



Informational Session

Thursday, October 23

AGENDA

Program Background
MCAP Overview
Eligibility criteria
Application package
Timeline
Questions



BACKGROUND

Marshall County Economic Development Corporation (MCEDC) awarded 2025 Community Collaboration Funding to support arts entrepreneurs

Collaborators: Heartland Art Center and Indiana Small Business Development Center

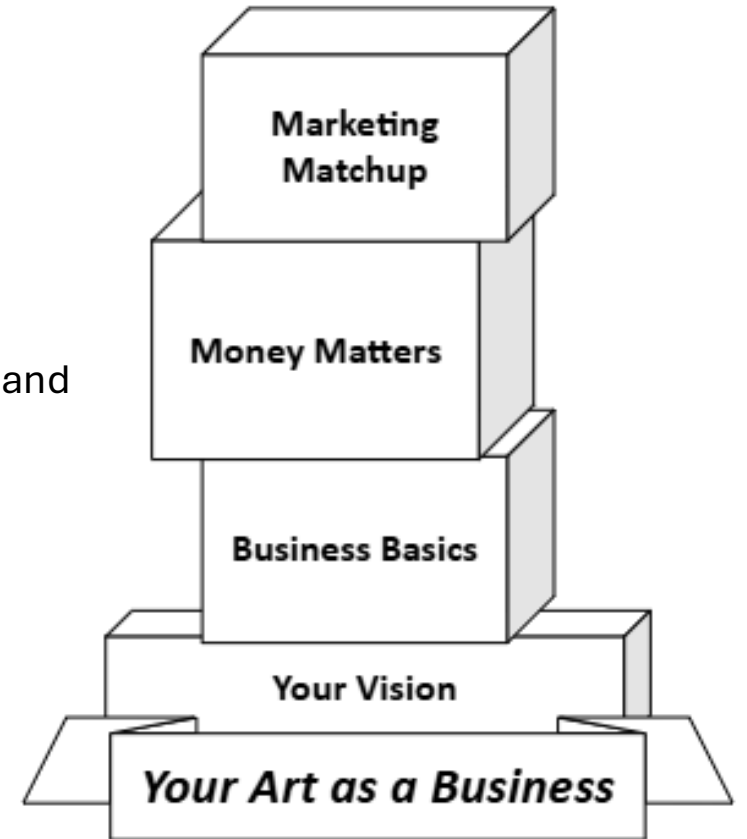
Research for this program included the Indiana Arts Commission's Artist Needs Assessment and interviews with local artists

The program's overall objective is to provide local creative entrepreneurs with business education, peer support, and hands-on learning experiences to launch them toward a sustainable arts business.



PROGRAM OVERVIEW

- 15 participants will be selected for 2026 cohort
- 8-week educational session to mesh your artistic vision with:
 - Business Basics
 - Finances
 - Marketing
 - Sessions will be held weekly on Thursdays from 6-8 pm at Heartland Art Center, beginning in February.
- Peer Support through Cohort Peer Group
- Networking and connection opportunities
- 1:1 business advising through ISBDC
- Cohort Exhibition at Heartland Art Center
- \$200 mini-grant opportunity
- There is no cost to apply or participate in the program



ELIGIBILITY

Indiana county of residence: Marshall, St. Joseph, Elkhart, Starke, Pulaski, Fulton, Kosciusko

Media: 2D and 3D visual arts and crafts including but not limited to painting, printmaking, sculpture, drawing, photography, illustration, graphic design, book arts, jewelry, metalwork, fiber arts, textiles, woodworking, ceramics, stained glass, lampwork

Ineligible art categories include performance, dance, music, and writing.

Originality of Work: Applicants' artwork or product must be the original concept and work of the artist. Artists who intend to monetize the intellectual property of other individuals, such as art inspired by film characters or portraits of notable figures, will not be eligible.

No prior business knowledge or experience is required!

Not eligible? You can still get help with your business through 1:1 business Advising at the Indiana Small Business Development Center!

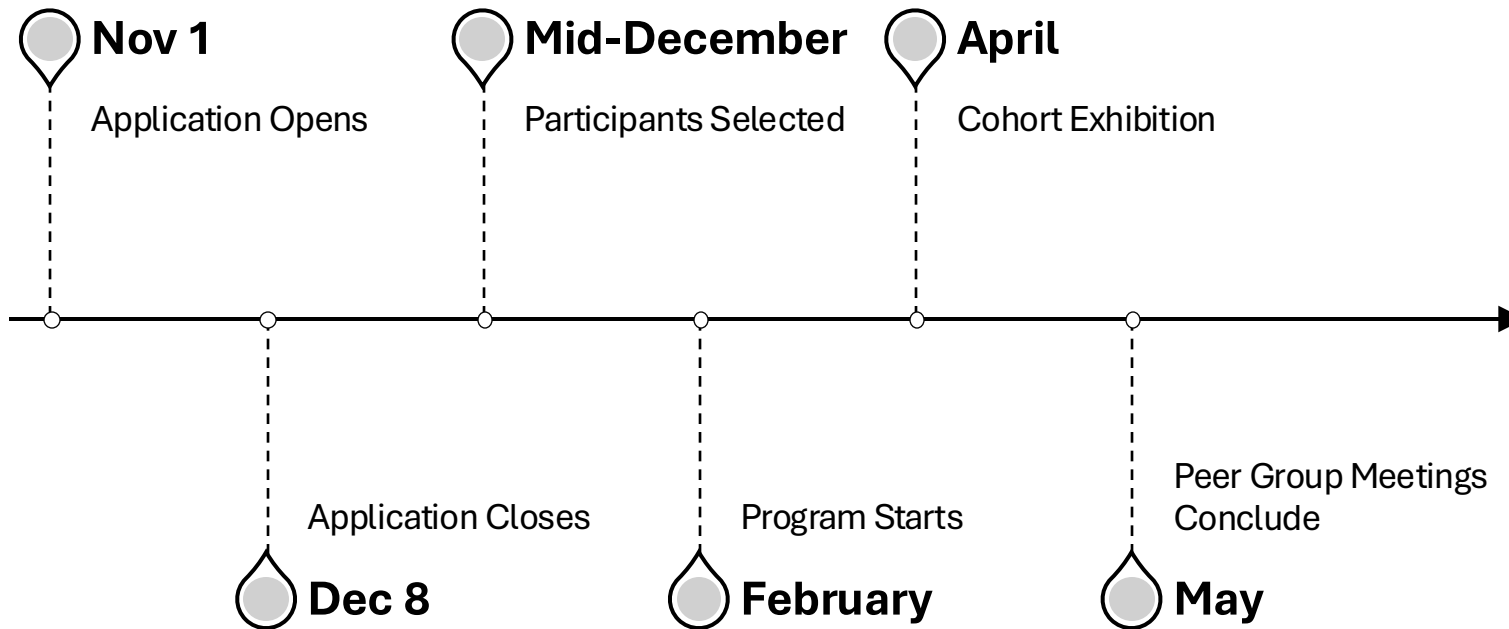


APPLICATION PACKAGE

- Online Application
 - Short statement responses about business goals, creative background, etc.
 - Portfolio Submission
 - Portfolio requirement: 3-5 images of work you offer for sale or that you intend to offer for sale.



TIMELINE





QUESTIONS



Email additional questions to Hannah
hollen@isbdc.org



Thank you!