



Dear Artists & Arts Organizations,

Thank you if you participated, attended or otherwise supported ArtsFest this year! It turned out to be an amazing success, even with the challenges that faced doing an event in the midst of a pandemic.

I highly recommend serving as panel member for the State's grant program at least once in your lifetime. Its a tremendous learning opportunity. They are seeking hundreds of qualified artists and arts professionals to serve on the 30+ panels they coordinate each year. [Here's a link to the Division of Cultural Affairs form](#) for registering to be considered as a panelist in your area of expertise.

And lastly, for the next issue of MartinArts Magazine I invite you to submit a **100-150 word arts news stories. We are accepting submissions from any of our member arts organizations and artists.** Images are welcome/encouraged. The next issue of MartinArts

Magazine is due on the streets in mid-April and will be in a new format as we debut a new partnership with St Lucie Cultural Alliance in producing a magazine for both Martin and St Lucie County. **Submissions are due by March 10th.**

Stay well,

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

PS. If you are an artist or creative worker, please consider taking a few minutes to complete the Americans for the Arts survey, see below.

## Americans for the Arts | COVID-19 Impact Survey for Artists & Creative Workers

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### TOOLS & RESOURCES FOR ARTS ORGANIZATIONS

- [Crisis Communication and Reputation Management for Performing Arts Organizations \(3/3\)](#)
  - As professionals rise through the ranks, they will face issues that thrust them into the spotlight and threaten organizational reputation. A recent study found that 9 in 10 business leaders (94%) admit that the executives in their organizations need more training in core communication disciplines, such as reputation management and strategic communication. Are you prepared? This class reviews elements of strategic communication that are essential before, during and after crisis events. It examines how your organization can best prepare to respond to crisis and restore organizational reputation.
- [Creating a Culture of Volunteer Engagement \(3/4\)](#)
  - It's important to create a culture of inclusion and engagement of volunteers within your organization. But, it can be hard to recognize what your current culture says to volunteers, or identify how to make changes to help volunteers feel more welcome. This webinar will help you identify how your organization's current culture is shaping or limiting what volunteers do, and provide steps you can take to start to create more understanding, respect, and appreciation for engaging volunteers.
- [Mobile Marketing Tips for Every Generation \(3/4\)](#)
  - It's no secret that people are attached to their phones—checking email, social media, even shopping, purchasing and making donations. If you haven't figured it out, your nonprofit needs an engaging mobile presence. This used to be a nice-to-have; now it's a must-have. Mobile marketing is a key component of any comprehensive marketing strategy. And optimizing your website for all devices and screens is crucial for staying relevant with today's audiences, especially millennials and Gen Xers, but even the more tech-savvy baby boomers. And if you don't keep up you'll lag behind, losing online visitors, donors and, ultimately, donations.

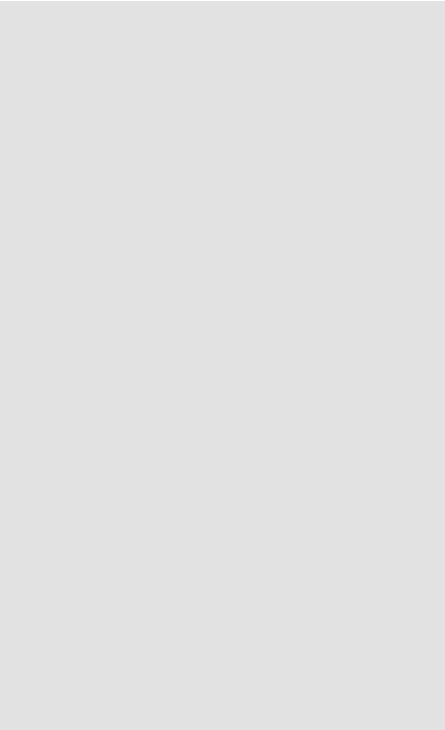
- [South Arts Cross-Sector Impact Grants Webinar \(3/8\)](#)
  - This webinar will discuss the goals of the Cross-Sector Impact Grants program, explore the guidelines and application process, and go over frequently asked questions. Attendees will have the opportunity to ask questions at the end of the webinar.
- [Protecting Your Assets: Managing Legacy Materials for Performing Arts Organizations \(3/9\)](#)
  - 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. By the end of the class, participants will be able to:
    - Know the difference between records, collections, and series
    - Decide when documents/collections are important, and when they are not
    - Determine if and when collections should be treated as archival material
    - Identify best practices for providing access to archival collections
    - Understand archival language / vocabulary
    - Identify model workflows for providing access to archival collections in non-archival settings
- [Events in a Digital Age: How to Maximize Offline Events in an Online World \(3/9\)](#)
  - Events like galas, walks and auctions are critical to the fundraising (and friend-raising) strategies for most nonprofits. Want your next one to be a hit? Give it digital legs. With the vast number of online tools available, you can streamline everything from event registration to email marketing to social media, ensuring you capture your audience right where they are: online.
- [Safety and Security for Performing Arts \(3/11\)](#)
  - With the ever-changing nature of events, are you prepared for the unexpected? With audiences and Local Government agencies expecting more from you as an organizer, do you have plans in place to not only try and prevent, but also respond should any incident happen? Safety and Security are more important now than ever and more questions will be asked of you and what plans you have in place. This class will help event organizers and venues establish the key elements for prevention and responding to incidents of any shape or size. It will provide a background of what happens when things don't go as planned, and show that it doesn't matter what size or type of event you have, the basic principles are the same. We will look at what you would do in certain scenarios, and how even small adjustments to your venue can keep your event safer.
- [Introduction to Festival Safety: The Art of Mass Gatherings Approach \(3/15\)](#)
  - Embracing a whole community approach to safety and preparedness means helping event producers master the art of mass gatherings. Gatherings like festivals, concerts and other special events are simultaneously powerful and vulnerable. They can be joyful, life-giving experiences, but they can also be a forum for disaster. They can elevate a community's sense of pride and identity, yet they can be a source of enormous waste and missed opportunities. Topics covered:
    - COVID-19 modifications
    - Life safety, health and public welfare
    - Legal concerns and emergency plans
    - Weather emergencies
    - Enhancing accessibility
    - Mental and physical health first aid

- Crowd management
- Waste, water, and power systems
- Harm reduction, gender safety and trauma-informed practices
- Maximizing community engagement
- [Americans for the Arts | Exploring Inclusive Creative Economy Definitions & Concepts Part 1 \(3/19\)](#)
  - This session is the first of a two-part webinar to explore foundational concepts and definitions related to what an 'inclusive creative economy' means when it comes to talking about individuals. This program will focus terms such as "arts worker," "creative workers," and "artist," and explore how using different language in different contexts and communities evokes different responses. The session will offer examples of how they come to life in the real world, and provide space for discussion and questions.

## TOOLS & RESOURCES FOR FOR ARTISTS

- [Arts4AllFlorida | Supporting Social and Emotional Learning Through the Arts \(3/3, 3/4\)](#)
  - Whether we are teaching online or in person the arts can offer an opportunity for students to connect and process emotions and experiences. The arts can be a tool for self-regulation, a lubricant for conversation, and a soothing experience. In this workshop, teaching artists and teachers will:
    - Develop and strengthen knowledge of inclusive arts education practices with a focus on social and emotional learning relevant to students with and without disabilities
    - Engage and reflect with peers
    - Prepare to use this knowledge in practice
- [Building Community for a Sustainable Creative Life, with Sharon Loudon \(3/8\)](#)
  - In this four-part online workshop series Sharon Loudon will offer visual artists strategies for building a sustainable career and creative life, especially in this ever-changing time of uncertainty. Loudon will share the expertise she has gained through collaborations and conversations with gallery owners, museum professionals, critics, curators, and others in different art communities.
- [Creative Capital Award - Applications close March 8](#)
  - Creative Capital supports adventurous artists across the country through funding, counsel, and career development services. This impact-driven arts organization provides each funded project with up to \$50,000 in funding and career development services valued at \$50,000.
- [Art Business Accelerator Grant - Opens March 1](#)
  - Artwork Archive's Art Business Accelerator Grant provides visual artists with unrestricted funds, resources, and a curriculum to help establish, grow and manage their art careers. The grant is designed to arm artists with the necessary business skills to succeed as artists and entrepreneurs—and to make a living through their artwork.
- [PEN America Writers' Emergency Fund](#)
  - The PEN America Writers' Emergency Fund is a small grants program for professional—published or produced—writers in acute or unexpected financial crisis. Depending on the situation and level of need, grants are in the range of \$2,000.
- [Pandemic Pivot Advice: How to Teach Art Workshops Online](#)
- [How to Track Your Expenses for Art Career Success](#)
- [Art Business Essentials: Art Leasing Agreements](#)

## CALLS FOR ART

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- [Mayfaire by-the-Lake Polk Museum of Art](#)
  - [PleinAir Salon \\$30,000 Art Competition](#)
  - [Heroes, Heroines & Heroics](#)
  - [Small Works Exhibit Jag Gallery](#)
  - [FGCU Water Resources Building](#)
  - [Morean Center for Clay Artist in Residence 2021](#)
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