

Refresh & Revitalize The Tools Your Arts Group Needs Now

This full day program will focus on success with less. What tools can your arts group use to survive and even thrive in a difficult economy? The program will also include sessions on empowering your board and innovative arts & business partnerships. **You will leave invigorated with new ideas, new tools and a new attitude.**

March 29, 2010 • 9:00 a.m. to 4:00 p.m.
The EpiCenter, 13805 – 58th Street N., Clearwater, Florida
Room 304 (2nd Floor), Free Parking Available

SESSION ONE: 9:00 to 11:00
Strategic Cost Cutting

In this hands on session your group will learn how to use our trademarked **Cost/Benefit Analysis Tool** customized for non-profit arts groups. Learn how to measure the true costs and the true benefits and income potential of your programs.
Maximize your Resources • Strategic Downsizing • Financial Checklist

SESSION TWO: 11:15 to 1:15
Empowering Your Board for Success

Recognizing that leadership in the arts needs to expand to meet the current demands being placed on cultural organizations this session will focus on how to empower and engage your board to provide the skills, outreach and resources your arts group needs.
A Points Tool to Measure Effectiveness • Board Assessment • Board Recruitment Checklist

LUNCH BREAK: 1:15

SESSION THREE 2:00 to 4:00
51 Arts & Business Partnerships

This session is designed to provide a stimulating discussion about creative ways to involve business professionals and the corporate community in your organization. We will look at corporate support with an overview of in-kind support and a hands on assessment of your programs that may interest new sponsors. Even during challenging times corporate support is available for arts groups that match their funding proposals to corporate goals.

51 Innovative Partnerships • Road Map to Engage Business • Benefits Assessment Worksheet

Presenter: Laura Bruney, Executive Director, Arts & Business Council of Miami

With over 20 years experience in arts service, Laura Bruney has developed useful tools, programs and outreach that have strengthened hundreds of arts groups. She has been a featured speaker at conferences and programs throughout Florida and the U.S.

Workshop Fees: Each 2 hour session \$20 • Full day \$45

Covers up to two people from an organization. Your board members are encouraged to attend.

Yes, We want to attend! Questions? Phone Cultural Affairs at 727-582-2511

DEADLINE TO REGISTER: Tuesday, March 23rd

Organization _____ Phone _____
Name _____ Email _____
Name _____ Email _____

___ Session 1: Strategic Cost Cutting @\$20 ___ Session 2: Empowering Your Board @ \$20
___ Session 3: 51 Partnerships @ \$20 ___ **FULL DAY All 3 sessions: \$45 (best value)**

\$ ___ **Enclosed.** Check payable to: *Pinellas County BOCC.* **Return form with payment by March 23 to:**
PINELLAS COUNTY CULTURAL AFFAIRS, 12520 Ulmerton Rd, Largo, FL 33774

You will receive a confirmation by email after payment is received.

This workshop is presented by the Pinellas County Cultural Affairs Department in conjunction with Arts & Business Council of Miami.