

THE CLARK HULINGS FUND

For Visual Artists

MISSION // To help professional visual artists compete in an increasingly complex marketplace by providing them with strategic business support, training, and targeted financial assistance.

2016 ANNUAL REPORT

The **CLARK HULINGS FUND (CHF)** made remarkable progress in 2016. We created a slew of new content, launched several new programs, expanded our initiatives, added an entire category of visual artists, and received unbelievable support from distinguished sources. We have hit our stride, and are thrilled to have you with us for the exciting journey ahead.

PROGRAM HIGHLIGHTS

OUR FOOT ON THE ACCELERATOR

Nine of last year's 11 Fellows participated in the pilot of our Business Accelerator, which was led by experts from a variety of business and art backgrounds. During interactive monthly sessions, instructors presented on topics such as digital marketing, financial management, and strategy, and then worked with our artists to solve their specific business challenges.

The 2016 pilot was crucial to the development of our Accelerator. It relied extensively on participant input—in-depth interviews and the collection of quantitative and qualitative data that enabled us to measure progress, ascertain real needs, and design the program to meet them.

"After several workshops, I have realized that I am learning a much broader spectrum about the business aspects of being a professional artist."

—Vanessa Diaz,
CHF Accelerator Fellow

"Future sessions are actually built around the questions that the artists have, which makes the sessions very relevant...certainly to me."

—Felicia van Bork,
CHF Accelerator Fellow

With the pilot, we validated our belief that the lack of effective arts business education is THE gap that sorely needs closing if working artists are to be successful. Neither art schools nor MBA programs address it, and yet it is the key to ensuring that grants or other direct investment will actually help to scale an artist's business, make it sustainable, and take a career to the next level. In 2017, we will devote the entirety of our Accelerator to rigorous business training for the 20 new Fellows we selected last fall. Then in 2018, we will know which of those Fellows to fund.

**Art Schools Provide Art Skills.
Business Schools Ignore Artists Altogether.
CHF Bridges the Gap.**

OUR ARTISTS IN ACTION

A year-long exhibition at the venerable Montclair Museum of Art. Inaugural solo shows in Florida and Pennsylvania. An ambitious sculptural installation at Tower Hill Botanic Gardens. New work for

“Some artists believe that turning their practice into a business jeopardizes their artistic integrity and autonomy ... I believe that with strong business practices and confidence in my artwork, the two can work hand-in-hand to support my professional and artistic goals.”

—Kristen Brown,
CHF Accelerator Fellow

a one-woman exhibition at Salisbury University. A multi-state, multimedia installation culminating at Brooklyn’s Smack Mellon. And that’s just a partial list of the work CHF helped fund in 2016. Kudos to all of our Fellows for an extremely successful year!

Learn more about our Fellows at

CLARKHULINGSFUND.ORG/PARTICIPANTS.

“I was trained in traditional drawing methods. Running a business and making your art business sustainable—that’s a whole other skill. I really appreciate that there’s this training with CHF on the business side.”

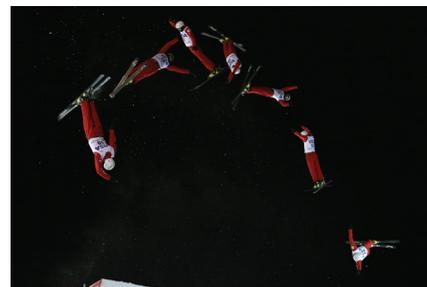
—Carla Crawford,
CHF Accelerator Fellow

EXPANDING OUR SCOPE

Last June, we established the Pensinger Photography Fund in memory of photographer Doug Pensinger, in conjunction with his family. A talented and influential photojournalist for Getty Images’ sports division, Doug was also known for advising and mentoring up-and-coming photographers. CHF will carry on his efforts by identifying, fostering, and celebrating photographers of exceptional promise.

“CHF has given me the opportunity to review, evaluate, and develop my art business through different channels, from business strategy, marketing, sales, legal, to financial planning.”

—Etsuko Ichikawa,
CHF Accelerator Fellow



GROWING OUR ONLINE LIBRARY

Our Accelerator gets a lot of attention, but our online Learning Portal deserves just as much respect. It is an essential part of CHF’s educational programming, providing artists with 24-hour access to a rapidly growing library of art-business resources, which include:

- **THE THRIVING ARTIST PODCAST**
- **WEB ARTICLES BY ART-BUSINESS EXPERTS**
- **INTERVIEWS WITH LEADING ART-INDUSTRY FIGURES**
- **A RECURRING Q&A FEATURING ESTABLISHED ARTISTS ANSWERING QUESTIONS FROM OUR FELLOWS**
- **CHF DIRECTOR ELIZABETH HULINGS’ MONTHLY OP-ED COLUMN**



In 2016, we produced 103 original pieces of educational content—nearly nine per month. We employ popular and highly digestible formats that both instruct and entertain. Artists, collectors, and industry experts weigh in on everything from pricing to cultivating relationships, from intellectual property to working an art fair. To access our Learning Portal, visit CLARKHULINGSFUND.ORG/LEARN.

2016 BY THE NUMBERS

PODCAST DOWNLOADS

8,448

400% INCREASE

WEBSITE PAGEVIEWS

45,049

70% INCREASE

PEOPLE REACHED
ON FACEBOOK

214,200

285% INCREASE

2015-16 FELLOWS



ALICE LEORA BRIGGS



ELIZABETH CORKERY



CARLA CRAWFORD



VANESSA DIAZ



ADAM ECKSTROM



LESLIE HIRST



ETSUKO ICHIKAWA



TERRENCE LAVIN



LAURA PETROVICH-CHENEY

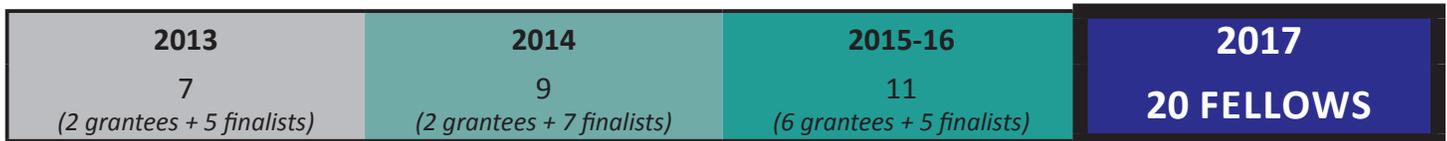


FELICIA VAN BORK



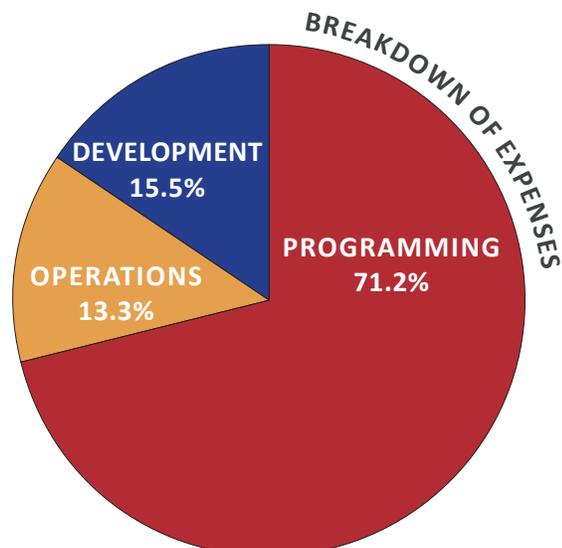
LAUREN WAS

NUMBER OF FELLOWS



FINANCIALS

REVENUES	\$1,198,395
EXPENSES	\$192,355
NET INCOME (Excess Revenue over Expenses)	\$1,006,040



Images: Page 1 - (top) Laura Petrovich-Cheney, (bottom) Elizabeth Corkery. Page 2 - (row of three photos) Doug Pensinger/Getty Images. Page 4 - (right column, top to bottom) Vanessa Diaz, Ghost of a Dream, Carla Crawford, Elizabeth Corkery, Vanessa Diaz, Laura Petrovich-Cheney.

EXTRAORDINARY SUPPORT FOR CHF

In December 2016, CHF received \$1 million from the William and Sue Gross Family Foundation to jump-start the work of our Pensinger Photography Fund (see above). They know we mean business! Now it's up to us to meet their generosity by scaling our operations and building our infrastructure to deploy this gift effectively and implement robust programs for all of our artists.

The Gross' generous grant arrived on the heels of another remarkable gift: world-class sculptor Glenna Goodacre's donation of her final new work before retiring. This classy lady has created a bas-relief inspired by *Helping to Push*, the iconic drawing by her longtime friend, the late Clark Hulings. The bronze includes both artists' signatures, and only 25 will be cast. Savvy collectors are seizing this rare opportunity to acquire this truly unique piece of history by two preeminent American artists. (To learn more, visit CLARKHULINGSFUND.ORG/RELIEF or contact Mark Blackmon at 765-993-5296.)

IN FOCUS: OUR BOARD & ACCELERATOR TEAM

The accomplishments of the past year were made possible thanks to the tireless efforts of our entire team. Beyond CHF's talented and hardworking staff, we are extremely grateful to our board members, partners, and Accelerator faculty for their support and dedication to our mission. In particular, we'd like to thank Paula Mele and Steve Pruneau for joining the executive board, and Stephen Zimmerman for taking on the chairmanship of our advisory board. We'd also like to acknowledge the instructors who led our 2016 Accelerator workshops. Thank you, Jim Grace, Elaine Grogan Luttrull, Shannon Linker, and Carrie J. McIndoe for sharing your time and immense expertise with the artists in our program.

To learn more about all of the faces behind CHF, visit

CLARKHULINGSFUND.ORG/PEOPLE.

OUR MOST IMPORTANT SUPPORTERS OF ALL — YOU

Thanks to you, CHF has rocketed out of the gate, and we're just getting started! In 2017, we will create topic-specific training videos for our Learning Portal, add additional Accelerator tracks, and collaborate on our first in-person events, beginning with an Arts Business Summit in Santa Fe, NM, and the kick-off of an Artists Only mini-con in Denver, CO. By 2020 we will launch our full platform, with tiered memberships, customized Accelerators, and comprehensive business coaching. We're excited for you to continue on this journey with us.

To make a tax-deductible gift, visit CLARKHULINGSFUND.ORG/DONATE.



CLARKHULINGSFUND.ORG
Helping Artists Succeed Is Our Business.