

# THE CLARK HULINGS FUND

For Visual Artists

**2018**  
ANNUAL  
REPORT



**Turning Working Artists Into Thriving Artists.**

## **MISSION**

The Clark Hulings Fund for Visual Artists (CHF) is a 501(c)(3) nonprofit organization that equips professional visual artists to be self-sustaining entrepreneurs.

## When artists flourish, we all flourish.

CHF equips visual artists with critical business skills, tools, and network-building opportunities, because their economic success benefits all of us. Thriving artists generate jobs, support neighboring businesses, revitalize our communities, foster cultural dialogue, shift our attitudes, and spur astounding and essential innovation. By providing them with entrepreneurial training, real-world experience, and a powerful community of peers and industry experts, we help artists leverage their creativity into building a more prosperous, fulfilling world.

The arts & culture sector contributed more than \$804 billion in 2016, 4.3% of the total GDP—nearly five times more than the agricultural sector and \$227 billion more than transportation and warehousing.

*—National Endowment for the Arts Report, March 2019*



In a recent survey, a majority of visual artists said that they make less than \$30,000 per year. **Nearly half said they earn less than 10% of their income from their art.**

*—The Creative Independent, “A Study on the Financial State of Visual Artists Today,” 2018.*

## CHF delivers business education and entrepreneurial learning

through an intensive graduate-level Art-Business Accelerator, regionally based in-person educational events, and a digital campus, where artists have 24/7 virtual access to art-business courses, educational media, and a community of peers and other industry leaders.

Our focus on accountability sets us apart. We include research and analysis as part of the foundational design of our programs, collecting data and feedback to evaluate our impact and determine if adjustments are necessary.

### Art-Business Accelerator



**No matter how you slice the data, our analytics prove that our 2018 Fellows have grown their businesses and boosted their careers. These impacts also ripple out from the artists' businesses, boosting investment in the local communities of which they are an integral part.**

#### CAREER PLANNING

- 100% of our Fellows—compared to 52% at the start of the Accelerator—are now clear about their primary career objectives
- 40% say that creating a business plan was one of the most valuable lessons they learned.
- 67% are now pursuing multiple revenue streams.
- 60% now spend 40% or more of their time developing their business—compared to 25% at the outset.



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*This program says, 'here's your overall picture, let's break that down into milestones, into tasks,' and these tiny stepping stones build up to something quite large."*

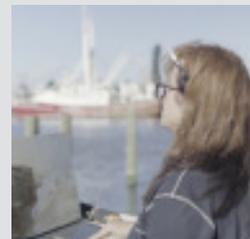
—Nadia Fairlamb, Accelerator Fellow

Our yearlong virtual Fellowship provides participants with practical knowledge that's actionable in the real world. Fellows hone their business models and sales strategies, create powerful brand narratives, and implement pivotal projects that advance their careers.

Built according to group-learning methodology, with weekly workshops, labs and small group sessions with emeritus advisors—Fellows from previous cohorts who sign on to pay their experience forward—our Accelerator also includes PR opportunities and assistance with project capitalization. At the end of year one, we select a subset of the group to continue for a second-year advanced Fellowship. In 2018, we graduated 12 advanced Fellows and accepted 16 into our 2019 class.

#### CHF Promotes Social Businesses

When painter Donna Lee Nyzio turned 50, she decided to make art the main source of her income. In 2017, she was chosen to be a CHF Accelerator Fellow and progressed to a senior-level Fellowship last year. *"Because I am entering the art market so late in life, I have to work smart and hard. CHF helped me refine my goals—plotting them on paper and creating a 'blueprint' for my path."*



With CHF's support, Nyzio determined where her art business belongs in the ecosystem of her North Carolina community and the art industry at large. "Being an artist is like being a piece of a puzzle," she says. "YOU decide where you fit, based on your goals and skills, what you want accomplish, and how you want

to work. When you define your answers, wow, it all becomes clear."

Although her Fellowship ended last December, she's stayed on as a Fellow Advisor, working with our current class. "As I talk

to these artists, I realize how far I have come in my two years with CHF and how far I still need to go. It is exciting to watch these artists soak up the information

and reach those 'a-ha!' moments for themselves." Her entrepreneurial journey aptly illustrates the Accelerator's twin goals—**helping our Fellows succeed AND creating opportunities for them to help other artists do the same.**

*Read more from Donna on our Spotlight webpage.*

### SALES & MARKETING

- On average, our Fellows doubled the number of sales and marketing channels they use, and say they feel independent of their gallerist or other representative when it comes to sales, marketing, and brand management.
- All Fellows increased their professional contacts and the size of their audience.
- 67% gained more media coverage.

### INCOME & PROFIT

- 75% of our Fellows increased their total income from making and selling art.
- 58% increased their prices or profit margin.
- 67% sold more art or gained more commissions.
- 67% increased the percentage of total income that comes directly from their art business (vs. teaching or other work).
- 85% of Fellows—compared to only 30% before the program—now consider their art business their primary income source.
- 55% made the majority of their overall income from their art business—a 25% increase.

### JOB CREATION & COLLABORATION

- 25% have created work opportunities for others, expanding economic opportunity in the industry by hiring an assistant, intern, or other employee to help them with their business.
- 70% increased their participation in peer networks.



“

*I am truly transformed as a working artist. I understand what it takes to run a successful art business now and have a clear idea of how to proceed.”*

*—Kristin LeVier, Accelerator Fellow*

## The Thriving Artist™ Podcast

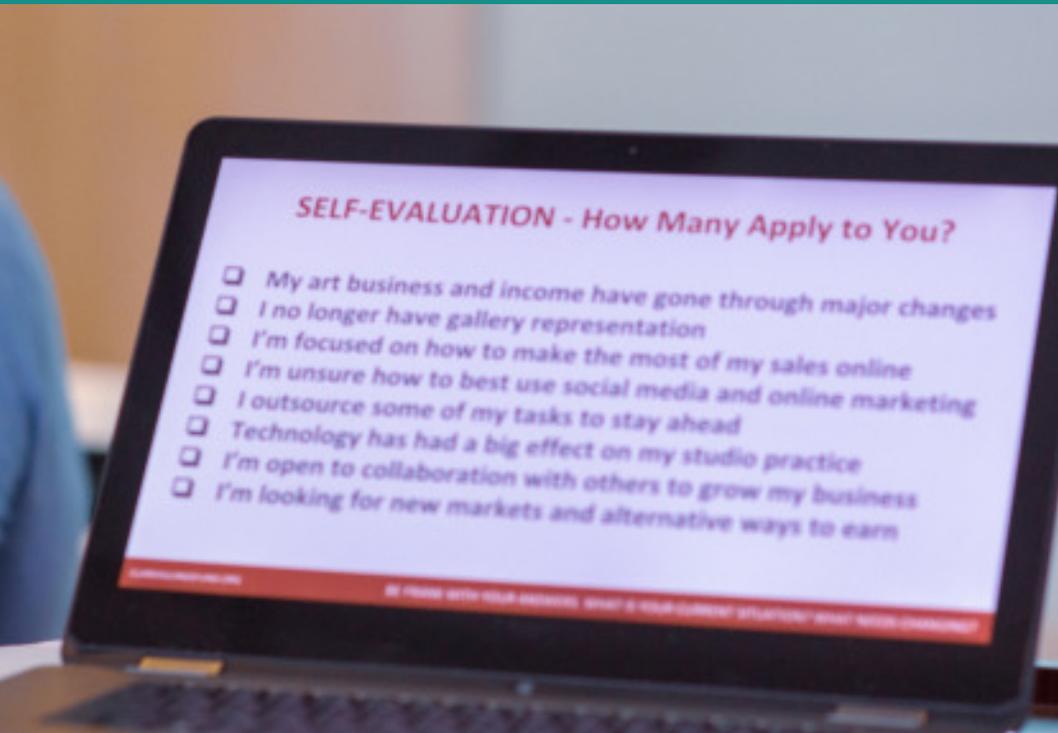
In 2018, our syndicated podcast became available on six times more platforms than the previous year, and the number of downloads grew by nearly 90% over that same period.

- 36,000 downloads (2018)
- 65,000 downloads (since 2015)
- Listeners in 50 states, 84 countries, and even US military bases
- 74 platforms, including iTunes, Stitcher, and CHF's website



From successful working artists and art advisors, to curators, publishers, and business leaders, our syndicated podcast has featured stellar guests from all industry areas. Host Daniel DiGriz—who is also CHF's education and messaging director—ensures that each episode stands on its own as an informal business course built around the guest's knowledge and experiences. Take, for example, our May 2018 episode with Jenny Darroch, the dean of the Drucker

School of Management at Claremont Graduate University; the discussion ranged from how to be strategic about audience development, to managing your brand effectively.



**“How do you want to learn?”**

Artist-entrepreneurs are busy adults who absorb information in many different ways. CHF delivers art-business education that fits their schedules and allows them to select their preferred formats. Whether it’s listening to a podcast, reading a Q&A with an industry expert, watching a how-to video, or diving deeply into a full course, the options are as varied as there are ways to learn.

**“What do you want to learn?”**

Need help describing your work so it resonates with your audience? Click through to “Brand Story & Marketing.” Unsure about pricing? Try “Sales Strategy.” Want to improve how you manage your contacts? Explore CRM options in the “Technology” area. With our nine practice areas, we offer artists the freedom to learn what they want, when and how they want it.

**It’s about community.**

Although individuals reach our digital campus via their computers, tablets, or phones, the user experience is not meant to be purely solitary. It’s a learning portal—an open door to a virtual meeting-place where artists can connect with their peers for comradery, feedback, and support.

**The whole industry is welcome.**

Like any healthy ecosystem, our learning community thrives on the diversity of its members. Beyond artists, our growing roster of registered members also includes industry experts and business professionals. Want to know what the arts lawyer has to say about online copyright infringement? Ask her.

**In just one year, we’ve doubled our online audience, and the total number of registered members in our Thriving Art Exchange.**

- 98,000 page views
- 33,000 unique visitors
- 89 webinars and microlearning videos
- 11 educational podcasts
- 21 expert columns and interviews



*The Accelerator is like the missing year from my Master of Fine Arts program.”*

*—Gregg Chadwick, Accelerator Fellow*

## Boots-on-the-Ground Events



**CHF delivered face-to-face events in four different time zones in 2018, offering our intensive business-development workshops for artists in Santa Fe and Dallas, and teaming up with ArtExpoNY, stARTup Art Fair in Los Angeles and San Francisco, and the FACE Convention in Miami to share our expertise with hundreds of artists in person.**

**Pre- and post-event artist surveys show:**

- **22% increase in the willingness to devote up to half of their time growing their businesses**
- **20% increase in the clarity of actions needed to achieve their career objectives**
- **77% cite the importance of business training and the benefits of practical application**



“

*One of the most important things I've gained from CHF is a toolbox to reach into that reminds me of what I've done in the past and where I want to go in the future.”*

*—Willy Bo Richardson, Accelerator Fellow*

When San Antonio-based sculptor Donna Dobberfuhr heard that CHF was offering intensive business training in Dallas last year, she was intrigued. “I had reached a point [with my business] that my heart told me I had to expand, but where to start?” Deciding that a road trip would do her good, she signed up. “Within a few hours into the seminar, I was indeed surprised and delighted. CHF delivered.”

Dobberfuhr’s initial uncertainty is something we hear often from artists at our learning events. Many arrive knowing they need additional business training, but they’re unsure about how to proceed. By the time our weekend-long workshops are over, their attitudes have shifted.

Our conferences also help artists hone a business plan, clarifying the steps they need to take to reach their goals. “At first, I was going to go jumping right back into my career,” says Dallas attendee Kay Witherspoon. “I’m not doing that now. I’m planning my career.”

The last crucial piece is collaboration, offering artists the opportunity to build peer-to-peer networks—not only for moral support, but also as a way of improving their business outcomes. “Where I come from, you don’t work together,” says Melissa Whitaker, who joined us in Santa Fe last April, “and so just the thought of having a power collective is really very strong and appealing.”

These events are catalysts for working artists—spurring them toward a deeper involvement with the business side of their practice—and in fact, Bradley Reyes and James Moore are two examples of our success. After attending our Santa Fe and Dallas conferences, respectively, they applied to and were selected for our Accelerator program. As 2019 Fellows, they are both pursuing this graduate-level education on the business of art.

*Pictured above: Donna Dobberfuhr with a section of her piece **Danville U.S.A.***



# 2018 PRESS COVERAGE

The spotlight continues to shine on CHF.



# 2018 FINANCIALS

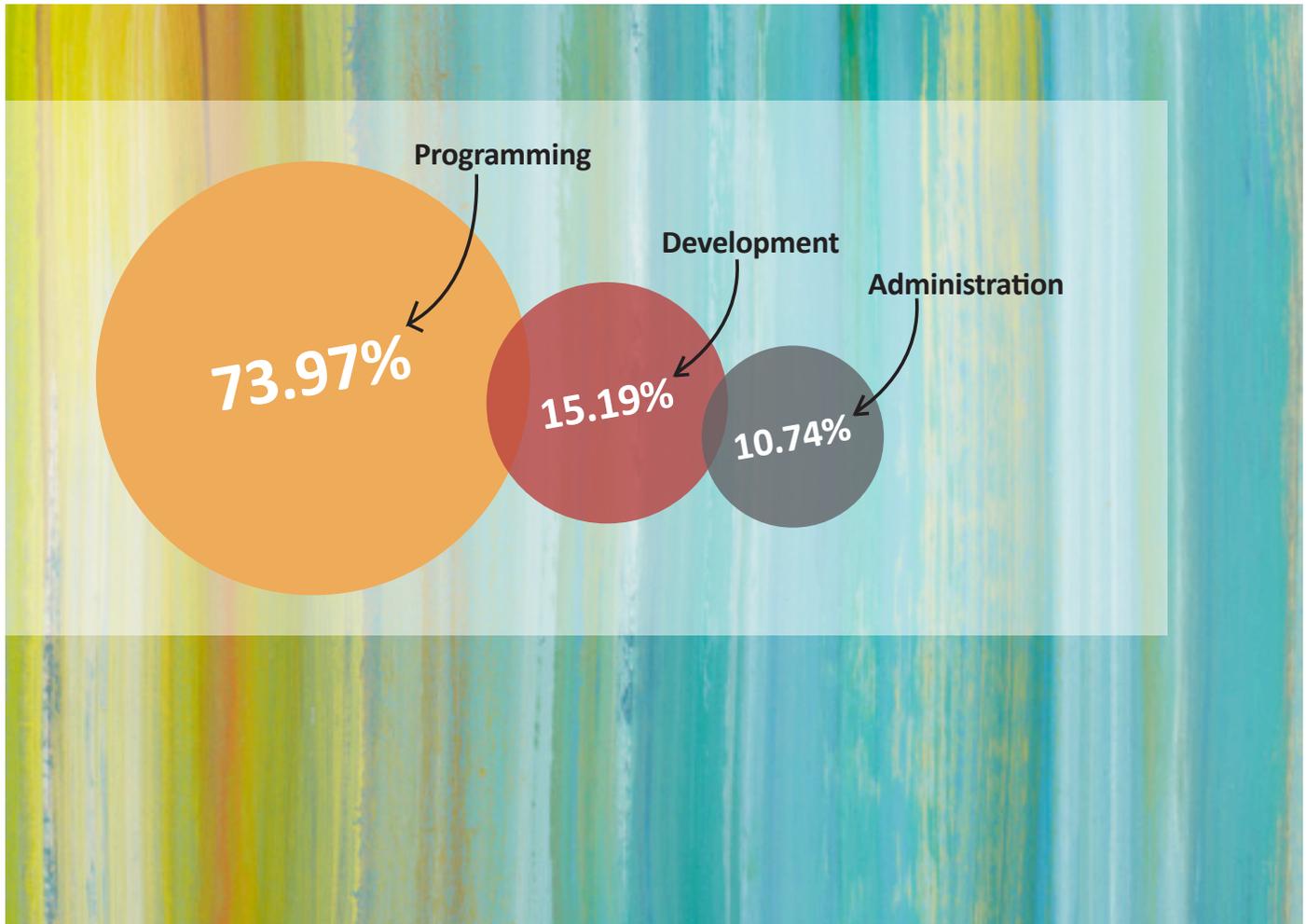


Image: *Epidaurus 9* by Willy Bo Richardson

## Together, we make a difference.

**Thank You!** We are grateful for all the ways that you contribute to CHF's success—through your donations and in-kind gifts, word-of-mouth and social-media promotion of our work, and the sharing of your time and expertise. Your support is pivotal to building a world filled with art and innovation.

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Stephanie Birdsall  
**Mark Blackmon**  
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**Watie White**  
Ron Whitmore  
Liana Yarkin  
Marnye Young Hull  
Jim Zeek  
Andy Zimmermann  
**Stephen Zimmerman**  
Names in red denote Board Members.



Image: *Into the Deep* by Aaron Laux

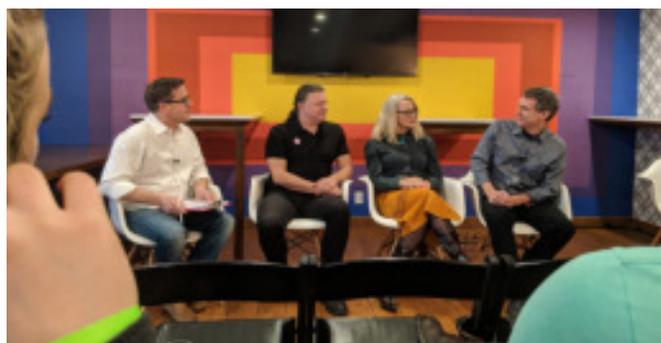
*"CHF has inspired so many people in this town, helping artists understand that they have a right to earn a living doing what they do best, and that their contributions provide enormous value to the community. I'm glad to support those efforts in whatever way that I can."*

—Marga Friberg, CHF Volunteer, Santa Fe, NM

## **Building Networks. Transforming Communities.**

CHF would be nowhere without the collaboration, input, and assistance of artists, arts groups, businesses, collectors, community organizations, gallerists, and many others.

***We thank all of our partners for joining us in promoting visual artists and the visual arts.***



**Art Expo NY  
Art Prize  
Artisan Art Supplies  
Arts Business Institute  
Arts Council of Indianapolis  
Arts for LA  
Artspace  
Artsy Shark  
Artwork Archive  
Asian American Arts Alliance  
Asian Arts Initiative  
BODY of Santa Fe  
BoldBrush**

**Bridges to Santa Fe  
Brookhaven College  
Business Council for the Arts  
Carneal Simmons  
Contemporary Art  
Clark Hulings Estate  
Creative Art Center of Dallas  
The Dallas Woman's Forum &  
the Alexander Mansion  
Institute for American Indian Arts  
LMB Art Glass  
The Oak Cliff Society of Fine Arts  
at Turner House**

**Paradise Palase  
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Redwood Media Group  
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