

Artist Stories and Comments
Montana Artrepreneur Program 2009-2016

Collected from Artist Surveys

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Raw Qualitative Survey Data

The following narratives represent raw data collected through the online surveys in each evaluation round. These comments are unaltered. Therefore, they main contain spelling errors and information that is not relevant to the question asked.

EVALUATION ROUND 1 (2009 -2013 data)

Question: What is the most significant sale that you have made since your participation in MAP? This could be a large dollar amount, or a large volume sale, or a new opportunity, for example. Please tell us about it!

I do not talk about business matters.

The most significant accomplishment was the opportunity to have an exhibition/installation at the Missoula Art Museum.

I made a sale at a prestigious art event - the Western Design Conference in Jackson, Wyoming. At my first public show - encouraged to apply by the MAP program. In addition to making a sale for \$5200.00, I had numerous other sales, and won a \$4000 cash award as voted by people attending the event. This event opened many more doors for me.

I am slowly moving forward. This year I am going out of Montana for shows. \$400 for a piece this summer.

I sell something 1-3 times a year. Last Xmas I sold a painting for \$800 and with that I got to attend an art class in Boulder CO for the same amount. But I sell that few because I don't pursue selling, just to people really interested.

Since the MAP classes I have totally changed my booth display. I have also started making larger sculptural pieces and have even sold one large piece.

I recently completed a artist in residence at Sperry Chalet in Glacier National Park which has resulted in my largest sale to date.

My most significant opportunity was having a show at a shop in Whitefish, MT while working on MAP certification.

They have all been small to date.

The most significant sale I made was a one person afternoon showing at a bar/restaurant in which I made \$400 in sales in comparison to doing a three day art festival. The intimate setting demonstrated that my work was better received when I can add my enthusiastic personality to the the social gathering.

Not technically a sale, but I was approached by a well know, name brand to produce a high volume of my product (100,000+ units). However, their price point expectations were more on par with doing business in China than with an American craftsman. They ultimately went with the Chinese option. Have ultimately now done a lot of business with big name retailers/manufacturers.

I have not had an opportunity to actively pursue a career in art. This summer I did sell a coffee table and end tables that were displayed in a MAP art display. If it had not been for MAP, I would not have painted the tables and there wouldn't have been any place to display them.

Secured representation in a gallery in one of my preferred towns.

A client bought 3 nice paintings and a commissioned piece. This was the result of having my art in a gallery that I approached after MAP with confidence. The client told me she was all over the state to many galleries and fell in love with one of mine that embodied the Montana landscape that she was looking for.

For me, the most significant sale was at an show I had at a large ranch store in New Jersey. It came on the heels of a hurricane that caused much damage and even without electricity, people still came to see my art. Sales were good and I established a wholesale account. One of my personal goals was to have my hats in NYC. This accomplished that goal.

This year (2014) I sold a single piece for \$1700.00 through a gallery. That is the most I have ever sold my work for.

I worked with a client on a number of custom pieces this past year. She was involved from design to wood selection to finish. The creation of custom pieces is very satisfying to me.

I have sold one bracelet through MAP.

I had the opportunity through MAC to attend and exhibit at the Made in Montana Tradeshow hosted in Helena in the spring of 2013. After creating a wholesale catalog, and presenting it to the wholesale consumer at the tradeshow, I received over \$1,000 in wholesale orders after the show. I can't thank MAC enough for extending that opportunity to MAP artists. It made my spring season's income.

I have an opportunity to sell out of state. My biggest problem is organizing my time to make the jewelry.

Sale of a painting to the permanent collection of the Ravalli County Museum.

Large wholesale order (\$1610.00) to a well known local jewelry artist/store in Whitefish, Montana. This is a great opportunity to establish a wholesale account and it provides great exposure for my jewelry.

For me, people talking about their purchases are the best way of promoting my sales... to sneezers who spread the word. One friend showed my product to friends and they wanted one too.

Second participation in Red Ants Pants Festival 2014 sales of \$805

An increase in large, custom items.

I was recently accepted into and exhibited at the 35th Annual Celebration of Craftswomen - a national juried exhibition of women artists - held in San Francisco, California! It was a huge honor for me and a grand opportunity to show and sell my work with amazing women artists from all over the nation. I

would never have had the courage to apply, a body of work to exhibit, or a presentation I could be so proud of had I not learned about elevating my business of art through MAP.

I have gained a couple new galleries carrying my work in other areas, and plan on adding a couple out of state galleries this year

None None

we opened our Gallery (a goal in which the maps program caused you to considered short term and long term)which provides a better way of making sales and increased our sales

I approached my employer to work as an idie contractor art facilitator. That brought in \$100 extra per month doing something I enjoyed immensely.. Having professional marketing materials and goals I was able to get many small teaching jobs as well.

I sold a necklace for \$100 and this sale was so important because I was able to establish my trademark. The sale was an out of state transaction, therefore it met one of the last requirements.

One of my most daring, top-dollar, signature pieces sold at the 2013 MAP Gathering. An affirmation of my style, my materials, and direction.

My main motivation for participating in MAP was to develop the wholesale side of my business. During my MAP year, I added one (bringing the total to 2!) yarn shop buying wholesale, in Jackson, WY, during the Tour of Excellence. In 2013, I started reaching out to other yarn shops, and picked up another one or two. Then, in late April, I received a phone call from one of the largest yarn shops in Montana, Camas Creek Yarn in Kalispell. The owner contacted ME and asked to carry my products! She had heard of me via word of mouth (a friend of hers had seen my booth at a fiber festival in Post Falls, ID). I brought my yarns and fibers to her shop the next week, and made the largest sale I had ever made. This was a huge boost to my confidence, and I decided that I would no longer sell to shops on consignment. Additional requests from shops came after that, and the wholesale side of my business has flourished since then.

I believe it was the scarves. I sold 5 @\$100 each plus 20 @ \$75 each for a total of \$2000. I was surprised when I realized that they were all gone except two gifts and the three that I kept for my self.

S.L.A.M. Festival sales, 2013.

I sold an \$800 painting to a repeat customer, plus he has bought some framing from me as well. I also have an opportunity to show one of my large leather sculptures with an interior designer who sells to clients with large log western designed homes.

My most significant sake was a piece that sold at the First Strike Night Auction this year (2014) for \$16,000; 8 times its value. As a direct result of this sale, I am now in four new galleries and am getting calls for prestigious invitational shows. The opportunities that this one sale has give me are amazing.

I have acquired a collector who in 2013 purchased over \$2000 of my work. She saw my work in a local store and special ordered huge prints for her home.

2014 I gained a large account in Washington.

My most significant sale was my first "out of town" craft show, which I attended this year (2014). Participation in MAP gave me the confidence to apply for juried shows outside my home town comfort

zone. While I just broke even (given the added expenses of lodging, food, travel expenses), the entire experience was well worth it. I learned a lot, and will be expanding my participation to other areas of Montana (and hopefully some adjoining states) in the next few years.

I sold a large piece from the Hockaday Museum, for the retail price of \$2,700. I made contacts at the museum.

I had a teaching engagement that was cancelled, and I signed up late for the Made in Montana Tradeshow 2013 in Helena. Because I was prepared, thanks to MAP and a year of experience, I went to the show and set up my booth. At the show, I enjoyed a visit by the Director of Retail Glacier National Park Lodges, who works for Xanterra Parks & Resorts, Inc. She put me on contact with the Visual Merchandising Coordinator for Xanterra. As a result, I created two exclusive product lines for Glacier National Park and these and more of my items were displayed for sale at Lake McDonald Lodge Gift Shop and Many Glacier Lodge Gift Shop. While this is good for my business, what relates this story to MAP is this. Each week the Visual Merchandising Coordinator sends me a pdf of an inventory report. It shows the present inventory on hand and how many items have sold. I then write the order and the Visual Merchandising Coordinator produces a Purchase Order. I am honored that the Visual Merchandising Coordinator trusts my business integrity and allows me to be a part of their sales process.

I was able to gain gallery representation, where I recently sold 4 paintings to one collector. In addition, I have created prints and cards that are now being sold in multiple locations and on my Etsy store.

I attended the Las Vegas wholesale show and picked up clients in 4 states with continued re-orders. It was a great experience!

My most significant sale is the quick finish piece I did at Western Masters last year. The Great Falls Tribune snapped a picture of the event and wrote a blurb as "One To Watch". This press has led to recognition of my artwork, increased sales, and several invitations to other prestigious shows outside Montana.

I sold my signature tapestry at the Kalispell gathering for \$5000. The person who bought it is the president of the Flathead Valley Community College where the event was held.

I have had three sales. One was a piece that isn't what I have concentrated on. Perhaps I will do more in that medium!

I competed a commissioned weaving that hangs in a church in Missoula. It was well received, and I continue to receive compliments for the piece. I appreciate the sense of community this work has created, and I was well paid for my efforts.

I sold a \$3000 painting + smaller ones + prints. An encouraging start!

I recently had two art shows, one was my individual solo show in Polson, MT and I did very well in selling the pieces I had displayed. The other one was with a group of artists and I also did very well selling at that one too. I have had an increase in clients wanting my art recently.

I had an exhibit at the Western Masters Art Show & Sale this past spring. I met the owner of a Salt Lake City-based gallery who liked my work. Two months later, the gallery contacted me because they had a collector who was interested in buying five of my paintings. Only four of them were available but I sent them in prices and he bought all four! To make it even better, we were flying out of the country and were

able to pull all the painting details and prices easily from an iPad. Prior to taking MAP, I wouldn't have had all this information defined, ready, and accessible to send to a gallery on such short notice!

I recently found a gallery home for my art works. Repertoire Art and Design in Missoula Mt. has agreed to display and sale my sculptures. I hope to expand from there with other galleries in strategic locations.

Thirteen custom wall sconces totaling \$6,800.00 and custom chandelier, pendant lights, glass tile and sink order for a Parade of Homes installation totally \$8,500.00. Both jobs installed in the summer of 2014. Both jobs were direct results from articles written about me in local newspapers.

I sold an abstract painting from my show at the Holter Museum. The show was a result of networking in Helena's art community, but MAP did help me conceive and price the pieces.

Due to personal circumstances, I haven't made any sales since my participation in MAP.

Commission for a large ranch in Southern California: My work is ranch and western oriented, the commissioning ranch owners saw my work, ordered 2 prints, and subsequently the commission.

None

I became involved with the MAP program in Butte, MT, where I grew up. After graduating in graphic design at MSU Bozeman in 2007 and going through the MAP program in 2013, I was confident enough to acquire a position of Marketing and Public Relations Coordinator at the Yellowstone Art Museum in Billings, MT. While I'm still pursuing my art on the side, this new position has provided me with a first hand look at the operations of a community non-profit contemporary art museum as well as a way to connect with people in the art community.

To me, the most SIGNIFICANT thing is not a particular sale, - though the volume of sales IS going up, - but the CONFIDENCE that I AM AN ARTIST. It is confidence that has allowed me as a "folk artist", a "fiber artist" to pursue new venues. I have entered 3 new art shows in the state, and am currently success in these. I also am in 3 Montana museum gift shops, which was part of my stated goal during the MAP class. My next goal is being worked on which is to be in a gift shop in Yellowstone National Park, and am also about to pursue an interior designer in Jackson Hole, WY., with my hand-woven table runners and new line of hand-woven down pillows. Bottom line?, - CONFIDENCE. (With realistic goals, purpose and record-keeping!)

My most significant volume of sales has been made through a local shop who promotes my work to their customers.

I was juried into an art show in Jackson. I believe that MAP provided me with the instruction and tools to properly apply for the show. Also, I am currently designing a calendar with my art to be purchased in bulk by a business in eastern Montana.

Opportunities to take part in local art shows.

Having my work shown in a gallery has been very rewarding and a profitable experience for me. I had only been showcased in coffee shops and small clothing stores before my experience with Map, after taking the class I gained so much exposure my perusing other avenues to sell my work. Currently, I am looking for other gallery representation.

I sold a painting last year (2013). It was a medium sized abstract acrylic painting. The subject matter wasn't really part of the direction of my current work, but it did open up some space for my new work.

I'm really only seriously getting going, but I did sell one painting this year for \$640 :-)!

Through our studio we have an annual studio sale with a part of the proceeds benefiting a scholarship. In 2012 we raised \$600 but through implementing better advertising and misc. business practices after MAP we doubled attendance and earned \$2200 for the scholarship.

At the end of my MAP experience in 2013, I participated in the annual gathering with other MAP artists in Hamilton. In a juried show, a museum in Hamilton made a large purchase from several artists and one of my pieces was selected for this public collection. It is a huge, huge deal for my resume it gives me a validity and strengthens my chances in applications to future shows. The purchase also bolsters my perception in the eyes of serious art collectors. Finally this purchase helps my applications to finding resources to fund projects because it shows that I'm a serious artist with a long future ahead of me, collectors and institutions purchase work from artists with staying power and this purchase is proof of my path as an artist. The value of art never depreciates so the piece will continue to give back to the institution. This was not my biggest dollar-amount sale of the year (my other sales went to private collectors) but for validation as a legit artist, it was a huge deal. After moving back to Montana in 2011 and starting my art business here in my home state, this purchase is a huge part of building my resume and credentials. It wouldn't have happened without my participation in MAP.

none

Through our studio, my business partner and I raised almost 4 times more in scholarship monies than the year before. Our scholarship to the winning student was \$2200 and we each believe this was a result of a tighter focus and stronger marketing practices from the MAP program.

I was able to participate in the Made in Montana show where I made my first Wholesale sale. While it was not significant from a money standpoint, it helped me to see what selling wholesale could mean to my business.

The most significant sale in terms of dollar amount is \$2600 at this point. I also was commissioned for a couple pieces in the \$2,000 price range. This is a price tag I would have never imagined putting on a piece of my work prior to the MAP program. The most significant opportunity to date is being awarded a solo show at the Bozeman Public Library Atrium in 2015 for 2 months. This is a large space that hundreds of people visit each day and it will require that I have an inventory of at least 25 medium/large paintings for this show.

I think that in general this year 2014, (the following year after participating on MAP, and I have to add that the year I participated in Map (2013) my sales were minimal because between MAP and my job I had very little time to create and market art), I see a consistency in my art sales that I hadn't in the past, map also gave me the tools and confidence to participate in shows and get it "out there". I think also the confidence I gained while participating in MAP as well as my experience with a mentor improved the quality of my art tremendously.

Question: What was the most valuable benefit of MAP on your PERSONAL OR HOUSEHOLD ECONOMY? In what ways did your participation in MAP impact your financial life? What changes to your financial life can be attributed to your having participated in MAP?

increase in sales volume

There was little change for the family financial status. However, for my art business, I invested in storage space and upgraded my studio by redoing the roof.

As a single parent, 100% of my income is derived from my art. Without the MAP program and the encouragement of the leaders of the program, I would have been unprepared to be successful with my art.

I am aware of every expense and the value of my time.

I have learned a lot with Maps, met local artists and have done a few shows. My style of painting I feel does not match what the state produces and sells. I do abstract subject matter. I just don't push it here.

Since MAP we now have a pottery budget. I have been a full time potter since 2007. The MAP program has help more in the physical aspect of our business.

To date, I have not had a significant improvement in my personal economy. I am still in the process of putting all the business components into place. It has been a rather long process of creating a website, branding, creating appropriate paperwork and marketing materials. The MAP program was terrific for educating me as to the things I needed to be professional in my art practice, however, it has taken a long time to implement them.

The MAP certification process was very expensive for my household. I have not recouped this expense and have not had the funds to grow my business.

I think forcing myself to look at the business of art was the most valuable benefit of MAP despite the fact that I have not devoted more time to it due to a death in the family.

Changes that attributed to participating in the MAP program have been presentation and documentation of my work.

As the numbers reflect, since beginning MAP my sales increased exponentially each year - culminating in sales exceeding \$100,000 last year. Even after meeting all financial obligations (payroll, taxes, operating expenses, etc,) the extra income I earned as a full time artist - but actually only working part time gave my family two very important things: extra income, that we used to offset the cost of building our new home, and most importantly it gave the me the flexibility to work odd hours, take time as needed to be with our small children, and allowed the family to enjoy time together.

So far MAP has had no impact on my financial life.

Absolutely none! It took me most of the winter which is the time I use to make ware, so put me behind and am still catching up, by next spring I will finally be caught up, hopefully. The financial impact was loss in sales due to lack of product.

I have not seen a financial benefit yet. However I have finally been accepted into some important shows and galleries. Hopefully the financial benefit will become a reality in the next year or two.

I have expressed gratitude many times. Owning an alpaca ranch primarily for breeding and sales during this economic downturn is difficult. By completing the MAP program I learned the skills to get my art out into the buying public. This program by all means, saved the ranch for the last several years. We are now looking at selling the animals and ranch after over 25 years but my art will continue as our primary income other than retirement.

I'm still spending more than I am making with my Art, however there has been a steady increase in sales and I am confident the tables are about to turn.

MAPS had little impact on my financial life.

MAP neither helped nor hindered my art business. It took time. It also cost me financially for lodging.

After MAP, I have become very much aware of tax season, and the benefits of keeping up in records and budget reconciliation! It's very easy to get behind in business taxes. The work done to organize and facilitate a small business budget is not only beneficial throughout the year, but especially so when tax time comes around! It's also so much easier to create "light at the end of the tunnel" with an arts career when finances are directly related to goals for the year. With a road map of past monies spent, it's very easy now to decide which endeavors are worth the investment.

I haven't made a lot of money yet but that is my fault not MAPS. MAP has given me the tools I need to be successful with my craft but I have a long way to go to make that happen. One thing they emphasized is passion. I enjoy what I do but I am not passionate about it. Therefore I get distracted with other "things".

Helped supplement my retirement income.

The MAP program taught me how to price my jewelry at fair and marketable prices which will help turn my business into a self sustaining and eventually a profitable business.

Total introduction as to how retail works and how I need to fit into their system as a knowledgeable component

MAP gave me skills needed to better market my pottery, taught me the value of diversity in marketing...taught me to feed one aspect of my business with the others.

Pricing structure was the most important aspect and that which had the most impact upon the personal/household economy.

My business finances are clear and organized, and I have had the opportunity to invest money back into my business. I've invested in equipment and materials that were expensive and previously out of reach for me. That investment has solidified my ability to continue my artistic pursuits - something I may have abandoned.

by keeping track of my hours spent working, I had a better idea of how long each piece of art was taking me and raised my prices accordingly

None

being more professional ,better prepared ,

\$100/month I could count on in addition to my other paycheck. I created an asset.

I think I learned how to ask for what my jewelry was worth, and not down price it just to make a sale. I learned the importance of how to figure out how to make a profit from this business.

Standards and motivation to upgrade the quality and presentation of my work, opportunities to sell it.

I am fortunate because my husband has a full time job with benefits (at the University of Montana). However, my art-related income has helped us out by covering several large expenses (new transmission for a vehicle, short-term cash flow due to unanticipated expenses). Before MAP, my art income was too low to provide any help.

Well, I am a few thousand dollars short in my bank account. That said, "It takes money to make money." I have purchased much needed equipment and supplies to help my business expand. I have had more exposure for my work. I wish I had had this knowledge forty years ago.

1) The friends I made in my MAP cohort, who will be my friends for the rest of my life. 2) It validated what I had already learned on my own by reading about a dozen books on the business of art and business in general.

I have a better understanding how to set price points, which has been the most valuable part of the training for me. I have also learned how to market myself and my art to galleries.

For the first time, I have been able to focus on just one "job"; my art. I have been able to basically eliminate my web design, music, teaching, and graphic design businesses to focus on improving my art work. This has real benefits as I am able to excel at one thing, my stress level has lowered considerably as I am able to provide for my family with one job.

It has given me the ability to go from a hobby into a sustainable business, where I can actually make a decent living and grow my business into what I want it to be, and what works for our family.

The only link is to personal, I made new artist friends.

My MAP participation has not yet benefited my financial life, I expect this year (2014) and next to be the turning point for my art as far as monetary rewards. I had high expectations when I was taking MAP, however life has a way of throwing up detours. Most of 2012 and 2013 were spent taking care of failing in-laws in Illinois, necessitating many trips and time spent settling estates. With that behind me, 2014 is the year I have finally been able to apply what I picked up at MAP and start to expand my business. While my "day job" certainly pays well (as shown by my gross income), it does not give me the satisfaction and sense of accomplishment I get when making my art, nor the thrill and pride of actually having someone hand over their hard earned money to buy something I made. I expect in the next 2 or 3 years I will be able to expand my art to the point I can leave the day job and pursue art full time.

I more than doubled my sales in the past year, boosting my confidence and allowing me to work in the studio full time.

MAP impacted my financial life in an organic unfolding of steps. First, it gave me the confidence to process with my art, market myself, and visualize goals. Then, it gave me the tools for persisting in my art and marketing of my art. Then, it helped me do what I call the bookkeeping part of my art business; so that, I am able to build solid relationships with clients—wholesale and retail and on-consignment. In 2014, I am making more income than my business plan predicted. And I am able to streamline my process so that I am able to be the artist, bookkeeper, inventory manager, and order processor. My goal is to make an income with just the right amount of business that does not require that I employ anyone.

I'm there. I'm looking forward to a less busy winter in which I can explore with new lines, new techniques, and re-connect with my creative aspect.

MAP gave me valuable tools to have both the confidence and readiness to create a financially beneficial art business. I greatly value MAP, the community I've found through MAP, and the opportunities it has provided. I now have a studio downtown that I work from, a dream I've had for a long time. "Work" is as amazing as I always thought it could be.

MAP helped me organize and commit to my art. Financially, I finally understand where my money goes and I'm making smarter decisions, which results in a better financial income.

MAP has made it possible for me to work as an artist full time. At this point, I still invest pretty much everything I make into the business, but it is getting legs and 2014 has been a very good year thus far.

I now have a respectable booth to display my work at any suitable indoor event. I also have a much improved website, a rack card and a new business card. All of these increase my confidence when dealing with potential clients.

More spending! I have had very few sales.

I am still setting up my business, but I am able to pay for materials and advertising with my profits.

It laid the groundwork towards pursuing my dream of going full-time with art. I currently own a T shirt printing business, and I know that I can't physically do that forever, and am so grateful to have better tools to pursue my art, which I'll be able to do the rest of my life, hopefully.

I think the most valuable benefit of MAP was helping me transition my photography business into a business of art work. Before I sold 8 x 10 photos and now I sell those images as pieces of art and MAP has helped me by letting me see the art world and opening that up to me.

I have gotten way more organized with my art business - having a separate account, registering my business with the state, using a book-keeping system, keeping my receipts, etc. Also, I have a much clearer idea of what I'm investing into my business, evaluating the ROI of opportunities and knowing the actual cost of producing my work and pricing more appropriately.

I have not yet implemented the full extent of what I have learned from the MAP program. I now have a greater vision of what I could do with my art to create a business plan to financially support myself. In the works is a crowd funding launch for a studio space and supplies. The greater vision would be a garden art brand that supplies garden centers and the private sector in addition to OAK art works or a limited numbered cast.

In 2014, I will be able to contribute to the household income. I can contribute doing what I enjoy.

The pricing guides in the MAP program are very practical and a great help in handling that part of the business.

I can't say I have seen any financial impact since my participation in MAP, but this has more to do with personal obligations.

My art business was a start-up business in 2013. I had no product, no business plan, no marketing materials, had never done an art show of any kind... Just a whole-hearted commitment to pursue a passion and the help of MAP.

None

I have an art studio in my home that has provided space and conditions that allow me to create my art and I have a full time position at the largest contemporary art museum in Montana.

I am over 60, so the clincher for me to even sign up for MAP was to be able to support myself in the future should I find myself without a husband. I have been a weaver-artist for over 40 years, so it is what I love and KNOW HOW to do. I simply would rather be doing that than finding that I needed to work at the local "beer, bate & ice" store for minimum wage. My art is all I'm really trained for! In the meantime, my income from weaving will supplement our savings for the extra things in life that come along. All this would not even be thought of or possible without what the MAP program taught me. I have a five year goal for income that I intend to reach through what MAP taught me.

As a result of my participation in MAP, I have increased production and improved my accuracy in pricing which has resulted in a steadier revenue stream for my business.

The organization of my finances is the most valuable. Learning the importance of keeping records and setting financial goals has impacted growth.

Personal or Household economy no benefit from the MAP program. This MAP program did not impact my financial life. MAP program on a positive note promoted organization of my finances.

I have made tremendous strides in selling my work. Before Map, I was not focused and did not put into the time I needed to create pieces. After taking the class, I realize that the sales will come the more I generate and work on my craft. Having extra income is very nice for me, even if it's only a hundred dollars a month, as long as I am generating a profit, I am happy.

I have a much more firm direction for my work and have begun researching and tailoring my portfolio/product line to new financial venues.

Right now, I'm making that flywheel turn and it's slow, but I've gained SO MUCH KNOWLEDGE and confidence! MAP has been PRICELESS for me in these regards, because I seriously did not know where to start or how to go about ANY of this business stuff - and the networking and resources are FANTASTIC!!!

Through MAP I implemented a better business plan (something I had little concept of before) and tightened up my financial short and long-term goals.

MAP gave me the tools to apply a stable pricing structure for my work in order to build a sustainable art business. My skill set (which I learned at U of M and then took out of state for a number of years to find work) is very diverse and I am able to apply my skills to many different "products" which MAP has helped me to price, the impact of using a stable and sound pricing structure has enabled me to make my art business my main source of income. The MAP pricing model made sense to me and has given me confidence to add a sustainable dollar amount to my "products", my art work.

The program is helping me make the right moves into my own business. Soon I will be full time and feel I will be starting out better than I have in the past.

Having a better business plan and a clearer vision as a result of the MAP program has increased opportunities for financial gains our household.

Since I am a bookkeeper as has as an artist, I have always known pretty well where I stand with my art financially. However, keeping an inventory in excel was something MAP taught me is a very valuable tool. Now I can see just how much \$ I have tied up in unsold art. I have just applied to 3 shows, and I think being in MAP has helped me get serious about showing.

I was able to quit my part time job in December of 2013 to pursue art full time. This meant I no longer was paying for childcare while at work because my studio is in my home and my children can be with me. Because of MAP my sales have increase and I have more money to invest in my art without taking out loans or carrying any personal debt. All of the wholesale income I have from my art can be attributed to the MAP program. I was able to develop a product line and an inventory to offer at wholesale to qualified buyers. My retail income has increased after learning more about more accurately pricing my work through MAPs pricing formula.

The consistency in sales, in the past my art sales were random, this year they are a lot more consistent.

Question: What was the most valuable benefit of MAP to your ARTISTIC PRACTICE?

creation of lower priced items

MAP gave me an impetus to set goals and methods to actually achieve them. It introduced me to other artists, which was invaluable to me and gave me new venues to show my work.

MAP was beneficial to my art through the camaraderie of other artists who were in the program. In addition, the requirement for a mentor and an apprenticeship was valuable to me as I learned new skills that I could apply to my art.

I began to work every day, my work is much better.

meeting and networking with people. General art business info. I love going to shows and events for the artists themselves. Would like to meet more of the art collector side of art....collectors meeting artists. I makes you push a little harder.

Even though I have been in full time business since 2007 the MAP program has given me the kick in the butt I needed to be more professional and to bring my display up to date, and make it look professional.

The mentor ship portion of the program allowed me to work with a plein air artist that has taken my art career in a new direction. I have spent the past two years building a body of work and honing my skills which have improved significantly. This has also led to more sales.

The most valuable benefit of MAP to my practice is in the confidence I have in my artistic style.

Working on my portfolio.

The most valuable benefit of Map to my artistic practice has been to set goals and manage my time effectively.

Focus. I helped me hone in on and apply a laser like focus as to where it was I wanted to take my art and helped me realize how to get there.

MAP has been very encouraging and supportive. I feel that if I can devote time to my art, I have the skills to sell it.

The realization the MAP program is trying to turn out production crafts rather than fine arts. I was encouraged to develop a production line of work, which I obediently did, and am still trying to sell them. I do individual work and limited series, I am thankfully back to that!

Consistent application and devoted work time to my art.

I learned the BUSINESS of art, how to stay organized and responsible for my production.

Focus. I now know and practice with a sense of purpose and goals. I have a vision and a path of how to get there.

Mentoring with established artist.

Nothing, sorry to say. But MAP has not created a sturdy platform for artistic expression.

Artistically, I can't stress or articulate the idea enough of "do-ability". It's very easy to be drowned out by other careers much more lucrative than that of a studio artist. The allure of a more classic and trainable career choice (lawyer, dentist, teacher) is something all studio artists battle with on a daily basis, and the choice to pursue a financially-viable career as a studio artist is, at first, quite TERRIFYING. The major lesson MAP teaches is that Art is, in fact, a valuable and economically viable career choice. There are clear goals, endeavors, opportunities, that artists in Montana have access to (thanks to MAC) that are BUSINESS ventures, and these BUSINESS ventures have the capacity to MAKE ARTISTS MONEY! Because of MAP, I can now identify myself as a full-time studio artist with many options and endeavors that, in the end, result in income.

Realizing that if I put for the effort with the tools given to me through MAP that I can and will be successful with my art.

Learning how to sell my art in a professional way.

The most valuable benefit of the MAP program was the pricing model and how to educate the public/customers about my artwork.

Using a journal and taking notes on product, its inception and how I interact with the world, Art is ongoing.

I learned the most important lesson on the first MAP session, that is to identify what you do best about your art business and do that, find a way to have others do the rest. I had been producing, marketing almost entirely directly via home sales vendor sales at markets and shows. Nearly half of my gross sales now comes from consignments, I no longer try to make EVERY market, allowing more time to produce. It actually reduced my expenses related to selling. I am now letting others who are better equipped sell for me, via consignment and a little wholesaling. I still administrate my own business, which at this time is not cumbersome...as I grow that may change.

Networking with others and reviewing various pricing strategies was very beneficial.

My artistic practice was IGNITED by MAP. I became more productive than I ever imagined because I had a refined sense of direction and hope for sustainable income. The feeling of competency within my medium grew exponentially as I learned from other artists in the program, my inspiration evolved and my excitement for new possibilities grew out of the principles taught by the program, and each time I attended class, I could barely wait to hurry back to my studio to make new things to sell.

Through the mentor program I learned the basics of plein air painting - which I am still doing. This practice with the plein air works has improved my landscape skills tremendously as I have applied it to the backgrounds of my wildlife paintings

Meeting new people, working with DG House.

taught you to have an elevator speech of who you are and why you need my art

Keeping records of my work and process and financial goals and progress and the creative capitol workshops and capstone experience with the gallery set up.

I learned that in the future I will need to work amongst other artists so I don't get so lonely. I learned that there are ways to establish group artists working together, sharing space.

Learning how the art business works.

It took some convincing by the MAP folks before I could consider myself an artist. MAP, as well as that new perspective, helped me focus what I was doing, how I made decisions about what to create. A big benefit was to help me filter 'helpful suggestions' from others on what I 'should' be doing. After MAP - I had a clear vision of what I did, what my art was, and I thoughtfully passed all 'advice' through that filter. The result is a coherent body of work, and high praise for the artistic quality of my work in a field where that is not often the case.

That I have a marketable image to sell and as a result I am working more with my camera. I am excited about what I am producing.

Zero "artistic practice" benefit. In fact, if we were to take the lessons of MAP too closely to heart, I think it could HURT our artistic practice by influencing us to create "pot boilers" of no real artistic significance, but of more marketable value to the masses (which is how one supports a business). "Artistic practice" should be worked out WELL before entering the MAP program. MAP is not qualified to instruct us on "artistic practice."

Learning to market my art and myself.

Lots and lots of studio time. Since the auction, I can't paint fast enough. I am turning people down in order to keep the quality of my work high. On a normal day I put in 10-12 hours in the studio.

MAP actually showed me that I'm an artist, before that I didn't call myself that. It has give me direction, goals and a road map to a sustainable business and I'm continuing to work towards my tool box and goals I have set for myself and business.

The most valuable benefit was the PDP seminar.

I have become more professional in all aspects, from booth design and construction to the hang tags and signage I use. Also the need to have a "coffee cup" product, whether I enjoy making it in quantity or not.

That is the item that I can count on to sell at most shows. Usually inexpensive, I normally can sell enough to cover my booth fee. While the one-of-a-kind pieces are more fun to make and talk about, the "coffee cup" item is what "butters the bread" for me.

I'm currently creating a new series of work geared towards reaching my target market. I spend most days in the studio. Value: priceless!

Confidence. It is one thing to strike off on your own, always in doubt about being a valid artist. MAP encouraged me at every step and validated and appreciated me as an artist, which gave me the confidence to keep moving forward.

MAP gave me a goal to progress, a method to move through, and a group of people do bounce ideas and motivation off of beside me. I have been able to devote more time to my artwork through better business practices. This, in turn, has led to stronger artistic practice.

Creating a cohesive body of work. Looking at my booth from an outsider's point of view.

Learning how to handle the many things one must do on the business side of the equation (there's so much more to it than making the product) has allowed me to converse intelligently with galleries, show directors, etc. I also have my financials in order and that is a huge relief! As a result of getting these things running smoothly, I now have consistent deadlines and they keep me on track with consistent production of my art.

MAP helped to focus my priorities and provided valuable networking opportunities. I feel it clarified my understanding of myself as an artist.

I am able to focus on what I want to accomplish and that is to do more! I made the commitment to rent a studio away from home. I have bought more professional materials, educational materials and software. I have entered a few competitions within Montana. I made the investment in time and money to create a show with other artists to have our first Western Art Week. It was successful for most of the artists and we will have our second next year.

MAP has helped me organize my time, set realistic goals, and has given me the confidence and business skills I needed. Working with other talented artists, mentors and teachers is an invaluable part of the program as well. MAP has been an excellent opportunity for me.

I'm more aware of time and more disciplined. It feels less like a hobby and more like an occupation.

I think the most benefit was getting together with other artists and sharing and helping each other along with the coaches.

Writing about my work and defining my mission/vision/values helped me understand my artistic vision and what I was specifically focused on developing and exploring. MAP have me more structure to how I think bout and work on art, developing a body of work, exploring product lines within a body of word, setting aside time.

The process helped me see my potential and focus. I also discovered I am primarily a sculptor. Some people are on a fast track to being a full time artist. Other are taking baby steps. I was just pleased to realize it is a viable goal and I am making changes and practicing discipline to get there.

Being prepared. Understanding business, organization and generating confidence that my business of art can be successful.

The organization of topics, the checklists, the practical guidelines for tasks like artist statements, hang tags, etc., are a huge help. Although in isolation any of the topics are not too hard to handle, the number of different tasks involved in an art business is nearly overwhelming. The big thick manual which lists, analyzes, and provides very practical guidelines is a major work. I have great admiration for the manual itself, and the tremendous amount of work that must have been involved putting it together. And it actually makes sense throughout.

Although I haven't reaped any financial gains, the program has given me an ability to set realistic goals and the tools to see them to completion. Since my participation I have built an art studio, website and am currently exploring avenues in which to market my art and make more relevant to customers.

developing consistent work/studio hours and a system for determining prices of my work

Direction, inspiration and focus.

Confidence in the value to my artwork.

Product line. - To identify what is my signature piece, my mid-money-maker, and my "coffee-cup". To get my "story" out there, to educate the people of the uniqueness of what I do. And to have a BRAND, a cohesiveness to my products.

Participating in MAP has provided me with clarity on where to focus my creative energy and has encouraged me to expand the parameters of my sales.

The MAP program helped me realize what it will take to be successful at selling my art. I learned that I must love my own art if I am going to put in the time and effort that is required to profit off of it. This realization changed the way I do everything as customers see the value you place in your work through the confidence you have in showing and selling it.

Most benefit I received in this MAP program is it allowed me to generate more art, by making oneself accountable each day to work on and to continue to improve my artistic skills.

I feel more confident about my work, and can see the value in what I create. Map has been such a blessing and a confidence booster for me. I have created a complete toolbox of skills which have made me "market ready", and many of those skills I would not have had without my participation in the program.

After what seemed like a very, very long time I finally have a firm direction for my work and am not looking at the newest, most interesting thing to try and do. It gave me a level of focus I have not had until this point.

STUDIO LOG!!! :-)

The concept of the personal landscape and the mission/vision statements have clarified the focus of my art and have opened up new ideas (new "what ifs") that I wouldn't have thought of before. The landscape journal (I use a Pinterest board) has helped me be much more creative and keep track of design ideas.

The most valuable benefit of MAP comes in my new way of thinking of my work in a business sense. As everyone in the whole world says, artists are not business people. But MAP eliminates that negative perception for the artist and has empowered me to make the necessary steps to making my art business my main income. I also have a wonderful network of extremely creative people from all over Montana and it's something that happens over the course of the MAP participation. The text book is valuable but when you include other artists who are taking the journey with you, that opportunity is unique and extremely valuable. My MAP artist network acts like any other business network, they give me advice and sometimes we end up working together. It's a truly powerful network that is worth so much to me as a creative person AND as a business person.

Meeting other artist and the great energy shared and support given. Montana is a vast state and the program brought together ideas and sharing and support. I miss our group and Saturdays...

My skills have tightened up due to a stronger passion for my business.

I keep regular studio hours now and commit to working on my art for many hours a week. More importantly, MAP has helped me be a part of a greater artistic community with the support that brings.

The organization and preparedness strategies outlined in MAP have given me the tools and ability to easily and professionally apply for shows, exhibitions and art competitions. I have done all 3. Acceptance and participation into these venues has greatly increased my sales, my customer base and my need for inventory.

The experience with a mentor, as well as being exposed to other artists work and the trip to Jackson hole were all very stimulating and inspiring.

Question: Would you recommend MAP to other artists? If so, why? If not, why not?

Yes, I have recommended the program to many artists- I think everyone should have this great educational experience and be exposed to the network of artist this program bonds.

Yes, I would recommend MAP. It gives a wonderful foundation for the business of being an artist. Many artists I worked with actually flourished under this program, financially, artistically and personally.

Yes, I have recommended MAP to many artists that I know.

Yes. I became more serious about my work.

Yes. Important for any art hobbyist to do.

YES! Even though the MAP program was very intense (which I was surprise about) it was well worth it. I have changed totally my display, have also started a pottery budget. It made me take a very deep and detailed look at my business. Everything was great.

I have recommended it to other artists--with the cautionary note that it will be 'expensive'. Not the program itself, but all the 'stuff' that goes with it. It is an outstanding program AND it has taken me four years to implement most of the required elements. i.e. professional photographs, developing printed materials and printing costs, website development etc.- Having said all that, I feel like I finally have a

professional art business, a substantial body of work and I have made more sales this year than I ever have.

No, I will not recommend MAP to other artists. The program did not help me with what I most needed. I still am lacking in certain business skills I need to grow my business.

Yes

Yes! Because MAP has given a tremendous hand-up to artists in representation themselves and their work.

Absolutely. It will ultimately give you working knowledge of your art as a business.

Yes - It has given many artists an opportunity to display and sell their art.

Absolutely not, I see no benefit to those that have completed the tool box, I also completed it, but 11 of the 35 requirements were not good enough. I found it has nothing to do with helping artists, it has to do with making money for Cindy who wrote a book while being paid to do the program, and now required every participant to purchase her book. The "mentor" for my area is not an artist, she is a business person, has crated a business for herself, making money off the participants, as well as definitely showing favoritism, and if you were not one of her few favorites, she did nothing for you and you didn't pass the certificate review, as I did not!

Yes. It is basically a comprehensive art business college course. Every artist should take it.

Yes. If you are interested in becoming successful and professional, this is the premier program to help you reach that goal.

Yes! MAP has changed the way I conduct the business of art and helped me to see that even at middle age, you can still reach your dreams.

Yes. A new artist can get all the tools needed through MAP to make their business succeed.

No.

Absolutely, and any small business entrepreneur! The topics taught are viable for any start-up business.

Yes, definitely. I do think it helps to know exactly what you want to do. I came into MAP not knowing this. The tools are there for someone who is passionate about their art and wants to move forward to earning a income. It really is a great program that can eventually give artist amazing opportunities for growth in their craft.

yes. I think it is a great program.

Yes. I have recommended MAP to other artists because it teaches you how to establish and market your artwork. It also provides great opportunities for networking with other artists across the state.

Most certainly would recommend. So much knowledge there that you would/could learn on your own, by losses.

I have, and will continue to do so. I think the interaction with other artists interested in enhancing their earning power is crucial to growth. The program itself was instrumental to me in getting started in the right direction. It is well organized, very information and fun!

I would, mainly to help open up networking opportunities and help with pricing.

Absolutely! MAP is the surest path to a sustainable career in the arts and the most efficient way for an artist to learn about creating a business. Because it is taught by artists, and because it has been developed in a way that supports the artist's way of understanding business principles, I believe it has the potential to keep more artists working in the arts who might otherwise leave the arts.

I would. It helped me get my ducks in a row financial wise. Helped me realize that I was not selling my work for enough, and gave me a way to effectively price my work. Invaluable advice on approaching galleries to represent me. And gave me ideas outside of the box in ways to promote and sell my work

Yes, if I felt it would help them. For me it was to much busy work. I never have used any of the ideas. I exhibit in galleries and museums and depend mostly on my art teaching for my income. I felt the MAP program was geared toward craft artists, not fine artists and artists working in a western genre. My work is abstract and does not sell well in MT. Lately, I have been happy to explore and make art that pleases me. I exhibit and if it sells ok and if not okay.

yes , to be better organized ,evaluate where you are and where you want to be ,how to get there professional

A resounding YES!!!

Definitely. I learned so much about the business and how much it entails. In order to make a business out of a hobby, tactics are needed to understand on how to even start.

Yes. A good intro the mysterious world of art business, and how to make money at it.

Yes, I would and have recommended MAP to other artists, enthusiastically. I do so because I felt that MAP made an enormous difference in the success of both my business of art, as well as the quality of my art.

Absolutely! I think this type of course should be available to all areas of the arts, including music, writing, dance, and performance art. Because many artists are clueless about the marketing of their art.

Yes. I do it all the time. Because one thing most of the artists I know (with or without a BFA/MFA) do NOT know is how to get paid to make art. MAP helps with the business plan. In fact, MAP's entire value (as far as I am concerned) is in helping us to develop a business plan, helping us generate all the materials we need to market our business, and helping us to accumulate all of the tools and equipment we need to be "market ready" (especially for fairs and festivals).

Very definately! This is an important program for any and all artists to participate in.

I would highly recommend MAP to other artists. It has enabled me to have a business doing what I love. I sold my recording studio over a decade ago and have been trying to make a go at the artwork for all those years but it wasn't until I took MAP that things started to happen. I needed the business training.

Yes, and I do! It has been so beneficial for me to know that I was doing somethings right, and the things I didn't know how to do I have valuable resources to tap.

Only if they had no other option. There are other programs out there which are much better, but they also cost more. So for someone who doesn't have other means, then yes, this would be good. However, depending on the type of art they are doing, there are other targeted programs which could take them much further faster.

Yes, I would definitely recommend MAP to other artists. The coursework itself covers many things you need to consider and develop to create a professional, money-making art business. Just as valuable as the coursework is the sharing of experiences and lessons learned "the hard way" by your fellow artists in your cohort. They also provide valuable feedback and opinions as you design and develop some of the MAP products.

Absolutely! It has given me the confidence to proceed with making art my career. I don't have to find another job besides making art.

I always recommend MAP to artists with whom I come in contact. Even if they seem business savvy, I recommend it. I was business savvy and still benefited greatly from MAP. It's the community aspect that is greatly validating.

Yes, I think MAP gathers a lot of the great art/business information that is available from a variety of other sources into one course. It also holds an individual accountable, builds a community of support, and has defined goals and structure to move toward. It was an extremely beneficial program to me, and I believe it would help artists of all experience levels.

Yes, it's like a college level course if you put your heart and soul into it and you'll learn a lot.

I DO recommend MAP to other artists. This program has changed my life and allowed me to be a successful full time artist. I'm very grateful!

yes, it has potential to be helpful for a wide range of artists

As advertised, MAP will give creative people the tools to go that next step in their art career. At the least MAP makes one think whether this investment of expense, time and commitment is the direction they want to go. I would not recommend the program to those who work on a hobby level.

Yes! I can think of no better way to help artists grow their confidence and their business than to participate in MAP

YES. Soooooo worth it. Helps turn dreams into reality

I think anyone in the business of making art should attend MAP. The resources are great and why not find out from someone who has been there and done that instead of trial and error.

Yes I would recommend MAP for the vast majority of artists because it provides guidebook for building out an art business and includes details to make it actionable. It helps develop a holistic understanding of what is needed, why it is needed and how to build it. Plus, the structure of the class and the group builds energy, encouragement, and accountability that is needed to get over some of the parts that can otherwise seem overwhelming.

Yes, Defiantly. Any artist would benefit from the MAP program. It is precise enough to help one focus on a business path and broad enough that it help you find the holes in your own processes. From who you are as an artist to what is your business vision. Also the cohort interaction was paramount for me. I have since reached out to other artist in my community feedback is a good thing.

Yes. The organization and development of business tools to achieve is valuable. I feel like I have experience and knowledge with business. I am generating more art and spending more time in the office. The networking is priceless. You are not alone.

Yes. MAP lays out a practical and useful program to organize your art practice into a successful business. It's worth the time and the expense, unless you are already in full control of your art business, with several years of increasing success behind you.

Definitely. Even if you are not quite ready to fully launch your art business, you will gain invaluable knowledge that you will use regularly when making decisions in the future concerning your art and your business.

I regularly do recommend MAP. MAP provides the tools and support necessary for anyone committed to succeeding in their art business.

Yes

Yes, as long as the artist has made a body of work. I came into this with a very small body of work and I'm still figuring out what my product is about. I'm in a development phase and getting these great marketing skills before the product has been created has been a problem.

YES! - and have. Because you can learn truly how to make your art profitable.

Absolutely! I have recommended it repeatedly to other artists. It is a clear roadmap" to success for artists to understand "the business of art".

Absolutely! MAP provided me with direction and helped me develop confidence to move forward with my art. The network of artists that I have developed and knowledge I have gained through MAP has been life changing, both personally and professionally.

It is a positive program in organizing and operating your art as a business.

Map is such a valuable program and I would and have recommended it to other artists. I will be forever grateful for the skills I have learned.

Yes, I regularly recruit artists for MAP. Though my art business journey has been slower than I had hoped it would be I see the success of other MAP artists who have the time/money to invest in their work and see that mine can too be a success when I have the resources to commit to it. It has given me direction and caused me to make positive steps towards reaching those goals.

ABSOLUTELY. SO much to learn, so many people to meet, so much potential for all. Plus, schools do a crappy job of real world prep for artists, ESPECIALLY all things business-related.

Yes. I've already recommended it to a student, who has moved her business from a "what if" to selling in local stores and attending major trade shows in just a few months. I believe the business and financial practices it teaches are invaluable to artisans.

Yes! It's a really powerful tool that keeps giving back.

I will and do all the time. should be spending more time painting.

Yes. It tightens necessary business skills and helps artist with establishing goals, visions, missions & a business plan.

Yes I would. If they want to feel more like an artist and take their art seriously, it is an excellent program to help them take that step.

Yes! I already have numerous times! The information and opportunities provided through MAP are so valuable and necessary for moving forward with your art business. Creating the tools has allowed my to be ready for any art opportunity that may present itself. I gained so much practical experience by participating in the "Gathering" art show in the fall of 2013. Since then I've applied for many other art shows. The Tour of Excellence in 2013 was also an amazing experience for me. It really opened my eyes to what was out there in terms of art and the level I should be striving for. Very inspirational.

absolutely yes! I am light years away from were I was prior to map in relation to my art business and the only reason I am not doing even better is because I haven't had the time to do all I have in mind for my business but I will get there.

Question: How might MAP be improved in the future?

It is great as is.

More diverse ways to exhibit work inside and outside Montana as part of the program. Many opportunities have been sent monthly by the MAC, but these are separate from the actual MAP Certification program. It would be nice to have some more extensive guidance in gallery representation, for example; not only large format trade shows. Maybe this is impossible, but it might be beneficial to have gone through a step by step process with more feedback/criticism on each step.

I think the pricing formulas taught by the MAP program are unrealistic. Pricing remains difficult, but over time it seems as though the prices are what the market will bear.

I just found it hard for my style of work but I met great people and learned a lot, things I will use in the future.

More funding. Maybe even some scholarships for different artist that are just getting started.

I found that there was a emphasis on the wholesale aspect of the program. Which is entirely appropriate if you are making jewelry or other types of products that are more mass produced (i.e. developing a line item sheet, something that is highly unlikely that I will ever use), but not particularly applicable for high end one of a kind paintings or sculpture. For participants in that line of fine art it would be helpful to provide more information on developing gallery representation and cultivating collectors, marketing fine art on line etc. I did the program in 2010 so this may already be a part of the program. I think it would be helpful to have a more technical support piece. For example, how to set up and implement a client building list like MailChimp, how to create a blog to cultivate a list, how to use social media as a part of your marketing plan etc.

MAP can be improved by tailoring "lessons" to fit the needs of individual artists and by having some financial assistance, or at least be upfront about the costs involved.

I think it is impractical to think that 4 weekend long sessions without feedback after each one is not realistic. It is too much information to absorb. I think that there has to be focused study groups to help guide people through. Website referral information about how to do some thing on line works for some people but I am visual and need to see it hands on so to speak.

MAP would benefit in keeping up with the current trends in technology and social networking in promoting the artist.

In a perfect world, I believe it should be a mandatory class taught at the collegiate level for all students going for an arts degree or an MFA. The very practical and real world applicable information presented and discussed in the MAP program cover a large range of topics that new artists absolutely NEED TO KNOW before attempting to run their art as a business.

I feel disappointed that Cindy Kitteridge felt compelled to retire. She was very important to me personally and professionally. Without Cindy, MAP feels fractured.

It has not except for realizing it was a waste of my time and I will not be bothered to waste time on such an endeavor in the future! I think it was a good idea, but depending on the humans you have involved it can be a wonderful program that could actually help artists such as myself, or one where the folks involved care only about themselves and promoting things and folks that benefit, promote and further themselves, and try to turn actual artists into production crafters.

Marketing is still the toughest part of this business. More could be done in this area.

There were times when stories became more important than the actual instruction. It might be considered that trainers have some lessons in teaching strategy before taking over teaching classes.

Clone Cindy. :) Bring in more experts in their fields for real life learning.

I would like to have a network of people to work with to help promote my work in ways other than shows.

Establish open, uncensored platforms for displaying artworks by artists in galleries.

MAP has the capacity to reach fledgling artists as well as tenured career artists looking to brush up their skills and knowledge in art business. The downfall, in my opinion, is how to instruct both groups under one program without loosing the other in the process. As the program grows, and more and more artists are market-certified, I hope to see this program develop an "interim" support group for "graduated" MAP students.

Not sure

Can't think of anything right now.

Less emphasis on keeping a journal. Not all artists use journals in the traditional way. I consider my sketchbooks to be my journal and a way to capture ideas without a lot of verbiage.

A little more time for classes, felt rushed to get everything in, in the time allowed.

I can't think how it could be improved. I will say, I was exposed to 2 MAP groups...took first session in Helena, and after completion have wished I had stayed with that group. this is a personal thing, I think their instructor was really sharp, more personable. although I have no complaints!

I would suggest more emphasis on various marketing strategies.

I think MAP could do more to support artists who have already gone through the program.

I think the prices should be kept down. I have noticed a rise on the initial cost of the class - and this could prevent the people who need it the most from being able to participate

Not so much busy work. Also my peers in the group complained that the material they handed in for review came back without any comments etc. They felt, after all their hard work, that some feedback would have been helpful and would have been appreciated. Some also felt that the event in Jackson and White Fish was a waste of their time. Some of our group, including me, felt that we should have had an orientation meeting before we signed up to go over what the MAP program was all about and the expectations. Our first meeting together was the first class!

can be over whelming at first and seem unattainable goals to meet but one bite at a time

Guest speakers who are successful artists and having them tell their stories about how they became successful.

Perhaps too much slant of art as cottage industry. Making art for me is nothing like making widgets.

Better marketing about the benefits of MAP to non-MAP artists. This would enhance recruitment for future MAP classes. Continued support for the Artist Gathering, the capstone event for MAP artists, including support for the incredibly valuable workshops associated with the Gathering. I personally wish I had learned more about basic accounting early in my MAP journey. Perhaps this would be a good workshop in the future.

A more detailed instruction on the marketing and business plans. The Toolboxes need their own table of contents. It would be great if the charts in the text were all on a disc to access.

Get RID of the internship requirements! They were completely redundant for any of us with a BFA/MFA! I STILL have not had time to complete mine, but have completed all of the other requirements, and any prior experience I had working in the art business doesn't count. And it is downright silly to not count the 5 years I spent in my BFA program as an internship with an experienced artist--anyone in this program with a BFA/MFA should have that requirement WAIVED.

We need a contact list for all MAP artists. It would be helpful to know who is a MAP artist in a specific area, so we can contact them with questions.

Helping artists set tangible goals and reach them is integral to the MAP program. I would like to see more artists certify, and offering incentives toward that end might be a good motivator.

Just keep educating artists, add shows, perhaps in other areas around the state.

It needs and overhaul to bring it up to date with the real world today. It was created a number of years ago, and was probably really good at the time, but I don't think it is doing what it could do for artists.

You might re-evaluate the items in the tool-kit. While I participated in MAP, I still have not completed all the items in the kit. The 2 years I lost dealing with in-laws out of state is a part of the reason. Another is I don't personally see any utility or benefit to accomplishing several of them (the video of me discussing my art being a prime example). Thus I have not achieved "market-ready" status. Again, however, I do not see a benefit to such a status. I still have to apply to shows and contact gallery owners. Don't get me wrong, most of the items in the kit are important and every artist serious about their business should have them. Several, however, could be eliminated or made optional. Or artists might be required to complete 25 out of 30. Just a thought.

Web pages should be mandatory. More integration with the Internet.

MAP needs updating, especially in the area of social media and how an artist can further promote him or herself with it. Samples of other areas that need updating are related to the following: portfolios aren't used anymore; brochures also are antiquated; the pricing model needs some tweaking; bookkeeping needs to be addressed; there might be a section on working smarter, not harder. As I work with artists, I find that they are still inept at meeting deadlines, replying in a timely manner, and basic business interactions. Someone has to make dealing with artists easier than herding cats, as a local expression goes. Why not MAP? And of course, MAC could do more in terms of promotion and opportunities for MAP-Certified artists.

More opportunities would be amazing! Additionally, I would have loved to have feedback from my toolkit. I know I passed, but I also know that there is a lot I could have done better and I am disappointed to not hear what the coaches thought I could improve upon. Additional guidance and help with the gallery/retail goal achievement would also be appreciated. Representation is something I am still relatively uncomfortable seeking out.

Integrate more teamwork, less lone rangers. I think our team process worked well for us and we finished strong.

So many people still don't know about MAP. The Gathering Showcase is very important for getting the artists out into the marketplace. I also believe that opportunities such as the Tour of Excellence are important incentives to get artists to take the course as this enables them to out into practice what they are learning in the course. There's nothing like being put on the spot to motivate a person to get their business together!

I think the list of requirements is longer than it needs to be to accomplish the purpose of the program

MAP could offer hands-on workshops to improve a booth display. I know it is covered in the workshop with slides. The display requirement is not applicable since only a small display is asked for. Does Creative Capital cover Twitter, Etsy, ebay outlets for marketing since I took MAP in 2011-12? A Q & A with an artist who has successfully used any of these would be beneficial.

I think more hands-on technical experience would have helped me because I am fairly new to that important aspect of business. Getting more comfortable with the aspects and language involved in creating a personal business plan would also help people like me who are new to the concept.

Keep doing what you're doing!

I would really like to see some partnerships with different people who may want to help promote your art work.

I think the curriculum is phenomenal but could evolve to include or reflect the art arts more. Some sections are more applicable to folk arts, so it was harder to know if/how those sections applied to the fine arts. Also, it would be great to have regional alumni gatherings to keep the sharing and accountability going.

I would like it to include writers not just visual artist. Maybe a few smaller follow ups and continued workshops for cohorts to plug into through out the years. So a continued education tier.

A possible second level course. Provide a class on doing business "out of state", national level, other marketplaces.

Web and social media expertise are lacking. It's a huge subject all by itself, so I was not particularly surprised or disappointed. Still, since this is only going to become more and more and more important, this is one area that should be tackled. It is really important to apply the same critical standards to this part of the program that have been applied to the other aspects. You need to (a) find people who really understand the technical issues and translate them into best practices that any reasonably intelligent person can follow and act upon; (b) survey the tools and services available, with annual updates, and break those down into various tiers of effort and capability; (c) get the corresponding costs and sales benefits figures for what you find in (b) and lay those out. It is a HUGE job, but the current level of MAP help is not very useful.

As a visual artist, I would have liked more information on making connections with interior designers, art/trade shows, etc. I felt the program is heavily weighted towards the artisan craft show scene which works well for those working in functional art, but is not all that practical for 2D artists.

Possible ideas: - "follow-up" classes for specific needs, i.e.: marketing materials, web sites, applying to shows - a web site for staying connected and asking questions of coaches, other participants - more class time

This program can get an artist overly fixated on marketing, so much that they lose the ability to create their best work. I found myself in early stages of a painting wondering if this was going to sell and it would stop my flow of creativity. I was wondering if I was making art I love to make or the art I think will sell to a certain demographic. I have talked with other artists who have felt this happening to them, too. It seems even if while having a body of work and trying to focus it for marketing, is hard to focus with marketing in mind. I'm not sure what the program can change to address this issue.

Perhaps to have more HELP available to get through the tools. Some tools were just plain FOREIGN to me, and I needed more help instead of leaving me with the syllabus to "figure it out". (The syllabus is EXCELLANT, however!!)

PLEASE consider constructing a contact database for participants to access! It would be very significant & helpful to have a way to contact/connect with all of the MAP participants (current & previous) after the initial training/workshops are completed...

I think the promotion efforts should be stronger. Also, I have learned a great amount of valuable information from a few highly accomplished artists outside of MAP. I think that MAP should consider finding an accomplished artist as a guest speaker -also a gallery owner.

I think this program is geared towards crafts people who are able to produce a large amount of inventory in a short span of time. I don't believe it is geared towards the fine arts of (drawing, painting, sculpture,

etc.). Those art forms require a great amount of thought and time to produce even a small amount of inventory. If you are trying to produce your art this way, you are losing the artistic essence of what you are trying to create.

I would shorten the class structure, and have more time to work on individual tools during that time.

It needs to expand into Eastern Montana and concrete information to hand out to potential participants would be nice. The website explaining it is rather vague. The application process is difficult to follow as well and could be improved.

Make it a 2-year program so cohorts can certify more realistically and stay together for camaraderie and support.

As a fine artist I was frustrated with the craft/trade show focus of the program. I realize that MAP started as a way to benefit artisans and traditional craftsmen with fine artists lumped in, but in the future it would be important to add elements that discuss how to approach galleries, and alternative routes from the trade/craft fair route (which does not work for fine art past a certain price point and can be detrimental to growth). Some of the information for fine artists was inaccurate or outdated (or in the case of pricing, downright confusing - all paintings have to be priced by size, not by cost of materials/time to create), and my studio partner and I had to help correct it and answer questions for the other members of our MAP group with information from our own experience or advice we've received from artist mentors and friends in the gallery business.

With more funding for the program. Artists don't understand the value of MAP until they pass through the program so the entry fees that they pay are cost effective but a lot goes into making a quality program and The Gathering show and sale at the end of the class is an essential teaching tool for artists. The program cannot exist without this gathering.

I think we could target groups....I work at the VA Hospital and a veteran group.....maybe youth as many do not get the support they need to move to what they love to do....

MAP should increase areas of education and information geared toward fine artists who don't participate in booth shows and choose to go the route of galleries and national or regional competitions and events.

I feel like the things that I learned in class and the reading of the book were more valuable than actually making the box. Maybe the evaluation process could be less taxing on the participants.

I think a tour of what past MAP artists are doing now would be encouraging to beginning MAP artists. Its amazing what changes in 1 year, 2 years....

Hard to say, I personally would have liked to participate in an out of state show at a major art market with Map.

Raw Qualitative Survey Data

EVALUATION ROUND 2 (2014 data)

Question: To add to our stories from the last survey, please tell us what was the most significant sale that you have made recently - either in 2014 or 2015. This could be a large dollar amount, or a large volume sale, or a new opportunity, for example. Please tell us what role MAP played in that sale.

Being professionally prepared and ready,

MAP has been invaluable, both in investment in my own business, but also in the art community of Montana. In the last year, I've grown my wholesale and gallery clientele from 2 small businesses carrying my work in only the Flathead valley in 2014, to 8 throughout the state of MT in 2015. I could not have done it without the program, as the gallery owners I picked up in 2015 would not have known about me or my work without MAP.

In 2014, I wrote a press release to the Bozeman Chronicle's "Get Out" section (Arts Section) which I learned how to do through the MAP class. An article was written about my art business and I received a call from a man who was building a home and wanted to meet me. The project turned into a \$ 9,500.00 custom order comprised of a chandelier, three pendant lamps, kitchen backsplash, and a vessel sink for a powder room. The home was a "Parade of Homes" home in Bozeman for the year 2014. I'm still using the job for marketing today.

I sold my first two \$3000 paintings. I would have never had the nerve to put that high of a price tag on one of my paintings had I not taken the MAP program.

The MAP program is an excellent program in providing detailed instructions in how to successfully earn income as an artist or any field that an artist may pursue.

MAP has not played any role in my business other than take away from my working by devoting time to the MAP program which put me behind by about 6 months, only to have many of my "tools" rejected after many hours of hard work on them. The biggest was the income projection, in which I was completely honest, using my actual numbers, yet it was rejected. I feel the program was a waste of time for the folks participating in it. The only ones benefitting from this program are those putting it on, they are making quite a bit off the program, but selling books which were made while being paid by the state to put it on, speaking engagements by many folks that aren't even artists trying to tell artists how to do their artistic endeavors, while having no background in what they are saying.

In 2014 I sold a \$1100 and a \$1000 painting, in 2015 on top of a \$950 and other few original paintings my gross art sales jumped to over 12,000 - because I started doing art shows regularly. I expect and hope this figure to at least double in 2016 as I keep learning the business.

I made several sales in 2015 that brought in a lot of money. My most significant sale from 2015 happened recently with a patron that saw my work at a local distillery. The patron said she fell in love with a series of black and white images I've made depicting various people of all ages, shapes and sizes

holding each other. The patron asked if I would be willing to photograph her and her daughter in this style, which does not fall into a classification of modern family portraiture. The work I made from my shoot with this patron was my first significant piece commission work but it also enriched my body of photographs for this series. It wasn't my biggest sale of the year but it was excellent for building my inventory and also it validated my idea that showing my work in complimentary settings (like fine artisan whiskey distilleries, where this patron spotted the series) is just as good as waiting on a gallery to represent my work. I held a successful opening at this establishment bringing in a ton of business for this establishment from all of the people present to view my work. The owner of the establishment was thrilled to have this collaborative event. Because of MAP and especially the tool that asks us to give a list of "Annotated Area Heritage and Cultural Resources" I've been able to seek out places that are not conventional "art" establishments. In the last two years, I was able to sell work in all of these outlier art establishments while at the same time enriching my community with art that celebrates their culture and landscape. These local establishments also experienced a positive impact in sales because of my supporters who came in to see my new work.

"I made a \$500 sale for a painting commission in 2015. I also began teaching a continuing education drawing class and have 2 private students I teach from my home studio. I am also teaching painting and drawing from the local community art studio.

I feel that MAP provided a solid outline and comprehensive framework to start me thinking about myself as a surviving artist with business acumen. It gave me the awareness and demands actual tools to build a micro-entrepreneurship if you want it. I feel that each year I teach or sell art, compounds. This began with MAP. I didn't apply for a business license until MAP. So everything I am doing now is because of MAP. "

My business is service oriented and sales are related to my number of "bookings". With MAP's training, I have developed a consistent customer base and the discipline to reach capacity with those bookings. This success has allowed me to increase my pricing and, in turn, my hourly wages.

I am wholesaling cards with more frequency. They are selling. MAP gets all the credit for this.

The principles I learned through the PAP program enabled me to more effectively use my website to draw more out-of-state customers, who tended to purchase higher dollar items.

Currently developing art farm product through the ranch so product is in the development stages and there is no income to report from that. But very active in pursuing this goal.

Closed art business.

No art sales efforts during 2014 due to closing of ranch, death in family, and retirement.

I have not been working on my lately due to family illnesses.

My financial numbers don't look great, but I feel like I am finding a balance between my art, and my hungely increased need to have to take care of myself since I am recently divorced. I am finding a way to still do my art, and have been slowly finding ways to have other people sell it for me. I have recently met a rep that may make a large account available to me, and I feel like I could not have presented myself as well as I did without the MAP tools.

I was hired to create two murals for a private home in Bozeman, MT. MAP gave me the business acumen to know what to charge, how to document my work, what expenses to track and how to track them, and

the ability to say yes to the endeavor even though it included travel and an overnight stay while still making a profit.

I have sold pieces that were \$150 dollars, which is significant for me because I make jewelry. Most of my pieces are half of that. Map taught me how to price my art taking into account the amount of time it takes to make the piece and the materials. This helped me price the piece, and I may have to readjust how much I charge as my materials are rising in price.

I sold a dresser that I had painted in 2014 for \$440. MAP has not been active in the Bitterroot since 2014 and I have missed the camaraderie and support. In fact, I have lost contact with most of the artists which is unfortunate. MAP helped me understand the steps necessary to have a successful business, but it is still very difficult for me.

I had a really nice sale out of my gallery in Whitefish, Going to the Sun Gallery. Because of MAP I had an inventory of the quality and the professionalism to get into a gallery of this caliber.

In 2015 my art sales increased by over 200% from 2014. I began showing and selling nationally and I got a painting accepted into the CM Russell auction. The biggest role I believe MAP played in my success was developing a great network in the business.

2015 was a pivotal year for me and my business. I was able to stop working my second job in June and concentrate solely on my photography. What I discovered was that not only should I be pursuing my art, but my commercial photography as well. This epiphany changed everything. Instead of supplementing with a J.O.B, I am now supplementing with what I am trained to do, photography. This change has also allowed me to put the time and effort into my art work. I made the biggest sale of my career, a commissioned piece that sold for \$2300.00. In 2016, I am taking another leap and have signed a contract with a publishing company to produce limited edition and open end prints for corporate and hospitality clients. I also believe that the upswing in the economy has helped propel me in my commercial work.

I sold an oil painting for \$800 in 2014 and used that money to pay for an 2 week art class/retreat in Boulder CO. It was the first time I was in a large painting group.

I sold a large, custom oil on canvas piece this past year. My largest painting up to this point and my largest price point. MAP gave me information and methods that allowed my confidence and business to grow and make this possible.

I am the chairperson for a professional art show for the local art association and sold one painting in 2014 and 2015. I sold two pieces at the Paris Gibson Art Auction in 2015, with one in the live auction that sold for more than my set price. MAP has helped me be as professional as possible.

I made a significant sale at Made in Montana---MAP helped me by giving me a free booth the year before.

My story is that MAP taught me the marketing skills to successfully acquire my current career in Marketing at the Yellowstone Art Museum. I have a degree in graphic design but MAP helped with the marketing aspect of business. My artwork is in graphic design, but because it isn't fine art, or craft work, it will not show up in the numbers for this survey, unfortunately.

I sold several pieces that are now on Park Avenue in New York City. MAP played no role in that sale.

None

I increased my gross income in 2015 by \$3,000. and doubled the sales of a "common, lowly dishtowel". The significance is because I have learned through MAP the significance of "story" and marketing something for it's "value" to the customer. i.e.: it adds color and beauty to wake up to, (we are in our kitchen EVERYDAY); it has value because it lasts and lasts; it is a pleasure to use and dries dishes/glasswear better than any other towel; giving it as a gift shows we have good taste and creativity.

As a result of the tools I learned in the MAP, I was approached by 2 galleries interested in carrying my art. Currently I have several pieces on display in an art gallery in Missoula, MT.

MAP encouraged me to go outside my comfort zone. As a result I had a few small pieces sell in a gallery .

"My answers will be brief as I am at a show. In 2015 I was commissioned to do a large project for a hotel in Jackson Wyoming. The commission payed \$48k. I was found through my website which has been in place since the MAP program. MAP prepared me to know how to make a formal presentation of my work to the owners of the Wort Hotel. "

I had no sales.

I opened my own studio/gallery in Sept 2014. The majority of my art sales in 2014 were the result of opening this business. My retail business is open 6 days/week 6 hours per day. In 2015, the net sales at my gallery were \$116,000. 80% of this was my own art and 20% was from art I sell on consignment.

I have been a vendor at the Red Ants Pants Music Festival for the past 3 years. 2013 gross sales there were a little over \$300, 2014 was \$800, in 2015I sold a little over \$1,000...increased attendance accounts for some of this increase, but I do credit the MAP with significantly improving my marketing skills, and my ability to spend more time producing pottery and less time administering the business.

"I have made two sales to a publisher in France, one is the book jacket blurb for the reprint of James Crumley's French editions. The other is a photograph of James Crumley for the publisher's personal collection. In addition to my own work, I also sell Lee Nye's collector images as part of Nye Imagery, Ltd.

Also donated, one of Lee's major pieces to the Missoula Art Museum.

I believe the major contribution MAP gave me was the negotiation skills in terms of the art business. It might be a good idea to add a section on basic contracts and developing provenances of one's work.

I got a call from an out of state business person who came to the studio and purchased almost \$25,000 worth of my art on the spot to outfit a new (second) home they are building here in Montana.

I have made multiple sales to a collector in Arizona. This person follows my work on facebook, my website, and through my Montana galleries and shows. I would not have the online presence I have without MAP, so I credit all of those sales to MAP.

MAP has played an important part in previous sales. Unfortunately due to illness I was unable to move towards my goals for 2014 and 2015. I am on the mend and looking forward to implementing the MAP tools. Such an amazing program and inspiration!

I have been working more than full-time and have had limited time to pursue my art business. MAP, however, has always driven home the philosophy that success is rooted in relationships. While I have not traveled with my work or represented my work in any of the traditional manner typical to my business, I

have diligently maintained a relationship with one specific client for whom I have provided three commission pieces this year totaling \$3K.

Do to family challenge , no able to participate at this time

I was contacted by a retail shop in San Diego that heard about my yarn from a customer who visited Montana. They said they wanted to carry my yarns, and they would like to feature me as their Indy Dyer of the month, starting in a few weeks. This was no problem because I had everything all ready to go, thanks to MAP: yarn with professional labels, images telling my story, no problem tracking all of the pieces that I sent on consignment, and that were returned later (there were some discrepancies, that my accurate book-keeping allowed me to straighten out). I also had the confidence and knowledge to put the terms of the agreement in writing, giving me peace of mind. This was a major effort on my part to meet their needs to allow them to feature me, yet it went smoothly and quickly. I can't imagine how I would have managed this before MAP.

MAP has been the driving force behind my confidence and strategy when I think about how I approach both the business side of my studio practice, and the goals and objectives I have for my work. In 2015, I showed at a new venue and was warmly received and consistently complimented for my professional presentation and readiness. ALL of this knowledge came from the MAP program and the many talented and generous artists I have met through MAP.

Through my abilities learned in the MAP program I was able to negotiate a exclusive contract with a restaurant in Columbus, MT to only have my art there. The sales have been amazing selling 12 pieces in a little over a year the previous year. I was able to approach the owners and let them know that twice a year I would pull out and we allow other artists in for that month period of time. I shared with them that I would be more than willing to manage that for them, and do necessary paperwork to protect them liability wise, which they were not doing before. Also to have guidelines so that whoever is hanging their art in there would know what was expected of them and how it should be hung. They had a few very bad experiences, which did not reflect well on their restaurant. We have developed a wonderful working relationship, and I have helped their restaurant look amazing and they don't have to manage that part of it any more. It's like having my own gallery in Columbus with not overhead, I am paying them a very fair commission and everyone is happy. Also able to work with the National Wild Turkey Federation, and for 2016 have done their "print of the year" going all around the state to be auctioned off at 11 auctions throughout the state. Next year they want an Limited Edition print from me, so that has been very exciting, and they are doing the leg work for me and traveling and more people are seeing my work.

Sold a painting to a neighbor. No MAP involvement.

In 2015 I was invited to participate in a group show at the Waterworks Gallery in Miles City. This was because of my MCAM membership. I feel Map was important in helping me see the value of doing this, in spite of some doubts about the likelihood of sales. The show has not happened yet, but already it has given me a focus for new work.

MAP helped guide me focus on finding the correct niche market for my product. I have since exploited that market and have consistently sold out my monthly inventory, every month, within minutes of posting them for sale on my e-commerce platform.

While not a specific sale, in both 2014 and 2015 I made enough at each show I participated in to cover costs and provide a small profit. This was due to my having a "coffee cup" item (one that may be boring to make, but sells with enough regularity it covers costs).

MAP pushed me to sell my art at shows, which previously I had been scared to do. I participated in the MADE show in Missoula, and about 6 months later I got an e-mail from someone who saw my items and wanted me to make her some custom pieces. She came and picked them up and then purchased 6 other pieces from me! You never know what opportunity will arise or what is waiting for you after the show is over. For me, it's been fabulous.

MAP really didn't play a part in my sales during 2014. I took another set of classes that were much better tailored for the work I do and these are helping me with my business.

In 2014, I wrote a weaving instructional book. This was one of my long range goals when I took MAP. That book is being published in 2016 and in 2015 lead to me recording 3 instructional videos with the parent company that is publishing my book. The first of these videos were released in September 2015 and I am receiving royalty checks for the sales. The first royalty check in 2015 was issued on sales to September 30, 2015 and it was for nearly \$1000.00. I love royalty checks!

Question: Since 2013, what was the most valuable benefit of MAP on your PERSONAL OR HOUSEHOLD ECONOMY? In what ways did your participation in MAP impact your financial life recently? What recent changes to your financial life can be attributed to your having participated in MAP?

Being prepared for shows such as the C.M.Russell .

Without MAP, I'm pretty sure I would not be pursuing this small art studio business full time, if at all. The pitfalls of entrepreneurial creatives and financial failures of many artists, without guidance and education, simply stop them before they start. It is imperative and essential for entrepreneurs to educate themselves, find role-models in their field, and mimic other successful entrepreneurs in their field. MAP does just that, by creating pathways and connections otherwise lost in a world of creative potential.

I am actually contributing to our personal household and I know how much. Keeping financials was the most difficult for me, my weakness. Since MAP, I keep track of everything. I have a profitable business in 2015. I set my goal to be profitable in three years and achieved it!

I am now an art instructor. I was painfully shy before I took MAP. I would actually get nauseated when I had to speak in front of people. I now have a healthy teaching side to my art business. I get up in front of groups of 10-18 weekly and teach! This is now a very big part of my income.

At present time, although MAP is a worthwhile program, I have not gained in my financial life.

See above, it did not, the changes was it cost me due to focusing on the program and not being able to devote as much time to my art. It took a long time to make up the waste of time the program was. In addition, it is obvious there is a definite preference given to certain artists, even today, only certain ones are promoted, and not just the ones who were granted the certification, many who gained that are not promoted, only a few that were coddled all the way through and still are. A shameful neglect to the rest of use who worked hard while attending this program!

In 2015 I became a full time artist, all my income now derives from art. Although not a high income I expect it to multiply each year as I learn the business and improve my business.

MAP has given me tools for building a successful business based on skills that I've gained at a state university in Montana. I would not have been able to realize my potential as a small business owner without the tools that I've learned from MAP. I was born and raised in Montana and I left the state after graduation. I've tried to find work in other industries here in the state but building my own art business has been where I've found the most success. There are people in state and out of state who crave original works of art and MAP has given me the tools to successfully market my work and also manage my personal finances so that I can continue to keep building my business and grow my business. MAP has recently impacted my financial life by helping me to plan to purchase a new vehicle, which is a vital tool for my business. Also, in my personal financial life MAP has helped me in creating a budget as I plan to become a first time home buyer in the years ahead. Even in my life as an employee of a large media corporation, I was not able to successfully create a budget and plan for home ownership.

" Pursuing graduate school in 2015 and taking my artistry to the next level of commitment is in due part to MAP showing me how to be an artist and sell my work and teach what I know.

I feel more confident in my abilities to organize and act as a business entity.

I have gained 1-3 different income streams because of MAP. From \$50-100/month. To shorter 6 week or weekend teaching gigs that I initiate with another venue.

It's allowed me to work at something I love and have the control to operate. I also gain self-esteem from running my business. So it's had a huge effect in my life. Especially in surviving as a woman in a very conservative rural area where interesting, challenging, and decent paying jobs are very hard to come by.
"

The MAP program taught me how to set prices for my art and develop a budget. The biggest thing MAP taught me was how to make a decent wage for this type of business, as in not giving everything I make away as gifts.

MAP has provided an invaluable "roadmap" on successfully navigating the business world as an artist. I have been able to expand my inventory, improve/update equipment, and to remain debt free in my business. I feel that this is an extraordinary accomplishment in such a short span of time!

"I teach art and show at least 3 or 4 times each year. These are my twin flames. Showing and marketing are becoming more routine since my MAP year. Being an active artist enhances my teaching and I feel that more people seem to know my work story, lately. Some of my MAP colleagues have found traction as professional artists. Bridging two careers means there is no shortage of work that needs to be done. I'm appreciative for the freedom and self-determination gained through involvement with MAP. We have gained business skills that are practical and applicable.

MAP helped me in my pricing structure and the fine tuning of my website.

Keeping better records and learning how to stretch a dollar (planning, budgeting) are the most valuable financial benefits I've received from MAP. I'm not actively trying to sell my art---yet---but I know when I reach that point that the skills I learned in MAP will make a positive difference.

I learned a great deal from the MAP program, unfortunately at this time due to family commitments, I have been unable to pursue my art business. Now that things have settled down, I will be back on track for 2016 and concentrating on building my art business.

My art continues to be an important part of my financial life. When I sell something that I loved creating, it is so much more meaningful to me than the money I make through my bookkeeping work.

MAP has allowed me to make art at a profit rather than a loss. I am able to reinvest in my business and now I will be taking a year off from active sales at group shows to focus on other opportunities that have come my way through my involvement in MAP. I have been offered the opportunity to illustrate two children's books because of my involvement in MAP which I will be taking the next year to complete, as well as my own personal children's book endeavor. 2016 will be a year for the growth of my business in this new venue.

I love making jewelry, and having the ability to generate any sort of profits helps me tremendously. I live in Bozeman, MT and it is a very expensive place to live. Having an increase in wages helps my family, and helps me buy supplies for future pieces to come. Since Map, I have seen an increase in sales through my Facebook page. This would not have happened without the skills I learned through the MAP program.

I feel that MAP has had no real impact on my personal or household economy. I have been working at the local post office because I need steady income.

No net gains yet but the future looks brighter.

Developing a business minded budget.

It has been a long slog. However, I believe if it were not for MAP, I would have given up in 2013. Recently, it has helped me to continue to build my business in a professional manner. Many of the principles I learned in MAP are what have allowed me to actually make a living (now) from my art.

It has given me the steps for the business side of my art. Steps that I haven't fully taken yet. I can't invest the money it takes to get started because I feel Montana is not the market for my style of painting. It has been very hard to get my work into any gallery etc. I love my work though...its original.

MAP made it obvious, and allowed me to open up to the fact that having a business is HOW to make a living as a creative. I obviously love the art and always have, but letting myself grow in the business of art has definitely increased my ability to create and my ability to make a living.

Selling in this local economy is difficult. I wish I had more time to devote to my art business but family and other obligations are more important right now. MAP has helped define more clearly what I need to do to accomplish my art business goals.

Made in Montana

Most valuable benefit from the MAP program is the marketing skills. I still reflect on the tools regularly in my full time marketing position at the Yellowstone Art Museum. I have stayed in touch with my cohort and inform them on opportunities for my fellow artists at the museum. A very nice bond and community has been created through this program. I had taken on a volunteer position at the museum as part of my business internship hours for the toolbox. While working and connecting with people at the museum and the skills I had acquired through map and graphic design in college helped me get my current career in

Marketing, PR and Graphic Designing for the museum. I'm thankful for the MAP program and I really hope it continues.

At this point I do not see a great financial impact from participating in MAP

None

It has added significantly to our savings account. It has enabled purchases of other MAP artist's work. And has allowed me to make weaving equipment purchases. The business plan and trend in my figures shows that in the near future it will actually contribute to a large percentage of our future income, and allow me to continue with my art as income in the event of the loss of my husband. Without the full picture of the business of art from MAP there is NO way this would be possible.

I made a large wholesale sale to local jewelry store which enabled me to continue work on my studio.

MAP Helped me believe that I could develop a long term income from creating art. I am slowly setting myself up to pursue the end result.

Because of my training from MAP I am able to support my household through my art.

It did not.

Increase in productivity and developing new art products in a variety of price-points has increased my sales. MAP challenged us to participate as vendors in art shows which has increased my sales as well as given me confidence to participate in other art related events, such as contests, auctions and other exhibitions.

I am still fine tuning the way I market my work. Spending less time at venues that don't produce significant income, and more time producing work for the venues that do. The skills learned at MAP have reduced the stress involved in any small home based business. This wonderful benefit has allowed me to continue to grow, and learn, rather than give it up.

Basically, how much of my own funds have gone into the business not counting the time!

It hasn't changed.

MAP has allowed me to build a business doing what I love and provide for my family. I owe my success as an artist to the MAP program.

MAP is allowing me to do what I love and build my business in a way that is sustainable for my future. I invest every penny I make (and then some-thank goodness for a credit card!) into my art business and it is paying off. I have achieved my goal of building a studio, moving out of town, and getting into two major shows that I had targeted, one of them out of state. Without the tools MAP gave me, I probably would have given up by now. There have been difficulties, but MAP has taught me to think outside the box and find creative solutions to my problems.

I am just now getting on my feet, after a major illness. The MAP program has given me a goals to achieve and a positive outlook to continue with a career in art. Financially the last two years have been a struggle, but I am once again getting commission works and believe that the next couple of years will be much more profitable.

I'm not in a time-friendly position to pursue my art as much as I would like but the tools of MAP and the rich network of artists have kept me firmly tethered to my art career. Rather than packing up my studio and sadly waving goodbye to my business, I have simply retooled my goals and objectives to a more sustainable framework within which I can reasonably maintain both. MAP is a brilliantly designed program crafted to serve artists who seek a vast spectrum of outcomes relative to financial measurement.

No comment at this time

My MAP income has allowed me to help my young adult children pay for with some medical and other expenses that have had a major impact on their lives and futures. I am extremely grateful that I could provide this much needed help.

So I'm still building my art business, and for my personal and household economy, there have been many investments and sacrifices made in the interest of becoming more visible and marketable. Although these have a dollar amount attached to them, the confidence and pride in being more professional and more market-ready are exponential in their value! MAP participation has influenced the strategy behind these investments - they're purposeful and thought-out, not random or scatter-shot. Recent changes to my financial life attributed to MAP participation include the building of my business in that I have more exposure and more revenue streams by pursuing new contacts and venues, nurturing new relationships, and building a reputation and presence in my market. Learning to find and target my market has been a huge benefit I learned through MAP as well, otherwise I would be discouraged by the amount of money it takes to get my art out - I would be completely discouraged and broke if I didn't know how to find the best market for my work, because it isn't just our local farmers' markets and tiny local show venues.

My business is now fully self supporting, I have not had to take out any loans to continue it's growth, which has about doubled every year. I also not have through my network my own gallery and studio in Big Timber, which was a huge change at the end of 2015. I now have a very large presence in Big Timber as well as Columbus.

I can't say there was anything particularly revealing in the MAP training, but i have been involved in other businesses and the accounting thereof for many many years. MAP does bring the financial side into focus for artists.

Since my sales have been low, there has not been an economic impact. However, being honest, my efforts have not been in that direction either.

The most valuable benefit has been the simple fact that I now run my business confidently and without hesitation. Being successful with it has allowed me the freedom and flexibility to work on a part-time basis (only 3-4 days per week) while still being able to manage the daily tasks of life with children and manage the creation of yet another associated side business.

2015 was a watershed year for me, as that is the year I left my full time (and very well paying) day job, to pursue my craft full time. 2016 will be the first year where I hope to earn a major portion of my income through my craft and doing shows. My MAL participation gave me the confidence to finally take this step.

Getting into shows because of MAP increased my personal/household income. Because my business is more solidly established in Montana now, I have had many other opportunities for consignment now.

Thanks to MAP and my art business, I was able to use the money that I have made selling my art to buy a house in Montana.

None.

My husband and I have owned/operated a local landline phone company since 1998. The advent of smart phones and the recession of 2008 was brutal for our customer base. My art business is replacing the income I earned from that business. And it's a LOT more fun! I really think that if I hadn't taken MAP, which gave me the motivation and structure to pursue my art business idea, this would not be the case.

Question: Is there anything else you think we should know about?

Map is a great resource which gave me an invaluable understanding of the art business and a direction. Without MAP I think my income from art would be completely random.

MAP has changed my world! I now have a sustainable art business with a beautiful studio and gallery thanks to MAP. :-) Even in my 50's I have grown exponentially as a person from this program. I am forever grateful.

As I previously mentioned, the use of symbiotic relationships between my art business and other business establishments have enriched my business and the partner I work with when I hold openings. I show my work in a variety of establishments where my ideal customers frequent. For the openings I hold, businesses like artisan brewers and distillers and fine dining establishments benefit from my supporters who show up for my openings. I think this is noteworthy and also different from my increased personal spending in the local community because this has to do with an increase of spending from other members of my circle that are also supporting local businesses who chose to host my work for a month or two. In return I get exposure to their clientele whom I may or may not know. The exposure has lead to multiple sales for myself and the establishment.

The MAP program is an essential program for any person that wants to transition from hobby to business. It was a great school in which I learned so much about how to go about starting up my own business and having financial success.

The subject of marketing could be addressed in more detail in the MAP program.

In 2014, I received a small inheritance. Without this capitol, I would not have been able to grow my business the way I have. I invested in some badly needed new equipment and infrastructure for my business and was able to keep up on bills after I stopped working a full-time job. Now, that money is all gone and I am confident that I can carry on and grow my business myself.

I am a horrible sales person for my own art, and not to good on the business side either. But I think I have new original art that should be given a chance with collectors and art lovers and I dont know where to start. I have applied for grants and galleries and I get very discouraged. I have something to offer and I know my work is good. I am in a hard spot. So I will keep painting. I hope I cant be recognised as a Montana artist one day.

I would like to participate in a future MAP show in the next two years. But I need to do more art first!

My mantra: "MAP has changed my live, ... and I am smiling!"

Due to family challenges I needed to move out of state to help one of my daughters. My art business was mostly put on hold. Not much happened in development. I will be active again as soon as possible. Set backs in life do not need to set you back forever when you vision is long term.

I continue to work daily in my studio. I was jurried into the exhibit at Missoula Museum of Art last summer and fall. Although, it was a great honor, no sales occured. Perhaps, it is my own fault as I refuse to compromise to a market.

My pottery is a part time business, producing about 25% of my total income. That is all that I need it to do...I love making ceramic things, and this allows me to improve my skills, allowing me to make a little money at it, while thoroughly enjoying the whole process. Even though it is a part time endeavor, I do take seriously the work of improving the business side of things, and feel a large debt of gratitude to the MAP program for facilitating this process. THANK YOU!

Increased my on-line presence.

Before I took MAP, I was fairly successful as an artist on my own in a booming economy. Then the market crashed and I gave up on the whole thing. Took down my website, stopped painting altogether. MAP gave me the tools to diversify my art business and be successful even if the economy is unstable. I don't know what I would be doing without MAP. My finances are back in order and I look forward to going to work every day.

I use my MAP tools all the time and they are constantly evolving as my art and my business grow. It's great to be able to build on the solid foundation that MAP provided and have some clear direction. seriously. I mean it. :)

no comment, due to family situation. I love the MAP. I got interrupted due to family and personal situation.

I am so grateful for MAP! This program has impacted my finances and my life in ways I did not think were possible. I also have a much greater appreciation for other small business owners and make every effort to work with them rather than just ordering things online. I love supporting my local economy in this way.

I'm able to do art and purchase supplies and equipment thanks to an inheritance specifically earmarked for that purpose, i.e. I had a "fairy godmother". In 2015 I Spent over \$800.00 on equipment purchased in Montana through Craigslist.

I'm retired, otherwise, and the art business is in its infancy.

improved my artist website

In 2015 I joined the Montana Artrepreneur Program Facebook Group. This is a very interesting and worthwhile product from the Montana Arts Council. Following the experiences, tips, questions, and suggestion of others has opened my mind to possibilities I had not considered before. A very beneficial product!

Thank you for doing this for us and MAP, Surale! You ROCK! :-)

Raw Qualitative Survey Data

EVALUATION ROUND 3 (2015-2016 data)

Question: To add to our stories from the last surveys, please tell us what was the most significant sale that you made in 2015 or 2016. This could be a large dollar amount, or a large volume sale, or a new opportunity, for example. Please tell us what role MAP played in your making that sale.

I sold a "major work" at a gallery and forfeited a commission of 40%. It represented a certain acceptance by a target audience, but also confirmed that I would be able to sell my work at the prices I felt they merited. (Perhaps because of the commission, the price ought to have been higher). I appreciated the acceptance.

My most significant sales were the two paintings I sold at the "First Strike Friday Night" auction at the Charlie Russell Museum.

By 2015-16, I had retailers contacting me asking to purchase my hand-painted yarns (wholesale). My goal had been to sell mostly wholesale, with a few retail shows for 1) income and 2) attract wholesale customers. 64% of my sales in both years were wholesale. This allowed me to focus on creating my hand-painted yarns instead of retail sales. Wholesale customers tend to be repeat and reliable. None of this would have been possible without MAP. The suite of skills I learned all contributed, but particularly important are branding, marketing to wholesalers, understanding pricing and customer service, as well as the understanding of developing goals and strategies and having the patience to pursue them deliberately.

While enrolled in MAP, I was able to participate in the Fall Arts Festival in Jackson, Wyoming. MAP bussed 50 artists from Montana to help us get exposure provide us the opportunity to present our work to gallery owners and stores. Because of this effort, I learned to develop professional marketing materials, such as my portfolio, marketing brochure and a website. In 2015 I was commissioned by the Wort Hotel in Jackson, Wyoming to produce 30' of leather painted murals to be installed in their famous Silver Dollar Bar. They chose me based upon photos of my work they saw in my marketing materials and website. I was also recommended to them by another leather artist as someone who could take the project on. I was paid \$48,000 for this commission, which spanned 4 months. I have also received recognition in Jackson for this highly visible and enduring installation. MAP gave me the skills I needed to make a professional presentation to the owner of the hotel, the architects and the entire building committee.

Although I have sold some large pieces in 2015 and 2016, the most significant sale for me was really more of a realization. In recognizing that my craft of photography is my art and focusing on using my skills to fully support myself, I was able to find a niche market and use my marketing and business tools to capitalize on actually making a living. I have no other means of support except for me, so I always had

to have another job to support myself and my art. When I realized my true skill and passion could be used to actually support myself and not the other way around, I went for it.

The Arts Association of Montana, which I am a member, started a major art show is during Western Art Week. This year was the fifth one. We represent not only traditional western themes but other styles, media and subjects. We were told by one person that they enjoy our show because of its diversity. We are learning how advertising, free, print ad and social media had on our presence and sales. Of the three pieces I sold in 2016, two were non western and not landscapes, but calligraphic so that was nice because it shows there is a market for that interest in the genre. Even though I don't have a large body of work, I am now comfortable to build a website and use Facebook more.

I sold a hand wrought chain maille chain of sterling and gold for \$1500.00. MAP gave me the confidence to accurately price my artwork.

MAP helped me launch my private art lesson/freelance art business in 2011. I brought a student with me to a local hospital fundraiser that gave both of us a chance to be part of the community by supporting the hospitals long term residential wing with a combined \$500. I took home \$1,000 in sales and got a new contact for a commission that brought in 1,000 in 2017-18. She took home \$150. What a great night for all, especially for a 6th grader to strut her stuff in a live auction. It was a win-win for all. MAP, E.L. Kittredge, also helped in giving me the courage to price my work fairly and helped me stretch my ideas of what my work would go for.

n/a

I have not had any sales

n/a

Wholesale to Glacier National Park concessionaires.

I do sell a couple pieces a year. Usually between \$300-\$800 for a small piece. Mostly to customers that I know. Not sure what MAPS had a role in that sale but if I had a career in art I have the foundation I needed to start.

"Between 2015 and 2016, I was able to DOUBLE my online income selling one-of-a-kind work, where I sell to generally out-of-state clientele. I believe it is because I've internalized many of the skills MAP forces you to hone and develop, like voice and story, photography, branding, target market, and social media marketing.

It's also because that income has afforded me the TIME to create more one-of-a-kind work from a well-conceptualized and launched wholesale catalog with correct pricing structure. Without MAP, my wholesale line would not be nearly the cash-cow it is. MAP has taught me the skills and business sense to crunch the numbers, do the profit-cost analysis correctly, and create profit margins for myself that work for my specific studio business. I wouldn't have been able to double my online sales without the success of my wholesale catalog.

None

We sold about 8,000 in our gallery combining both years . the gallery was born when given short term and long term goals in the MAPS program

Sold first 5 figure painting. MAP provided the tools to do this, and combined with hard work and skill development, business is getting better all the time. Also, the networking opportunities that MAP provided were invaluable.

2016 was the first year I started traveling around the state doing art and craft shows, targeting several larger shows in more populated areas. I also started carrying a wider array of inventory, but less of any one item. I also started incorporating antique iron (wagon wheel rims, wagon wheel hubs, horseshoes, railroad spikes), repurposing it into new and functional items. I now emphasize many of my pieces include parts of Montana history, a fact customers seem to enjoy. This led to a dramatic increase in sales in 2017, and I hope to double that this year. But it is the "coffee cup" items we discussed in MAP that consistently pay for the booth fee and other costs associated with shows. They are the only items I produce in quantity, and their importance can't be overlooked. MAP emphasized the importance of such items, a point I took to heart.

My biggest sales came from daring to go to bigger and better art shows, even out of state and definitely out of my region, something MAP gave me the confidence to do. Also from handing out business cards resulted in customers contacting me months after they took my card.

No sales

One of my long term goals way back in 2010 was to write a book on weaving. I proposed the book in 2013 (proposal accepted), wrote it in 2014. In 2015, my weaving book was published by Interweave Press. This led to filming 5 videos on weaving (also with Interweave Press) as well as a continuing column in Handwoven magazine (also on Interweave Press. This exposure also increased my teaching of weaving exponentially and I am teaching across the U.S. Without that goal, I would have kept on dreaming of the idea--instead I said it "out loud" and then acted. Changed my life--seriously.

In 2015 & '16 had huge highs and lows. 2015 had a few significant sales but by the spring of 2016 I realized that for my work, the market was too small and the art took too long to create to make it a cost effective business. Painfully, I let it go. Discovering Gunpowder as an art medium in the summer of 2016 changed everything related to my art business... 2017 figures will begin to reflect that.

Pricing + target market + finding my passion + knowing my why/story (all RELATED!) = one several thousand dollar sale (most significant, not the only one!)

I have a collector who saw one of my smaller pieces in a store in Big Timber, she contacted me and ordered 3 more prints, plus a 40 x 60 of the work she saw in the store. Without the skills learned in MAP, I would not have the business skills or confidence to grow my art business. Also a wealthy family in Big Timber saw my work in the Bakery in Big Timber at the time and hired me to do a huge photography job that included landscape and portraiture. It was 1/2 of my total income for 2016.

I sold a few gold wedding bands and engagement rings in spring of 2015. MAP helped me market my skills and not short change myself especially when doing custom orders, as these were.

MAP opened doors within the community of Montana and allowed me to see more potential business opportunities. With my newly gained knowledge, I was able to price my products to actually make a profit. I also grew my business online and through more local stores, galleries, and shops.

I sold a necklace that was featured on my business Facebook page to a individual whose wife had wanted it for a year. I was able to describe all if the gemstones and inspiration of the piece to the buyer. This added so much value to him for the piece. I'm very proud she has it in her collection.

Because of my employment at the museum I was not selling my art but I'm hoping now that I'm starting my business I will be making some fine art sales.

"I'm realizing now that I have multiple "collectors".

Very exciting to know that half-a dozen customers own 3+ originals.

I've also been able to steadily increases my prices every year. "

Question: Since 2015, what was the most valuable benefit of MAP on your PERSONAL OR HOUSEHOLD ECONOMY? In what ways did your participation in MAP impact your financial life recently? What recent changes to your financial life can be attributed to your having participated in MAP?

I feel secure in my potential as an artist who can make and sell work. My other income is art-related. It has been a while since my cohort went through MAP training and I have marveled at the true success of my cohorts; some have met with real success. Re-MAP group has morphed into a monthly check-in which actually has included a wider spectrum of artists in our area. I marvel at the way we are succeeding, changing and growing. I am grateful for the opportunity afforded by this program. I think it has been a life-changing program for many, many people. I talk it up a lot.

MAP granted me \$1,000 for lost work due to illness and emergency. I have been able to contribute more money to our household income.

By 2015, I was no longer tapping into household funds to develop my business. My art business income was sufficient to cover all business expenses, including investments in my business. In addition, my art business provided funds to help support our challenged adult child, so that he could continue living independently. This has been a huge source of satisfaction.

Since I took the MAP program, my income has been solely from my art. Not only do I sell at retail art shows around the Rockies and the Pacific Northwest, I am now selling through wholesale shows directly to stores. My leather jewelry collection is now in approximately 100 boutiques, galleries and shops around the US and in 4 National Parks.

I was able to quit all the soul sucking J.O.B.S I've had to have over the years and concentrate on building my photography business with all the skills I acquired through MAP. The biggest change is that I am completely financially self sufficient in business and personally. That's not to say I don't carry debt, I do and since my work can be seasonal, the winters have been tough. But I believe in this, my 4th year in on this path, I will be able to make enough during the busy season to tide me over the slower months. The perk to that is being able to produce more Art during the slow months.

MAP pushed me to do a quality presence at a fine arts venue. The panel design my husband created for me was the design used for our first show. So the immediate effect was we looked very professional and we had good sales for a first year effort. The response from the public was wonderful. Without MAP I

could not have shared what we needed to do for some things. We had excellent advice from Dave Maloney who we can credit for much of our success.

As I previously stated, my art business is not a full time endeavor at this time and the sale of my artwork has not fully covered the investments I have made in equipment and materials.

"In a long term way, I did MAP in 2011. I entered an MFA program with the Savannah College of Art & Design Online Program in 2015. I've been taking classes steadily since then, and am going to graduate in 2019. Because I've committed to my artistic practice and teaching professionally in 2011 with MAP, my commitment has grown ever since. My Financial life has been impacted in that until June 2018, I was deriving a 1/3 of my income from a scholarship. And the rest from freelancing and child support. I am still working part-time, and am living on a shoe string budget until I graduate.

My intentions are to graduate and recoup some lost income over the past 5 years during this long-term goal, over the next 20 years. Until then, my commitment to the arts has made me temporarily poor but hopeful and more confident than ever in my skills and experience I've been gathering to impact our long-term financial stability, in large part to MAP, as I would have never sought out a contractors license without MAP, or thought of teaching as a future career. "

n/a

It has had no impact on my financial life.

n/a

MAP taught me about business, which I utilized in my art business and am utilizing in another business pursuit.

It has given me the resorces and foundation to begin.

Since 2015, I have continued to grow my NET income every year since participation AT LEAST by \$10,000 a year. THAT'S SAYIN SOMETHIN! The success of my business and growth I've seen over the last three years is, hands down, due to much of the training, opportunities, and education I was able to afford through MAP.

None

having an elevator speech ,reasonable goals in place ,now we are watching it grow

MAP gave insight into how a business runs and all that is necessary to be successful is to apply that knowledge to art as a product. The bonus is that personal creativity is added to the mix. However, like it or not (and some artists struggle with this), art is a PRODUCT. It is vitally important to view one's art this way. If a product isn't moving in a specific market, either you shift the product or shift the market. Artists usually need to shift the market because the product is so personal, but there is wiggle room on both sides if one is open to it.

MAP gave me the tools to examine my business, and fine tune and adjust it in ways that are leading to increased sales. I have also gained the confidence to apply for more selective and high-end shows, accepting rejections as part and parcel of the business. The acceptances outweigh the rejections by a large margin. I also have show promoters contacting me with requests to apply! With my retirement from a 9-5 job in 2015, I now depend on the art income to keep us afloat. If 2017 hadn't seen a doubling

of our gross from 2016, I would be back to a day job. We have about doubled our sales each year since 2015, and hope to keep increasing our gross sales in the future.

The strive for quality in the art and make and the knowledge that there are people out there willing to purchase my unique creations

No benefit yet

It's been a stabilizing influence--2016 brought a downturn in my husband's income, but an increase in my sales/income from the weaving business. That increase meant our household income remained stable.

A community of professional artists to share information and business development. 2015-16 were not financially successful, however what I learned through MAP became a source for success in 2017.

"Knowing how to market and present myself as a professional artist and business person.

Lost two jobs in one week thanks to the defunding of MAP. Nice work, MAC staff. You're CLUELESS."

My husband works for the mine and it has been beneficial to his income to have my business right-offs for our taxes, as well as the added income.

My art business helped us buy our house!

I have a much more solid financial life including retirement, investments, goals, and business strategies. MAP asked tough questions to help me make my business grow and change in order to actually make money. It was definitely worthwhile to learn these skills. I owe a lot of my success to MAP.

Because of my neck injury I can't say I have seen much growth, however if I am able to out the time in, I gave the skills to make a income.

I'm planning to pursue my art with a better focus on the marketability.

I was able to save for a down payment on another investment property/condo in Bozeman.

Question: Is there anything else you can share to help convey your opinion about MAP and the programs value to Montana artists?

All of my tax stuff from those years are buried in my garage. I can't even kind-of remember what, if anything, I made from my art because I was so busy. Also I'm pretty offended by how the arts council has destroyed the program and taken it away from the rural artists that it was intended to help (especially out here in the east.) They have spent a good deal of time freezing out the coaches and lying to participants and I don't want to help an organization that has such disdain for the people they are supposed to be working for. Therefore I haven't found much motivation to go digging in my garage. In the past I would have in a heartbeat. However I've lost all respect for the Arts Council and see no need to assist them in pretending to care about the effectiveness of the program.

Because I still meet regularly with my old cohort, I know that many of us have upgraded our initial business goals. How wonderful! Anything is possible.

As a MAP coach, I have seen artists take their business to a new level. These are usually artists who had no idea how to move their business beyond local farmer's markets or fairs to something bigger and better. I have seen their (and my!) confidence grow as they developed the skills to identify and reach out to their target market, nearly always out-of-state. Before MAP they (and I!) had no clue why or how to do this. All the MAP tools work in concert to provide a framework for each artist to become successful business owner.

"As a rural artist, MAP changed my financial future and enabled me to continue to afford to live in the beautiful Bitterroot Valley. Although I have a Bachelor's degree, I was unable to find employment that would provide a living for me and my children here. I do not have any other sources of income (spouse, retirement, disability, etc). I am working harder than I ever have, however, I am doing what I love and sharing the beauty of Montana with many people outside the state. I have 24 shows on my schedule this year, and expanded into Colorado with shows in Estes Park and in Evergreen.

Although the term ""organized artist"" is often an oxymoron, MAP organizes the overwhelming amount of detail that one must know to have a successful art business. The program was thoughtfully designed to instruct artists on each aspect, enabling us to understand and manage the overwhelming amount of information needed to build and run profitable art business. MAP coaches provided necessary encouragement as we worked on the more complicated tasks, such as writing clear business goals, mission statements, business plans and marketing strategies.

I know the way I'm using my skills in unconventional and some would say "not art". I beg to differ, what I do takes skill, creativity and craft and it now supports me as a business, which to me was exactly what was MAP was about.

Check on the accuracy of #4 -the form PDF would not let her check specifics.

"This program what a total waste of my time when I took it, the only ones who actually gained from it were the person who put it on, since she wrote a book while being paid to give the classes, now you have to buy her book when you take the class. Also the other that made out was the person who was the local person for this area. She still gives classes and gets paid by the local college, she is not an artist, but still is the person here, she didn't help me at all, in fact she was rude to me. Only nice to and promoted those that had money, the rest they didn't care much about. The increase in my income has nothing to do with my taking the MAP class, it was full of favoritism and rudeness to the rest of us. There were even some in my class they had to pass, but didn't really want to and have done nothing to help them since. This is not what it seems to be and actually seems more of a money making scheme by those that created it!

I think MAP is a great program for helping artists to set up there business. It provides a solid base to build on and provides great networking with other artists.

I'm a huge fan of MAP, it is the most comprehensive program for artists out there. From the bus to professional shows in ID, to filling out the MT business licensing forms, the research and proactive nature of the program is better than any class I've taken at a university or art school undergrad or graduate. The focus on the psychological aspect combined with targeted geography and understanding of rural MT is what enabled me to not have to give up hope in succumbing to the low-paying jobs for people/women available to us here. MAP gives a sense of personal agency and empowerment as an artist. Partnering with Creative Capitol was and is genius. I can't say enough good things about MAP.

MAP program was wonderful. I think it was extremely helpful. Just the housing market in Kalispell is obscenely expensive and I have not been able to find a place to live that is within my budget and therefore, I have no studio.

MAP was instrumental in helping me become more professional in my approach to art. The program has helped hundreds of Montana artists.

As the previous director, and as illustrated by my departure, it is clear to me that MAP's robust programming and continued promise can not be sustained by the Montana Arts Council.

Its an amazing program. I think there is a line where an artist is producing for himself...a hobby and if your brave enough and the public likes your work and you cross the line over to the business/become a salesman side and you can be a success. But if your work is different you risk a lot. Maybe my work just doesnt fit in the art world. Maybe its just not good enough and I have to except that. But....MAPS was a great opportunity for me and I am honored to be a part of it. I can just say that I will continue to paint until my home and restaurant is over flowing with paintings.

MAP has become invaluable to the success of my rural business, both financially and to the robust voice I've been able to cultivate as an artist in Montana. Not only does it teach the basics of small-business, but it also creates a community of like-minded and motivated artists. Part of the programs value is the connection it creates, that rural artists are not alone, and that the answer to their question or problem may lie in the studio down the street from them. It has always been my favorite part, albeit not nearly as quantifiable as gross income. Montana is a huge state with isolated pockets of untapped potential, and MAP does a fantastic job of connecting people who otherwise would never have reason to meet.

"MAP did not really help me as a

Fine artist. I live on a ranch far from

Towns. I work in my studio and depend

On other means for support."

Having been involved with MAP for several years now, the cautionary note I'd like to add is that I have seen it shift in later years away from business and more toward making of art and artistic exploration. I believe this is harmful to the program. There are many venues for artists to develop their work, and what has been successful for our business is to approach it from a business and marketing perspective. This then informs the art in that if what is being created doesn't fit a market, one must see first if there is a way to make small changes to fit in, or, if that is not possible without changing the art too much, then one must find a suitable market for one creations. There is a certain amount of emotional detachment that must occur, and I think many artists recoil at this. On the other hand, great art comes from the heart, so if an artist creates solely to sell, the art (and sales) suffer. It is a fine balance. However, in my experience, artists need to lean more towards marketing as the creation of the work and the emotional attachment come naturally. Also, there were some artists in the MAP program that really were not ready to market their work. They were hobby artists or just so under developed that they will have a difficult time selling as they just hadn't been creating long enough to develop their skills to a marketable level. MAP is for working artists who need to take their quality work and learn how to market it, so a different selection process may be something to consider for future years. Also, even if an artist is talented, if they really don't want to market, this program is not for them. However, MAP has fast tracked this business for me and my family, and as far as we are concerned, we are living the dream. THANK YOU!!!

MAP has done a great job advocating for Montana arts and artists, and helping individuals make the jump to "artpreneur".

It is a great program especially at the beginning of the artist career, hope it keeps going and improving!

None

This program has changed lives--seriously. I have seen dreamers become doers and successfully self-supporting from their business of art. The ROI for Montana from this program is SUBSTANTIAL! Wages, taxes, new income coming into the state from out of state make an impact.

I provides business practice skills necessary for any small business to survive.

It's not only the BRILLIANT MAP program, it's the coaches and community!

Great program, always tell people about it...

Although my business is a bit more quiet now (life changes) I know that I can ramp it up again with the skills MAP gave me.

I'm not a normal success story for the MAP program but I've worked for a contemporary art museum for the last four years and have been the Marketing Coordinator for all their events and exhibitions including the promotion of artists and their work in the museum galleries, annual Art Auction and Summerfair events where many art sales take place. Because of this, I feel a connection with MAP artists and the area of art sales in Montana although I'm not currently selling my artwork at this time. It was because of the MAP program, specifically the business internship portion of the toolbox, that I applied at the YAM. I had hoped it would only be part time so I could pursue my art business, but it was not. The full time position demands left no time for my art business. This might be changing.

The MAP program is the most valuable tool an artist can have!