

LOS ANGELES COUNTY ARTS COMMISSION

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FREE “ARTS TUNE UP” FOR INDIVIDUAL ARTISTS AND SMALL BUDGET ORGANIZATIONS JUNE 18

Individual artists and small budget organizations can benefit from free expert advice and information on various aspects of arts management on Saturday, June 18 from 9 a.m. to 12 noon at an “Arts Tune Up” at the Torrance Cultural Arts Center in Torrance. Even though the event is free, it is recommended that participants register by e-mail to Charlotte Frazer, Los Angeles County Arts Commission, cfrazer@bos.co.la.ca.us.

The fast-paced “arts tune up” format works like this: There will be several tables set up with an arts expert/consultant addressing a specific subject located at each table. Participants choose a topic they want to learn more about. After 25 minutes, participants rotate to another table with a topic of interest as the sessions repeat. There will be a total of 5 round-robin sessions of 25 minutes each. Participants are welcome to come by for an hour or stay for the entire morning.

Topics for individual artists include Arts Loan Fund, Business Training, Benefit Opportunities for Artists, Fundraising, How to Get Hung (for Visual Artists), How to Market Your CDs, Marketing for Performing Artists, Public Relations, Self-Producing for Performing Artists and Working in Arts Education.

Topics for small budget arts organizations include Arts Education Resources, Arts Loan Fund, Business Training, Board Development, Fundraising, Legal/Incorporation, Marketing Basics and Public Relations.

THE FACTS

WHAT

ARTS TUNE UP for Individual Artists and Small Budget Arts Organizations

WHEN

Saturday, June 18 from 9:00 a.m. to 12 noon

WHERE

Toyota Meeting Hall

Torrance Cultural Arts Center

3330 Civic Center Drive North

Torrance, CA 90503

The Toyota Meeting Hall is the first building on your left as you walk toward the Cultural Arts Center.

HOW MUCH

FREE, but registration is recommended

HOW TO REGISTER

E-MAIL Charlotte Frazer Los Angeles County Arts Commission, . **When registering, please include your name, telephone number and e-mail address.** Also, indicate whether you are an artist or attending on behalf of an arts organization.

PARKING

As you drive in, park anywhere in the lot to the right of the Cultural Arts Center.

MORE INFORMATION

Los Angeles County Arts Commission, 213 974-1343

The Arts Tune Up is sponsored by the Los Angeles County Arts Commission and the City of Torrance Cultural Services in collaboration with the Center for Cultural Innovation and the participation of the City of Los Angeles Cultural Affairs Division.

The **Los Angeles County Arts Commission**, Laura Zucker, Executive Director, provides leadership in cultural services of all disciplines for the largest county in the United States, encompassing 88 municipalities. The Arts Commission provides leadership and staffing to support the regional blueprint for arts education, *Arts for All*; administers a grants program that funds more than 250 nonprofit arts organizations annually; funds the largest arts internship program in the country in conjunction with the Getty Foundation, programs the John Anson Ford Theatres and supports the Los Angeles County Cultural Calendar on ExperienceLA.com. The Commission also produces free community programs, including the L.A. Holiday Celebration broadcast nationally, and a year-round music program that funds more than 60 free concerts each year in public sites. The 2005-2006 President of the Arts Commission is Hope Warschaw.