



**PERISCOPE**  
ARTIST ENTREPRENEUR TRAINING

# THE ARTS & BUSINESS COUNCIL PRESENTS *PERISCOPE: ARTIST ENTREPRENEUR TRAINING*

*Empowering working artists to see their vision through an entrepreneurial lens.*

Nashville's community of artists and makers is growing at a rapid pace. As more artists shift away from traditional day-jobs into creative enterprises, they face new challenges that come with running a small business. The success of these arts businesses is critical to the growth of Nashville's creative economy.

The Arts & Business Council has an eight-year track record of teaching Nashville's arts community effective techniques to bolster business and expand the arts through seminars (1,300+ attendees) and sold-out intensive trainings. In 2014, the Arts & Business Council partnered with these key organizations to launch Periscope, which provides comprehensive small-business training, geared at Nashville's creative community:



## GOALS OF PERISCOPE

- **Training:** 8 weeks of professional development training for working artists
- **Exchange:** Artists share best practices with interdisciplinary peers through small group work
- **Mentorship:** Each artist is paired one-on-one with a high-caliber business mentor
- **Exposure:** Year-round opportunities to celebrate the work of alumni artists, plus red-letter visibility at the culminating celebration, the Periscope Pitch Event in Fall 2018.

## SNAPSHOT OF THE PROGRAM

- **Who:** 20 artists, artisans, and makers of all disciplines including visual artists, fashion designers, filmmakers, authors, choreographers, craft artists, playwrights, and more
- **What:** Half-day sessions once a week for 8 weeks
- **When:** May-July 2018, with the culminating Pitch event in September
- **Where:** The Nashville Entrepreneur Center

## IMPACT OF PERISCOPE

Periscope class members have found the experience transformative with one artist reporting that "Periscope rerouted my brain and prompted me to think in a different way." Another shared that the class "was a game-changer for monetizing my creativity!"

### **YES, I would love to support Nashville's artists with my tax-deductible contribution!**

In order to offer this program to artists at an accessible fee of only \$200 for the whole experience, we're asking individuals and companies to support these talented artists by providing a scholarship of **\$250 per artist** at <http://abcnashville.org/donate/> or complete and return this form by May 31<sup>st</sup>.

- I will provide \_\_\_\_\_ scholarship(s) x \$250 per artist for a total charitable contribution of \$ \_\_\_\_\_
- How should we list your name for recognition of the gift (included at Periscope Pitch, in marketing, press, and more)? \_\_\_\_\_
- Please list any particular artist participant(s) or genre(s) you'd like to sponsor: \_\_\_\_\_

**Thank you for supporting the artists who make Nashville the vibrant city it is!**