



Welcome **Creatives**



Visual Arts Guild of Frisco

Professional Resources for Creative Entrepreneurs



Presented by Brad Sharp



Creativity

The application of one's knowledge and skills to a task to generate an outcome

Entrepreneur

An individual who creates a new business, bearing most of the risks and enjoying most of the rewards

Creative Economy

According to John Howkins, the creative economy comprises **advertising, architecture, art, crafts, design, fashion, film, music, performing arts, publishing, R&D, software, toys and games, TV and radio, and video games**



\$1.5 Billion!

The economic impact of arts and culture
organizations in north Texas

From the Americans for the Arts "Arts & Economic Prosperity 5" report

SierraMind
Make your mind.

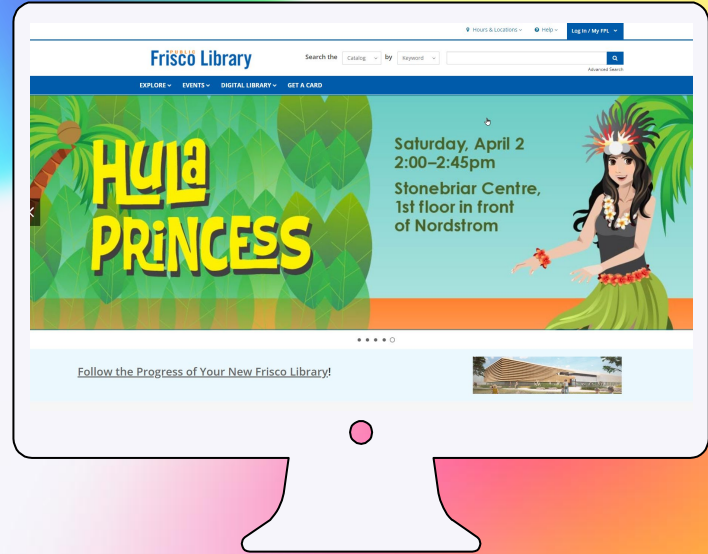
Frisco Public Library

(Applies to other libraries also)

FREE

Frisco, TX

The Frisco Library supports self-directed education, provides educational assistance, and offers enlightening experiences. With a collection of physical and electronic materials, classes for all ages, and quiet spaces, the Library provides immersive experiences and educational opportunities that enhance the lives of Frisco residents.



www.friscolibrary.com/resource

GALE Legal|Forms

Thousands of legal forms available with more forms being added daily.
Official, State Specific, Federal, Business, Personal, Real Estate and General forms covering hundreds of legal subjects and issues.

Sample Letters

Tax Forms

Legal Q&A

Incorporation

Employment

Legal Definitions

GALE Online Courses

Gale Courses supports libraries as educational institutions and gives community members easy access to lifelong learning opportunities including professional development, technology, and personal enrichment courses.

Accounting & Finance

Business

Language & Arts

Law & Legal

Design & Composition

Personal Development

LinkedIn Learning

LinkedIn Learning (formerly Lynda.com) is a leading online learning platform that helps anyone learn business, software, technology, and creative skills to achieve personal and professional goals. Available to Frisco residents.

Creative

Certifications

Business

Software

Leadership & Management

Professional Development

Small Business Reference Center

How-to instructions for small business, such as buying and selling a business, managing employees, creating a business plan, and legal aspects.

Business Basics

Start-up Kits

Legal Issues

Copyrights

Sales/Marketing

Business & the Internet

Reference Solutions

Access more than 36 million U.S. businesses and 260 million U.S. residents for your business or consumer research. Search by location, SIC code, business size, and more.

Databases

U.S. People/Businesses

U.S. Consumers/Lifestyles

U.S. New Movers/Homeowners

Filters

Location/Address

Home/Business Value

Income/Revenue

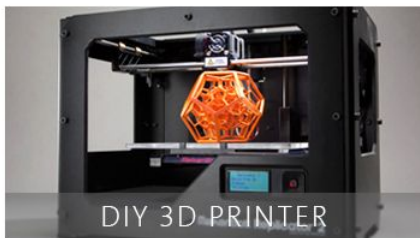
This is a good place to find leads for potential clients/collectors.

Makerspace

A high-tech place to meet, work, learn, collaborate, and create.



3D PRINTING - STAFF GUIDED



DIY 3D PRINTER



CNC MILL



MAKER KITS FOR CHECKOUT



CNC WIREBENDER



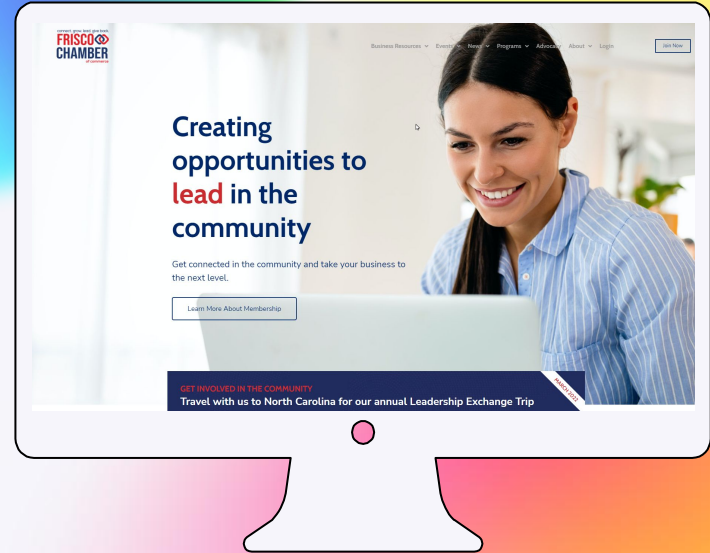
LASER CUTTER

Frisco Chamber of Commerce

Paid Membership

Frisco, TX

The mission of the Frisco Chamber of Commerce is to protect and promote commerce through advocacy, resources, and connections. Some come to connect, some to grow, some to lead, and some to give back, and many join for all four reasons!



www.friscochamber.com

Programs

The Frisco Chamber of Commerce offers a variety of programs that allow members to engage with the community.

Women Enhancing Business

Frisco Young Professionals

Ambassadors

Internships/Mentoring

Veterans Council

Leadership Frisco

Leadership Frisco

Develops a pool of qualified, highly motivated individuals who are interested in expanding their leadership skills, deepening their sense of civic responsibility, and become more involved in their community.

9-Months (1 day/month)

Ropes Course

Bond with Other Leaders

Tuition: ~\$1,100

Class Project

Applications Available in May

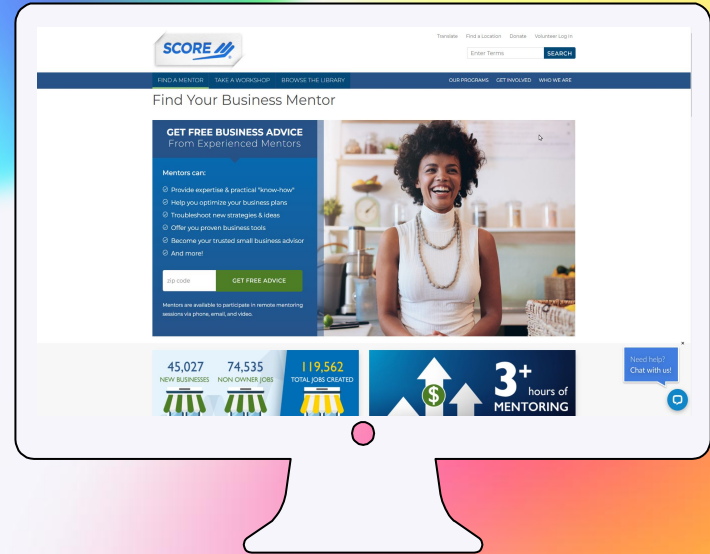
SCORE

Service Corps of Retired Executives

FREE/Low Cost

Frisco, TX

Free service offered to any citizen or permanent resident that owns or wants to start a business. Partnering with you one-on-one, SCORE mentors support your success through offering experienced advice, consulting on best practices, and educating on small business topics.



www.score.org

SCORE offers free business training on a variety of small business topics.

Live Webinars



SCORE hosts free, LIVE webinars every week on small business tips and strategies. See our upcoming offerings.

[Browse Webinars ▶](#)

Webinar Library



Did you miss a SCORE live webinar? They are available to watch on-demand at your convenience.

[Browse Library ▶](#)

Courses on Demand



SCORE's on-demand classes allow you to learn at your own pace on a variety of small business topics.

[Browse Courses ▶](#)

Local Workshops



Find low or no-cost business training *in your community* to help you start or grow your small business.

[Browse Workshops ▶](#)

Five steps to working with **SCORE**

01 IDENTIFY

Identify your small business needs and desired support.

02 REQUEST

Request a SCORE Mentor as your advisor to small business success.

03 SCHEDULE

Schedule a mentoring session with your assigned SCORE mentor

04 SET GOALS

Set goals for your small business with guidance from your SCORE mentor.

05 ADVANCE

Work with your SCORE mentor through the life of your business.

Local **SCORE** Chapter Location

Frisco Chamber of Commerce

*Use the **SCORE** website to set up a mentoring session.*

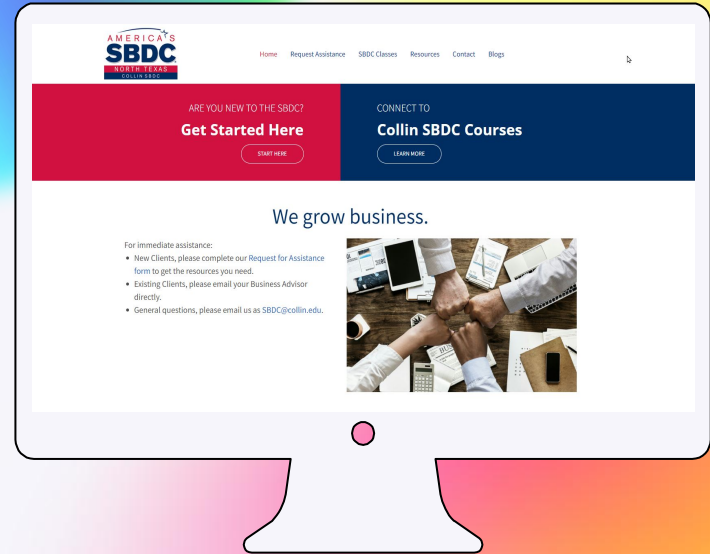
SBDC

Small Business Development Center

FREE & Low Cost

Dallas/Plano, TX

The Collin Small Business Development Center offers no cost, confidential one-on-one business development strategy consulting for startups and growing businesses.



collinsbdc.com
dallasmetropolitansbdc.com

SBCD **Classes**

IRS Small Business Taxes

How to Start a Small Business

How to Fund a Small Business

Legal Aspects of Starting a
Business

Marketing Strategy Tactics for
Small Businesses

Employees & Independent
Contractors

Templates & **Downloads**

Business Plan

Business Plan Outline

Executive Summary

Competitive Analysis

Marketing Plan

Target Market Analysis

SWOT Analysis
Worksheet

Marketing Plan Elements

Financial Worksheets

Start-up Expenses

Cashflow

Financial Template

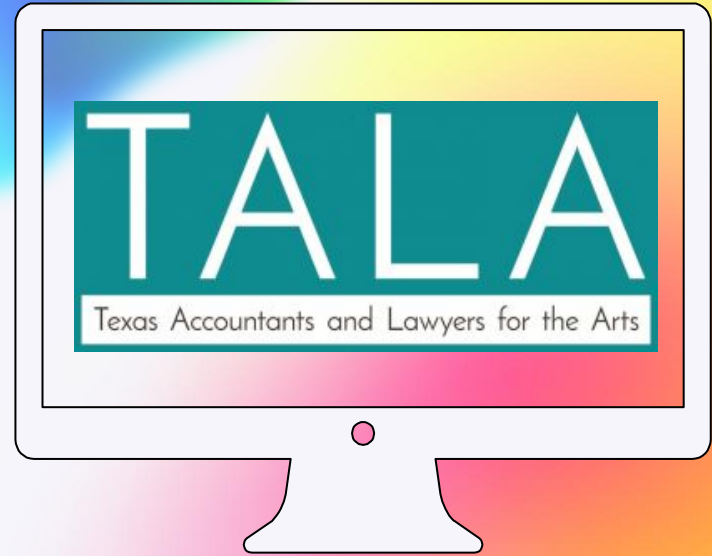
TALA

Texas Accountants and Lawyers for the Arts

\$75/year (with Income Restrictions)

Austin, TX

Lawyer and accountant pro bono assistance for artists, patent pro bono assistance for inventors, dispute resolution services, and educational programs for the artistic and business communities. Programs are designed to help participants apply sound business practices to protect intellectual property, advance careers, and develop income.



www.talarts.org

TALA membership income limits

2022 INCOME LEVELS FOR 300% OF FEDERAL POVERTY GUIDELINES			
Family Size	Annual	Monthly	Weekly
1	\$40,770	\$3,398	\$785
2	\$54,930	\$4,578	\$1,057
3	\$69,090	\$5,758	\$1,330
4	\$83,250	\$6,938	\$1,602
5	\$97,410	\$8,118	\$1,875
6	\$111,570	\$9,298	\$2,147
7	\$125,730	\$10,478	\$2,420
8	\$139,890	\$11,658	\$2,692
Each Additional	\$14,160	\$1,180	\$273

TALA offers free online webinars

Copyright Essentials for Musicians

with special guests from the US Copyright Office

WEBINAR
Wednesday, March 9, 2022
Noon to 1:15 pm
FREE TO ATTEND



presentation by

Holland Garmley
Public Affairs Specialist
US Copyright Office

John Riley
Assistant General Counsel
US Copyright Office

Gwendolyn Seale
Attorney
Mike Tolleson & Associates



This project is supported in part by the Cultural Arts Division of the City of Austin Economic Development Department. This project is generally funded by Mid-America Arts Alliance, the National Endowment for the Arts, and the Texas Commission on the Arts. To find out more about how National Endowment for the Arts grants impact individuals and communities, visit arts.gov.



TALA, Fresh Arts, & Austin Music Foundation present

The Art of Taxes

WEBINAR in two parts

Part 1 : Tuesday, February 22, 2022 @ 6:00 pm
Part 2 : Thursday, February 24, 2022 @ 6:00 pm
FREE TO ATTEND

Presentation by
Lisa Sretenovic, CPA Kathy Ploch, CPA



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Taking your ideas to market



#worldipday
wipo.int/ipday

by MATTHEW CALUSH

The Cultural Arts Division of the
City of Austin Economic Development Department
& TALA
present

Record Keeping Tips For Self-Employed Creatives

WEBINAR FREE TO ATTEND
Tuesday, May 4, 2021 @ 2:00 pm

TALA is proud to present this webinar as part of the City of Austin's Small Business Week.

Presentation by
Lisa Sretenovic, CPA



2022 ARTS LEGAL LINE

TALA

Texas Accountants and Lawyers for the Arts

Four dates:
February 1, 2022
May 3, 2022
August 2, 2022
October 4, 2022
5:30 to 7:30 p.m.

(512)472-8303 (866)303-8303

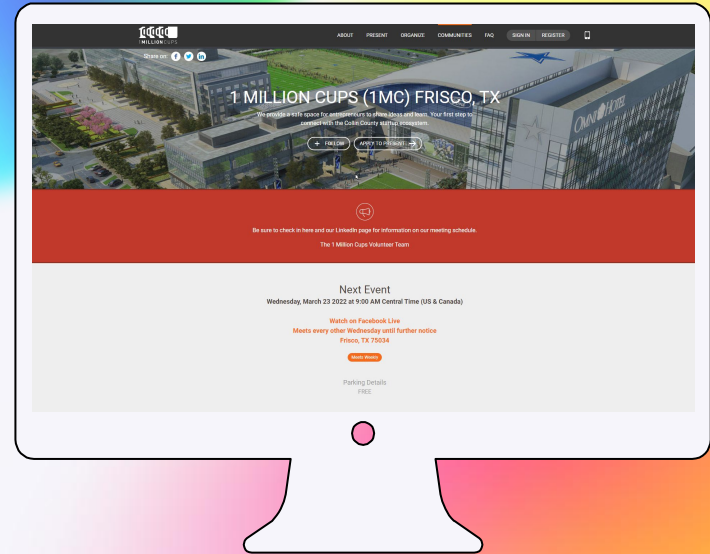
Call from anywhere in Texas

1 Million Cups

FREE

Frisco, TX

As a program of the Kauffman Foundation, 1 Million Cups works with entrepreneurs, empowering them with the tools and resources to break down barriers that stand in the way of starting and growing their businesses. Mr. Kauffman believed it was a fundamental right for anyone who had a big idea to be able to bring it to life—and we're here to fulfill that mission.



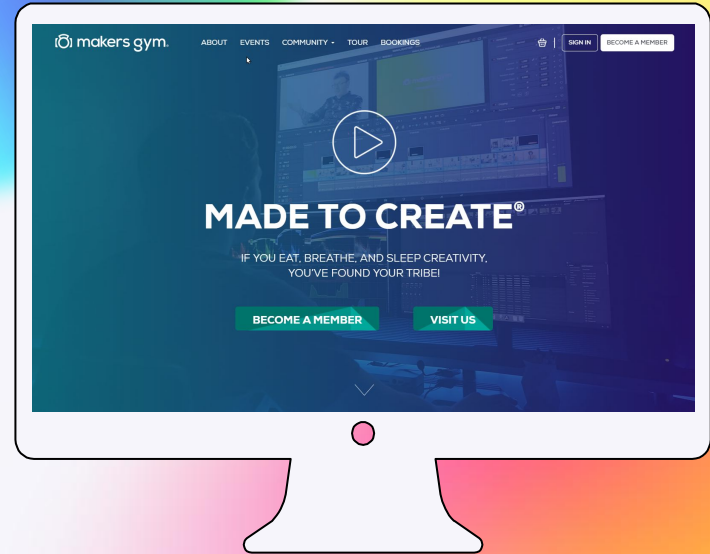
www.1millioncups.com/frisco

Makers Gym

Paid Membership

Frisco, TX

We are a collection of like-minded creators who realized the industry was missing something - access to professional studio resources without the anchor of a staff gig. Coming up in the creative field means taking risks, but making the jump from employee to entrepreneur is a huge leap. We felt that there was a way to narrow the gap.



www.makersgym.com



Services

Makers Gym offers membership options from individual virtual access to unlimited, all-access use for teams.

Work & Meeting Space

Photo Studios

Podcast Studio

Recording Studio

Digital Editing Booths

Creative Training & Classes

Membership Options

Makers Gym offers membership options from individual virtual access to unlimited, all-access use for teams.

Day Maker - \$30/day

Virtual Maker - \$30/month

Night Maker - \$150/month

Specialty Maker - \$275/month

Pro Maker - \$350/month

Business Maker - \$675/month

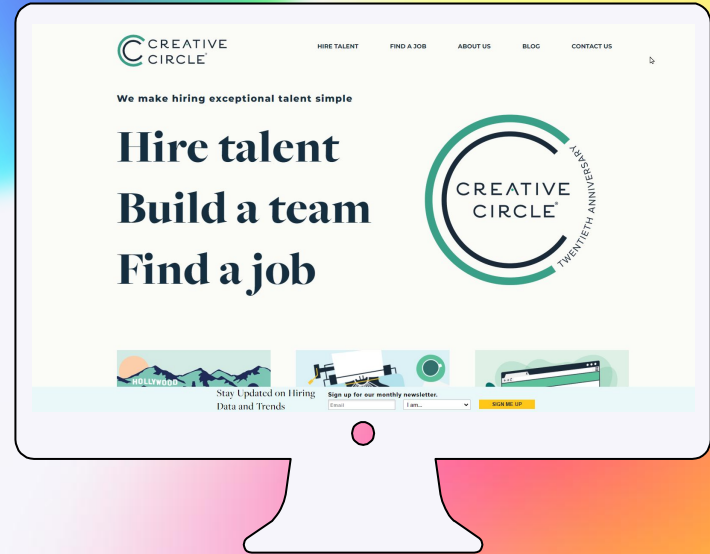
Maker Enterprise - \$2K/month

Creative Circle

Staffing Company

Dallas, TX

Creative Circle is a recruiting and consulting services company. We specialize in digital marketing and creative staffing, managed services, and in-house studio development.



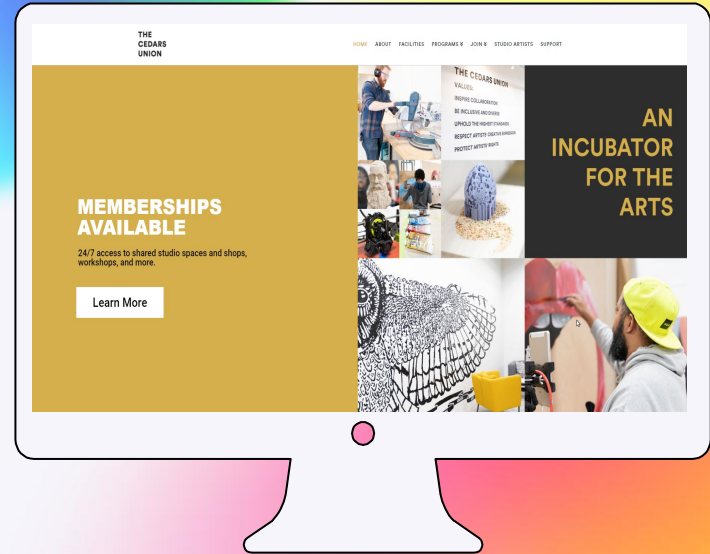
www.ntbca.com

The Cedars Union

An Incubator for the Arts
Paid Membership

Dallas, TX

North Texas is a vibrant international art community where art is celebrated and artists thrive. The mission of the Cedars Union is to provide resources such as studios, tools, programs, and pro-bono services for creatives, foster a collaborative and supportive artist community, and advance the arts in North Texas.



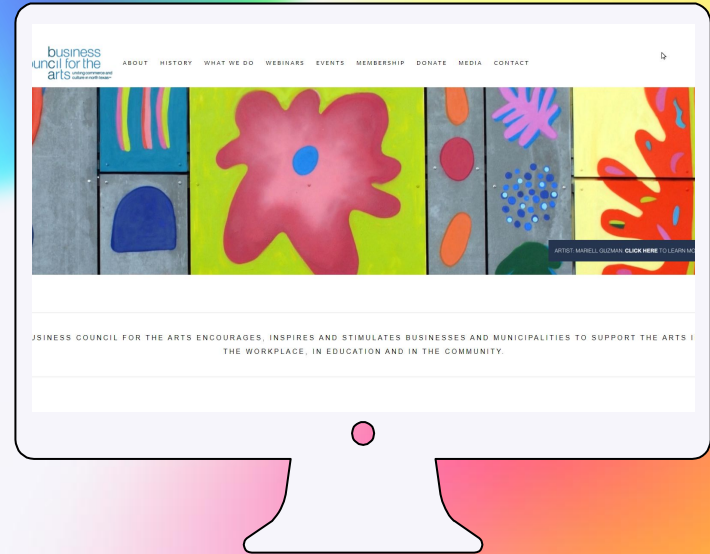
www.cedarsunion.org

Business Council for the Arts

Paid Membership/Programs

Dallas, TX

The BCA was founded by Raymond D. Nasher in 1988. Development of a creative workforce keeps North Texas on the leading edge of world business. From cultural tourism initiatives to project matchmaking, BCA collaborates with business and government decision makers to foster outstanding arts management, volunteer leadership and broader arts investment.



www.ntbca.com

BCA Programs

The BCA offers a number of programs that unite arts and business. When business leaders embrace creativity in the workforce, the result is a more vibrant and inclusive community.

On My Own Time

Obelisk Awards

Leadership Arts Institute

Arts & Health Series

Arts & Economic Prosperity 6

Leadership Arts Alumni

BCA Leadership Arts Institute

Develops next-generation business leaders committed to fostering the arts. LAI alumni have served on more than 170 boards throughout the nation and internationally.

On My Own Time

Work with Regional Arts Leaders

Class Project

10 Sessions (half-day/month)

Tuition: ~\$2,000

Application Deadline: July 29th

Resource **List**



tinyurl.com/vagf-ce

Let's **Create Something**



Brad Sharp

972.837.8325

bradsharp@yahoo.com

About Me

- Chair, City of Frisco Downtown Advisory Board
- Vice-President, Heritage Association of Frisco
- Board Member, McKinney Arts & Music Guild
- Graduate, BCA Leadership Arts Institute (2020)
- Texas Certified Arts Advocate
- Mentor, Frisco Young Entrepreneurs Academy

My Goal: To create a community that appreciates the arts and an environment where creatives can be financially successful.



Brad Sharp

972.837.8325

bradsharp@yahoo.com