden Prairie Library, 565 Prairie Center Dr, Eden Prairie, MN**

Presenter: **Carl Atiya Swanson, Springboard for the Arts with a panel of experts**

## Grantwriting Basics

Individual artists and small arts groups will gain skills in understanding the granting process and how to prepare a strong application.

Date: **Saturday, May 17, 9:30 am–12:00 pm**

Location: **Wayzata Library, 620 Rice St, Wayzata, MN**

Presenter: **Noah Keesecker, Springboard for the Arts**

Tuition: **Free.** Springboard's Work of Art + workshops at the Hennepin County Libraries are being offered for free, and are funded by a grant to the Hennepin County Libraries from Minnesota's Arts and Cultural Heritage Fund. Register at [www.hclib.org/events](http://www.hclib.org/events). Registration opens one month prior to the date of each workshop.

### Evaluation of Work of Art Series at Northeast and Sumner Libraries September–November 2013

**321** patrons attended

**95%** learned skills that will further their artistic careers

**100%** rate the quality of the program as good, very good, or excellent

**89%** learned about resources (organizations, online tools, books, etc.) that will further their career

**38%** have or plan to check out related library materials

## Workshops Catalog Online

To help us use less paper and ink, all of the information in Springboard's workshops catalog is viewable online, and a pdf is available for download. If you wish to receive our catalog in the mail, please email Kathryn Smith at [kathryn@springboardforthearts.org](mailto:kathryn@springboardforthearts.org) or call 651-292-4381. Thanks!

## SpacemART

Add your space or browse the spaces already listed on SpacemART, [www.spacemartmn.org](http://www.spacemartmn.org), a comprehensive, searchable database of cultural facilities and venues available for rent anywhere in the state of Minnesota, brought to you by Springboard for the Arts, the Minnesota Theater Alliance and Fractured Atlas.



## Individual Consultations

Individual Consultations are available for artists that are serious about further developing their professional practice. We get to know you and your work, help you set goals, and together, develop achievable strategies to help you reach them.

## Artist's Field Guide

The Artist's Field Guide is an advanced application of our Individual Consultations for artists. With guidance from our staff, either individual artists or small groups can set up a series of consultations that take place over a timeframe suitable to their needs. Each artist or group will have their own customized Artists' Field Guide plan.

## Incubator: A Fiscal Sponsorship Program

Springboard's Incubator supports artist-led groups and initiatives as they grow. We help groups manage financial affairs professionally and make it possible for them to receive tax-deductible grants and donations. Incubator artists also receive additional fundraising, marketing, legal and networking support. For questions about Incubator, visit our website at [www.springboardforthearts.org/incubator](http://www.springboardforthearts.org/incubator), call 651-789-0163 or e-mail [incubator@springboardforthearts.org](mailto:incubator@springboardforthearts.org).

# Springboard for the Arts 2013 Year in Review

14,168 ARTISTS SERVED



## HELPING ARTISTS MAKE A LIVING & A LIFE



**406**  
HEALTH  
VOUCHERS



**65**  
FLU SHOTS



**320** SQ. FT.  
OF EXPANDED RE-  
SOURCE CENTER

**261**  
CONSULTING  
HOURS

**148**  
WORKSHOPS



**66**  
ARTISTS CONNECTED  
TO LEGAL REFERRALS



## HELPING COMMUNITIES ENGAGE WITH THEIR ARTISTS

**90**  
ARTISTS  
CREATED

**45**  
PROJECTS WITH BUSINESSES  
& COMMUNITY ORGANIZATIONS



**265**  
ARTISTS TRAINED

**315**  
ATTENDEES AT RURAL  
ARTS & CULTURE SUMMIT

**50**  
CSA  
SHAREHOLDERS

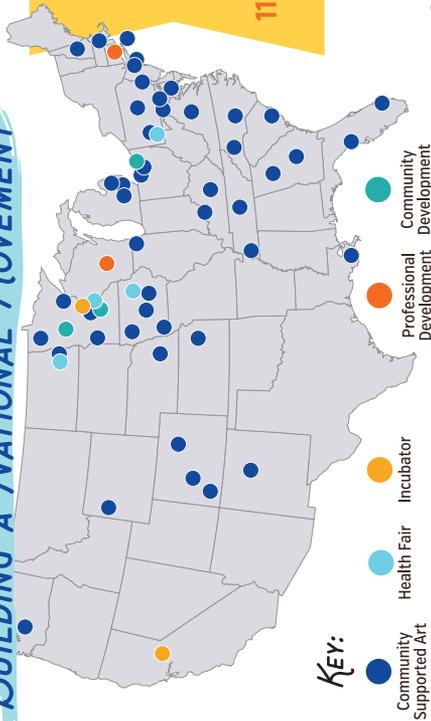


**30M**  
POSITIVE MEDIA IMPRESSIONS FOR  
CENTRAL CORRIDOR (IRRIGATE)

# BUILDING A NATIONAL MOVEMENT

## Community Supported Art Spreads in 2013:

**27 ACTIVE CSA PROJECTS**  
**247 ARTISTS COMMISSIONED**  
**1,226 SHAREHOLDERS ENGAGED**  
**11,268 PIECES OF ARTWORK CREATED**



KEY:

- Community Supported Art
- Health Fair
- Incubator
- Professional Development
- Community Development

## FINANCIAL REPORT



**TOTAL EXPENSES: \$1,336,779**

\*Figure includes revenue raised in 2013 for work to be completed in 2014

## AWESOMENESS 2013

1. MINSURE OUTREACH AND INFRASTRUCTURE GRANT
2. NATIONAL ENDOWMENT FOR THE ARTS OUR TOWN GRANT
3. NEW YORK TIMES ARTICLE - "BUY LOCAL GETS CREATIVE"
4. BARRY'S BLOG 50 MOST INFLUENTIAL PEOPLE IN THE NONPROFIT ARTS (LAURA ZABEL)
5. ARTS4WD NATIONAL INNOVATION SUMMIT
6. NATIONAL LEADERSHIP INSTITUTE - NATIONAL ALLIANCE OF MEDIA ARTS AND CULTURE (NOAH KEESECKER)
7. PLACEMAKING LEADERSHIP COUNCIL (JUN-LI WANG)
8. BOOK PUBLISHED - POTLUCK SUPPER WITH MEETING TO FOLLOW (ANDY STURDEVANT)
9. JEROME COMPOSER COMMISSIONING FUND AWARD (NOAH KEESECKER)
10. UNION TABLE, PUBLIC ART COMMISSION FOR UNION DEPOT (PETER THOMPSON AND NOAH KEESECKER)
11. ARTIST INITIATIVE GRANT (ZARA-AHAR MISTRY)
12. 2 WEDDINGS AND 2 TWIN BABIES!



[SPRINGBOARDFORTHEARTS.ORG](http://SPRINGBOARDFORTHEARTS.ORG)



[@SPRINGBOARDARTS](https://twitter.com/SPRINGBOARDARTS)

## Emergency Relief Fund

Springboard's Emergency Relief Fund exists to help cover unexpected, emergency expenses due to loss from fire, theft, health emergency, or other catastrophic, career-threatening events. Artists who can demonstrate an artistic history and need may access up to \$500 to meet or defray unexpected "emergency" expenses. For more information, contact Nikki Hunt by telephone at 651-379-0871, e-mail [nikki@springboardforthearts.org](mailto:nikki@springboardforthearts.org), or visit Springboard's website at [www.springboardforthearts.org/health](http://www.springboardforthearts.org/health).

## CSA

Over the last 20 years, Community Supported Agriculture (CSA) has become a popular way for consumers to buy seasonal food directly from local farms. With the same buy-direct, buy-local spirit in mind, [martists.org](http://martists.org) and Springboard for the Arts created a Community Supported Art (CSA) program as a way to support local art, artists and collectors. Nine artists are selected to make 50 pieces of work for a stipend, and then the 50 pieces are boxed in shares for sale to the public. The result? New audiences for contemporary art, direct relationships between artist and buyer, and nine exciting new bodies of work for nine local artists.

In the past three years, the program has spread to over 40 cities, from Massachusetts to California. We are building a network of communities that are experimenting with the CSA model, so that we can continue to learn from each other. Would you be interested in bringing CSA to your community? We have a newly updated 24-page replication kit available as a pdf document that walks interested organizations through the process of putting a similar program together—everything from selecting the artists and working with the media to managing the finances and planning the pick-up events. For a \$45 donation to our organization, we'll send you a copy. For \$100, we'll also throw in two hours of phone or video consultation to help you tackle any issues that come up. Email Andy at [andy@springboardforthearts.org](mailto:andy@springboardforthearts.org) today to request a replication kit!

**With a bumper crop of art, you'd be smiling too!**



## Resource Center

Our recently expanded Resource Center is open for business. Housed in an adjoining space to our Lowertown offices on the second floor of the Northern Warehouse, the Resource Center offers individual artists and small organizations access to a full array of equipment, tools, and services in an informal, self-directed environment, away from the bustle of Springboard's public offices. The Resource Center has three computer terminals (two Macs as well as a PC). Both Macs are equipped with the full array of Adobe design software (Illustrator, Photoshop, Dreamweaver), including a design station with the most recent CS6 Design and Web products. There is also free access to subscription-only online grant databases and professional development resources, such as professional software training service Lynda.com, the Artists Market Online, and the Writer's Market Online. Plus, more is on the way! Stop by to scan some slides, research travel grants, learn to use Drupal, read up on resumes, print flyers or just check your email. See more at [www.springboardforthearts.org/resources-and-referrals](http://www.springboardforthearts.org/resources-and-referrals).



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[www.springboardarts.tumblr.com](http://www.springboardarts.tumblr.com)



[www.youtube.com/springboardarts](http://www.youtube.com/springboardarts)

## Rural Program

Our rural office is located at 135 South Mill Street in Fergus Falls, MN. Contact Fergus Falls staff at [fergusfalls@springboardforthearts.org](mailto:fergusfalls@springboardforthearts.org) or call 218-998-4037.

### Creative Placemaking Action Workshop: Art and Public Health

This workshop will explore the intersection of art and public health. Learn about PartnerSHIP 4 Health's multidisciplinary approach, and help develop a vision of how art can play a role in strengthening public health in West Central Minnesota.

Date: **Saturday, January 18, 9:30 am–5:00 pm**

Location: **Historic Holmes Theater 826 Summit Ave, Detroit Lakes, MN**

Presenters: **Heather Zinger (Artist Organizer for PartnerSHIP 4 Health), Jason Bergstrand, Patrick Hollister (PartnerSHIP 4 Health), Michele Anderson (Springboard for the Arts)**

Tuition: **Free (open to artists who live, work or have a personal investment in Becker, Clay, Otter Tail and Wilkin Counties)**

### Creative Placemaking Action Workshop: Art, Historic Preservation and Economic Development

Learn about the history and future of the Fergus Falls State Hospital (The Kirkbride Building), and how artists can bridge conversations between historic preservation and economic development efforts in Fergus Falls.

Date: **Saturday, February 8, 9:30 am–5:00 pm**

Location: **The Spot, (back room), 220 W Lincoln Ave, Fergus Falls, MN**

Presenters: **Naomi Schliesman/Michele Anderson (Springboard for the Arts), Chris Schuelke (Otter Tail County Historical Museum), Laurie Mullen (Friends of the Kirkbride), Harold Stanislawski (Fergus Falls Economic Improvement Commission)**

Tuition: **Free (open to artists who live, work or have a personal investment in Fergus Falls)**

### Work of Art: Business Skills for Artists

This 10-part workshop series is useful to artists practicing in all disciplines. See the workshops in this series on p.1 of this catalog.

Dates: **Tuesdays, March 18–May 20, 6:00–8:30 pm**

Location: **The Spot (back room), 220 W Lincoln Ave, Fergus Falls, MN**

Presenter: **Naomi Schliesman, Springboard for the Arts**

Tuition: **Contact Springboard for details**

*Creative Placemaking Action workshops combine community engagement and leadership training with presentations about local issues from community leaders.*



**A coloring contest features Fergus Falls' historic Kirkbride Building at the Imagine Fergus Falls kickoff event in September 2013 (more information at [www.imaginefergusfalls.org](http://www.imaginefergusfalls.org)).**

## MNsure Navigation

Springboard for the Arts is certified to provide one-on-one assistance to artists, arts administrators and their families enrolling in healthcare coverage on MNsure. For questions about MNsure or to request a free appointment, please visit [www.springboardforthearts.org/health](http://www.springboardforthearts.org/health) or contact Nikki Hunt at [nikki@springboardforthearts.org](mailto:nikki@springboardforthearts.org).



## Artists' Access to Healthcare (AAH) Voucher Program

Artists, arts administrators and their families may access free AAH vouchers to be used, like a gift certificate, towards the cost of medical, dental and mental healthcare services at low-cost clinics in the Twin Cities and Lake Region of Minnesota. For more information and to apply, please visit [www.springboardforthearts.org/health](http://www.springboardforthearts.org/health) or contact Nikki Hunt at [nikki@springboardforthearts.org](mailto:nikki@springboardforthearts.org).

## Help Connect Artists in Your Community to Healthcare

With the new individual health insurance mandate, it's a great time to start connecting artists in your community to healthcare and health insurance resources. Our 22-page replication toolkit walks you step-by-step through the process of creating an Artists' Health Fair and Guide to Healthcare for Artists, complete with logistical pointers and templates. The replication kit can be downloaded as a PDF for \$40 which helps support our artists' healthcare initiatives in the Twin Cities and Fergus Falls, Minnesota. For more information and to purchase a toolkit, please visit [www.springboardforthearts.org/health](http://www.springboardforthearts.org/health) or contact Nikki Hunt at [nikki@springboardforthearts.org](mailto:nikki@springboardforthearts.org).



Springboard's workshops are a cost-effective way for arts organizations, schools and other groups to provide professional development training for their creative communities. We can present our popular workshops to your constituents or we can work together to create workshops specially designed to meet the unique needs of your artists, audience and budget. Visit [www.springboardforthearts.org](http://www.springboardforthearts.org) for more information.

### **St. Cloud, MN**

#### **Work of Art: Business Skills for Artists**

The Central Minnesota Arts Board is sponsoring the complete 10-part series. See the workshops in this series on p.1 of this catalog.

Dates: **September 2013–June 2014 (once a month)**

Location: **Lake George Municipal Complex, 1101 7th St S, Saint Cloud, MN**

Presenter: **Anna Metcalfe or Noah Keesecker, Springboard for the Arts**

Registration and Tuition: **Visit [www.centralmnartsboard.org](http://www.centralmnartsboard.org) for details**

### **Council Bluffs, IA**

#### **Work of Art: Business Skills for Artists**

Bluffs Arts Council is sponsoring the complete 10-part series. See the workshops in this series on p.1 of this catalog.

Dates: **March 28–29, April 11–12 and May 9–10**

Location: **TBD. Please see the Bluffs Arts Council website for updates.**

Presenter: **Noah Keesecker, Springboard for the Arts**

Registration and Tuition: **Visit [www.bluffsarts.org](http://www.bluffsarts.org) for details**

# irrigate

## Irrigate: The Final Year

Originated and led by Springboard, Twin Cities Local Initiatives Support Corporation and the City of Saint Paul, Irrigate is a nationally recognized artist-led creative placemaking initiative which started along the Saint Paul portion of the Green Line during the years of light rail construction. Its focus is to build social and economic capital by engaging local artists, neighborhoods, and businesses in addressing opportunities and challenges associated with change in their communities. We've trained nearly 600 local artists in placemaking and collaboration and supported almost 200 of those artists to do 120 collaborative placemaking projects along the Green Line in the past two years. Stay tuned for the Green Line launch in early summer that will feature more Irrigate projects.

## New for Spring 2014

Minneapolis artists—of any level, experience or discipline—who live or work in the four neighborhoods that span the Green Line construction in Minneapolis,\* are invited to use their creative talents to have an impact on their neighborhood, local businesses and organizations, and the light rail corridor. Irrigate is offering free creative placemaking training workshops, after which artists are eligible for Corridor Collaboration support through a simple application process.

What is placemaking? Placemaking is the act of people coming together to change overlooked and undervalued public and shared spaces into welcoming places where community gathers, supports one another, and thrives. Places can be animated and enhanced by elements that encourage human interaction—from temporary activities such as performances and chalked poetry to permanent installations such as landscaping and unique art.

Dates: February–March, 2014 (specific dates TBD), but always Saturdays from 8:30 am–5:00 pm

Registration: For more information, visit: <http://tinyurl.com/PMworkshops>  
Join us on Facebook: [www.facebook.com/irrigatearts](http://www.facebook.com/irrigatearts)

\*Green Line neighborhoods in Minneapolis are: Prospect Park, University, Cedar-Riverside and Downtown East.





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info@springboardforthearts.org



printed with soy-based inks

**INSIDE:**

**SPIILLS!**

**CHILLS!**

**ANNUAL REPORT**

**THRILLS!**

(No really, it's pretty, and pretty exciting.)

