

SPRINGBOARD

for the arts

FALL & WINTER 2014



At Springboard, we believe that artists are vital contributors to their community.

We are all artists on our staff, and we've been doing the work of connecting artists to resources to make a living and a life for the past 23 years from our offices in Saint Paul and Fergus Falls, Minnesota. The more we do this work and grow, the more we want to share our work with others. And we also believe that the best way to connect artists and communities is through authentic, locally-owned systems and programs.

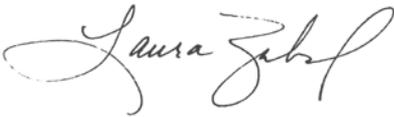
We've created toolkits that can be used by others, consulted, traveled and talked to lots of people all over. We've been inspired by the great work that is being done in communities across the country, and want to elevate that. This goal of widespread sharing and inspiration led us to launch a new platform called Creative Exchange earlier this year. You can find Creative Exchange online at www.springboardexchange.org. Our goal is for Creative Exchange to help support a national movement to build relationships between communities and their artists. Creative Exchange is a platform for idea and resource sharing and a place where we are committed to openly sharing toolkits for all of our successful programs as well as toolkits from proven projects across the country.

We are thrilled to have Issue Media Group and their Detroit-based Urban Innovation Exchange as our partner in this endeavor. With over 20 media outlets across the country, they have expertise in sharing compelling stories of individuals and groups who are truly making a difference in their communities. They are helping us share revelatory stories of artists and their communities, stories about building new connections, creating new resources, and re-framing community issues—stories that give the reader bursts of inspiration to take action.

We are so grateful to the John S. and James L. Knight Foundation for making Creative Exchange possible. They are our founding partner and are helping us provide tools and share stories in all eight of their focus communities.

We'd love it if you would let us know your questions and ideas for how to make the Creative Exchange as useful, engaging and fun as possible. Find us online, on Facebook and Twitter, or be in touch at creativeexchange@springboardforthearts.org.

Best wishes for a creative and fruitful season!



Laura Zabel,
Executive Director

**ON THE
COVER**

this.here. by Samantha Johns & Paige Collette, Irrigate, September 2013.
Photo: Marcus Metropolis.



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.

Programs

Current programs include:



PROFESSIONAL DEVELOPMENT

One-on-one career coaching for artists and business skills workshops and training program, The Work of Art: Business Skills for Artists, which has been presented in over 80 communities in the Upper Midwest.



INCUBATOR

An organizational incubator program that currently serves over 230 artist-led projects with financial and donor management, fundraising assistance and legal help.



COMMUNITY DEVELOPMENT

Workshops, training, partnerships and consulting with city governments, community and economic development organizations and other groups that wish to engage and train local artists to address community issues, contribute to creative placemaking, or develop new ideas.



COMMUNITY SUPPORTED ART

Our innovative patron education program based on the Community Supported Agriculture model that is being replicated across the country.



RESOURCES

A comprehensive online job book for artists, which serves over 10,000 individual users each month, attorney referrals through our association with Volunteer Lawyers for the Arts, and new resource centers in our offices in St. Paul and Fergus Falls.



HEALTH

Artists' Access to Healthcare (AAH) connects artists to healthcare and insurance through one-on-one assistance, a clinic voucher program, Health Fair and online resources. The Emergency Relief Fund provides small monetary aid for career-threatening emergencies.

Staff

Laura Zabel
Executive Director

Michele Anderson
Rural Program Director

John Bell
Operations Manager

Molly Chase
Managing Director

Sarah Howes
Legal Programs Associate

Nikki Hunt
Program Director - Health

Noah Keesecker
Program Director - Artist Development

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Artist Resources Coordinator

Kathryn Murray
Program Assistant

Dan Olson
Rural Program Assistant

Naomi Schliesman
Artist Development Coordinator,
Rural Program

Andy Sturdevant
Artist Resources Director

Carl Atiya Swanson
Director of Movement Building

Peter Haakon Thompson
Community Development Coordinator

Jun-Li Wang
Artist Community Organizer

SPRINGBOARD FOR THE ARTS

308 Prince Street, Suite 270, St. Paul, MN 55101
651-292-4381

www.springboardforthearts.org

Office and Resource Center Hours: M–F, 9:30–5:00

SPRINGBOARD FOR THE ARTS

135 South Mill Street, Fergus Falls, MN 56537
218-998-4037

www.facebook.com/springboardartsLakeRegion

Office and Resource Center Hours: M–F, 10:00–5:00

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: Sundays, September 7–November 9, 1:00–3:30 pm
Minneapolis Central Library, 300 Nicollet Mall, Minneapolis, MN

Saturdays, September 13–November 22, 1:00–3:30 pm
Golden Valley Library, 830 Winnetka Ave N, Golden Valley, MN

Wednesdays, December 3–February 25, 6:30–9:00 pm
Southdale Library, 7001 York Ave S, Edina, MN

Thursdays, December 11–February 26, 5:00–7:30 pm
Pierre Bottineau Library, 55 Broadway St 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. Registration opens one month prior to the date of each workshop and is on a first come, first served basis.



photo: Rachel Huss

Weathering a Storm, by Emily Jarrett Hughes, Irrigate, September 2013.

“I would encourage any artist that hasn’t taken this series of classes, to do so.”

Legal Smarts for Artists Series

These legal workshops are meant to educate artists on the basic foundations of art law.

Play “rights” for Theater Artists

Are you a theater maker? Whether you are on the creative or business side of things, this workshop is for you. Come learn about your intellectual property rights, and some additional trends in the industry.

Date: [Thursday, October 23, 7:00–9:00 pm](#)

Location: [Springboard for the Arts, 308 Prince Street, Suite 270, St Paul, MN](#)

Presenter: [Sarah Howes, Legal Programs Associate, Springboard for the Arts](#)

What’s In Your Shoebox?

Confused on what to save for tax season? Scared you won’t be prepared for your trip to the accountant? Come learn about the best practices to be ready for tax season from the folks that prepare artist taxes for a living.

Date: [Thursday, November 13, 7:00–9:00 pm](#)

Location: [Fox Tax, 503 1st Ave NE, Minneapolis, MN](#)

Presenter: [Beth Franklin, Fox Tax Accountant](#)

Protect Your Fictional Character

Character expert Jay Kogan is coming to teach you about the law surrounding your fictional character, as well as some tips for how to manage this creative asset.

Date: [Saturday, November 15, 7:00–9:00 pm](#)

Location: [Springboard for the Arts, 308 Prince Street, Suite 270, St Paul, MN](#)

Presenter: [Jay Kogan, Adjunct Professor, New York Law School](#)

Tuition: \$20 per session, or \$50 for all three

Free Flu Shot Clinic

in partnership with Minnesota Visiting Nurse Agency and Open Book

Get vaccinated against the flu at our free shot clinic exclusively for uninsured/underinsured artists, arts administrators and their families. While you're there, check out the MCBA/Jerome Foundation Book Arts Fellowships Series exhibition, or stick around for Ten Thousand Things' performance of Romeo and Juliet at 8:00 pm (tickets at www.tenthousandthings.org).

Date: Thursday, October 16, 6:00–7:30 pm

Location: Open Book, Room #203, 1011 Washington Ave S, Minneapolis, MN

Tuition and Registration: Free, but please pre-register at www.springboardforthearts.org

“Such a great presentation and so relevant! Smart, engaging instruction all the way around.”

WORK OF
ART +

Work of Art + (at the Hennepin County Libraries)

Artist Residencies

Learn about the hundreds of local and global residency opportunities available to artists of all kinds and every career stage, from a panel of artists and artist residency coordinators.

Date: Saturday, October 25, 1:30–4:00 pm

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

Panelists: John Hock (Artistic Director/CEO, Franconia Sculpture Park), Alanah Luger-Guillaume and Kathryn Sheldon (White Page Collective), Emily Stover (Artist), and Dustin Yager (Head of Education and Artist Service Programs, Northern Clay Center). Moderated by Andy Sturdevant, 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. Registration opens one month prior to the date of each workshop.



Photo: Courtesy of the artists

Artists: Paul Stucker & Kalen Rainbow Keir. **Project:** *Your Map*. Created for Irrigate, *Your Map* was an installation at Cycles For Change, facilitated by artists Paul Stucker and Kalen Rainbow Keir that asked local residents to make a map of their path through the surrounding neighborhoods.

Artists in Education

Our panel of experienced teaching artists will share insights and tips on how to bring your artistic practice into a diverse array of educational settings.

Date: Wednesday, November 19, 7:00–9:30 pm

Location: Mid-Continent Oceanographic Institute, 2388 University Ave W, St Paul, MN

Panelists: Becca Barniskis (co-author of *The Teaching Artist Handbook*), Chris Griffith (co-director, Z Puppets Rosenschnoz) and Kyle “Guante” Tran Myhre (poet), with moderator Anna Metcalfe, Springboard for the Arts

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

Legal Clinic for Creatives

Schedule a one-hour session with an arts and entertainment attorney.

Limited number of appointments available.

Date: Thursday, December 11, 6:00–9:00 pm

Location: Playwrights Center, 2301 E Franklin Ave, Minneapolis, MN

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

Tuition: \$20

CREATIVE EXCHANGE

POWERED BY

SPRINGBOARD
for the arts

Photo credits, left to right: Doug Coombe, Joann Sieburg-Baker, Matthew Odum

DETROIT



CHARLOTTE



MACON



Imagine a project that you want to do as an artist—something that inspires, that brings people together, that creates meaning for you and your community. You can make that happen—and there are artists around the country who are making change, building relationships, and making the places they want to live in.

In March, Springboard for the Arts launched Creative Exchange, a project in partnership with Issue Media Group, Urban Innovation Exchange and the John S. and James L. Knight Foundation. Creative Exchange tells those inspirational stories of artists who are making a living and a life with their creativity and changing the world around them. We are creating original content covering artists across the USA, telling stories of artistic passion, community spaces, perseverance, collaboration and artists using their creative power to make a living and a life.

Along with the storytelling, Creative Exchange serves as a resource center. We know from our experience that taking what we've learned from our programs and turning that learning into accessible, adaptable and shareable toolkits is a hugely effective way to empower people to start a new project. You'll find toolkits on Creative Exchange for healthcare resources, creative uses for vacant spaces, community planning, pop-up museums, block parties and more. These toolkits help us make tangible the vision of the world we want to live in—creative, supported, reciprocal and shared.

We are sharing these conversations online through the website, webcasts and in person. Still have questions? Us, too! We'd love it if you would let us know your questions and ideas for how to make the Creative Exchange as useful, engaging and fun as possible. Drop us a line at creativeexchange@springboardforthearts.org. We believe that the work that we do together is transformational and joyful, and we can't wait to share.

"I want to be the constant yes in the community."

– Flaco Shalom, Artist, Detroit MI

"Artists have that ability to be objective. We see the world in a slightly different way."

– Laura Alma McCarthy, Artist & Yogi, Charlotte NC

"I believe in using what you've got. The only mistake you can make in life is not doing what burns bright in your heart."

– Joey Stuckey, Musician, Macon GA



creativeexchange@springboardforthearts.org



www.springboardexchange.org



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



www.facebook.com/SpringboardCreativeExchange

Rural Program

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

Kirkbride Arts and History Weekend

September 6 & 7, 2014

The Kirkbride Building
1400 N Union Ave
Fergus Falls, MN

Cost: Free
Register at www.imaginefergusfalls.com

Saturday, September 6

10:00 am–12:00 pm: Bike Ride for Mental Health
1:00 pm, 3:00 pm and 5:00 pm: The Kirkbride Cycle
7:00 pm: Final Scene and Street Dance

Sunday, September 7

1:30–3:30 pm: Remembering with Dignity Cemetery Ceremony

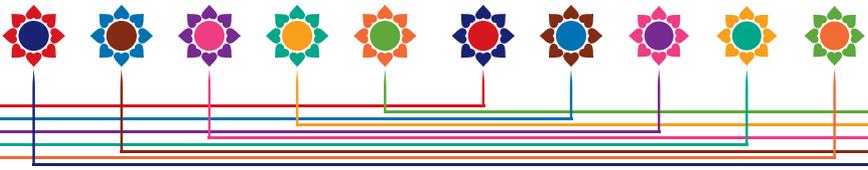
Get on your bike! On Saturday, September 6th, PlaceBase Productions in partnership with Springboard for the Arts and Imagine Fergus Falls, will present *The Kirkbride Cycle*—a new musical and bicycle-theater production with a cast of over 50 local residents on the grounds of the Fergus Falls Regional Treatment Center as the highlight of the Kirkbride Arts and History Weekend.

In addition to the over 50 local performers and musicians cast in the production, local artists will work with PlaceBase Productions and Springboard for the Arts to design installation pieces related to the themes addressed in the production that will be on display on the grounds. Other events taking place throughout the weekend include a Bike Ride for Mental Health, an Imagine Fergus Falls festival featuring interactive art projects by Fergus Falls area artists, and a Cemetery Ceremony honoring patients who were buried in unmarked graves. Local community partners for the weekend festivities include the Otter Tail County Historical Society, PartnerSHIP 4 Health, Remembering With Dignity, Friends of the Kirkbride, the Fergus Falls Space Station and A Center for the Arts. Visit www.imaginefergusfalls.com for a full schedule of events and to reserve your spot in *The Kirkbride Cycle*.



Photo: Holly Diestler

Artists and community members share stories during a Creative Placemaking Action workshop about the Fergus Falls State Hospital, February 2014.



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 or contact Nikki Hunt at 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. For more information and to apply, please visit www.springboardforthearts.org/health or contact Nikki Hunt at 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, visit www.springboardforthearts.org/health or email 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 for more information.

Work of Art: Business Skills for Artists

Elk River, MN

The Central Minnesota Arts Board is sponsoring the complete 10-part series.

Dates: **Third Thursdays, September 2014–June 2015, 4:00–6:30 pm**

Location: **Elk River Arts Alliance, 609 Main St, Elk River, MN**

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

Tuition and Registration: **Visit www.centralmnartsboard.org for details**

Moorhead, MN

The Rourke Art Museum is sponsoring the complete 10-part series. Support provided by the Lakes Region Arts Council, Springboard for the Arts and The Arts Partnership.

Dates: **Mondays, September 22–November 24, 6:00–8:30pm**

Location: **The Rourke Art Museum, 521 Main Ave, Moorhead, MN**

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

Tuition: **\$15 per workshop. Visit www.therourke.org for details and to register.**

Eagan, MN

Eagan Art House is sponsoring two workshops from the 10-part series.

Dates: **Wednesday, October 1, 6:30–9:00 pm: Promotional Toolkit & Marketing for Artists**
Wednesday, November 5, 6:30–9:00 pm: Social Media for Artists

Location: **Eagan Municipal Center, 3830 Pilot Knob Rd, Eagan, MN**

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

Tuition and Registration: **Call 651-675-5500**

Hopkins, MN

Hopkins Center for the Arts is sponsoring four workshops from the 10-part series.

Dates: **Saturday, October 4, 12:00–2:30 pm: Your Promotional Toolkit**

Saturday, October 11, 12:00–2:30 pm: Marketing for Artists

Saturday, October 18, 12:00–2:30 pm: Pricing Your Work

Saturday, October 25, 12:00–2:30 pm: Funding Your Work

Location: **Hopkins Center for the Arts, 1111 Mainstreet, Hopkins, MN**

Presenters: **Andy Sturdevant or Noah Keesecker, Springboard for the Arts**

Tuition and Registration: **www.hopkinsartscenter.com**

Note: See a complete listing of all 10 Work of Art: Business Skills for Artists workshops on p.2 of this catalog, and on our website at www.springboardforthearts.org/professional-development/workshops

Resource Centers

Resource Centers are available in both our Lowertown St. Paul and Fergus Falls locations. These offers individual artists and small organizations access to a full array of equipment, tools, and services in an informal, self-directed environment.



Anna Suthem, a 2014 Management Fellow with Nautilus Music-Theater, scanning production slides in the Lowertown Resource Center.

Lowertown (9:30 am–5:00 pm, M–F)

- Two 20" iMacs and a Dell Inspiron
- Two Epson scanners (large-format scanner and slide scanner)
- Adobe Creative Suite 6 Design Standard and CS3
- Subscription to Lynda.com, a library of 2,844 step-by-step video training courses in hundreds of software programs.
- Lending library

All Lowertown workstations are available on a first come, first serve basis, or can be reserved for up to two hours on our website. Email: resources@springboardforthearts.org.

Fergus Falls (10:00 am–5:00 pm, M–F)

- One 20" iMac
- Adobe Creative Suite 5 Design Standard
- Free wi-fi
- Meeting space
- Reference library

Email dan@springboardforthearts.org for more information about the Fergus Falls Resource Center.

** Both Resource Centers have a copier, fax and printer.*



GIANT STEPS

Giant Steps is an interactive conference and gathering of inspiring folks forging their own paths and designing their vision of work and life. For more information and registration, visit www.giantstepsMN.com.

Date: Friday, October 10, 9:00 am–7:30 pm

Location: Minneapolis Convention Center, 1301 2nd Ave S, Minneapolis, MN

Tuition: \$105 (before September 15), \$125 after

Registration: www.giantstepsMN.com

irrigate irrigate irrigate

In September 2011, faced with the challenge of surviving the construction of the Green Line in Saint Paul and Minneapolis, Springboard for the Arts, Twin Cities Local Initiatives Support Corporation and the City of Saint Paul launched Irrigate. Three years later, we are pleased to report Irrigate is a nationally recognized artist-led creative placemaking initiative that supports and emphasizes the role that local artists have in addressing community challenges and opportunities, and creating thriving, authentic and joyful places.

During the three years, Irrigate trained 600 local artists and supported over 180 collaborative placemaking projects between artists and neighborhood organizations and businesses. Plays in parking lots, concerts in restaurants, wayfinding bikes, giant puppets, letter writing projects, Zumba dance about Rondo, and projections on vacant buildings have all helped to make well over 30 million positive impressions of the area through media alone. To say nothing of people's lived experiences seeing something new, making a friend, checking out a local business, or finding more to love about the place we call home.

As Irrigate wraps up in 2014, here are some continuing projects that have sprouted through our work:

An Irrigate replication toolkit for towns and cities to create their own program. The U.S. Department of Housing and Urban Development (HUD) will be using this as part of their Resilient Cities initiative with communities recovering from natural disaster. Find the free toolkit on our Creative Exchange: www.springboardexchange.org

Artist Organizers – artists rooted in community organizations who address the host organization mission through engaging their own creativity and that of other artists.

We're piloting Ready Go, a system to connect non-profits, businesses and neighborhoods to artist-created, mobile tools that are designed to pique curiosity and prompt interaction. Keep watching us for more news on this.

Read more about our Community Development Program here:
www.springboardforthearts.org/community-development

7 Key Principles That Drive Our Work:

1 We view artists as vital contributors to their communities

We believe deeply that economically and creatively productive artists are community assets who build social and economic capital. We also believe that artists make art to communicate, to move, to change, to build.

2 Our programs are delivered by artists to artists

The simple act of naming people as artists, and giving them responsibility for programs, is an important means of empowerment and building artists' agency.

3 Our capacity to build relationships is the basis of our effectiveness

With all our local partners and artists, we seek mutual respect, trust, commitment, and reciprocity; our programs are customized, not one-way transactions.

4 We emphasize building systems of investment and support

We believe that interdependent networks foster new levels of community impact by artists, in ways that single interventions cannot. We want to change the way our culture values art and creativity.

5 We develop cross-sector collaborations

To integrate art with the whole of people's lives, we break down traditional boundaries between disciplines and professions. We help artists leverage existing resources and systems, because we believe there is great efficiency in using resources that already exist.

6 We operate with a sense of transformational possibility

All our work is characterized by optimism about the potential contribution of artists to communities, and vice versa. Artists are not victims in need of service, they are a powerful, creative force to be mobilized.

7 We are non-judgmental about artists' work

We engage with the full spectrum of creative individuals who make art, and don't exclude any for artistic reasons.

Board of Directors FY2015

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SPRINGBOARD for the arts

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135 South Mill Street
Fergus Falls, MN 56537

info@springboardforthearts.org

Springboard for the Arts is committed to providing access to programs and resources for all artists. We are committed to unbiased treatment of all individuals without regard to race, color, gender, age, national origin, religion, creed, sexual orientation, gender identity, marital status, citizenship, disability, veteran status or any other basis. Please contact Springboard for the Arts for specific information about our programs or services.



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