

## Hamilton County Artist Development Resource Program

### Summary:

Our big idea for 2020 is to launch a professional development program for artists. Hamilton County has a multitude of professional resources for artists, but, at the moment, they are not stitched together. Many groups in and around the county have been working on resources to support creative entrepreneurs, but right now, there is virtually no way for artists to learn about all these resources, let alone to access them in a meaningful and organized way. We envision an annual training series organized into 4 types of professional development opportunities that will weave together expertise from among many regional partners. This series could become a world-class training academy that brings artists to Hamilton County from the world over and makes artists who grow up here the envy of the country.

### 4 Categories of Professional Development Opportunities:

- 1). **Basic small business skill-building:** Classes focused on basic information about how to start a small business, tips for taxes, basic social media, etc. Our local Chambers of Commerce and other area business leaders would lead these classes and mentorship experiences.
- 2). **Professional skill-building:** This category would include more in-depth opportunities that help artists make the transition from hobbyist to true professional or that can help already-successful artists continue to grow, such as Conner Prairie's Portal to the Public and the DaVinci Pursuit's Design Innovation workshops.
- 3). **Artist skill-building:** These are classes for artists who want to learn or improve the skills that are specific to their profession, such as framing, succeeding at online sales, etc. Fishers Arts council has some resources for this, and Nickel Plate Arts can pull from our vast network of artists to find leaders with the skill sets to run classes like these.
- 4). **Other resources:** These include other professional development opportunities that we can connect people to, such as IAC programs and grants. Most of these resources will be things that we just note and send out as links in artist newsletters. However, I would like to make sure that we develop at least on 'Artist Swap' with another cultural district in the state this year – we send an artist to teach a class or workshop somewhere else and host an artist from somewhere else to do the same thing.

### Descriptions of key training assets:

Da Vinci Pursuit Design Innovation Workshops:

- Multi-day workshop or meet-ups
- Include topics such as:
  - Sharpening your design-thinking skills
  - Improving your ability to develop a project or product
  - Team-building and the importance of teamwork & collaboration
- Some sessions will focus on artists who have an idea that they want to develop to bring to the market, others will focus on community leaders who want to collaboratively solve problems or develop projects in their community

Conner Prairie's Portal to the Public:

- 3-day workshop + an opportunity for an on-site program to test what you learn
- Includes topics such as:
  - Interpreting your own work
  - Engaging the public in your work
  - Developing hands-on engagement strategies
  - Testing & practicing your skills
- Provided by Conner Prairie
- Includes at least one day where participating artists will coordinate an activity at Conner Prairie with observation & feedback from trained staff