

**Proposal Summary**  
**Meeting Date: 6/9/2015**

**Chicago Artists' Coalition**  
**Request # 114876**

<b>Project Title:</b>	The Entrepreneurship Education Initiatives: FIELD/WORK & Survival Guide on the CAR Website
<b>Duration:</b>	12 months
<b>Request Date:</b>	5/7/2015
<b>Request Amount:</b>	\$50,000.00
<b>Recommended Amount:</b>	\$50,000.00
<b>Program Area:</b>	Education\Continuing Education\Adult\Entrepreneurship Education\Collegiate\Entrepreneurship
<b>Population Served:</b>	General
<b>Type of Support:</b>	Program Support
<b>Grantee Location:</b>	Chicago, IL
<b>Primary Contact:</b>	Ms. Stephanie Lentz

**Project Abstract**

Arts entrepreneurship is a unique and swiftly-growing facet of entrepreneurial education that recognizes the inherent ways artists live, work and contribute to our society. Investments in entrepreneurial training for artists can lead them to better support their professional endeavors and to make meaningful contributions to our creative economies. The objective of this project is to advance CAC's entrepreneurial training for artists by activating partnerships with other organizations, businesses and academic programs; and by creating offerings that serve more artists.

**Organizational Background**

**Annual Revenue Sources**

Grants	58%	Government	3%	Earned Income	4%
Fees	12%	Private Support	10%	Other	13%

**Finances**

	<b>Budget</b>	<b>Actual</b>	<b>Actual</b>
	<b>(2015)</b>	<b>(2014)</b>	<b>(2013)</b>
<b>Revenues</b>	\$568,000	\$592,027	\$620,859
<b>Expenses</b>	674,212	696,362	590,120
<b>Surplus (Deficit)</b>	(106,212)	(104,335)	30,738
<b>Net Assets</b>		\$458,803	\$570,316

The Chicago Artists Coalition (CAC) is an artist service organization dedicated to building a sustainable marketplace for entrepreneurial artists. It was founded in 1974 by a group of artists who sought to create a better environment and future for the artistic community living and working in the Chicago area by working directly with and on behalf of practicing artists to provide professional development training, exhibition opportunities, and advocacy.

CAC has significantly grown its programs and operations. In 2011, CAC relocated to the West Loop, home to many of the city's leading contemporary art galleries and exhibition spaces. The 8,000 square foot facility houses an excellent gallery and programming space, administrative offices, and nine workspace studios for artists in residence. In 2012, CAC acquired the Chicago Artists Resource website (known as CAR) from the Chicago Department of Cultural Affairs & Special Events. The addition of CAR to CAC's initiatives fulfills important strategic goals for the organization, including serving artists in multiple disciplines, advancing opportunities and training for creative entrepreneurship, and positioning CAC for national growth.

6 full-time and 1 part-time staff include an Executive Director, Director of Development, Director of Exhibitions & Residencies, Digital Director, Education Manager, and part-time Operations Manager. A rotating group of 6-8 unpaid interns support staff in areas of programming, membership, marketing/communications, and graphic design. A diverse 13 member Board of Directors contribute expertise and affiliations in finance, business/organizational development, art/design, marketing, and academic partnerships.

CAC has been continually building partnerships with numerous schools and other entities to strengthen its entrepreneurial training programs. Local partners include: Chicago State University, Columbia College, Harold Washington College, Northern Illinois University, Northwestern University, School of the Art Institute of Chicago, University of Chicago, and University of Illinois at Chicago. They are also building partnerships with local arts focused businesses and organizations through board and staff affiliations, and community connections.

CAC has been an annual partner at the SEA conference for several years, and in 2015-2016 will expand that role even further through a live co-sponsored event at CAC in the fall, presented by CAC and incorporating SEA speakers and resources. CAR will continue to be a distribution outlet for cross-promotion and resource-sharing before and after the SEA conference.

### **Program Description**

CAC's core programs provide educational training, exhibition/residency initiatives and marketplace building for artists and diverse arts public. The two areas we are focusing on are: the Survival Guide on the Chicago Artists Resource (CAR) website which is a comprehensive online platform that connects, educates and empowers artists and the arts community and FIELD/WORK (formerly A.B.C-Art.Business.Create), which is a professional development program that equips artists with the tools to build and sustain successful careers in the arts. These two programs are complimentary and collaborative.

CAR is designed as a unique hybrid of community-contributed and staff-curated content intended to connect, educate and empower practicing artists and the wider arts community. On average, more than 30,000 unique visitors use the site each month, especially for its Jobs and Calls for Work sections, as well as its growing output of artist interviews, articles, educational resources, and more. During the year, particularly in follow up to advanced trainings, the staff intends to introduce more touch points with artists to help measure and incentivize entrepreneurial growth as well as intentionality. This will include: targeted outreach to

participants; developing checklists and reflection prompts to follow video segments on CAR; adding links to additional resources and to registration for upcoming in-person Survival Guide workshops or events; and creative “action step campaigns” that encourage artists to monitor and evaluate their own progress in reaching or surpassing certain thresholds to success. CAC plans to develop and hone this platform for self-reporting by program participants, and to utilize that ongoing documentation of progress as a connecting tool with other artists and potential participants. Last year we supported the development Survival Guide videos. This a series of professional development primer videos produced for the Chicago Artists Resource (CAR) website that provide foundational education that is organized along 4 tracks (Business, Finance, Legal and Social Media Marketing). This was to be the first E-ship/business content on the CAR site. Since its release in February 2015, Survival Guide has had over 2,000 visitors and nearly 7,000 page views.

FIELD/WORK provides interrelated professional development, community building and educational topics to explore emergent careers and business practices. CAC’s goal is to expand their programming to include artists from throughout Chicago, who are working in a wider variety of disciplines, are at various stages in their careers, and have a range of career objectives. They intend to build relationships with partner organizations around the city. The new season will consist of a blended learning curriculum that gives artists professional development tools and knowledge based on the foundational curriculum of the Survival Guide. FIELD/WORK will organize once or twice monthly professional development workshops that align with the four Survival Guide tracks, or will be a Special Topics track. Material in each track will delve deeper into specific, more complex topics. Workshops will include a presentation and group discussion around a topic. CAC will also introduce a new bimonthly “Office Hours” program, where art professionals will offer one-on-one sessions on previous professional development workshops.

You’ll remember that we began supporting CAC to develop a collaborative program partnership for SEA in metro Chicago. A goal last year was to add E/business content to the CAR website. This element not as strong as it could/should have been. Staff turnover and lack of E knowledge led to weak E content. We do see the CAR website as a potentially strong artist resource for E content as it has attracted other interest and funding. CAC has been talking with Gary Vaughan about developing supplemental Financial Literacy content to be added to both the online and live programming that is based on a popular financial course he teaches for non-business majors. A goal is to also to engage local academic E programs to support this and other general business and E-ship content.

The Survival Guide online curriculum will be augmented over the next year by the introduction of three new elements. The first is an online Resource Library, which will be made available as links embedded on the video pages on CAR. It will act as a course pack of sorts and will include links to helpful texts, videos, and other arts entrepreneurship tutorials and media.

CAC will continue to advance the partnership with SEA by hosting a “Mini-Launch” event in September 2015 at the CAC space in Chicago. Co-sponsored by Self Employment in the Arts, this day-long intensive workshop will introduce and reinforce many of the entrepreneurial skills and strategies students can utilize to develop their own careers.

### **Expected Outcome**

*In addition to the successful conduct of the above activities, CAC plans both quantitative and qualitative evaluation through a mix of surveys and feedback from participants. Individual pre and post program surveys will be distributed in person or via email to participants of every FIELD/WORK workshop or webinar. Workshop surveys will be redesigned specifically to gather more valuable data that informs the content and structure of the events in advance, and to more precisely gauge the impact of participants’ engagement in*

reaching specific educational goals. A more comprehensive survey will be distributed periodically during the year to a broader pool of recent and past FIELD/WORK participants in an effort for staff to gauge skills-growth over time and to learn about direct application of teachings that may have or will result in artists reaching certain goals or career thresholds. During the year, particularly in follow up to advanced trainings, the staff intends to introduce more touch points with artists to help measure and incentivize entrepreneurial growth as well as intentionality. This will include: targeted outreach to participants; developing checklists and reflection prompts to follow video segments on CAR; adding links to additional resources and to registration for upcoming in-person Survival Guide workshops or events; and creative “action step campaigns” that encourage artists to monitor and evaluate their own progress in reaching or surpassing certain thresholds to success. Developing deep and dynamic partnerships with academic institutions and area organizations will be a major focus for the progress of Survival Guide and FIELD/WORK programming.

Staff will create and monitor benchmarks, such as:

- Attendance: number of participants, including the number of applications for other CAC cohort programming; repeat attendees; growing and diversifying CAC’s artist base.
- Engagement: number of page views and downloads of Survival Guide and other new FIELD/WORK content on CAR; number of registered, active viewers; positive feedback and testimonials from participants and speakers; partnership development with both organizations and schools; numbers of nominees submitted for the LAUNCH residency.
- Survey Response: 30% return in surveys; increase in the percentage of artists who indicate new knowledge-gained; demand for more in-depth content as a sign of efficacy; new or increased output of artists reporting significant steps forward in their career, action-steps or milestones.

### Program Budget

While the CAC project budget contained line item allocations, the majority of the costs (~57% ) are directly related to the conduct of the FIELD/WORK and improvement of Survival Guide. While not wanting to call this GOS, I would recommend that we concentrate on program and partnership development and allow them some flexibility to use funds.

### Prior Grants

<b>Last Grant Date:</b>	12/31/2013
<b>Last Grant Amount:</b>	\$40,000.00
<b>Number of Prior Grants:</b>	3
<b>Total Amount Granted:</b>	\$105,000

### Recommendation

The staff turnover during the prior program year significantly impeded the outcomes of the prior grant. They are demonstrating progress in overcoming those challenges. This project aligns with our stated goal to fund collaborative efforts between academic and community-based programs. Funding at the requested level is recommended.

<b>Program Budget</b>			
<b>Chicago Artists Coalition</b>			
<b>Arts Entrepreneurship Education Initiatives - FIELD/WORK, Survival Guide &amp; LAUNCH</b>			
<b>7-May-15</b>			
<b>Total Project Budget: \$123,000</b>			
<b>Revenue</b>	<b>Funds Needed</b>	<b>Funds Requested</b>	<b>Funds Committed</b>
<i>List all sources of revenue to meet program or project budget</i>	<i>Total needed from each source</i>	<i>Funds pending from any source not yet committed</i>	<i>Funds raised or committed from any source</i>
Coleman Foundation	\$50,000	\$50,000	
Emily Hall Tremaine Foundation	25,000		\$25,000
MacArthur Foundation	25,000		25,000
Private donations/grants	10,000	8,000	2,000
Organizational contribution	5,000		5,000
Program Revenue	8,000	6,500	1,500
<b>Revenue Total</b>	<b>\$123,000</b>	<b>\$64,500</b>	<b>\$58,500</b>
<b>Expense</b>	<b>Project Budget</b>	<b>Coleman Funds</b>	<b>Other Sources</b>
<i>Itemize all expenses for program or project budget</i>		<i>How funds from Coleman grant will be allocated</i>	<i>How funds from sources (other than Coleman) will be allocated</i>
<i>Personnel</i>			
Penny Duff, Education Manager	\$38,000	\$14,000	\$24,000
Nuria Sheehan, Digital Director	16,000	4,500	11,500
Stephanie Lentz, Director of Development	4,000		
<i>Overhead</i>			
Facility and Utility Costs	20,000	5,000	15,000
<i>Direct Program Costs</i>			
Promotional/Marketing	6,500	4,500	2,000
Supplies	1,500	750	750
Production and Editing (SG augmentation)	5,000	5,000	0
Web Development and Maintenance	8,000	2,000	6,000
Food Costs	3,000	1,000	2,000
Speakers Honoraria	16,000	10,000	6,000
Program Scholarships (Launch)	1,500	1,500	0
Travel	500	250	250
Contingency	1,000	500	500
Evaluation	2,000	1,000	1,000
<b>Total</b>	<b>\$123,000</b>	<b>\$50,000</b>	<b>\$73,000</b>