

THE CLARK HULINGS FUND
For Visual Artists

UNLEASHING AN ECONOMIC POWERHOUSE



2019 ANNUAL REPORT

MISSION The Clark Hulings Fund for Visual Artists (CHF) is a 501(c)(3) nonprofit organization that promotes the legacy of American painter Clark Hulings (1922–2011) by equipping working visual artists to be self-sustaining entrepreneurs. Founded in 2013, CHF showcases Hulings’ life and work as an example to today’s artists, and offers them a comprehensive art-business education so that they can thrive as he did.

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Artists are catalysts.

By providing artists with business expertise, real-world experience, and a powerful community of peers and industry experts, CHF is unlocking the staggering potential of a world driven by creativity and connection—a world led by artists and innovators.

Artists are job creators and savvy investors.

25% of working artists have hired someone to help them with their business, and 27% have reinvested more than half of the revenue from their art business back into their enterprise. – CHF’s *Report on the Working Artist (2019)*

Artists grow the economy.

In 2017, the US arts and culture sector contributed more than \$877 billion to the country’s GDP, five times more than the agricultural sector. From 2015-2017, it grew at more than twice the annual rate of the total US economy. – *National Endowment for the Arts (2020)*



HONORED FOR INNOVATION AND AGILITY

We are extremely proud to have been named as a semifinalist for 2019’s Drucker Prize.



The Clark Hulings Fund was one of only 49 cutting-edge nonprofits chosen as a semifinalist for 2019’s Drucker Prize.

Named for business visionary, Peter Drucker, the prize is awarded annually to social-sector organizations that demonstrate his definition of innovation:

“change that creates a new dimension of performance.” Judges look for organizations with highly effective programs that make a difference in the lives of the people they serve, and that demonstrate a capacity to further leverage the discipline of innovation.

This is major validation for CHF. Drucker believed business could be profitable *and* socially responsible. CHF passionately embraces this ideology, and strives to ensure that creative professionals are recognized within it.

CHF's Report on the Working Artist

- Artists are 3.6 times more likely to be self-employed than the general population.
- 87% of working artists demand business training, yet it represents only 5% of the curriculum for a fine arts degree.
- Working artists with business training become intensely committed entrepreneurs, demonstrating a willingness to devote between 25-50% more of their time to developing their art businesses.

CHF delivers the kind of entrepreneurial learning that really moves the needle, from our intensive graduate-level Art-Business Accelerator, and regionally based in-person educational events, to our digital campus, where artists have 24/7 virtual access to art-business courses, educational media, and a community of peers and other industry leaders. The economic success of professional visual artists does not have to be the stuff of fantasy. CHF is helping to make it a reality—one that benefits all of us.

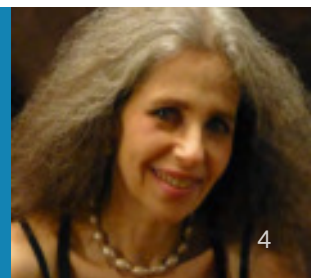
These figures come from CHF's groundbreaking *Report on the Working Artist*, published in 2019 after more than two years of dedicated research and analysis. The report represents the first time anyone has gathered and analyzed existing research across arts organizations to examine the conditions facing working artists and their incredible impact on our communities. CHF is also the first to publish data on the effects of business education on artists' careers as demonstrated across our various art-business learning programs.

[Download the full report at https://clarkhulingsfund.org/rowa](https://clarkhulingsfund.org/rowa)

But this report is much more than a status update—it is a passionate rallying cry for change. It demonstrates the intense need for our work AND its effectiveness. We've proven that artists have an outsize effect on economic and cultural health, yet most still lack the proper training or support to come anywhere close to tapping that potential. The only logical response? Equip them with the skills and networks that will help all of us thrive. In the following pages, you'll read more about how CHF is doing just that.

“CHF has given me the encouragement and tools to take more initiative to get my art out there, to create income streams I never imagined were available to me, and to see that I have control over what happens by my own efforts. —Karen Whitman, 2019 Art-Business Accelerator Fellow

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Art-Business Accelerator

In 2019, CHF graduated 13 Fellows, reaching a total of 58 since the Accelerator's inception six years earlier, but that's not the only way the program has grown.

With each new group of artists, our yearlong virtual Fellowship has deepened in its rigor and intensity, and last year's iteration was the most comprehensive one to date.

Fellows met weekly to create a blueprint for their careers, hone their business objectives, shape their brand narratives, and plan all of the steps necessary to executing the pivotal projects that will boost their careers exponentially.

Career Planning

- **By the end of 2019, 100% of the artists in our Accelerator felt clear about their career objectives and extremely confident in their ability to blueprint career goals, convey a compelling brand story, and create an accompanying sales strategy aligned with those goals and objectives.**
- **100% of our Fellows feel their primary career objectives are viable.**
- **53% now spend 40% or more of their time developing their business—compared to 40% at the onset of the program.**
- **47% increased their ability to align financial decisions with creative goals.**

“[The Accelerator] has given me an MBA in selling art. The tools and practices on how to market my art have been invaluable. It has also totally changed the way I present myself as an artist, and how I speak about my work. More confidence and less fear.”

—Tim Saternow

2019 Art-Business Accelerator Fellow

”



As important as all of the regular workshops, labs, and small group sessions with faculty and emeritus advisors—Fellows from previous cohorts—is the interaction among the Fellows themselves. The Accelerator is more than just a vehicle for artists to build business skills and gain expertise; it also builds confidence and teaches artists that the resources they need can often be found or created simply by connecting with their peers.



“

It was a total mindshift this year, where the brand-story was so critical ... I was seeing what I wanted to paint as sort of a negative. And now I see it as a way to differentiate myself. There is a market for what I want to do ... And I am selling them.”

—Carrie Cook, 2019 Art-Business Accelerator Fellow



“ Prior to this year, I was all over the map. CHF helped me crystallize my goals and be intentional about my branding and sales strategies.”

—Steven Lester

As a 2019 CHF Fellow, sports painter and portraitist Steven Lester clarified his business objectives and determined that corporate commissions held the greatest potential for growth. He focused his sales strategy on cultivating those relationships, and secured commissions from The Coca-Cola Company, REI COOP, the US Sports Academy, and the Billy Graham Library.

Encouragement from the other Fellows in his cohort were as central to his success as the training and support provided by CHF. “An opportunity came my way that I was thrilled about, but terrified. I didn’t see how it could benefit me financially,” he says. “Just talking it through with my team, they all helped me to see my blind spot.”

Steven’s art business grew substantially in 2019. He’s more financially secure, and his network has grown exponentially, which helps him further leverage his connections.

Sales & Marketing

- Fellows have, on average, doubled their marketing efforts since the start of the program and say they feel independent of their gallerist or other representative when it comes to sales, marketing, and brand management.
- 100% cited effective sales strategy as one of the most important things they learned.
- 87% increased their number of professional contacts.
- 73% have engaged in more selling activity.
- 67% are tracking their sales more consistently.
- 73% are involved in more events.
- 67% are using more sales & marketing channels than before.
- 47% gained more media coverage.

Our 2019 data and analytics prove that the Accelerator is working. No matter how you slice the numbers, CHF’s Fellows have boosted their confidence, grown their networks, increased their sales and income, and affected their communities in positive ways.

Income, Profit & Finances

- By the end of 2019, 73% of Fellows increased their total income from making and selling art, and 67% increased their prices or profit margin from their art.
- 60% earned 50% or more of their income from their art business, compared with 40% at the beginning of the program—a 20% increase, on average.
- By the end of the year, Fellows were, on average, very satisfied with the amount of income they earned and felt little anxiety about their financial situation.
- 47% increased the percentage of their total income that comes from their art (vs. teaching or other work).

Job Creation & Collaboration

- 67% of Fellows felt they had built a strong peer network by the end of the program.
- 20% have created work opportunities for others, expanding economic opportunity in the industry by hiring an assistant, intern, or other employee to help with their business.

Boots-on-the-Ground Events

While CHF's national Accelerator supported Fellows online and by phone, we also took our educational work on the road, engaging directly with artists and art-world leaders right in their own communities, via intensive local trainings, exchanges, Artist Federation events, and salons.

In 2019, we delivered our multi-day art-business workshops for artists in Ft. Lauderdale, FL; Santa Fe, NM; Rockville, MD; and Stafford County, VA. In one year, we more than doubled the number of artists and makers who received our interactive entrepreneurial education—life-changing, in-person versions of our Accelerator—and helped them build powerful professional networks in their own backyards.



Our Artist Federation, a network of artists who self-organize into local groups, continues to grow organically, with chapters in Idaho, North Carolina, and New Mexico, as well as a burgeoning one in South Florida. And we dramatically expanded our efforts to connect artists with art-industry decision-makers, influencers, and funders through our Thriving Art Exchange events and salons.



IN THEIR OWN WORDS



“This event helped me narrow my intentions and gain clarity. I joined a community with the same challenges that I face, [whose members] are making a difference in society. Nothing can compare to the personal interaction and support of a creative network.”

—Leonardo Montoya (Ft. Lauderdale)

“Was anyone else blown away this weekend by the powerful lectures? I feel like it was a very pivotal point for my art career! Wow! Totally rethinking my brand story! Kinda turned me inside out and upside down (in a good way).”

—Pamela Gordimer (Rockville)

“They covered so much. Each presentation offered something new to challenge and push me. I really feel it’s going to help me grow in business and as an artist.”

—Sean Wells (Santa Fe)

“It was so powerful for me, to watch you all, as I was sitting in the wings. I had goosebumps several times. I have never hosted a better workshop.”

—Judith HeartSong, Artists & Makers Studios (Rockville host/sponsor)



Three live exchanges were held in conjunction with our trainings in Florida, New Mexico, and Virginia, bringing together a cross-section of each



arts community, and we followed up on the Florida event with a YouTube virtual town hall two months later. We also held five salons and Artist Federation events in New Mexico for artists, collectors, and other influential figures.

Collectively, these events gave participants the chance to discuss their concerns and begin reimagining a new future for their local arts ecosystems, built on mutual success. The conversation continues, both in person and online (see “Digital Campus,” page 8).

Finally, we teamed up again with stARTup Art Fair—this time in Los Angeles and Houston—to share our art-business expertise with fair participants. CHF board members and Fellows advised artists on how to take charge of their businesses.

Pre- and post-event artist surveys show:

- **87% cite the importance of business training and the benefits of practical application**
- **40% increased their clarity around actions needed to achieve career objectives**
- **20% increased their commitment to the business side of the career**

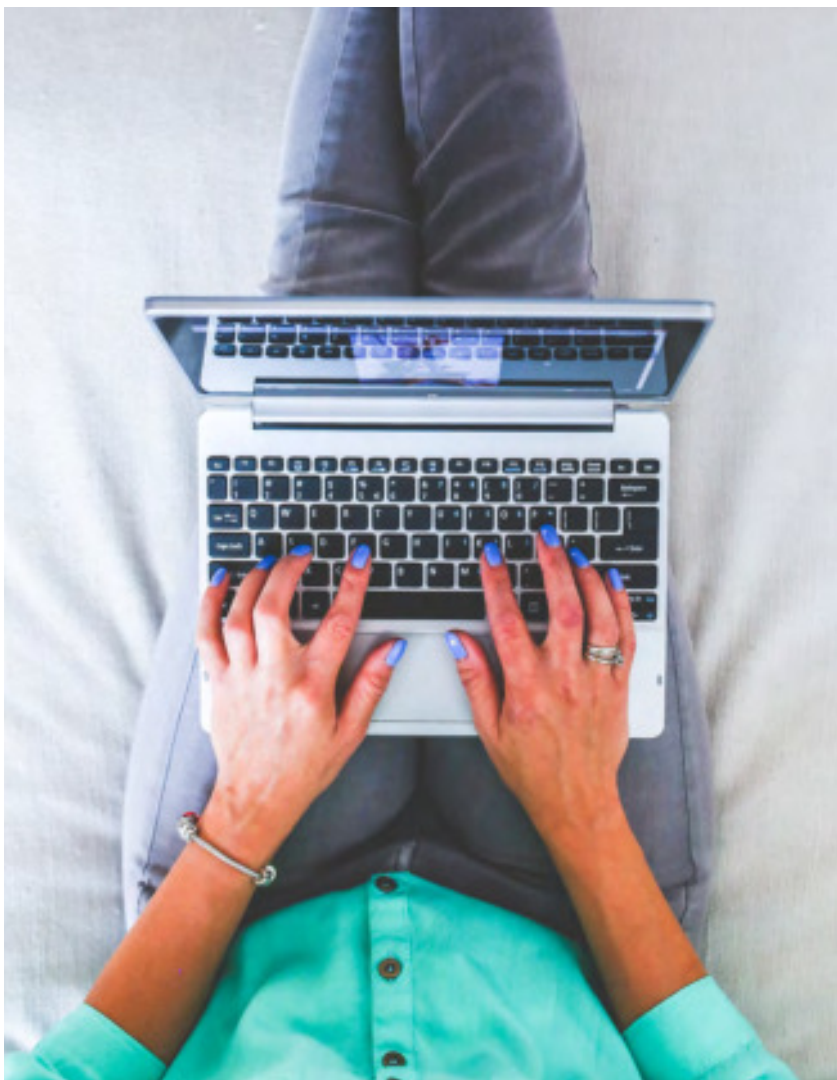


Digital Campus

Knowledge. Skills. Community. Expert advice.

CHF's Digital Campus offers artists a wide-ranging menu of educational options—whether it's taking an online marketing course, reading a Q&A with an art publisher, listening to a podcast interview of a museum curator (see *The Thriving Artist* on page 9), or connecting with other artists and industry experts in real time through our Thriving Art Exchange.

Our digital courses—which include webinars, slide decks, and self-assessments—cover nine practice areas, such as career blueprint, sales strategy, peer networking, and financial management, and allow users to tailor their campus experience to their own specific needs and schedules.



In 2019, our online audience grew by more than 20%, consuming 17% more content, and we more than doubled the number of registered members in our learning community.

- **40,000** unique visitors
- **52,000** page views
- **33** new course modules
- **10** educational podcasts
- **31** expert columns and interviews

The Thriving Artist™ Podcast

2019 was a stellar year for CHF's syndicated podcast. Our downloads increased by 15%, and host Daniel DiGriz's insightful interviews with artists and art-industry leaders continue to attract a global audience—from the US, Australia, and the UK, to Korea, Botswana, and Pakistan.



Each podcast functions as an informal business course built around the expertise and experiences of our guests. Last year, we heard from the chief curator of a major art museum, an intellectual-property attorney, an arts organization director, and of course, artists themselves, including the guest of our most downloaded episode, artist Noah Scalin.

We must be doing something right because iHeartRadio named us one of the “Top 10 Podcasts to Inspire Artists.”

“ [Your podcast] inspired me to apply [for the stARTup Art Fair LA], and I was accepted. I was awarded best room, 2nd place... your programming is great and helpful.”

—Artist Jeff Horton

- 41,000 downloads (2019)
- 107,000 downloads (since 2015)
- Listeners in all 50 states and 104 countries
- 10 educational podcasts
- 42 different hosting platforms, including Apple, Mixcloud, and Google



“ In getting to know each other... we were able to figure out how to personalize the strategies and protocols ... That human direct connection that takes into account who you are and what your motivations and intentions are.”

—Robin Holder, 2019 Art-Business Accelerator Fellow

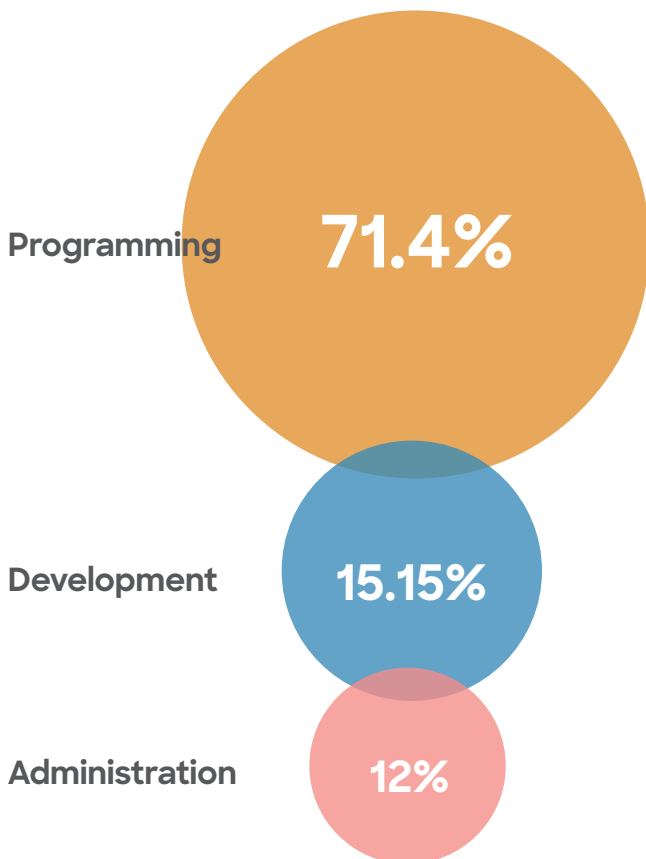


The very best thing to me was the weekly conference calls ... Whereas in the past, I'd start out the year with grand plans and ideas and blah-blah-blah, and then business as usual kicks in ... and I lose track of what those were. But being able to redirect it each and every week [has] made a huge, huge difference.” —James Moore, 2019 Art-Business Accelerator Fellow

In CHF’s day-to-day operations, we model the skills and values that we teach artists through our programs: ingenuity, planning, efficiency, and fiscal responsibility.

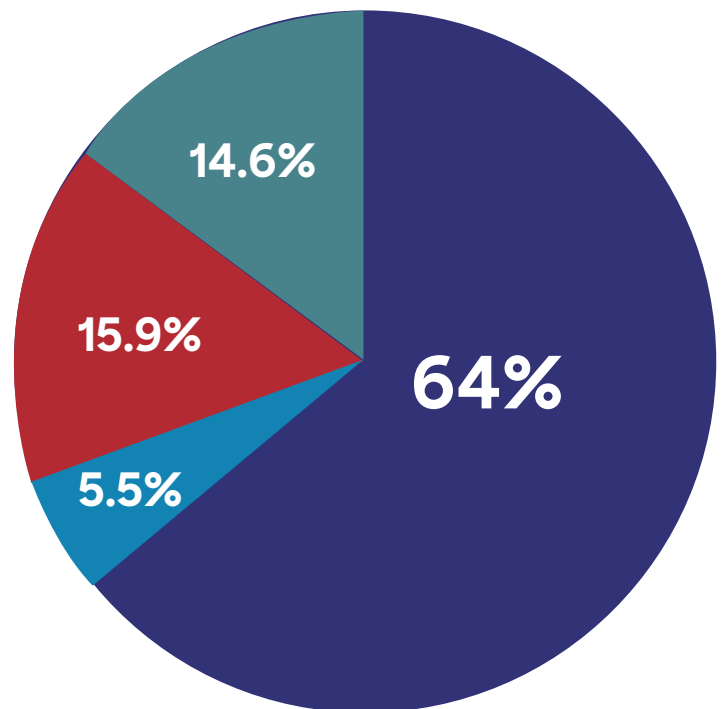
Although we have no endowment or full-time employees, we’ve been able to accomplish incredible things on a shoestring budget—the stories in this report represent only a few of the highlights. For this staggering record of achievement, we are indebted to our small but skilled team of dedicated contractors and an equally amazing group of volunteers.

EXPENSES



SUPPORT & REVENUE

- Earned Income: \$39,961
- Grants: \$43,500
- Sponsorships: \$15,000
- Individual Donations: \$175,242



2019 PARTNERS, SPONSORS, SUPPORTERS

Joining Forces to Build Strong Arts Ecosystems.

CHF would be nowhere without the collaboration, input, and assistance of artists, arts groups, businesses, collectors, government and community organizations, funders, gallerists, and many others. In an uncertain world, your steadfast support is pivotal to our success. We are grateful to all of you for joining us in our mission to help build a world where art and innovation lead the way.

Legacy Projects

We offer our heartfelt thanks to those who have specifically donated to promote the legacy of Clark Hulings, whose long career as a thriving artist-entrepreneur serves as the model for the services we provide to all artists.



In Memoriam

We were very saddened to learn that our friend Paula Ensign—artist and 2017-18 CHF Accelerator Fellow—passed away on December 31, 2019. Beyond Paula’s many wonderful artistic contributions, we also remember her fondly for her kindness and gentle spirit. “Paula was a lovely, calming presence, and her art reflected that as well,” says CHF Executive Director Elizabeth Hulings. “She had tremendous perspective, except when it came to the powerful impact she and her work had on us all. She was much too gracious to acknowledge her own importance.” CHF thanks Paula’s family for requesting that donations be made to CHF in her memory. She will be missed by so many, but her legacy lives on.



Together, We Make a Difference

Ella Adkins

Charmay Allred
Lisa Anderson
Art Santa Fe
Artists & Makers Studios
Arts Council of Anne Arundel County
Arts Council of Indianapolis
ArtServe
Artwork Archive
M. Susan Barger
Alex Barreto
John Bartlett
Ray Beldner
Belmont, The Gari Melchers Estate
Bernard Ewell Art Appraisals, LLC
Ann Betz
Stephanie Birdsall
Gillian Blitch
Jamie Blosser
Miles Boldrick
Jonathan Boyd
Rose Brock
Broward County Cultural Division
Broward County Office of Economic
and Small Business Development
Thomas & Betty Bustamante
Bustamante Financial Planning LLC
Sunny Bynum-Zamora
Cambria Hotel Rockville
Janice Carpenter
Central Rappahannock Regional Library
Gregg Chadwick

Rachan Chindarsi

Alexis Chiu
Joan Chodosh
City of Fredericksburg, Virginia
City of Santa Fe Arts Commission
City of Santa Fe Office of
Economic Development
CJR Fine Arts & Frame

Shem Cohen

Mitchell Cohn
Joanna Colangelo

Ela Condon

County of Stafford, VA
Cowgirl Santa Fe
Creative Santa Fe

Emi Dammers

Irvin Diamond
Pat Diamond

Gerald DiChiara

Daniel DiGriz

Downtown Albuquerque Arts & Cultural District
Masako Drugan

Lily Dulberg

Edition One Gallery
Carolyn Edlund
Betsy Ehrenberg

Laura Lee Everett

Bernard Ewell & Sali Randel
Nadia Fairlamb
Dr. Halley Faust
Barbara & Paul Ferri
Kathryn Flynn
Samantha MacRae Foerster
Doris Frances

Valeray Francisco

Fredericksburg Department of
Economic Development & Tourism
Michael Frost
Maria Gale
Toni Gentilli
Vladimir & Sheyna Gershanok
Giant Food Rockville
Michaela Goldhaber

Susan B. & Steven J. Goldstein, MD

Vernon & Valerie Hamilton
Susan Hancock & Harry Miller
William Hansen
William & Kathleen Harris
Michael Harrison
Harwood Arts Center
Charles Hauber
Judith HeartSong
Sue Henderson

John & Rosemarie Hendry
Kay & Michael Hilliard
Franklin & Shirley Hirsch

Leslie Walker Hirsch

John Holden

Shirley Holland

Iris E. Holliday

George A Holloway

Gloria (Gordie) Holloway

Elodie Holmes

Joan Holt

Seth Hopkins

Jeff Horton

Grace Howie

Elizabeth Hulings

Names in red denote CHF Dream Team: Staff, Board, and Advisors

Mary B. Hulings
Carol Iglesias
Institute for American Indian Arts (IAIA)
J.N. Bartfield Art Galleries Inc.
Pauline Kamiyama
Kelly Heck Photography
Keshet Dance & Center for the Arts
La Casa Sena—Santa Fe Dining
Pilar Law
Kenneth Lecky
Patty Lee
Amy Lehman, Esq.
Rickie Leiter
Shirley Lemmon
Kristin LeVier
Ellen Lindquist
Shannon Linker
Elaine Grogan Luttrull
Julia Mandeville
Lauren Mantecon
Linda Mariano
Maryland Federation of Art
Maryland State Arts Council
Alex McAdams
Mary McBride
Carrie J McIndoe
Virginia Medland
Paula Mele
David & Sherry Miller
Dean Mitchell
Montgomery Art Association
Patrick Morris
Jack A. Morris Jr.
Susan Morrow
Naples Art Association
National Consortium for
Creative Placemaking
Raphael Nevins
Tim Newton
NY Deli
Donna Lee Nyzio
Paula A. Oddone
Emily Okaah
Andrea Orlando
Jennie Ottinger
Edward Payton
Sofia Perez
Gerald Peters
Philanthropy Journal
Lili Pierrepont
Wendy & George Powell
Ellen Premack
Steve Pruneau
Victoria Rabinowe

Michelle Ramsay
Debi Randall
Randy Randall
Redwood Media
Scott C Roberts
Rockville Economic Development (REDI)
Kennedy Roesse
Jack & Claire Rosen
Wayne Rumley
Santa Fe Art Auction Ltd. Co.
Santa Fe Convention Center
Santa Fe Indian Market/SWAIA
The Santa Fe New Mexican
Aimee Schlehr
Vicki Shaghoian
James Shermer
Mary Silentwalker
Gerald Silverstein
Ekaterina Smolyaninova
Sopapilla Factory
Spotsylvania County Departments of
Economic Development & Tourism
Stafford County Virginia Departments of
Economic Development & Tourism
stARTup Art Fair
Streamline Publishing
Dave Teece
The Art League Alexandria
The Arts and Cultural Council
of the Rappahannock
The Marketplace
The Rickie Report
Penelope Thomas
Noor-un-nisa Touchon
Tourism Santa Fe
Tres Colores
Tricklock Theatre
Pamela Trueblood
University of Mary Washington
Carolyn Van Der Jagt
Leo Vasquez
Vital Spaces
Volunteer Lawyers for the Arts
Susan von Seggern
Catherine Walker
Alan Webber
Camilla Webster
Wells Fargo
Watie White
Tami Whiteside
Dawn Whitmore
Ron Whitmore
Bob Zimmerman
Stephen Zimmerman

Names in red denote CHF Dream Team: Staff, Board, and Advisors

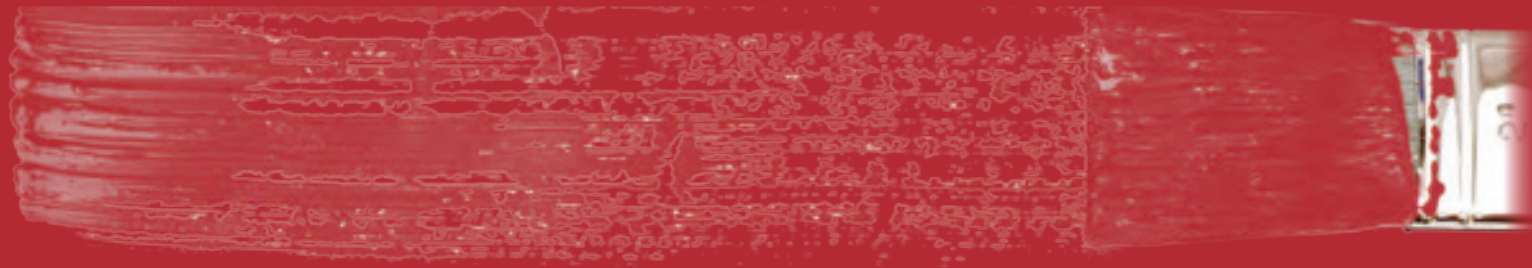


PHOTO CREDITS

Cover: Rockville Art-Business Conference, Kelly Heck Photography

P3: Rockville Art-Business Conference, Kelly Heck Photography

P7: Palm Beach Thriving Art Exchange, Samantha Castro

P8: Santa Fe Art-Business Conference, Noor-Un-Nisa Photography

P9: Kaboompics.com

P10: (podcast cover) *Skopje Market I*, Clark Hulings

P12: Clark & Elizabeth Hulings at the Salmagundi Club, 2007, Cory Weaver Photography
This Way and That, Paula Ensign, 2017-18 Art-Business Accelerator Fellow

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