



The City of West Hollywood has partnered with the Center for Cultural Innovation (CCI) to present the 2023 Artist Bootcamp.

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 February 16 to April 27, 2023, 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 readings, 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 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. In the final session, each artist will present their art business model and celebrate their accomplishment as a cohort.

The ten-part Bootcamp will take place primarily on Zoom, with three in-person meetings.

Meets on Thursdays from 10:00 a.m. to 1:00 p.m. Pacific Time, on the following dates:

- **February 16: Presenting Yourself as an Artist in-person @ West Hollywood Library**
- February 23: Articulating Your Core Values and Setting Goals
- March 2: Designing Your Business Model
- **March 9: Promoting Yourself as an Artist in-person @ West Hollywood Library**
- March 16: Legal Issues for Artists
- March 23: Money Management
- March 30: Funding Strategies
(April 6 - Break)
- April 13: Moving Forward with Strategic Planning
- April 20: Cluster Counseling
- **April 27: Final Presentations & Graduation Celebration in-person @ West Hollywood Library**

FAQ:

Q: What if I know I have to miss one or more classes? Can I still apply?

A: Priority will be given to folks who can commit to attending every session, live. The relationships that develop from artist to artist are an important benefit of this workshop. That said, sometimes life happens and you may have to miss a class.

Six virtual sessions (February 23, March 2, 16, 23, 30, and April 13) will be recorded and viewable for at least 90 days. The three in-person sessions and Cluster Counseling (April 20) will not be recorded. Finally, a lot of peer learning takes place in breakout rooms on Zoom, which cannot be recorded.

If you know in advance that you will have to miss a particular session, please indicate which date(s) in your application.

Q: I am not a visual artist. Will this Artist Bootcamp be relevant to me and my work?

A: Yes! CCI's Business of Art curriculum is designed to be relevant to artists and creatives working in any discipline or medium. We select a diverse cohort representing visual, performing, media, literature, social practice, and multidisciplinary arts practices, and a variety of career stages.