



The City of West Hollywood has partnered with the Center for Cultural Innovation (CCI) to present Artist Bootcamp 2022.

If you are an artist, you have an arts business. Get the entrepreneurial tools and resources you need to sustain and thrive as an artist.

Learn key concepts and strategies for marketing and self-promotion, money management, planning and project financing. Get clear on your core values and who values your work. Assess your strengths and available opportunities. Create structures to meet your goals. Meet local peers from across the creative disciplines; share knowledge and build relationships to support you as you grow.

From March 17 to May 26, 2022, two dozen artists from a variety of disciplines will meet weekly for in-person and online presentations by arts and business leaders who will share innovative ideas and inspiration for sustaining or pivoting your art business to meet challenging times. CCI's publication *The Business of Art: An Artist's Guide to Profitable Self-Employment (3rd Edition)* and an online Artist Bootcamp Toolkit will supplement the webinars with essays, worksheets, and resources to support you in your career.

CCI's mission is to promote knowledge sharing, networking and financial independence for individual artists and creative entrepreneurs by providing business training, grants, and incubating innovative projects that create new program knowledge, tools and practices for artists in the field. CCI's signature program, the Business of Art, is designed to enhance the business skills of artists and creative entrepreneurs. Participants gain knowledge and resources to help advance their art careers, develop ideas, and increase financial independence. (Learn more at cciarts.org.)

In weekly seminars you will hear from experts in the field (many of whom are also practicing artists), exchange ideas and resources with your peers, and apply what you learn to growing your own arts business.

The ten-part Bootcamp will take place primarily on Zoom, with one in-person meeting (TBD).

Meets on the following dates (all times Pacific Time):

- Thursday, March 17, 10am-1pm
- Thursday, March 24, 10am-1pm
- *Wednesday, March 30, 10am-1pm*
- Thursday, April 7, 10am-1pm
(No meeting April 14)
- *Thursday, April 21, 10am-2pm*
- Thursday, April 28, 10am-1pm
- Thursday, May 5, 10am-1pm
- Thursday, May 12, 10am-1pm
- Thursday, May 19, 10am-1pm
- *Thursday, May 26, 11am-1pm (Note: this session may take in-person, at an outdoor venue)*