

SPRINGBOARD *for the arts*

WINTER & SPRING 2015



What feeds you?

What do you need to make your work? When faced with this question, we often answer “time and money.” Nearly all of us believe that if we just had a little more time or a little more money we could be more productive and more successful. The truth is, I think, that none of us is ever going to have all the time and money we need. So what else do we need to make the work? And how can we get it? Two things I need are space and people.

For me, space means mental space, not necessarily more time in the day, but the mental space to think about things, to try to connect ideas, to let new projects roll around and become more tangible. So, practically, how to build space into your work?

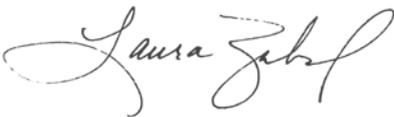
A residency is a great way to open up mental space, sometimes just the act of changing your scenery, moving yourself to another context and giving yourself permission to spend time in contemplation gives you the space you need to turn that spark in the back of your imagination into a fire.

Check out the new Hinge Arts residency program if you need space to try something new. Or just make a commitment to yourself to turn off the radio when you are driving to work and use that time to let your mind wander and ruminate and plan.

For me, people are another essential resource. I need energetic, nutritious people to push me, ask hard questions, and add their expertise and ideas to mine. Whenever I feel stuck or uninspired, I know I need to seek out people who are passionate about their work and learn from them. How do we build in opportunities to see and engage with people who feed us?

Conferences and convenings can be great opportunities to build a network of people. I know for a fact that the Rural Arts and Culture Summit will be filled with nutritious people. People who are driven to make change in their communities and who have ideas, questions and resources to share. Even if you don't think your work is specifically “rural,” this will be a great event for planting new seeds and seeing new horizons. Or if you can't make it to the Summit, try setting a monthly phone date with a friend or colleague to find out what they are working on, what's lighting them up or what they're reading right now.

Wishing you a 2015 filled with new ideas, new projects and the space and people to make them happen!



Laura Zabel,
Executive Director

**ON THE
COVER**

Members of Voice of Culture Dance & Drum perform in Emily Jarrett Hughes' *Weathering a Storm* project at St. Paul Open Streets Festival, 2013. Photo: Jon Reynolds Photography (www.jtreynolds.com).



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 Minnesota Lawyers for the Arts (MnLA) program, and 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

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Rural Program Director

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Managing Director

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Artist Development Coordinator,
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SPRINGBOARD FOR THE ARTS

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Office Hours: M-F, 10:00 am-5:00 pm

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 series 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, 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

Saturdays, March 7–May 9, 10:00 am–12:30 pm
Walker Library, 2880 Hennepin Ave, Minneapolis, MN

Tuesdays, March 17–May 19, 6:30–9:00 pm
Brookdale Library, 6125 Shingle Creek Parkway, Brooklyn Center, 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.



Flourish! Resource Fair

Presented by Springboard for the Arts and the James J. Hill Center

In our inaugural Flourish! Resource Fair, we're bringing some of the Twin Cities' most vital resources for artists and creative entrepreneurs together for an afternoon of knowledge sharing and connections.

Attendees can:

- Talk one-on-one with more than thirty resources for funding, legal, healthcare, living and working spaces, insurance and opportunities.
- Attend free panel presentations on crowdfunding, co-working spaces, publishing, and health insurance (presentation schedule will be published just prior to the event).
- Get free preventative health screenings and assistance signing up for discounted health insurance.

So, take a little time to help your creative business flourish in the coming year! We'll see you there.

Date: Friday, January 23; feel free to attend anytime between 11:00 am and 4:30 pm

Location: James J. Hill Center, 80 W 4th St, Saint Paul, MN

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



Health care that starts with you.®

Springboard's Artists' Access to Healthcare (AAH) program is made possible through the generous support of UCare.

Work of Art+ (at the Hennepin County Libraries)

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.

Funding Panel

Learn about navigating the artist-funder relationship. We're inviting members of the arts community, experienced both in granting organizations and as independent artists, for a panel discussion and Q & A.

Date: Tuesday, January 13, 5:30–8:00 pm

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

Presenters: Moderated by Noah Keesecker, Springboard for the Arts, with a panel of experts

Artists Collaborating with Community

Use your creative skills to address community interests! Learn strategies to approach community organizations and local businesses, and techniques to ensure successful outcomes for you and your collaborators.

Date: Saturday, January 24, 1:30–4:00 pm

Location: Walker Library, 2880 Hennepin Ave S, Minneapolis, MN

Presenter: Jun-Li Wang, Springboard for the Arts

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: Monday, February 9, 5:30–8:00 pm

Location: Ridgedale Library, 12601 Ridgedale Drive, Minnetonka, MN

Presenters: Moderated by Carl Atiya Swanson, Springboard for the Arts, with a panel of experts

Social Media Plus

A picture is worth a thousand words. This workshop focuses on generating original content around your artwork and curating the content you interact with to build your online network. Looking at the benefits and trends in Etsy, Pinterest, and Instagram, this workshop aims to sharpen artists understanding of online brand building through creative marketing strategies and web analytics.

Date: Saturday, March 21, 1:00–3:30 pm

Location: East Lake Library, 2727 E Lake St, Minneapolis, MN

Presenter: Noah Keesecker, Springboard for the Arts

continued on next page...

Work of Art+ (at the Hennepin County Libraries) continued

Curator & Gallery Owner Panel

Hear from curators from both large institutions and community-based galleries and shops about how they choose work to exhibit.

Date: Tuesday, April 21, 6:00–8:30 pm

Location: Plymouth Library, 15700 36th Ave N, Plymouth, MN

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

Funding Outside the Box

Through examples, exercises and lively discussion, you will learn creative and effective tools to think about, talk about, and attract money to your artistic practice.

Date: Saturday, May 9, 1:00–3:30 pm

Location: Northeast Library, 2200 Central Ave NE, Minneapolis, 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. Registration opens one month prior to the date of each workshop.



Springboard for the Arts' Board Member Susan Schuster at the CSA 2014 Pick Up event.

***“[Springboard is] an innovative
center of thought and action about the
relationships between artists and
the communities in which they live.”***

—*The Line*

Legal Smarts for Artists Series

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

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: **Monday, February 2, 7:00–9:00 pm**

Location: **Begley Law Office, 5200 Willson Rd, Suite 380, Edina, MN**

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

Tuition: **\$20**

Copyright Essentials

Learn about copyright law from MnLA volunteer attorneys. Includes information on the basics of copyright and industry-specific information for musicians and craft artists. Come learn about music royalty systems, public performance rights, permissions, DMCA takedown notices and fair use.

Date: **Monday, March 16, 6:00–9:00 pm**

Location: **Springboard for the Arts, 308 Prince Street, Suite 270, St Paul, MN**

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

Tuition: **\$20**

Legal Clinic for Creatives

Schedule a one-hour session with an arts and entertainment attorney. A limited number of appointments are available.

Date: **Thursday, April 2, 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**

SAVE THE DATE

2015

RURAL ARTS AND CULTURE

SUMMIT



From the Ground Up: Cultivating Creative People and Places

June 2–4, 2015

University of Minnesota, Morris

From remote studios in the woods to bustling downtown theaters, how do arts and cultural experiences contribute to the identity of a rural community or region? What resources, skills or support do rural artists and arts organizations need in order to thrive in these places? How can community and economic development leaders tap into their regions' cultural assets as they plan for their future?

The 2015 Rural Arts and Culture Summit will gather artists, arts organizations and community and economic development leaders to learn about creative people and places that have built their stories "from the ground up," and to celebrate the artistic process as a powerful symbol and tool for strong, vibrant communities.

A partnership between



With generous support from

THE MCKNIGHT FOUNDATION



Hinge Arts

A new artist residency program at the Kirkbride Building grounds in Fergus Falls

Springboard is launching Hinge Arts, a new artist residency program that will activate cultural programming at the historic Fergus Falls State Hospital (or the “Kirkbride Building”) during the next two years as the city undergoes a major transition of this 124-year-old historic former mental institution.

Hinge Arts is intended to create opportunities where artists and community members gather to explore themes of transition, connection, and innovation. The name “Hinge Arts” is inspired by our belief that artists play a key role in connecting our past with our future.

Artists of all career levels, disciplines and locations are invited to apply for the residency program. The next deadline for consideration is April 15, 2015.

Please visit www.imaginefergusfalls.com for more details and to view an online gallery of artist-led projects create since 2013.

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



Above, left to right:

1. Artist Leanne Larson, photo: Sam Busko
2. Performer Anita Bethel in “The Kirkbride Cycle,” photo: Tim Litt
3. Artist Laura Youngbird, “Kirkbride” 2013
4. Artist Eric Santwire, “Garden View” 2013
5. Artist Wally Gereszek, “Untitled” 1995, photo: Holly Diestler

Main image: Artists Actual Size Artworks and Chris Walla, “Thoughtful” 2014, photo: Naomi Schliesman

Health Insurance Enrollment Help



February 15, 2015, is the deadline to sign up for, or change your, private health insurance plan for 2015. You may sign up for public health insurance (Medical Assistance or MinnesotaCare) year round!

Springboard for the Arts is certified to provide help artists, arts administrators and their families sign-up for health insurance via MNsure.org. 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 of Minnesota. 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

You can connect artists in your community to healthcare and health insurance resources! Our free, 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. For more information or to request a toolkit, please visit www.springboardexchange.org/toolkits or email nikki@springboardforthearts.org.



photo: Kathryn Murray

Artists and healthcare resources connect at Springboard's Artists' Health Fair at Open Book, Minneapolis in October 2013.



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.

Elk River, MN

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

Date: 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

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

Chattanooga, TN

Springboard will present an all-day workshop on topics from the Work of Art series.

Date: Tuesday, January 20, 9:00 am–4:00 pm

Location: Chattanooga Workspace, 302 West 6th St, Chattanooga, TN

Presenter: Andy Sturdevant, Springboard for the Arts

Registration and Tuition: Visit chattanooga.events for details.

Bemidji, MN

Region 2 Arts Council presents Recordkeeping and Financial Management for Artists.

Date: Tuesday, March 10, 6:00–8:30 pm

Presenter: Naomi Schliesman, Springboard for the Arts

Location, Registration and Tuition: Visit <http://r2arts.org> for details.

Park Rapids, MN

Region 2 Arts Council presents Legal Consideration for Artists.

Date: Wednesday, March 11, 6:00–8:30 pm

Presenter: Naomi Schliesman, Springboard for the Arts

Location, Registration and Tuition: Visit <http://r2arts.org> for details.

Note: See a complete listing of all 10 Work of Art series workshops on page 2 of this catalog.

***“I had such a great time
imagining possibilities
during this session.
Thank you.”***

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.



Center photo: Tio Aiken, Lowertown Logistics Coordinator with Bedlam Theatre, working 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.*



Community Development

Our Community Development Program supports, organizes and empowers artists to build reciprocal relationships with their communities, resulting in vibrant, creative, and equitable places. We believe artists are agents of change and assets to their communities. We provide catalytic workshops, trainings and project management in partnership with city governments, neighborhood organizations, private institutions and other groups that wish to engage artists in community building, economic development, creative placemaking and innovative problem-solving. By addressing opportunities and challenges associated with change locally, in Minnesota, we are able to create customizable models for communities nationally.

Two current projects we are working on:

Irrigate, our nationally recognized artist-led creative placemaking initiative, now has a replication toolkit for towns and cities to create their own program to mobilize local artists and solve challenges. 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. Access the free toolkit via our Creative Exchange: www.springboardexchange.org.

Ready Go, a system to connect non-profits, businesses and neighborhoods to artist-created, mobile tools that are purpose built to pique curiosity and prompt interaction, is in its pilot phase. Currently there are ten projects in the Twin Cities available for hire, ranging from a bike-towed Really Big Table to a Streetcorner Letterpress. They have been out and about this fall working with neighborhood organizations in Minneapolis and St. Paul and are available to create conversations at your event!



Clockwise: Free Speech Machine, Mobile Sign Shop, Poetry Mobile, sPARKit Pop Up Park, Streetcorner Letterpress, Really Big Table

To sign up for email updates, see pictures/descriptions of current projects, and hire Ready Go artists' projects, visit www.ReadyGoArt.com.

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

ARTISTS SERVED: 14,724

SUPPORTING A NATIONAL MOVEMENT

STATES REQUESTING TOOLKITS



...and Canada,
Australia and Italy

LAUNCHED!

CREATIVE EXCHANGE
springboardexchange.org

98 toolkits distributed
43 artist profiles
published



ORGANIZATIONS REQUESTING TOOLKITS BY TYPE

SERVING ARTISTS & COMMUNITIES IN MN



incubator program
*We managed over \$1.2
million in funds to ignite
235 artist-led projects*

110 hours of
one-on-one
consulting

907 artists and community members
in Fergus Falls reached through
presentations and outreach activities

ARTISTS

3,000+ artist
healthcare
referrals &
education

906 uses of our
resource centers
in Fergus Falls
and St. Paul

148 workshops on
business skills for
artists

COMMUNITIES

537 people
experienced Library
Acts of Culture

140 artists trained
in placemaking

213 artist
commissions through
cross-sector
partnerships

5th anniversary of
Community
Supported Art!

9 MN artists
50 shareholders

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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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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