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Northern Río Grande National Heritage Area Announces New Business as Artists Workshop Series

Española, New Mexico, August 1, 2024—The Northern Río Grande National Heritage Area (NRGNHA), in partnership with the Regional Development Corporation (RDC), LOKA Creative, and Northern New Mexico College, is thrilled to announce the launch of the Business as Artists Workshop Series. This free, 7-class series is designed to empower local artists with the skills, tools, and knowledge needed to build successful art businesses.

Workshop Series Overview:

Dates: August 30th to November 22, 2024

Time: Fridays, 2:00 PM - 4:00 PM

Locations: Northern New Mexico College (Española) & Los Luceros Historic Site (Alcalde)

Registration: Limited to 12 participants

The Business as Artists Workshop Series offers a comprehensive curriculum that covers essential aspects of running an art business. Participants will learn about the importance of personal and brand identity in their art business, build a basic marketing plan, along with guidance on preparing a comprehensive business plan, develop strategies to manage time effectively and prioritize tasks. The workshops will provide insights into setting up and running a business, tracking revenues and expenses, and making informed financial projections. Attendees will explore various funding opportunities and learn how to build and grow a professional network, understand different pricing techniques, and to safeguard their artwork. The series also covers creative social media marketing strategies.

All necessary supplies and tools for the workshops will be provided, along with professional guidance from experienced instructors. Participants are encouraged to bring comfortable clothing suitable for crafting and business activities, a notebook and pen for taking notes, and their enthusiasm and creativity. To register for this transformative workshop series, visit NNMC Continuing Education at <https://nnmc.edu/home/community-gateway/continuing-education> or contact Virginia at (505) 747-5477 or virginia_c@nnmc.edu. Spaces are limited, so don't miss this opportunity to elevate your art business.

"We are excited to offer this unique workshop series to our local artists. By providing them with the tools and knowledge they need to succeed, we are not only supporting individual artists but also enriching the cultural fabric of Northern New Mexico." – Conner Tharp, Operations and Development Manager, NRGNHA.

"The Business as Artists Workshop Series is a fantastic opportunity for local artists to gain practical skills and insights that will help them thrive in the competitive art world." – Eric Vasquez, Director, NRGNHA.

Join us for this exciting journey of learning, creativity, and community building. Empower your artistic career with the Business as Artists Workshop Series!

About The NRGNHA:

The Northern Río Grande National Heritage Area is dedicated to preserving, promoting, and protecting the cultural, historical, and natural resources of Northern New Mexico. Through various programs and initiatives, NRGNHA fosters community engagement and economic development, ensuring the rich heritage of the region is celebrated and sustained for future generations. For more information about NRGNHA and its programs, visit

www.riograndenha.org.

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