



Press Release

For Immediate Release

Date: March 14, 2012
Re: Free Training Opportunity for Artists
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Art as Business Flight Offered by the North Coast SBDC

The North Coast Small Business Development Center (SBDC) is offering its fifth business assistance program to local artists, craft persons, arts manufacturers, and design/decorative professionals looking to build or expand their creative enterprise. This 8-month long program provides free, intensive business training and mentorship.

Benefits of the program include monthly counseling with an SBDC business advisor, completion of the Business Basics Seminar Series & a business plan, peer networking and monthly workshops. Workshops will focus on topics like transitioning from artist to business professional—with tips from pros, clarifying mission, visions and goals for the business, marketing, promotional development and more.

The program is provided from a grant through the California Community Development Block Funds for Micro-Enterprise Entrepreneurs and the County of Humboldt Office of Economic Development. Participants must meet low income guidelines to qualify. Applications are due Monday, April 2, 2012 at 5 p.m.

Informational meetings are scheduled for Monday, March 26 from 4 p.m. to 5 p.m. and Wednesday, March 28, 10 a.m. to 11 a.m., both at the Prosperity Center, 520 E Street, Eureka. Additional information can also be obtained by visiting <http://northcoastsbdc.org/art2012>, emailing artflight@northcoastsbdc.org or calling (707) 445-9612.