Conference targets artists’ success

Tools and information artists need to succeed financially as well as creatively will be the topic of Artrepreneurship, a daylong conference set for April 20.

“This conference is an opportunity for local artists to improve their marketing and business skills,” said Tommi Drake, director of Rogue Community College’s galleries. “Participants will hear other artists’ success stories of creating their livelihood, and will learn some tips and tools that might help them.”

The event is sponsored by Artworks, a partnership between RCC and regional businesses, industry, government, and nonprofit groups. The coalition is working to create new economic and employment opportunities for artists and the community.

The event will be at The Lodge at Riverside Event Center, 955 S.E. Seventh St., Grants Pass. Cost is $50 before April 10, $60 after, and will include workshops, lunch, and refreshments. Call 956-7489 for information, or visit Artworks’ Web site at www.artworks_gp.com.

Workshops will feature artists who have succeeded at making art their livelihood, gallery owners, and an attorney specializing in intellectual property and copyrights. Also scheduled are presentations on Internet opportunities to show and market work and an Oregon Arts Commission representative.

“We want to create new opportunities for our changing regional economy. Art-based economies are helping drive a number of small towns,” Drake said. “We’re aiding and abetting a thriving economy.”

Artworks emerged about two years ago from a renewed emphasis on arts and culture at the RCC Redwood Campus. An Oregon Arts Commission grant funded a strategic plan and survey.

“That survey directed us to present this conference,” Drake explained. “We hope Artrepreneurship turns into an annual event, providing workshops and resources artists need.”

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This summer Artworks will conduct an economic prosperity survey at arts events, asking individuals to list activities they are doing before and after the event, such as dining out. Local businesses and agencies are co-funding the study, which documents the financial impact the arts have on a community.

Artworks has identified five key future goals:
1. To provide more arts education opportunities;
2. To create an environment that supports arts and tourism related businesses, increasing jobs and revenue;
3. To support arts-related community activities;
4. To support youth education;
5. To create outstanding arts facilities.

For more information contact Tommi Drake, RCC galleries director, 956-7240.

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