



## **Art Business Incubator South Padre Island**

Under the Direction of the



### **South Padre Island Economic Development Corporation**

#### **Application Instructions for the Art Business Incubator South Padre Island**

##### **Eligibility:**

- **All artists working in 2D or 3D media** (Includes, but is not limited to painting, sculpture, photography, film, jewelry, fabric art, pottery, graphic design, and technology based applications.)
- **MA of MFA or other formal training in a field of art and/or professional art-related work experience**
- **A financially viable art-related business concept** for a business on South Padre Island.

##### **Artists accepted into the SPI Business Incubator Program will receive the following BENEFITS:**

- \$700 scholarship to the Kauffman Fast Trac Business Training Program (optional)
- Free studio workspace
- Gallery display space in the Art Business Incubator Hub to be located in a Padre Blvd. storefront, in the heart of the entertainment district.
- An initial supplies stipend of \$1,000.
- Access to shared office space, Wi-Fi, and technology equipment to create and manage portfolios, communicate with the artistic community and develop marketing campaigns.
- POS system of online sales
- Full time clerical help at the ABI location for scheduling, shipping, and sales support.
- A monthly stipend of \$200
- On-going business training and mentoring to assist in developing the art-related business and inhabiting the virtual landscape for branding, sales, and marketing.

- Special event hosting services and marketing across many platforms through the ABI, SPI CVB, and EDC.

**To apply for the Art Business Incubator South Padre Island, complete and submit the following items to Darla Lapeyre, SPI Economic Development Corporation Director.** Email application materials to [southpadreislandedc@gmail.com](mailto:southpadreislandedc@gmail.com) or mail to Darla Lapeyre, Director, Economic Development Corporation, 6801 Padre Blvd., South Padre Island, Texas 78597.

- 1. Artist Statement Cover Letter: Introduce yourself and outline a description of your conceptual plan for an art-related business that you want to establish on South Padre Island.** (This is not intended to be a complete business plan; rather it should describe the business model that you will be working to develop and refine during your tenure in the Art Business Incubator.)
- 2. A resume containing a summary of your art education (M.A. or MFA), your formal training in your art field, and/or professional work experience in an art-related business.**
- 3. Two letters of reference that attest to your educational excellence, the depth and level of your training in art, your professional art experience, the quality of your work, and your work ethic.**
- 4. A portfolio of 6 -10 pieces of your best work that evidence the quality of your art work and your readiness to become a “working artist with a saleable product or service.”**
  - The work samples in the portfolio should be presented as jpeg files, 800 pixels in the longest dimension, 72 dpi.
  - The work samples submitted should include work that has been recognized as quality work in a juried show, or work that has been sold to members of the public.
  - The portfolio may include a video, a maximum of 4 minutes in length, depicting you as an artist at work or in a work setting, dealing with art patrons.
  - The portfolio of work and other application information will be reviewed in an interview with a panel of professional judges.

## **5. Links to your website and online presence.**

### **Selection Process:**

Applications will initially be reviewed by a committee of artists engaged in an art-related business on South Padre Island. Applicants selected as semi-finalists will be notified and scheduled for an interview with a panel of professional judges within a week of being notified. Finalists for the Art Business Incubator Training Program will begin a Kauffman Fast Trac Entrepreneurial Training. Following the Kauffman Training, the finalists will have two months to develop a solid and financially viable business plan with the potential to be successful in the South Padre Island economy. The Business plans will be evaluated by the Kauffman business trainers. The finalists who complete an acceptable business plan will begin their 12-month residency in the Art Business Incubator Program.