

# ARTS MARKETPLACE Tucson

Arts Marketplace is a non-profit membership-based program for individual artists and creative entrepreneurs providing training and tools for professional development, mentoring, networking and money management.

## Arts Marketplace Components

### Professional Development:

*Monthly Business Meetings* - Leading experts from both the nonprofit and commercial business sectors address the issues confronting artists and creative entrepreneurs.

*Business Planning Workgroups* - Learn key business skills that provide knowledge and resources to help advance members' art, develop their ideas, and increase their financial independence. ***Business of Art curriculum used in partnership with Center for Cultural Innovation, L.A.***

*Trade Shows* - Fairs and tradeshow held during the year help members promote their art and creative businesses.

### Mentoring:

Arts Marketplace members benefit from one-on-one counseling and support from experienced professionals and entrepreneurs.

### Networking:

Arts Marketplace members meet other artists, share ideas, brainstorm solutions, and build a community of practice.

### Money Management:

Arts marketplace members learn the importance of money management as it relates to decision making in creative endeavors, understanding credit, budgeting, spending wisely and making realistic projections. ***We facilitate micro-lending and responsible borrowing through a partnership with ACCION International.***

## Why?

The Pima County Cultural Plan's overarching goal for Capacity Building and Business Development is to "Increase the capacity and effectiveness of individual artists, creators and arts cultural organizations by enhancing collaborations, resource sharing, and resource development."

"LINC (Leveraging Investments in Creativity) believes that providing artists with a relevant system of support and resources will enhance their creative output, enabling them to make greater and more meaningful contributions to our communities and society as a whole."

For more information, contact:

Arts Marketplace

40 W. Broadway, Downtown Tucson between Church and Stone

Tucson AZ 85701 ph: (520) 882-3988 email: [artsmarketplace@gmail.com](mailto:artsmarketplace@gmail.com)