Hi, I’m Eleanor! I’m a writer, rock musician, educator, and arts administrator and the author of *Grow: How to take your DIY project and passion to the next level and quit your job!*. I have a Master’s degree in Public Administration and an undergraduate degree in cultural studies. I’m also learning to code.
What does sustainability mean to you?

• What does success look like for you, your art practice, or your business?
• What areas do you feel you need to strengthen in order to achieve that success?
• What is your timeline?
• What are the different commitments you must balance in your life?
Sustainable Arts Practice

• Clarity
  – Vision of success: know where you want to go

• Resources and money
  – What do you need to get there?
  – What can you offer to help others?

• Business structure that supports you

• A holistic approach

• Nurture yourself and your community

• Be willing to take a calculated risk
Sustainable Arts Practice

• Know where you want to go
  – Make a mission statement

• Set “SMART” Goals
  – Specific, measurable, attainable, realistic, timely

• Make a budget
  – Tell the story of your project in numbers
  – What is the funding model for your project?
    • Self-funded, nonprofit, for profit?
Sustainable Arts Practice

• “The business and legal side of your project should be just as beautiful and creative as the artistic side. When you have done this hard work you can have the confidence to know that you are covered should anything go wrong, or, even better, when things go right. Sometimes success, when not planned for, can be the most complicating factor of all.”
  – Filmmaker William E. Bagley
Sustainable Arts Practice

- “I think of my work promoting my music as something I have hired myself to do. Thinking of my musician-self and my promoter-self as two different people makes the business side easier.”
  – Musician Alejandra O’Leary
Sustainable Arts Practice

• Nurture community
  – Goodwill is your strongest currency
• Focus on shared resources
  – What do you need?
  – What can you offer?
• Start small and scale up
• Reflect and reassess
Sustainable Arts Practice

“Lose that flashpoint mentality and stick to the thing you believe in. Hone it, polish it, work at it and believe someone will notice eventually, but not immediately. Fame is not instant. It is your persistence that will bring you and your project to a tipping point.”

– Shannon Stratton, Co-Founder and Executive Director of threewalls gallery in Chicago
Thanks! Let’s keep in touch!

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