



*Upcoming Exhibition: Horizons, A retrospective exhibition of Jim Houser & Dan Mackin
Opening reception Friday, August 6, 5:30-7pm, Court House Cultural Center Galleries*

Dear Artists & Arts Organizations,

Hello, August! Can you believe it?

As she has been doing now, for over a year, Elise is curating valuable resources for you twice a month. I hope that you have found at least one tidbit over the past 12 months that has helped you or your organization in some way.

And speaking of helping you... ***here's a CALENDAR shout out and reminder!***

- Please send Elise at eraffa@martinarts.org your dates for events and activities to post our our online [Cultural Calendar](#).
- And upload them to the ***Martin County Tourism*** calendar at <https://discovermartin.com/submit-event/>.

To put butts in the seats... so to speak... be sure to use these free resources for promoting your upcoming events and happenings!

Nancy K. Turrell, Executive Director

The Arts Council of Martin County

PS This Friday is the 1st Friday Art Walk in the Creek District of Arts & Entertainment, and also our opening reception for the exhibit displayed above. Please join us if you can... your smiling faces are always welcomed and appreciated.

TOOLS & RESOURCES FOR ARTS ORGANIZATIONS

- **The National Endowment for the Arts (NEA) announced new grant program guidelines to distribute approximately \$60 million in American Rescue Plan (ARP) funds directly to nonprofit arts and cultural organizations.** NEA's ARP [Direct Grants to Arts and Culture Organizations Guidelines](#) are now available and the application deadline is Thursday, August 12, 2021. Approximately \$60 million will be available for this category for grant amounts of \$50,000, \$100,000, or \$150,000. Americans for the Arts ArtsU presented a webinar to learn more about the specific guidelines for this program. In case you missed it, here is a [link to the webinar](#).
- [Marketing Trends Nonprofits Need to Know \(and Embrace\) \(8/10\)](#)
 - Marketing trends come and go, but the top marketing trends are the ones worth adopting. Digital marketing, content marketing, social media marketing—each plays a role in a nonprofit's strategy. Join us to discuss the 2021 marketing trends that'll shape your nonprofit's future and grow your impact, including:
 - Storytelling to impact your nonprofit.
 - Using influencer marketing to increase fundraising.
 - Creating digital experiences that create awareness.
 - Building automation into your marketing and outreach efforts.
 - Taking advantage of latest approaches to search engine optimization.
 - How to use artificial intelligence (AI) to engage.
- [Google Ad Grants 101 – Grow Your Nonprofit's Online Presence With \\$10K/Month In Free Ads \(8/11\)](#)
 - Nonprofits! Would you benefit from boosting your online awareness, raising more money, or getting more event attendees? You can achieve all that and more through the Google Ad Grant: a program that gives nonprofits \$10,000 PER month in free advertising.
- [Preparing for Next Season: Re-Engage Audiences and Recover Revenue \(8/24\)](#)
 - With the US open for business and summer in full bloom, we are looking forward to full scale in-person performances resuming the 2021-22 season. As we get closer, what can you do now to prepare your marketing team for a successful next season—one with the excitement of reopening but also the lingering effects of the pandemic? In this webinar, we'll offer tips to help you re-engage in-person audiences and recover revenue in the 2021-22 season. JCA Arts Marketing's Jamie Alexander and Jennifer Sowinski will share findings from recent research, and associated action items, on the following topics:
 - Segmentation & Messaging Strategies
 - Pricing Strategies for In-person and Digital Performances
 - KPIs for In-person Ticket Sales

TOOLS & RESOURCES FOR FOR ARTISTS

- **Springboard for the Arts Work of Art: Business Skills for Artists Series**
 - [Legal Considerations \(8/3\)](#)
 - Obtain general information about your intellectual property, contract basics and structuring your artistic business.
 - [e-Commerce Basics \(8/4\)](#)
 - 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.
 - [Funding \(8/10\)](#)
 - Learn how to think creatively about diversifying your funding streams by exploring traditional and new models for generating value, resources, and revenue.
 - [Grant Writing \(8/17\)](#)
 - Learn the essentials of grant writing along with resources for searching and structuring your grants.
 - [Business Plan Essentials \(8/24\)](#)
 - Learn how to prepare a simple business plan, in arts-friendly language, to help you organize all the various aspects of your artistic practice and make informed business decisions.
 - [Engaging Customers & Selling Your Work \(8/31\)](#)
 - Learn tools and techniques to communicate the value of your work to potential customers.
- [MusiCares presents Return to Play: How to Physically Prepare for Life Back on the Road \(8/11\)](#)
 - Musicians seem to understand and take care of their instruments better than they do their own bodies. Although we may not identify as such, music industry professionals are their own type of athlete and their bodies become accustomed to being in touring shape through time on the road. After a year of minimal performance due to the live industry being shut down because of the pandemic, our bodies are out of shape and not prepared for the unique strain working in the music industry can create. Join us to learn how to tell what specific type of pain you are experiencing, how to prepare your body to get back to full time work, and gain unique knowledge and tools to avoid causing future injuries.
- [Artist Support Grant: Virtual Application Workshop \(8/11\)](#)
 - The Cultural Division's new Artist Support grant category provides direct funds to individual artists of all disciplines for projects that include a public event. The Artist Support Grant is designed to be flexible and accessible to encourage career advancement through creativity, innovation, and sustained commitment to artistic work.
- [Broward Cultural Division presents the final Business Skills for Creatives session, a free virtual workshop presented in Spanish \(8/21\)](#)
- [How to Add Metadata to Your Image Files](#)
- [What Artists and Gallerists Should Know About Data Security](#)

CALLS FOR ART

- [Volunteers in Medicine Fit Fest - \(Deadline 8/13\)](#)
- [Light & Shadows: A Prize Winning Show - \(Deadline: 8/17\)](#)
- [RUMOR HAS IT: \(MIS\) INFORMATION - \(Deadline: 9/1\)](#)