

EXAMPLE - Advancement Plan - Piscataqua Region Artist Advancement Grant

The advancement plan and sample budgets that follow are intended to serve as examples, not as a rubric or outline. Please use them as guides but do not feel the need to conform to them. All identifying information has been changed.

Advancement Plan

I have arrived late to my art life. Due to outside circumstances, I did not attend art school until my mid thirties. As a result of my late pursuit, I have attempted to take advantage of every opportunity afforded me to learn and grow as an artist at an accelerated pace.

While in art school, I worked as studio assistant to [a previous] Piscataqua Artist Advancement recipient. In her studio I learned the necessity of discipline, the importance of scheduled, daily art practice and the sacrifices necessary to be successful in the arts. I have taken all that I learned from her and put it into practice in my own studio. In doing so I have been able to create work that communicates, evolves and consistently sells, even with the limited time I have to dedicate to it. The Piscataqua Artists Advancement Grant would allot me the last piece of what I need to begin to make my living from art— time.

Time to develop and further hone my methods:

The materials and processes I use to create my work have been around for centuries but the methods by which I am using them are of my own invention. Much trial and error went into creating my approach. I've experimented with many different papers to see which can take both the pressure of printing in relief and the heat of the wax without degrading or shrinking. I have slowly come to understand the range of possibilities and how to best use these mediums to my artistic advantage.

Of late I have been experimenting with Japanese papers and how transparent they become when soaked in wax, the prints seem to float in the air. I have many ideas for exploring the possibilities of these transparencies in my work and am eager to play with the vocabularies of pattern and transparency as they relate to transience, transformation and transcendence. Another new avenue I have begun to explore is color. Until recently, my work has been largely black and white, with a focus on the high contrast and the stark, graphic qualities of the woodcuts. Being locked down during the pandemic had me looking for a less stark, more subtle visual vocabulary. I've been exploring color in pattern, color theory and the many different languages and moods of color. Looking to historical palettes as well as historic designers— from Dorothy Draper to Folly Cove — trying colored papers, dying paper with pigmented wax and exploring eastern block printing methods.

Time to build a body of work exploring these new ideas:

I show up to the art making daily, but with only nights and weekends available to me I can only move things forward by inches. In applying for this grant, I am looking to be able to work in the studio full-time for a year. All of my best think-time and energy is currently given to a full time job, the art gets whatever I have left at the end of the day. As a result, the only work being produced is for deadlines and gallery obligations. There has been no time left to expand on a greater body of work, pursue the solo opportunities I've been provided or to

EXAMPLE - Advancement Plan - Piscataqua Region Artist Advancement Grant

expand my market. I would make good use of an opportunity to slow down my process and reorient my method from its current state of rushed producing to a more conversational, mindful method of creation.

Time to research and expand my market:

As the art market moves to the internet and, sadly, away from galleries, it is time for me to upgrade my website and begin to market myself more online. I've had good luck with sales in galleries and will continue to work with that market and hopefully expand, but I have also had much luck with direct-to-consumer sales via social media outlets. In order to streamline that process and learn how to balance my online presence with my gallery relationships I will need time to do the research. The logistics of moving art around, keeping an organized inventory and keeping clean contracts all require more time than I currently have.

Time to give back:

Pre-Covid I was voluntarily bringing art projects to recovery homes in the area. In applying for a City Arts grant through the X Arts Commission I planned to create an outdoor installation composed entirely of components made by the recovery community. The whole project had to be put on hold for pandemic safety but I am looking forward to begin again in the Spring of 2022.

I have also long hoped to work with artistic, at-risk youth, on a more personal, mentorship level; to be the person I wished for in my life when I was young and baffled by a world that thought nothing like me. I would like to bring them in as summer or afterschool interns. I live directly across from X High School and have a connection with the art teachers there as well as connections at Y High School and UNH. With these and my connections to the recovery community I'm well placed to be of service to young people, with the exception of time.

I have finally moved my studio out of my house. No more printing press in the living room and no flat files at the bottom of the stairs. We have lived in only two rooms of our 5-room house for 10 years, with the studio (and all of its ephemera) living like a slovenly roommate in the rest of the house. During that time I finished my BFA and converted our 130 year old barn into studio space. I finally have the space to advance my art practice. I now have 200sq ft of storage and 500sq ft of workspace, an etching press, good ventilation, running water, propane heat and electricity all thanks to friends, family, some Yankee ingenuity, frugal living, lots of sweat and a very supportive husband. I am grateful to say my artwork so far has been well received, there have been consistent sales, publications and encouraging interest but I have been unable to grow my career due to lack of hours in the studio. I now have everything I need to turn my work into my livelihood— except time.

BUDGET EXAMPLES

Piscataqua Region Artist Advancement Grant

The budget portion of the application is another way to tell your story. Items in your budget should align with and relate to your Advancement Plan. Some level of narrative can be helpful to the jurors. Be sure to check your math!

The examples below are an amalgamation of budget submissions received over the years and do not represent any one applicant's budget.

EXAMPLE A:

Salary and Income Taxes

Salary: \$15,000

Income Taxes: \$3750

Grant funds allocated to salary provide the necessary time to create work, apply and attend residencies and workshops, and approach galleries.

Taxes are calculated at 25% of the portion of the grant allocated to salary.

Equipment

MacBook Pro 16 GB Ram: \$1700

2-Year Protection Plan: \$200

Software: \$500

Professional Development

Residency Application Fees \$40 x 5: \$200

Estimated Travel – 2 residencies: \$1,200

Professional Development workshops: \$500

Materials

Canvases: \$1,250

Paint: \$300

Misc. Materials (brushes, pencils, sketch pads): \$400

Total: \$25,000

BUDGET EXAMPLES

Piscataqua Region Artist Advancement Grant

EXAMPLE B:

If received, the \$25,000 from the Piscataqua Region Artist Advancement Grant will support the expansion of my artistic practice and allow me to research and experiment with new materials and techniques.

Clay and Glazes: \$6,500

A variety of clay from different regions will allow me to experiment with new textures and characteristics and deepen my understanding of clay and glaze chemistry

Clay: \$4,000

Glazes: \$2,500

Professional Development including travel and lodging: \$2,500

Participation in a two-to-three-week workshop such as Haystack provides dedicated time to learn and create and the opportunity to learn from fellow artists. Communal spaces are as important to generating valuable insight and energy as time for solo practice.

Marketing and Rebranding: \$5,500

Professional photography and rebranding will support strategic marketing of my new work to galleries, retailers, and new markets.

Professional photography: \$1,500

Website & rebranding: \$4,000

Studio Rent and Utilities: \$8,000

Allocating a portion of the grant to studio expenses provides me with a dedicated space to experiment and create with less pressure to generate revenue.

Taxes: \$2,500

Estimated at 10% of grant.

TOTAL: \$25,000

BUDGET EXAMPLES**Piscataqua Region Artist Advancement Grant****EXAMPLE C**

Research		
Airfare	1,500	2 roundtrip flights to Rome and Barcelona
Trainfare	300	RT to New York City
Lodging	5,250	21 nights at an average of \$250/night
Local Transportation	500	
Museum Admissions	200	10 Museums at an average of \$20 each
Materials and supplies	200	Lightweight sketchbooks, pencils, paints
Total Research	7,950	
Studio Costs		
Shared studio space	3,000	12 mos at \$250/month
Studio utilities	600	12 mos at \$50/month
Total Studio Costs	11,750	
Materials		
Canvases	1,500	
Paint	1,300	
Total Materials	2,800	
Taxes	2,500	Estimated at 10% of grant
TOTAL	25,000	