

# SPRINGBOARD *for the arts*

WINTER & SPRING 2016



## Work of Art: A sharing economy that actually shares

Have you attended a Work of Art: Business Skills for Artists workshop? It's one of our core offerings at Springboard for the Arts, helping artists through Career Planning, Time Management, Marketing, Pricing and more topics about business success for years now. If you want to attend a workshop, we have plenty of opportunities in 2016, through our partners at the Hennepin County Libraries, the Saint Paul Public Library, and even in our own Lowertown office.

Oh, and we're giving it away for free.

Not only are most of the workshops free, but the toolkit itself—the bedrock lessons, workplans and resources—is now available for free. We wrote it all down, and we're giving it away.

After long conversations about scale, competitive advantage, franchising, and growth, we decided that we didn't want to create an empire, but that we wanted to create change. We want to have a bigger impact, and that means more artists with the resources to make a living and a life. To have that bigger impact, we are embracing abundance and rejecting the prevailing scarcity culture of the nonprofit sector. By sharing proven tools and mechanisms for addressing community challenges, nonprofits can work with the communities they serve to build new systems of investment and support and new economies based on local knowledge and exchange. *A sharing economy that actually shares.*

This isn't the first program we've given away in this way. We've written toolkits for our Community Supported Art program, for Irrigate's artist-led creative placemaking work and for our Artists' Access to Healthcare health fair and voucher programs. Last year we launched Creative Exchange ([www.springboardexchange.org](http://www.springboardexchange.org)) as a platform to share our toolkits, and toolkits from other like-minded, artist-driven organizations. These programs are stronger because they are led and run by the people in and of the community they are trying to impact. This sharing model creates ongoing infrastructure and locally-based learning that we would never be able to provide by parachuting into a community. We make sure that the core values and principles are included in the toolkits, so it's not just the what, but also the why and the how.

We'll still be teaching the Work of Art here in Minnesota, of course. We're just excited to have a new way for artists to access this information across the country, to continue to share with you, and to be leading a sharing economy that actually shares.



Laura Zabel, Executive Director



### ON THE COVER

A performance by community members about healing and wellness, directed by Hinge resident artist, Haley Honeman takes place in an empty storefront in downtown Fergus Falls, September 2015.

photo: Rick Abbott



## Programs

### PROFESSIONAL DEVELOPMENT

One-on-one career coaching and workshops for artists including 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 200 artist-led projects with financial and donor management, fundraising assistance and legal help.



### COMMUNITY DEVELOPMENT

Workshops, training and consulting with cities, community and economic development organizations and other groups to engage local artists to address community issues and implement creative placemaking.



### 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, attorney referrals through our Minnesota Lawyers for the Arts (MnLA) program, and resource centers in Saint Paul and Fergus Falls.



### HEALTH

Connecting artists to healthcare and insurance through one-on-one assistance, a clinic voucher program and online resources. The Emergency Relief Fund provides monetary aid for career-threatening emergencies.



### NATIONAL

Through our Creative Exchange platform, we build the movement of local arts and culture by sharing inspirational stories and practical toolkits to spark change.

## Staff

**Laura Zabel**  
Executive Director

**Michele Anderson**  
Rural Program Director

**John Bell**  
Operations Manager

**Molly Chase**  
Managing Director

**Nikki Hunt**  
Program Director - Health

**Noah Keesecker**  
Program Director - Artist Development

**Anna Metcalfe**  
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**Zaraawar Mistry**  
Artist Resources Coordinator

**Kathryn Murray**  
Program Assistant

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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 St, Suite 270, Saint Paul, MN 55101  
651-292-4381  
[www.springboardforthearts.org](http://www.springboardforthearts.org)  
Office Hours: M-F, 9:30 am-5:00 pm

## SPRINGBOARD FOR THE ARTS

135 South Mill St, Fergus Falls, MN 56537  
218-998-4037  
[www.facebook.com/springboardartsLakeRegion](http://www.facebook.com/springboardartsLakeRegion)  
Office Hours: M-F, 10:00 am-5:00 pm



Flourish! Resource Fair 2015 at the J.J. Hill Library, Saint Paul. Photo: Sean Smuda

# FLOURISH! RESOURCE FAIR

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

- Talk one-on-one with more than twenty resources for funding, legal, healthcare, living and working spaces, insurance and opportunities.
- Attend free panel presentations on crowdfunding, artists in education and health insurance (presentation schedule will be published just prior to the event).
- Get free preventive health screenings, clinic vouchers and assistance signing up for health insurance with certified MNsure Navigators.

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

Date: Saturday, January 23; feel free to attend anytime between 11:00 am and 3:00 pm  
Location: Grain Belt Bottling House, 79 13th Ave NE, Minneapolis MN  
Tuition and Registration: Free, but please pre-register at [www.springboardforthearts.org](http://www.springboardforthearts.org)



*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)

These workshops 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.

### Ready? Go! Make Your Art Mobile

Learn about practical and conceptual strategies to translate your art into a mobile tool that can be used to engage community and prompt interaction. Visit [ReadyGoArt.com](http://ReadyGoArt.com) for inspiration.

Date: [Saturday, January 30, 12:00–2:30 pm](#)

Location: [Northeast Library, 2200 Central Ave NE, Minneapolis, MN](#)

Presenter: [Springboard for the Arts staff](#)

### Promotions

Identify communication tools to fit your needs, craft engaging messaging, and build a basic promotions strategy with actionable steps to get the word out.

Date: [Saturday, February 6, 10:00 am–12:30 pm](#)

Location: [Southdale Library, 7001 York Ave S, Edina, MN](#)

Presenter: [Springboard for the Arts staff](#)

### Social Media Advanced

Sharpen your understanding of online brand building through creative marketing strategies and basic web analytics via Etsy, Pinterest and Instagram.

Date: [Tuesday, February 23, 5:30–8:00 pm](#)

Location: [Hopkins Library, 22 11th Ave N, Hopkins, MN](#)

Presenter: [Springboard for the Arts staff](#)

### Copyright Essentials

This workshop will cover copyright law from three different perspectives: music, publishing and literary, and visual art law.

Date: [Sunday, April 10, 1:00–3:00 pm](#)

Location: [Eden Prairie Library, 565 Prairie Center Dr, Eden Prairie, MN](#)

Presenter: [Joel Leviton, Attorney, Stinson Leonard Street](#)

### 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, April 23, 2:00–4:00 pm](#)

Location: [Walker Library, 2880 Hennepin Ave, Minneapolis, MN](#)

Presenters: [Springboard for the Arts staff, with a panel of experts](#)

## 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: [Wednesday, February 3, 7:30–9:30 pm](#)

Location: [Textile Center, 3000 University Ave SE, Minneapolis, MN](#)

Presenter: [Brad Begley, JD, CPA, Begley Law Office](#)

Tuition: [\\$20 \(\\$10 for Textile Center Members\)](#)

***“I keep coming back because I learn many new things with each class.”***

## Legal Smarts for Artists

This three session legal workshop, with volunteer attorneys from Minnesota Lawyers for the Arts (MnLA), is meant to educate artists on the basic foundations of art law. Attend just one session or all three for the same tuition!

### Copyright Essentials

Can I use this? Learn about copyright protection, ownership, fair use, permission, and infringement from an MnLA volunteer attorney who specializes in the arts.

Time: [6:00–7:00 pm](#)

Presenter: [Tiana Towns, Attorney, Dorsey & Whitney](#)

### Creating a Business

You have the creativity, talent, and ability. But do you have what you need to create a sustainable business? An MnLA volunteer attorney will teach you the basics of how to legally create a business, protect your assets, and keep your business in business.

Time: [7:00–8:00 pm](#)

Presenter: [Patty Zurlo, Attorney, Zurlo Law Office](#)

### Contracts

Learn to wade through the murky waters of legal jargon commonly found in contracts. An MnLA volunteer attorney will assist you in determining what is or is not a contract, how enforceable that contract is, and much, much more.

Time: [8:00–9:00 pm](#)

Presenter: [Attorney, MnLA](#)

Date: [Thursday, April 28, 6:00–9:00 pm](#)

Location: [Nautilus Music Theater, 308 E Prince St, #190, Saint Paul, MN](#)

Tuition: [\\$20 \(attend one, two or all three sessions\)](#)



## Creative Placemaking 101 Workshops in Region 5

(Cass, Crow Wing, Morrison, Todd and Wadena Counties)

Artists and community leaders of all types are invited to learn the basic principles of creative placemaking and develop a vision for arts-based community development programs in their community. Activities and discussion will help participants discover how creative placemaking can enhance their own communities, and steps on how to mobilize artists as leaders in community and economic development.

### Morrison County

Date: [Tuesday, February 9, 9:00–11:30 am](#)

Location: [Great River Arts, 122 SE 1st St, Little Falls, MN](#)

### Crow Wing County

Date: [Wednesday, February 10, 9:00–11:30 am](#)

Location: [Northland Arboretum, 14250 Conservation Dr, Brainerd, MN](#)

### Wadena County

Date: [Thursday, February 11, 9:00–11:30 am](#)

Location: [Maslowski Wellness Center, 17 5th St SW, Wadena, MN](#)

### Todd County

Date: [Thursday, February 25, 11:00 am–1:30 pm](#)

Location: [406 6th St SE, Long Prairie, MN](#)

### Cass County

Date: [Wednesday, March 2, 9:00–11:30 am](#)

Location: [100 Highland Ave NW, Walker, MN](#)

Presenter: [Springboard for the Arts staff](#)

Tuition: [Free](#). Sponsored by Five Wings Arts Council. Visit [www.fwac.org](http://www.fwac.org) for details.

## Marketing and Social Media for Artists

This crash course in social media will equip you with a better understanding of the what, how and why of online tools for marketing your work, staying abreast of your field and connecting to your clients and colleagues. Learn a variety of social media tools so you can make informed decisions about what works best for you and your artistic practice.

Date: [Saturday, April 16, 10:00 am–12:30 pm](#)

Location: [Lake Region Arts Council, 133 S Mill St, Fergus Falls, MN](#)

Presenter: [Springboard for the Arts staff](#)

Tuition: [Free](#). Sponsored by Lake Region Arts Council. Register at [www.lrac.org](http://www.lrac.org).

## Work of Art: Business Skills for Artists

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.

### The workshops in the series are:

Career Planning	Social Media Advanced
Time Management	Pricing
Portfolio Kit	Recordkeeping
Artist Statements	Legal Considerations
Marketing	Funding
Promotions	Grantwriting
Social Media Basics	Business Plan Essentials



## Work of Art: Business Skills for Artists (at Hennepin County Libraries)

Selected workshops from the series will be presented at various Hennepin County Libraries and attendance is free of charge. These workshops 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 and is on a first come, first served basis.

Dates: **Tuesdays, December 1–February 23, 6:00–8:30 pm**

Location: **Ridgedale Library, 12601 Ridgedale Dr, Minnetonka, MN**

Dates: **Saturdays, December 5–February 27, 9:30 am–12:00 pm**

Location: **Nokomis Library, 5100 S 34th Ave, Minneapolis, MN**

Dates: **Thursdays, March 3–May 12, 6:30–9:00 pm**

Location: **Southdale Library, 7001 York Ave S, Edina, MN**

Dates: **Saturdays, March 5–May 7, 9:30 am–12:00 pm**

Location: **Hosmer Library, 347 E 36th St, Minneapolis, MN**

## Work of Art: Business Skills for Artists (in Saint Paul)

Selected workshops from the series will be presented in Saint Paul and attendance is free of charge. These workshops are funded by grants to Springboard for the Arts from the Lowertown Future Fund and the Saint Paul Cultural STAR Program. Register at [www.springboardforthearts.org](http://www.springboardforthearts.org).

Dates: **Wednesdays, January 6–March 9, 6:30 pm–9:00 pm**

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

Dates: **Saturdays, February 6–April 9, 1:00–3:30 pm (ASL Interpreted)**

Location: **George Latimer Central Library, 90 W 4th St, Saint Paul, MN**



Dates: **Wednesdays, March 16–May 18, 6:30 pm–9:00 pm**

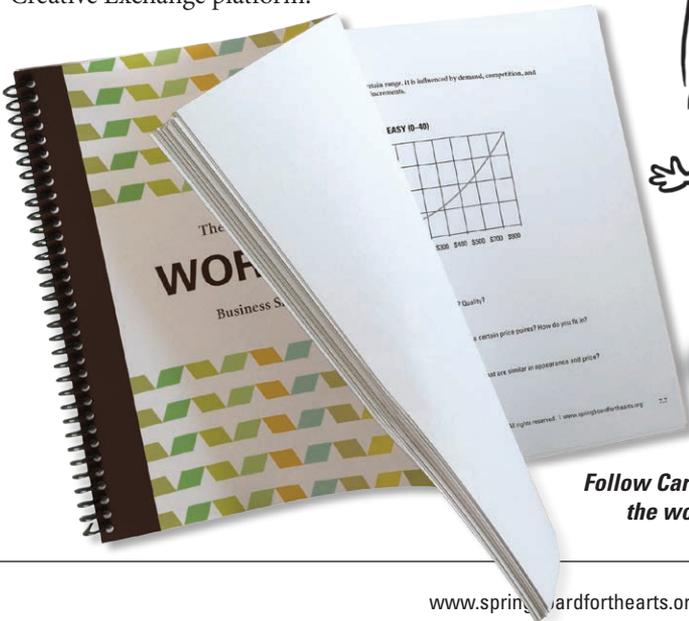
Location: **Springboard for the Arts, 308 Prince St, Suite 270, Saint Paul, MN**

Dates: **Saturdays, April 16–June 25, 1:00–3:30 pm**

Location: **George Latimer Central Library, 90 W 4th St, Saint Paul, MN**

## Work of Art Toolkit

The Work of Art toolkit is based on our series of professional development and entrepreneurship workshops that have been taught at arts organizations, colleges, and libraries in over 80 communities in Minnesota, South Dakota, North Dakota, Wisconsin, and Iowa. The toolkit is a 14-part workbook and video series that guides artists through every facet of building a successful and sustainable career—from career planning, time management, marketing, and social media to pricing, recordkeeping, funding, and developing a business plan. The Work of Art toolkit can be used as a whole learning plan or as needed for specific topics, and is designed for individual artists, schools and organizations to use as a resource. It is available via the Creative Exchange platform.



**Follow Carla as she takes all the workshops in the series!**



## **Health Insurance Enrollment Help**

January 31, 2016, is the deadline to sign up for, or change, your private health insurance plan for 2016. 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](http://MNsure.org). 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**

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](http://www.springboardexchange.org/toolkits) or email [creativeexchange@springboardforthearts.org](mailto:creativeexchange@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.

### **Chattanooga, TN**

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

Date: [Thursday, January 21, 9:00 am–4:00 pm](#)

Location: [Chattanooga Workspace, 302 W 6th St, Chattanooga, TN](#)

Presenter: [Springboard for the Arts staff](#)

Tuition and Registration: [Visit \[www.chattanooga.events\]\(http://www.chattanooga.events\) for details](#)

### **Des Moines, IA**

Iowa Arts Council is sponsoring the Recordkeeping workshop from the Work of Art series.

Date: [Saturday, February 13, 10:00 am–12:30 pm](#)

Location: [State Historical Museum of Iowa, 600 E Locust St, Des Moines, IA](#)

Presenter: [Springboard for the Arts staff](#)

Tuition and Registration: [Visit \[www.iowaartscouncil.org\]\(http://www.iowaartscouncil.org\) for details](#)

### **Grand Marais, MN**

Grand Marais Art Colony is sponsoring four workshops from the Work of Art series.

Dates: [Saturday–Sunday, March 5–6](#)

Location: [Grand Marais Art Colony, 120 3rd Ave W, Grand Marais, MN](#)

Presenter: [Springboard for the Arts staff](#)

Tuition and Registration: [Visit \[www.grandmaraisartcolony.org\]\(http://www.grandmaraisartcolony.org\) for details](#)

### **Duluth, MN**

Arrowhead Regional Arts Council and the Duluth Art Institute are sponsoring four workshops from the Work of Art series.

Dates: [Friday–Saturday, April 8–9](#)

Location: [Duluth Art Institute, 506 W Michigan St, #2, Duluth, MN](#)

Presenter: [Springboard for the Arts staff](#)

Tuition and Registration: [Visit \[www.duluthartinstitute.org\]\(http://www.duluthartinstitute.org\) for details](#)

**Note:** See a complete listing of all ten Work of Art: Business Skills for Artists workshops on page 6 of this catalog.

## Resource Centers

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

### 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](mailto:resources@springboardforthearts.org) for more information.

### 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](mailto:dan@springboardforthearts.org) for more information about the Fergus Falls Resource Center.

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



## CSA

Springboard for the Arts and [martists.org](http://martists.org) created the Community Supported Art (CSA) program as a way to support local art, artists and collectors. Artists are selected to make original pieces of work for a stipend, and then the resulting pieces

are boxed in shares for sale to the public. In the past five years, the program has spread to over 50 cities, from Massachusetts to California. Would you be interested in bringing CSA to your community? We have a 24-page replication kit available as a PDF document that walks interested organizations through the process of putting a similar program together. Better yet, it's now available free of charge. The kit is also available in Spanish. Email Carl Atiya Swanson at [creativeexchange@springboardforthearts.org](mailto:creativeexchange@springboardforthearts.org) today to request a replication kit!



## Community Development

Our Community Development Program supports artists to build reciprocal relationships with their communities, resulting in vibrant, creative, and equitable places. 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.

Based on the success of Irrigate, our nationally recognized artist-led creative placemaking initiative, we're launching:

### Roots of Rondo: Black Artists Rising

Roots of Rondo will engage Black artists in and from the Rondo community to create collaborative artistic projects that highlight the present, past and future of Rondo over the summer of 2016.

Rondo is both a physical geography and a living legacy. Rondo is generally seen as the area between University and Summit Avenues, from Lexington Avenue down to Marion Street, that has historically served as the center of Black culture, commerce and community in Saint Paul.

In partnership with African American cultural and economic development institutions in Rondo, Saint Paul, we will be offering free creative placemaking workshops to Black artists connected to Rondo, after which artists will be eligible to apply for collaborative project support.

To register for workshops and find out about upcoming artist projects visit: [www.RootsOfRondo.org](http://www.RootsOfRondo.org).



### Ready Go

Ready Go is a resource that connects neighborhoods, businesses and non-profits to artist-created, mobile tools that are purpose built to pique curiosity and prompt interaction. These artist-made tools range from a bike-towed Really Big Table to a Streetcorner Letterpress. In addition to bringing folks together in new ways, Ready Go tools include customizable options to host a conversation or collect feedback.

To receive updates, see Ready Go tools and hire artists, visit: [www.ReadyGoArt.com](http://www.ReadyGoArt.com).

# SPRINGBOARD FOR THE ARTS TRANSIT MAP

308 Prince Street, Suite 270, Saint Paul, MN 55101



The Springboard for the Arts office in Lowertown Saint Paul is easy to get to by car, bus, rail or bike from anywhere in the Twin Cities metro area. The Green Line's Union Depot station is two blocks from our door, and we're served by numerous Metro Transit bus lines. We're also located near downtown exits from I-94 or I-35E, and there's on-street parking as well as a number of inexpensive nearby surface lots. We also have a nine-bicycle rack on the second floor—wheel your bike in, bring it up on the elevator, and there's plenty of secure, indoor bike parking right outside our offices.

## 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 St  
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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