

VB-AC Artist Professional Development Program

July 1, 2023 – April 30, 2024

The Virginia Beach Art Center is pleased to continue the Professional Development Program for the purpose of supporting artists in their professional growth. This is supported by generous donations given to the Art Center for this purpose.

Individuals may get reimbursed up to \$250 for pursuing activities related to artistic and/or business growth. Money will be awarded on a first-come-first-served basis until the funds are used up.

Administrator: Maria Korn-Michael, 713-823-4581 mkmconsult@aol.com

Send Maria:

- **Applications with receipts**
- **Questions**

Who is Eligible?

- Artists Gallery: resident and exhibiting artists
- Instructors (pottery and art) who have completed at least two classes since Jan. 2023
- Pottery Open Studio Monitors who have volunteered at least 6 months
- Employees of VB-AC or AG who wish to pursue creative or professional growth
- Program is NOT based on financial need

How to Apply:

- The activity you undertake (see below for examples), and the payment for it, must occur between July 1, 2023 – April 30, 2024.
- The activity must be at least half-way completed by April 30, 2024. (i.e., an 8-week class that starts in mid-March would be ok)
- Application with receipts **submitted to Maria Korn-Michael** as soon as possible, and no later than April 30, 2024.
- You will not get reimbursed if you are late with your application/receipts.
- Money will be allocated first-come-first-served with up to \$250 per person.
- Don't drag your feet!

Examples of Eligible Activities (can be more than one per application):

- Artistic Technical Growth:
 - Art methods class or workshop, can be at VB-AC or at other venues, online or in person.
 - Can be a new technique or an extension of a technique already in practice.
 - Can include private instruction.
 - Can include cost for open studio in art classroom or pottery studio. (Person must meet requirements for pottery open studio.)
 - Class/training for how to present artwork (framing skills, etc.)

- Inspiration:
 - Museum visits—Entry fees for visiting museums such as the VMFA, VCU, Charlottesville galleries, NC galleries, DC area art venues.
 - Museum Membership—Cost to be an annual member of a museum (does not apply to annual supporter fee for Art Center)
 - Studio visits—Visiting other studios/art centers/artists for informational interviews, etc. (only actual cost allowed, such as an entry fee)
 - Purchase of an art technique book (book must be used and samples of resulting artwork/studies shared in the final report).
 - Entry fee for plein air painting locations, such as Norfolk Botanical Gardens.
 - Other: Let us know what would jump start your inspiration.
- Business Growth:
 - On-line or in-person classes on business skills such as how to create a website, using social media, marketing self, budgeting, writing artist statement, setting business goals, etc.
 - Purchase of a how-to book relating to art or business skills. Book must be read/used and reported on in the final report.
 - For staff, activities that help you develop your professional skills related to your job.
 - Membership in art organizations, such as CDA, CBW, CBAA, etc.

Qualified Expenses:

- Actual costs with proof of payment
- Tuition for an art or pottery class (provide proof of registration and payment)
- Supply costs for a class (must provide class supply list and receipts for purchases)
- Tuition for a class/program for developing business skills (provide proof of registration and payment)
- Entry fee museums, plein air locations
- Museum annual membership fee
- More than one activity can be listed with the total costs
- Membership fees for art organizations, such as CDA, CBW, etc.
- Other potential expenses if explained on application and approved

Not Covered:

- Mileage, gas, lodging or meals.
- Any activity that was free. There must be an actual cost to the participant.
- Anything that does not have a submitted receipt. No receipt=no reimbursement. No exceptions.
- Payment for someone to do work for you, such as someone to create a website for you or for someone to do your social media posts.
- Website expenses such as fees for domain name, hosting or email.
- Individual marketing material costs, such as printing of cards/posters, cost for sponsored posts on social media.

- Rent for studio/exhibition space.
- Entry fees for exhibitions.
- Routine supply costs or framing costs (a class on how to frame would be covered, though)
- Subscription fees or software purchase fees, such as photoshop, Corel Draw, etc. A class to learn the software would be covered, but not the cost of the actual product.
- Gifts or items given to another as thanks for assistance/teaching/etc.
- Artworks/items purchased from another artist (i.e., after a studio visit to a potter in Charlottesville, you buy one of their mugs as a thank you gesture)

Timeline:

- Activity and payment must be between July 1, 2023 – April 30, 2024.
- Activities must end or at least be halfway completed (i.e., a multi-week class) by April 30, 2024.
- Borderline applications may be deferred and reconsidered after April 30 if funds are still available.
- Applications/receipts will be reviewed by administrator and forwarded to Exec. Dir. for payment by May 15.
- If funds are not all allocated by May 15:
 - Additional funds will be awarded to the current recipients in an equitable way to cover a larger percentage of their actual cost. I.e., a person got \$250 towards a \$500 tuition, so they could possibly get another \$50.
- June 30, 2024, a report will be compiled for the donors to describe what was done with the overall funds and to give examples from participants on how they benefitted from the program.

QUESTIONS? Applications?

Contact Maria Korn-Michael, 713-823-4581

mkmconsult@aol.com