

# SOUTHEASTERN CONNECTICUT CULTURAL COALITION

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**Cultural Summit on The Business of Art**  
**May 21, 2015 at Charter Oak Federal Credit Union, Waterford**

## SUMMARY

### **Panelists:**

Matt Nemeth, Business Advisor, Small Business Development Center

Marcia Marien, CPA, O'Connor Davies

Gigi Liverant, Artist, Lecturer

Barbara Richardson Crouch, Director of Development, Hygienic Arts

Kia Baird, Employment Specialist, Musician and Small Business Owner

### **Attendance:**

24 people attended representing 22 organizations and businesses

### **Discussion topics, highlights and notable areas of interest:**

- Overview of each organization/business/individual, benefits, and services, including programs and activities.
- Challenges for businesses trying to grow their creative businesses are more psychological than real. Biggest challenge is for artists to not just create art, but to market it, promote it and treat their art like a business.
- Resources are available, many of them free, to small businesses, nonprofits, and entrepreneurs.
- Networking and marketing is critical to success. A successful full-time artist can spend 70% of time marketing and 30% creating.
- Reaching youth in today's world requires connecting in platforms and language they use (social media)
- Challenge for arts sector is to help foster an appreciation for art, including buying.

### **Outcomes:**

- Smaller attendance than previous summits
- One panelist contacted by 6 attendees
- Panelists made connections with each other (formally on Linked IN and professionally via email)
- Article in The Day
- TBD- results/outcomes to panelist organizations (program participants, follow up meetings, connections, etc.)