Art business seminars start Saturday

Experts offer how-to advice

Sentinel staff report

APTOS — A series of four Saturday morning seminars is geared for artists who want to start, manage and grow a business.

The sponsors are Cabrillo College's Division of Visual and Performing Arts, Cabrillo Extension, the Small Business Development Center and the Business & Entrepreneurship Center and the Cultural Council of Santa Cruz County.

The seminars take place 10 a.m. to noon at Cabrillo's Visual and Performing Arts Lecture Hall Room 1001. Each costs $25. Topics are:

Feb. 25: The Business of Art 101, how to establish a business selling your art, such as required licenses, fictitious business name, legal structure, basic tax deadlines and reports, and a business plan; led by SBDC certified business advisor Keith Holtaway.

March 31: What is your art really worth? Should your art be priced differently depending on venue (Open Studios, gallery show, local restaurant)? Should you give discounts? Should you charge more for commissioned work? Four artists will comment, led by James Aschbacher, a muralist and art entrepreneur.

April 28: Marketing Principles, how to develop your value proposition, define your market and sell, led by Aletta de Wal, artist, educator and entrepreneur.

May 19: Leveraging Social Media for Your Art, best practices and case studies of arts nonprofits and artists, led by Susan Tenby, online community manager for TechSoup, a San Francisco-based nonprofit.

Register online at Cabrillo College Extension Community Education.