

## 2006 Artist to Business Exhibition/Performance Roster & Reimbursements

### *What is Arts-Biz*

Arts-Biz is a new seARTS program that works to build relationships between individual artists in all disciplines who need exhibition and performance space and downtown and waterfront businesses who want to bring art into their businesses. seARTS intends to develop this program to include a professional development training component and coordinated marketing initiatives.

### *How it Works*

seARTS is currently building a roster of artists and businesses interested in exhibition and performance opportunities. Interested artists and businesses can connect with one another through the roster. The roster will include business and artist descriptions, types of work interested in exhibiting, and contact information. Members of the list will take the initiative to contact one another to make exhibition arrangements. To join the roster, businesses will have already agreed to exhibiting art for one month and co-hosting an opening reception.

seARTS will offer reimbursements of up to \$200 for exhibition and performance costs for 16 seARTS member artists with confirmed exhibition opportunities. Ten reimbursement opportunities will be reserved for low- to moderate-income artists, and all reimbursement opportunities are on a first come/first serve basis. This funding is intended to offset exhibition and performance costs for shows in area businesses. The goals of Arts-Biz are to:

- Respond to the problem of lack of exhibition space by utilizing alternative spaces and connecting artists and businesses
- Provide career-building opportunities for member artists working in all disciplines
- Provide quality, innovative arts experiences that are part of the daily lives of Gloucester residents and visitors
- Strengthen the relationships between the arts and business communities
- Create exposure and economic opportunities for artists and business owners

### *Eligibility & Proposal Guidelines*

This program is managed by seARTS staff, and is available to seARTS members. To become a member go to [www.searts.org](http://www.searts.org) and click Join seARTS. To participate in this program and be eligible for a reimbursement opportunity you must join the Arts-Biz roster. seARTS will make the initial business contact by developing the business roster. Artists must take the initiative to establish their own Arts-Biz relationship with minimal assistance from seARTS.

### *How to Apply*

The Arts-Biz roster will be operational by May 1. To join the Arts-Biz roster send an email or snail mail including:

- 1) Your contact information (including a website if applicable)
- 2) A brief description of your work
- 3) A jpeg or photo of representative work

**Email:** [arts-biz@searts.org](mailto:arts-biz@searts.org)

**Snail mail:** PO Box 1476, Gloucester, MA 01930

**For more info call:** 978-283-1308

Arts-Biz is made possible through a grant from the Massachusetts Cultural Council John and Abigail Adams Arts Program.

seARTS is comprised of a coalition of artists, cultural institutions, businesses, and municipal organizations. seARTS' mission is to draw on Gloucester's rich and underutilized cultural resources and promote innovative collaboration to benefit the arts, culture, and economy by developing high-quality arts programs and events, providing career-building opportunities and services for artists, promoting community involvement in the arts, promoting collaboration between the arts, businesses and the City, and creating arts marketing strategies to encourage cultural tourism and economic stimulus in the area.

