



Dear Artists & Arts Organizations,

November is a time for gratitude and thanksgiving. So today's message is one of thanks.

I am grateful for each of you and your support of keeping this arts community vibrant no matter the challenges that we each face in doing so.

I am thankful that we live in Stuart, Florida (or nearby) and can enjoy the natural beauty our environment offers to us.

I appreciate the amazing creativity you bring to our cultural sector either through your own artistic spirit or as a representative of one of our many cultural organizations curate experiences for our community.

And thank you for supporting our team and the work we do at the Arts Council to inspire participation and passion for the arts.

In short, thank you for all you do. Stay safe and stay well,

Nancy K. Turrell, Executive Director
The Arts Council of Martin County

TOOLS & RESOURCES FOR ARTS ORGANIZATIONS

- [Performing Arts Readiness | Protecting Your Assets: Managing Legacy Materials for Performing Arts Organizations \(11/17\)](#)
 - Is your organization's history in a basement, under water pipes, or next to the furnace and unorganized? Performing Arts Organizations often keep a variety of legacy materials, including business records, programs from performances, posters, props, and other artifacts. Using a series of case studies, this class will examine how to collect and organize both physical and digital arts-related materials so you can access these materials for future use. The class will give practical guidance that can be applied in any setting.
- [Florida Association of Museums Foundation | Internal Advocacy \(11/18\)](#)
 - Advocacy is not only external – it is crucial for staff at institutions to be able to advocate internally as well, to board and administration, in order to assure that resources are best allocated. This webinar will explore routes for internal advocacy with a focus on collections care, securing time and funding for preservation initiatives and conservation treatment, and will discuss opportunities for incorporating information about preservation into all institutional advocacy efforts. The speaker will include practical tips and examples of initiatives that have successfully incorporated both collections care and advocacy efforts at museums, libraries, and archives.
- [I Need a Grant Now! Implementing a Grant Readiness Approach \(11/18\)](#)
 - Many nonprofit leaders seek out grant funds primarily as a way to dig themselves out of a financial hole rather than to utilize them as a regular funding source. In this webinar, you will learn how to properly implement grants into your funding strategy and the steps necessary to take to position your nonprofit as 'grant ready'.
- [Why America Gives: How 2020 Events Will Impact Donor Plans This Giving Season \(11/18\)](#)
 - As we inch closer to year-end giving, there's the question we've all been asking ourselves: how will current events, like the COVID-19 pandemic, racial injustice, and the election affect philanthropy this giving season?
- [Performing Arts Readiness | Customizing the New Pocket Response Resource \(11/19\)](#)
 - The free ArtsReady 2.0/dPlan PRR puts critical emergency information in the pocket (or device) of staff, crew and volunteers, ensuring they have immediate access to information they'll need in the first minutes and hours of any type of emergency. Learn how to make the most of your customized PRR, including creating your Response Team, and tailoring it for your particular programs and structure.
- [Florida Association of Museums Foundation | Emergency Planning & Response Part 1: Threat Identification & Risk Assessment \(11/20\)](#)

- In this webinar, you will learn the process of forecasting and evaluating risks and how to identify procedures that help avoid or minimize their impact. This program includes interactive group breakout sessions and a healthy Q&A.
- [Florida Cultural Alliance November Statewide Advocacy Zoom Call \(11/23\)](#)
 - Lay of the Legislative Land, post election insights with guest: Ron LaFace, Owner/Partner Capital City Consulting lobbying firm.
- [Americans for the Arts | Post-Election Impact on the Arts \(11/23\)](#)
 - Join the Americans for the Arts and Arts Action Fund government and political affairs team for an in-depth analysis of the 2020 election impact on the arts at the federal, state, and local level. Find out what this means for the arts during the Congressional Lame Duck session and moving forward into the next Congress in January 2021.
- [How to Better Engage Millennials & Gen Z in Your Fundraising Plan \(11/24\)](#)
 - Philanthropy has been focused on the traditional older, white, and wealthy donor base, this thinking has nonprofits focused on Boomers and Gen Xers as donors and leaves other generations on the giving sidelines. With Millennials and Gen Z dominating a third of the workforce now is the time to focus on changing your organizations fundraising plan.

TOOLS & RESOURCES FOR FOR ARTISTS

- [Springboard for the Arts | Work of Art Webinar Series](#)
 - [Portfolio Kit \(11/18\)](#)
 - Your portfolio is the core of your promotional material. Focus on the essential elements: sharpening your artist statement, tailoring your artistic resumés, and selecting and formatting your work samples.
 - [e-Commerce Basics \(11/19\)](#)
 - Learn how to maximize your online sales with Big Cartel, Etsy, Shopify, SquareSpace and other platforms. We will discuss how to accept payments, and package and ship your work.
 - [Legal Considerations \(11/21\)](#)
 - Obtain general information about your intellectual property, contract basics and structuring your artistic business.
- [Craft Your Commerce - Leveraging Instagram to Drive Sales \(11/18\)](#)
 - Liz Kantner, owner of STAY GOLD will provide an overview of Instagram and how to create consistent content on Instagram that will lead to sales. Attracting customers today via Instagram is key to building a strong online presence. Learn how to develop strong messaging, strategically use the tools Instagram provides, key metrics to consider, write impactful calls to action and convert your leads to sales.
- [Digitizing Your Business \(11/20\)](#)
 - Do you have a website, but are not sure what to do next? You're not alone. There's a lot that goes into building your virtual visibility, from establishing your business goals, developing a variety of accounts on social media, getting listed on Google, growing email lists and creating a plan of the best ways to engage and interact across these different mediums. To help with the overwhelm, this workshop will break down 5 pillar ways that you can start building your online presence to support your e-commerce site right now.
- [Applications for the 2021 Southern Prize and State Fellowships at South Arts are now open!](#)
 - Open to visual artists in South Arts' nine-state region, nine artists will receive a total of \$80,000 in awards and be displayed in a touring exhibition.

- [Virtual Critique One-sheet](#) - Want feedback on your work but COVID got you stuck in quarantine? Check out our guide on how to create a virtual critique from the comfort of your home. This guide will give you steps to ensure that artists can give and receive feedback on their work even when they can't be in the same room.
- [Pop-up tool kit](#) - For artists, creative businesses and arts groups, Pop-Ups offer a powerful way to get their work out to the public, especially new audiences, to test new business concepts, and to create "buzz" in the process. Pop-ups are also a dynamic way to create new interest in vacant properties or struggling neighborhoods, and even active businesses, by drawing in new visitors and bringing vibrancy and color.
- [Legal Issues in Photography One-Sheet](#)
- [Licensing One-sheet](#) - Licensing is when an artist gives another person or company permission to use that artist's work. When an artist licenses their art, the artist is also known as the licensor. The person or company that wants to use the artist's work is also known as the licensee.

CALLS FOR ART

- [21st Annual Florida Outdoor Sculpture Competition](#)
- [Rosemary Beach Sculpture Exhibition 2021-22](#)
- [Gallery on the River](#)
- [Shenandoah Park - Aquatic Center](#)
- [Duality: The Dichotomy of Being](#)
- [15th Annual 100% Pure Florida, a juried exhibition March 2021](#)



Limited funds are still available if you are an artist who is struggling with a loss of revenue due to cancelled events, lost gigs and other activities due to COVID-19.

Who is eligible:

- Creative professionals with a demonstrable exhibition, publishing, or performance history that clearly indicates an active and sustained career in the fields of dance, theatre, music, literature, and the

visual arts.

- Artists must be residents of Martin County, FL for 1 year prior to time of application and has not received a grant from this fund within the past 12 months.

[FOR FULL GUIDELINES AND ONLINE APPLICATION, CLICK HERE](#)
