

**Proposal Summary**  
**Meeting Date: 8/23/2017**

**North Central College**  
**Request # 115462**

<b>Project Title:</b>	Self-Employment in the Arts 2017 - 2018
<b>Duration:</b>	12 months
<b>Request Date:</b>	7/12/2017
<b>Request Amount:</b>	\$305,000 (over three years)
<b>Recommended Amount:</b>	\$90,000 (one-year w/option for second year)
<b>Program Area:</b>	Education\College/University\Entrepreneurship
<b>Population Served:</b>	Collegiate Students, Arts Faculty, Artists
<b>Type of Support:</b>	Program Support
<b>Grantee Location:</b>	Naperville, IL
<b>Primary Contact:</b>	Brian Hanlon, SEA Executive Director

**Project Abstract**

This proposal is for continued support of the SEA Program, which includes the annual conference, off-cycle programming, partnering with ConVerge Center for Innovation and Entrepreneurship, other colleges and universities, and organizations e.g. Chicago Artists Coalition, CEO, and Future Founders.

**Organizational Background**

North Central College (NCC) is a comprehensive liberal arts college of 3,000 students. The College has an arts program, including art, music, and theatre. NCC offers a Small Business & Entrepreneurship Major, and has recently launched ConVerge, the Center for Innovation and Entrepreneurship. ConVerge is a business accelerator which aims to provide students of all majors and the business community with the skills necessary to be successful entrepreneurs through education and experiential learning.

NCC provides back office support and some development office effort. SEA partners with schools including: College of DuPage, Millikin University, Beloit College, University of St. Francis, Illinois State University, and Webster University. Each school has a faculty representative on the advisory board, who bring students to the conference, provide small financial contributions, and participate in conference planning.

**Annual Revenue Sources**

Grants	56%	Government	%	Earned Income	%
Fees	19%	Private Support	25%	Other	%

**Finances**

	<b>Budget</b>	<b>Actual</b>	<b>Actual</b>
	2017	06/30/2016	06/30/2015
<b>Revenues</b>	71,219,758	70,229,823	70,662,464
<b>Expenses</b>	71,198,023	69,472,717	70,648,959
<b>Surplus (Deficit)</b>	21,745	756,566	13,505
<b>Net Assets</b>	230,105,000 (est)	219,220,250	238,340,485

**Program Description**

The annual conference is the core of SEA’s programs, and provides a platform for successful self-employed artists to share career experiences and lessons with students. Most attendees are undergraduate college students from the Midwest; other attendees include participating artists, and serious high school art students. Over 40 arts related sessions are offered in addition to roundtable discussions and one-on-one mentoring. Conference activities include a business plan pitch competition, keynote presentations, a juried college art competition with gallery reception, performances, and late-night activity rooms.

Over the last several years, the student registration amount remained at a constant. In 2017, the student rate was \$119, although actual cost per attendee was closer to \$225 (excluding staff salaries and benefits). SEA has been evaluating the cost of the conference and revenue generation. SEA has decided that in 2018, the registration fee will be adjusted to \$225 for three reasons. First, it is closer to the cost and value of the event. Secondly, it encourages early registration. Third, it will help SEA’s effort to pursue scholarship support from civic organizations.

The other elements of the SEA program include:

- Various workshops and panel sessions held at area colleges or community art programs, such as the Naperville Art League and Arts DuPage.
- SEA Mastermind Group – Mastermind Mentor Days where SEA volunteers are available for a day to answer questions within their area of expertise. This is an online group that includes components of social media.
- NCC on-campus engagement and collaboration with the Art and Theater Department, admissions, and developing a series of workshops for students.
- Partnerships with schools for conference programming: Millikin University (Juried Art Show Sponsor), Beloit College (Sponsor/Late Night Entertainment), College of DuPage (Boot Camp Course), and Illinois State University (Sponsor).
- Collaborative programming with Future Founders (Pitch Competition, on-site help, Colab Webinar Series), CEO (SEA Track at National Conference, Colab Webinar series), Chicago Artist Coalition (Portfolio reviews at SEA conference).
- Coleman Faculty Fellows - link to website and session to be held at the conference.
- SEA Board Matching Challenge - In July 2017, SEA board was challenged to pledge \$5,000 to match donations received.
- Eyes On Your Mission (EOYM) - This project was introduced at the conference last year. The organization enrolled students in an apprenticeship program. Students gained knowledge about video production and produced videos about SEA by end of the apprenticeship.

## Expected Outcome

Main conference outcome:

- Attendees will have a better understanding of the importance of business knowledge and skills as they relate to being a self-employed artist.
- Attendees will begin to understand how to gather business information and utilize community resources to turn their art into an arts business.

Main outcomes for off-cycle programming:

- Participants will stay connected with SEA throughout the year
- Participants will create business connections and/or mentoring relationships
- Participants will be introduced to new resources to assist in their career pursuits

Main outcomes for SEA/ConVerge collaboration:

- Enhance fundraising capacity for collaborative projects where SEA and ConVerge align
- Increase visibility of SEA within the Naperville community, such as Arts DuPage and Naperville Chamber to develop additional arts entrepreneurship programming.
- Connect with area high school entrepreneurship programs, i.e. INCubatoredu.

## Program Budget

The total SEA budget of \$235,000 is based on 400 attendees, which includes: scholarships for students and faculty, hospitality fees (meals, facility usage, and lodging), speaker honorariums, off-cycle programming and general operating. The conference/programming expenses are 60% of budget. The Executive Director, Director, and intern's salary and benefit expenses are 40% of budget. The request for Coleman dollars is \$38,050 (26% of the overall programming expenses) and \$71,950 (47% of salaries).

SEA maintains a retained earnings account, with a current balance of approximately \$15,000.

## Prior Grants

Prior grants made to fund the SEA Program from 2000 through 2016 is nearly \$1.6 million. The grant approved for the 2016-2017 program was \$90,000 (\$65,000 direct support, \$25,000 match). Of the \$25,000 match, \$14,000 is still available to be matched by Aug. 31<sup>st</sup> and paid.

**Last Grant Date:** 2/2/2017  
**Number of Prior Grants:** 35

**Last Grant Amount:** \$20,000 (Fellows Program)  
**Total Amount Granted:** \$2,863,806

## Recommendation

As you know, sustainability of the SEA program has been a dilemma. CFI has a strong interest in the program continuation and our investment over the last seventeen years. We are fully aware that CFI has been the main supporter and driver of the program, and believe the program continues to offer value for students, faculty, aspiring artists, and practicing artists. Arts entrepreneurship faculty find value in the conference and encourage students to attend. SEA links to the Coleman Fellows Program, and will offer a Fellows session at the upcoming conference.

Due to CFI's strong interest, we recommend support for the overall program with certain caveats. We have wrestled with the pros and cons of a three-year funding commitment (the request by SEA). We have concluded that our recommendation is to support at the same level as last year i.e. \$90,000 level with \$60,000 for direct support and \$30,000 to be matched 1:1 by other donors. Funding would support general operating allowing them to allocate across conference expenses and/or salaries as they wish. We will recommend adding dollars in the budget for program evaluation to help measure program impact, perhaps modeled on the evaluation being done by Future Founders.

We would also like to gain board approval to commit to an optional second year of funding based on specific conditions, which would be outlined in the grant agreement. Those conditions would include greater commitments from NCC, partner schools, development, and fundraising targets.

<b>Self-Employment in the Arts</b>					
<b>Submission Date: 7/7/17</b>		<b>Total Project Budget: \$235,000</b>			
	<b>REVENUE</b>	<b>Proposed Budget</b>	<b>Funds Requested</b>	<b>Funds Committed</b>	<b>Funds Recommended</b>
	Coleman Foundation	\$ 75,000	\$ 75,000		\$ 90,000
	Coleman Foundation Matching	\$ 35,000	\$ 35,000		
	Program Revenue	\$ 46,000			
	Retained Earnings	\$ 1,000			
	Other Contributions				
	Private donations / Additional Grants				
	Donated Speaker Stipends (in-kind)	\$ 4,000			
	Donated food (in-kind)	\$ 4,000			
	Donated - other	\$ 2,000			
	NCC Donated space / admin (in-kind)	\$ 16,500			
	Cash grants	\$ 15,000			
	Cash sponsorships, donations, and Fundraise	\$ 22,000			
	SEA Board Matching Challenge Contribution	\$ 5,000			
	ConVerge / NCC Support <sup>2</sup>	\$ 8,000			
	Room Credit (Hilton)	\$ 1,500			
	<b>Revenue Total</b>	<b>\$ 235,000</b>	<b>\$ 110,000</b>		<b>\$ 90,000</b>
	<b>EXPENSE</b>	<b>Project Budget</b>	<b>Coleman Funds</b>	<b>Other Sources</b>	<b>Coleman Funds</b>
<b>CONFERENCE EXPENSES</b>					
<b>Food</b>					
	Friday Afternoon Snack	\$ 3,200		\$ 3,200	
	Friday Dinner	\$ 15,200	\$ 5,000	\$ 10,200	
	Friday Evening Snack (break plus reception)	\$ 4,500		\$ 4,500	
	Saturday Cont'l breakfast	\$ 8,900	\$ 4,000	\$ 4,900	
	Saturday Lunch	\$ 10,500	\$ 4,000	\$ 6,500	
	Saturday PM Snack	\$ 2,550		\$ 2,550	
<b>Speakers</b>					
	Session Speakers (Presenters & Panelists)	\$ 8,000	\$ 3,000	\$ 5,000	
	Keynote Speakers	\$ 4,000	\$ 500	\$ 3,500	
	Travel	\$ 2,000	\$ 400	\$ 1,600	
	Handouts	\$ 700		\$ 700	
<b>Lodging</b>					
	Hotel rooms (speakers & staff only)	\$ 4,000	\$ 2,000	\$ 2,000	
<b>Registration Packets</b>					
	program, badges, bags, resource guide	\$ 3,500		\$ 3,500	
<b>Marketing</b>					
	Marketing Mailer / Sale sheet	\$ 1,500	\$ 500	\$ 1,000	
	Postage (marketing materials)	\$ 500		\$ 500	
<b>Miscellaneous Conference</b>					
	Audio Visual	\$ 4,000	\$ 1,750	\$ 2,250	
	Misc. <sup>5</sup>	\$ 2,000		\$ 2,000	
<b>Scholarships</b>					
	Scholarships - Faculty, Students, Artists	\$ 20,000	\$ 6,000	\$ 14,000	
<b>Competitions</b>					
	Art Gallery (Juror & Awards)	\$ 2,000		\$ 2,000	
	Pitch Competition for Creatives	\$ 5,000		\$ 5,000	
<b>OTHER PROGRAMMING</b>					
	Virtual Programming / Website Resources	\$ 2,500		\$ 2,500	
	Off-Cycle Programming	\$ 6,000		\$ 6,000	
	SEA/Converge Initiatives (Arts Track Portion)	\$ 18,000	\$ 10,000	\$ 8,000	
<b>GENERAL OPERATING</b>					
	General Marketing / Advertising	\$ 1,500		\$ 1,500	
	Marketing Visits / Events (conferences, etc.)	\$ 5,000	\$ 500	\$ 4,500	
	Website / Media Communications	\$ 2,000	\$ 400	\$ 1,600	
	Postage	\$ 100		\$ 100	
	Utilities	\$ 1,200		\$ 1,200	
	Board Meeting Expenses	\$ 1,000		\$ 1,000	
	Fundraising	\$ 1,200		\$ 1,200	
	Misc.	\$ 1,500		\$ 1,500	
<b>Subtotal</b>		<b>\$ 142,050</b>	<b>\$ 38,050</b>	<b>\$ 104,000</b>	
<b>Staff</b>					
	Amy Rogers (12 months salary)	\$ 47,750	\$ 47,750	\$ -	
	Amy Rogers 12 months benefits)	\$ 9,200	\$ 9,200	\$ -	
	Paid Workers / Intern	\$ 3,500		\$ 3,500	
	Executive Director Stipend	\$ 15,000	\$ 15,000	\$ -	
	Fundraiser Percentage	\$ 1,000		\$ 1,000	
Admin	NCC admin services (in-kind)	\$ 16,500		\$ 16,500	
<b>Total</b>		<b>\$ 235,000</b>	<b>\$ 110,000</b>	<b>\$ 125,000</b>	<b>\$ 90,000</b>