

IDAHO COMMISSION ON THE ARTS, ARTS NORTHWEST,
USDA RURAL DEVELOPMENT, IDAHO COMMERCE &
LABOR, AND IDAHO RURAL PARTNERSHIP PRESENT:

MERGE



Idaho's Regional Conferences on the Arts Creative Community Development Series

Moscow - April 12

Sandpoint - April 14

Idaho Falls - May 2

Hailey - May 4

Boise - May 5



You are welcome to attend just the Creative Community
Development luncheon and workshop
at any of the above locations or at...
Twin Falls - May 1 Pocatello - May 3

Creative Community Development Series

luncheon keynote and workshop by Becky Anderson, HandMade in America



LUNCHEON KEYNOTE:

The Place-Based Economy

Rebecca (Becky) Anderson, founder and Executive Director of HandMade in America, a renowned craft-based rural development organization operating in the Blue Ridge Mountains of North Carolina, will tell how they have fostered entrepreneurship and encouraged partnerships between tourism, small business, education, economic development, and natural resources to create place-based economic solutions. A place-based economy is dependent upon place, cannot be outsourced or transferred from its source, and is used to create long-term economic initiatives through the use of a region's cultural traditions and natural capital. Learn how this approach has benefited the citizens of Western North Carolina through expanded markets, the harnessing of new economic opportunities, and the branding of a region.

WORKSHOP:

Creating Your Place-Based Economy

The workshop, held just after lunch, will address the “how-to” of these strategies with a focus on how Idaho can tailor these ideas for the benefit of entrepreneurs, business owners, and communities including; how to foster entrepreneurial agricultural, cultural, and crafts-based cottage industries utilizing a unique approach to community asset, partnership, and cultural tourism development. Each workshop attendee will receive a copy of HandMade in America’s unique tourism guidebook.

In 2000, U.S. News and World Report named Becky Anderson as one of America’s top ten visionaries for her work in community and civic development. She has twenty-eight years experience in economic and community development work. As founder and Executive Director of HandMade in America (www.handmadeinamerica.org) she coordinates over 20 partnerships with local, regional and state organizations, and serves as a consultant for cultural tourism and economic development related to arts and crafts. In 2003, Worth Magazine ranked HandMade in America as one of the top 24 arts non-profits in the United States that give “The biggest bang for your buck” and represent “the best of our country’s culture.”

Noon – 3:00 p.m.

Registration fee: \$15

(includes lunch)

MERGE 2006: Idaho's Regional Conferences on the Arts

(includes Becky Anderson's Creative Community Development Series!)

WORKSHOPS FOR ARTS ORGANIZATIONS:

Understanding Your City & County

The key to getting more arts support from your city and county is to get to know them! Learn how city and county governments operate: how they plan, how they fund community development projects, and how cultural organizations participate.

The Art of Presenting

Where are the artists you want to present? How do you navigate through the many marketplace and conference possibilities available to you? How do you talk to an agent? Negotiate contracts and technical riders? What is block-booking? Whether you are organizing a community festival, a performing arts series, or just want an act for your exhibit opening, this workshop will help you find the artists so that your time will be spent wisely and gainfully.

Finding Culture in Your Local Landscape

Folk arts are all around us, expressed and continued through local stories, work practices, families, and other groups. On Main Street or a frontage road, in family-owned restaurants, homes, farms, ranches, ethnic food stores, libraries, community centers, and schools – folk arts are everywhere. In this workshop you will learn how to find unique themes in the local landscape and occupational culture and how to use your findings to present folk artists and their work in exhibits in museums, galleries, visitor centers, and in local festivals.

WORKSHOPS FOR ARTISTS:

Artpreneurs & Idaho

Artists in all disciplines have a remarkable ability to create evocative expressions of the world around them. However, in the contemporary market, even the most distinguished art requires a blend of business skills and creativity. In this workshop we will talk about how you can participate in an artistic and cultural adventure, locate or create alternate spaces to exhibit, and the most effective way to open your studio.

So You Want to Work With Kids...

It's the skinny from professional artists who work as teaching artists on the ICA's *Arts Education Artist Roster*. Hear their perspectives on working with young people in school and community settings. Learn how these talented artists maintain a balance between their professional artwork and their work inspiring Idaho's young people. Think hot lunch, bus schedules, and creativity!

Successful Touring: Getting Your Act on Stage

How do you, as a performing artist, find presenters? Which conventions are right for you? How do you talk with presenters? Negotiate contracts and technical riders? Understand block-booking? How does venue size and ticket pricing affect your bottom line? This workshop will help you eliminate surprises before you get to the theatre.

8:30 a.m. – 5:00 p.m.

Registration fee: \$25

(includes lunch)

HOW TO REGISTER:

Send the completed registration form with your registration fee to the local host agency associated with the location you would like to attend (see below).

REGISTRATION FEES:

Creative Community Development Series (Becky Anderson's luncheon keynote and workshop only) - \$15 per person.

MERGE: Idaho's Regional Conferences on the Arts (full day - includes workshops for artists or arts organizations and the Creative Community Development Series luncheon and workshop) - \$25 per person

DEADLINE:

Registration must be submitted at least one week prior to the date of the event at the location you would like to attend.

QUESTIONS?



Idaho Commission on the Arts
208-334-2119
djames@arts.idaho.gov

THANKS to these sponsors and partners:



Moscow Arts Commission
Pend Oreille Arts Council
Magic Valley Arts Council
Idaho Falls Arts Council
Old Town Pocatello
Wood River Arts Alliance
Boise City Arts Commission

DATES AND LOCATIONS:

April 12 – Moscow *

University Inn (1516 Pullman Rd.)

Send registration to:

Moscow Arts Commission
PO Box 9203, Moscow, ID 83843

April 14 – Sandpoint

Workshops: Community Hall (214 S. First Ave)

Keynote: The Panida Theater (300 N. First Ave)

Send registration to:

Pend Oreille Arts Council
PO Box 1694, Sandpoint, ID 83864

May 2 – Idaho Falls

Workshops: Willard Arts Center (450 A Street)

Keynote: Shilo Inn (780 Lindsay Blvd)

Send registration to:

Idaho Falls Arts Council
498 A Street, Idaho Falls, ID 83402

May 4 - Hailey

Blaine Community Campus (1050 Fox Acres Rd)

Send registration to:

Wood River Arts Alliance
PO Box 4030, Ketchum, ID 83340

May 5 – Boise

Workshops: Boise City Hall (150 N. Capitol Blvd.)

Keynote: Grove Hotel (245 S. Capitol Blvd.)

Send registration to:

Boise City Arts Commission
PO Box 500, Boise, ID 83701-0500

Creative Community Development Series

You can attend just Becky Anderson's keynote and workshop at any of the locations above and...

May 1 – Twin Falls

Red Lion Inn (1357 Blue Lakes Blvd. North)

Send registration to:

Magic Valley Arts Council
PO Box 1158, Twin Falls, ID 83303

May 3 – Pocatello

Newberry Building (160 N. Main Street)

Send registration to:

Old Town Pocatello
PO Box 222, Pocatello, ID 83204

* Held in partnership with Idaho Rural Partnership / Business & Community Leadership Training – see www.irp.idaho.gov