



# ARTPRENEUR GUIDE BOOK 2024

We are all about the business of the arts!

**FAACE**  
Fine Arts & Crafts Entrepreneurs



# ABOUT THIS GUIDE

## FOR ARTPRENEUR & ENTREPRENEURS

Welcome to the world of art entrepreneurship! As an artpreneur, you have the unique opportunity to transform your passion for creating art into a sustainable business. However, starting a business can be daunting, and the art industry is no exception. This guidebook aims to provide you with an overview of what it takes to become a successful artpreneur.

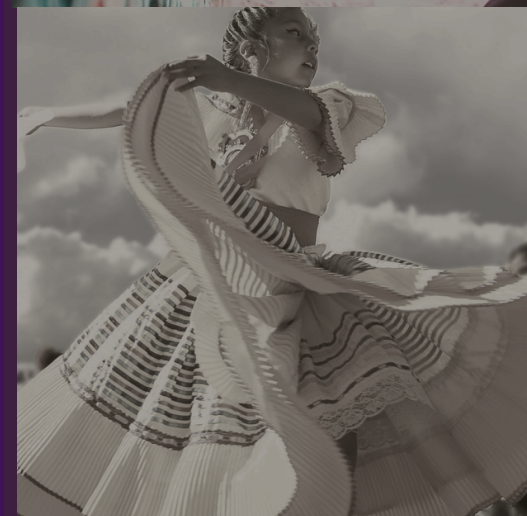
From starting your business to managing your finances, this guidebook covers details you need to know to turn your artistic talent into a profitable venture. You will find practical tips on how to sell your artwork, who to contact for support and mentorship, and the local and national organizations that can help you along the way.

With this guidebook, you will learn how to:

- Build a strong foundation for your art business, including creating a business plan, registering your business, and protecting your intellectual property.
- Connect with potential clients and customers, including art collectors, galleries, and online marketplaces.
- Develop your marketing and branding strategies to stand out in a crowded art market.
- Manage your finances, including tracking your income and expenses, setting prices for your artwork, and handling taxes.
- Access resources and support through local and national organizations, including artist guilds, business incubators, and government agencies.
- Whether you are a seasoned artist looking to monetize your passion or a newcomer to the art world, this guidebook will provide you with the tools and resources you need to succeed as an artpreneur. With determination, creativity, and a little bit of business savvy, you can turn your love of art into a thriving career.

Before we begin, we'd like to introduce ourselves. We are FAACE, an artist organization that empowers artists and promotes their work in the community. Our diverse community of artists shares a common passion for creating and sharing art, and we believe that art has the power to bring people together and inspire change.

Through our various programs and events, we offer opportunities for artists to showcase their work, connect with other artists, and access resources to further their professional development. Our inclusive and supportive community is committed to promoting the arts and creating a more vibrant and equitable artistic landscape. Join us in our mission to empower artists and promote the arts - together, we can make a difference and create a world where art thrives.



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*Our*  
**STORY**

In 2011, Fine Arts and Crafts Entrepreneurs, Inc. (FAACE) was founded by a group of local artists in Fayette County who saw a lack of opportunity for artists in the area. The founding members consisted of painters, sculptors, photographers, and jewelers, and since then, FAACE has expanded its reach to attract regional and national artists with diverse artistic backgrounds, including muralists, illustrators, dancers, authors, singers, and more. Each member has contributed to creating a greater sense of community, collaboration, professional, and artistic development within the organization. FAACE welcomes individuals and organizations who wish to promote and encourage the arts and exists to advance knowledge and interest in the arts while fostering a spirit of cooperation and fellowship among artists and the community.



At FAACE, we extend a warm welcome to individuals and organizations who share our passion for promoting and encouraging the arts. Our shows are held exclusively in Fayette County, but we are open to artists and patrons from all over who want to support and uplift the arts. Our membership is open to individuals and organizations residing in Fayette, Coweta, Clayton, Spalding, South Fulton, and beyond. We welcome anyone willing to travel to our area to join us or visit us online at [www.faace.org](http://www.faace.org).

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FAACE



The listings contained in this guide are for informational purposes only. An appearance here does not necessarily constitute an endorsement by FAACE. Every attempt has been made to keep the listings current, but some information may have been updated by the respective organizations since this document was printed. The guiding principle for this resource guide is that the services provided by the organization are a key part of business startup or growth. If you would like to add or delete a listing, please email [info@face.org](mailto:info@face.org).

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# OUR PROJECTS

## 01 ARTPRENEUR - CREATIVE CONFERENCE

Artpreneur is a 3-day face-to-face event that brings creatives together to share ideas and techniques, explore emerging trends, and sharpen business acumen. The event is open to visual and performing artists who are eager to learn from one another, discuss the issues impacting their work and lives, expand their professional skills, and network with emerging and professional artists. The workshops provide an opportunity to connect with like-minded individuals, exchange valuable insights, and cultivate new relationships that can help artists advance their careers.



## 02 ARTPRENEUR SPRING FESTIVAL

The Artpreneur Spring Festival at the Town at Trilith is the culmination of the Artpreneur event and takes place in conjunction with the conference. Attendees can learn about selling their art and then showcase and sell their work at the festival. Don't miss this chance to grow your art business, connect with others, and enjoy live music, food, and fun activities.



## 03 ARTIST RESIDENCY

Artist in Residency, where successful experienced artists teach and mentor our FAACE members. Learn and grow from the experience of other artists who have found success in the arts. Contact to learn more and get connected with your mentor. By becoming a mentee, we offer a free portfolio review.



## 04 MAGNOLIA FINE ARTS FESTIVAL

Magnolia Fine Arts Festival is a celebration of artistic expression in all its forms. From traditional to digital, jewelry to woodwork, dance to music, all artists are welcome to apply for this juried art festival. The event takes place over two days at Drake Field, offering a fun-filled, family-friendly atmosphere that educates and shares artwork with the community. Additionally, the festival raises funds for Fayette County's art programs, and a portion of the proceeds are donated to local art teachers to purchase much-needed art supplies for their classrooms.

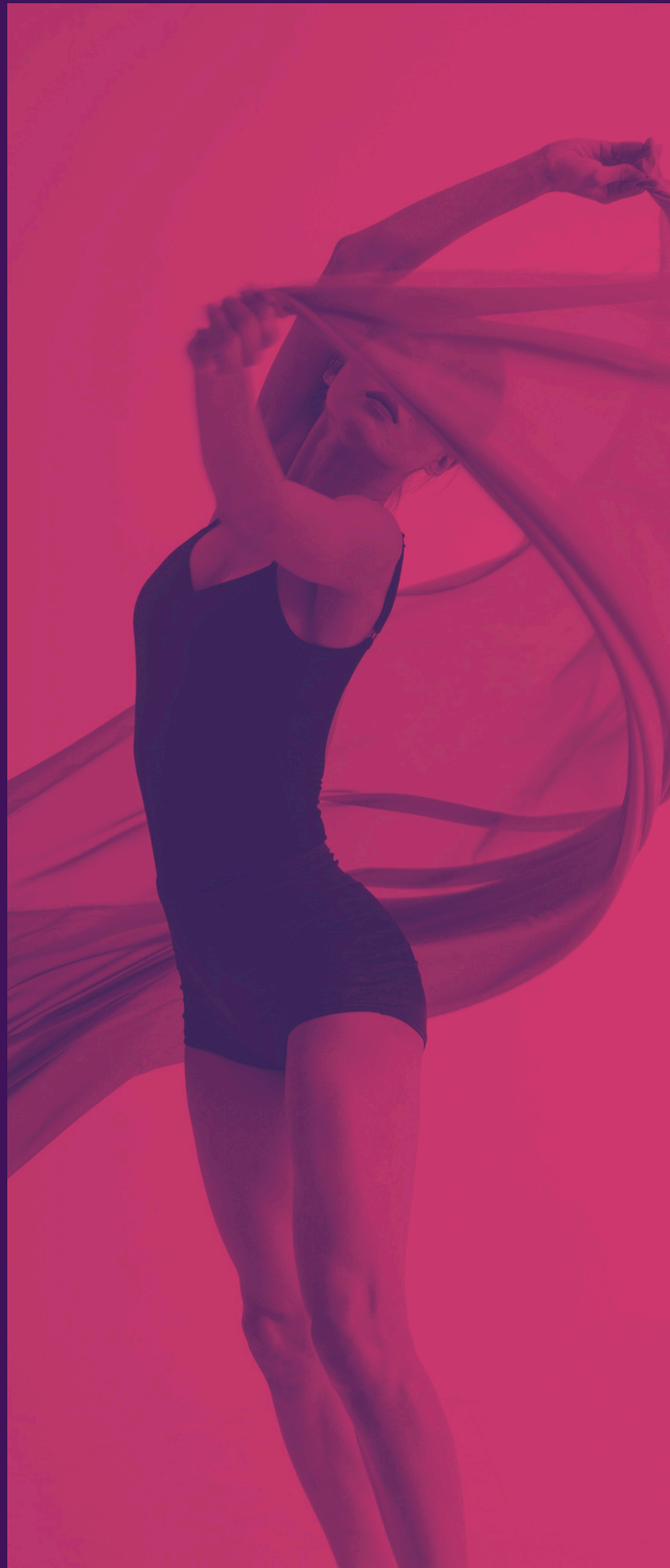
# Membership benefits

[www.faace.org](http://www.faace.org)

Membership in FAACE is open to individuals and organizations wishing to promote and encourage the arts.

## Perks:

- FREE JURY FEES TO MAGNOLIA FINE ARTS FESTIVAL
- LOCAL EXHIBITS
- FREE/REDUCED FEES FOR WORKSHOPS
- MONTHLY NEWSLETTER
- BUSINESS AND ARTISTIC MENTORSHIP
- ACCESS TO ONLINE EDUCATIONAL & INSPIRATIONAL VIDEOS
- LINK TO YOUR PAGE ON THE FAACE MEMBERS GALLERY
- SOCIAL MEDIA PROMOTION
- AND OF COURSE, THE GREAT COMPANY OF OTHER FANTASTIC ARTISTS!



**\$75 per year!**

# Starting Your Creative Business

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Information on starting and  
maintaining your business



# Chapter 1

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## Starting Your Art Business in Georgia

Starting an art business can be exciting, but it also comes with many legal considerations. This chapter will outline the legal steps required to start your art business in Georgia. From choosing a business structure to tax requirements, understanding legal requirements is essential to the success of your business.

### Legal Considerations:

Before starting your art business, there are several legal considerations to keep in mind. Firstly, you need to choose the right business structure. The three most common structures are sole proprietorship, Limited Liability Company (LLC), and corporation. Once you have chosen a structure, you must register your business with the Georgia Secretary of State. This will ensure your business is recognized and legally established. You also need to obtain a tax ID number from the IRS.

Georgia has specific tax requirements for businesses. Sales tax is mandatory for businesses that sell products or services, while income tax is required for business owners who make more than a certain amount. To comply with these tax requirements, you should set up a business bank account to keep track of your finances. You also need to obtain liability insurance to protect your business from potential lawsuits.

It's important to understand taxes and deductions and keep accurate financial records. You should hire an accountant to help manage your finances and accounting. As an artist, you should also protect your intellectual property by obtaining copyright registration and trademark protection.

Contract basics for artists are essential to understanding the legal requirements for your business. You need to have contracts and agreements in place for commission agreements, consignment agreements, and licensing agreements.

### Checklist:

- Consider hiring a lawyer
- Choose a business structure (sole proprietorship, LLC, corporation)
- Register your business with the Georgia Secretary of State
- Obtain a tax ID number from the IRS
- Understand tax requirements (Sales Tax, Income Tax)
- Set up a business bank account
- Obtain liability insurance
- Hire an accountant
- Protect your intellectual property
- Establish contracts and agreements for commission, consignment, and licensing

# Chapter 2

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## Building Your Art Business Plan in Georgia

Before starting your art business, it is important to have a solid plan in place. A business plan will help you establish your goals, target market, and financial projections. It will also help you identify potential risks and create contingency plans to ensure the success of your business.

### Steps:

1. *Define your vision:* Develop a clear and concise statement that outlines your business goals, mission, and values. Consider the unique qualities that will set your art business apart from others.
2. *Research your market:* Identify your target audience, competitors, and industry trends. This will help you determine your marketing and sales strategies.
3. *Create a marketing plan:* Determine how you will reach your target audience, including advertising, social media, and networking.
4. *Develop a financial plan:* Determine your startup costs, projected income, and expenses. Consider hiring a financial advisor to help you with this step.
5. *Identify potential risks:* Consider any potential obstacles or risks that could impact your business. Create a contingency plan for each potential risk to minimize its impact.
6. *Create an action plan:* Develop a timeline and action plan to help you achieve your goals. Set specific, measurable, achievable, relevant, and time-bound (SMART) objectives to keep yourself on track.
7. *Review and update your plan regularly:* Your business plan should be a living document that is reviewed and updated regularly to ensure that you are on track to achieving your goals.

### Checklist:

- Define your vision statement and values
- Conduct market research
- Create a marketing plan
- Develop a financial plan
- Identify potential risks and create contingency plans
- Create an action plan with SMART objectives
- Review and update your plan regularly

### Georgia Contacts:

- Small Business Development Center: <https://www.georgiasbdc.org/>
- SCORE: <https://www.score.org/>
- Georgia Department of Economic Development: <https://www.georgia.org/small-business-resources>

# BUSINESS PLAN OUTLINE

## WHY WRITE A BUSINESS PLAN?

To evaluate the feasibility of your business idea in an objective, critical, and unemotional way.

- **Marketing:** Research the market and estimate the demand
- **Management:** Your capabilities and your "team"
- **Financial:** Forecast costs and sales

To provide an operating plan to assist you in running the business and improve your probability of success.

- **Identify** opportunities and avoid mistakes
- **Develop** production, administrative and marketing plans
- **Set** budgeting guidelines

To communicate your idea to others and provide the basis for your financing proposal.

- **Forecast** profitability
- **Analyze** and forecast cash flow
- **Determine** the amount and type of financing needed

The following is an outline of a typical business plan, which can serve as a guide to your personalized business plan.

### Cover Sheet

- Business Name & Address
- Phone Number
- Owners

### Executive Summary

- Statement of purpose

### Introduction

- Give a detailed description of the business and its goals
- Discuss ownership of the business and its legal structure
- List the skills and knowledge you bring to the business
- Discuss the advantages you and your business have over competitors

### Marketing

- Discuss the products and services your company will offer
- Identify customer demand for your products and services
- Identify your market, its size, and

locations.

- Explain how your products and services will be advertised and marketed
- Explain your pricing strategy

### Financial Management

- Develop an expected return on investment and monthly cash flow for the first year
- Provide projected income statements and balance sheets for a two-year period
- Discuss your break-even point
- Explain your personal balance sheet and method of compensation
- Discuss who will maintain your accounting records and how they will be kept
- Provide "what if" statements addressing alternative approaches to potential problems

### Operations

- Explain how the business will be managed day-to-day
- Discuss hiring and personnel procedures
- Discuss insurance, lease or rent agreements, and issues pertinent to your business
- Account for the equipment necessary to produce your goods and services
- Account for the production and delivery of products and services

### Concluding Statement

- Summarize your business goals and objectives and express your commitment to the success of your business. Once you have completed your business plan, review it with a friend, business associate, and/or professional business counselors, such as representatives from SCORE, a Small Business Development Center (SBDC), or veterans' business development specialists.
- Remember, the business plan is a flexible document that should change as your business grows

### Additional Resources

- [bplans.com](http://bplans.com)
- [web.sba.gov/busplantemplate/BizPlan](http://web.sba.gov/busplantemplate/BizPlan)
- [wellsfargoworks.com/plan](http://wellsfargoworks.com/plan)
- [fayettechamber.org/small-business-resources](http://fayettechamber.org/small-business-resources)

# FUNDING

## Georgia Sustainable Community Ventures (GSCV)

Georgia Sustainable Community Ventures (GSCV) assists communities, groups, businesses, and individuals in the development of sound financial practices. Through advising programs and access to microloans, GCSV offers small businesses an avenue to do business in a socially responsible way. Phone: (404) 285-0286 [gscommunityventures.com](http://gscommunityventures.com)

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## Indiegogo

Through an online platform, Indiegogo is a crowdfunding website that provides the tools for people to create a campaign, share it with a network, engage fans, track information about contributors, and collect funding for an idea, project, or event. The services provided include customer service, educational tips, information tracking for campaigners and funders, and campaign promotion. [indiegogo.com](http://indiegogo.com)

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## Mosley Ventures

Mosley Ventures is a venture capital fund investing in early-stage technology startups in Atlanta and the Southeast. It primarily invests in the following sectors - security software, mobility and wireless, big data, and healthcare IT. Since 1990, Sig Mosley, Managing Partner, has been the most prolific southeast investor in 120 startups with 82 liquidity events. 2451 Cumberland Pkwy SE Suite 3429 Atlanta, GA 30339-6157 Email: [info@mosleyventures.com](mailto:info@mosleyventures.com) [mosleyventures.com](http://mosleyventures.com)

## Small Business Access Partners

Small Business Access Partners is a certified development company that lends capital to small businesses by working in partnership with banks to provide SBA 504 loans and other types of loans. The SBAP has the solution to certain small business financing needs through programs that provide reasonable rates, lower down payments, and longer repayment terms on loans for eligible small businesses. Up to 90 percent financing is available for fixed assets such as land, buildings, equipment, and leasehold improvements.

460 South Enota Drive Gainesville GA 30501 Phone: (770) 536-7839 [sbaploans.com](http://sbaploans.com)

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## Venture Atlanta

As the state's largest investor showcase, Venture Atlanta connects Georgia's entrepreneurs with venture capitalists, bankers, angel investors, and others who can assist them with raising the capital they need to grow their businesses. The annual non-profit event is a collaboration of the Atlanta CEO Council, the Metro Atlanta Chamber, and the Technology Association of Georgia (TAG).

3605 Sandy Plains Road Suite 240-107 Marietta, GA 30066 Phone: (770) 298-4202 [ventureatlanta.org](http://ventureatlanta.org)

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## Valor Ventures

Valor Ventures leads seed rounds in software companies headquartered in the Southeast using our unique Inclusion Premium investing approach.

107 Technology Pkwy Norcross, GA 30092 [valor.vc](http://valor.vc)

# FUNDING

## CircleUp

CircleUp is an equity-based crowdfunding website that strives to help entrepreneurs of small businesses thrive by providing them with the capital and resources they need. Through a better experience and machine learning technology, this website connects innovative, early-stage consumer brands with capital markets, empowering investors to participate in their growth. [circleup.com](http://circleup.com)

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## Access to Capital for Entrepreneurs

The mission of Access to Capital for Entrepreneurs, Inc. (ACE) is to provide community economic development to underserved people and communities. 10 College St, NW Norcross, GA 30071 Phone: (678) 335-5600 E-mail: [info@aceloans.org](mailto:info@aceloans.org) [aceloans.org](http://aceloans.org)

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## ACCION USA

ACCION USA's core products are small business microloans ranging from \$500 to \$50,000 for business owners who are unable to obtain loans from traditional lenders. ACCION USA works with borrowers one-on-one to assess their credit and business situation to determine an appropriate loan size ranging from \$10k-30k. 1201 Peachtree Street NE Building 400, Suite 200 Atlanta, GA 30361 Phone: (404) 521-0594 [AOfund.org](http://AOfund.org)

## Angel List

Angel List: Where the world meets tech startups. On this equity-based crowdfunding website, you can get a job at a startup by applying privately with one application. Also, you can invest in startups to build a diverse portfolio of early-stage investments through private and oversubscribed deals. [angel.co](http://angel.co)

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## BestMoney.com

Designed to help users make confident decisions online, the website contains information about a wide range of products and services. Informative site on funding.

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## U.S. Small Business Administration

Start or expand your business with loans guaranteed by the Small Business Administration. Use Lender Match to find lenders that offer loans for your business. The U.S. Small Business Administration helps small businesses get funding by setting guidelines for loans and reducing lender risk. These SBA-backed loans make it easier for small businesses to get the funding they need. [sba.gov/funding-programs](http://sba.gov/funding-programs)

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## Kickstarter

Kickstarter utilizes Internet-based crowdsourcing to help pair new ideas with financial backers. With Kickstarter, individuals can submit projects in one of 13 categories to acquire funds from the broader community. Project creators set their own funding goals and deadlines while keeping 100% ownership of their projects. Since its founding in 2009, Kickstarter has paired more than 4.3 million people with over 43,000 creative projects. [kickstarter.com](http://kickstarter.com)

# Chapter 3

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## Building Your Art Business: Branding and Marketing Strategies

In this chapter, we will explore the critical aspects of building a strong brand identity for your art business and developing a marketing strategy to reach your target audience. You'll learn about creating a brand identity that captures your unique style and personality, and how to effectively market your artwork through various channels. By the end of this chapter, you'll have a solid understanding of the importance of branding and marketing in the art world, and how to apply these concepts to grow your business.

### **Branding:**

#### **Creating a Strong Brand Identity:**

Your brand identity is your art business's visual representation. It includes your logo, color palette, typography, and imagery. To create a strong brand identity, you must first identify your unique style and personality as an artist. This will help you design a brand that accurately represents your artwork and personality.

#### **Logo and Visual Identity:**

Your logo is the most recognizable element of your brand identity. It should be simple, memorable, and relevant to your artwork. Your visual identity should be consistent across all your marketing materials, including your website, social media, and advertising.

#### **Website and Social Media Presence:**

In today's digital age, having a strong online presence is crucial for artists. Your website should be easy to navigate, showcase your artwork, and provide essential information about your business. Your social media channels, including Instagram, Facebook, and Twitter, are excellent platforms for engaging with your audience and promoting your artwork.

### **Marketing:**

#### **Developing a Marketing Strategy:**

To effectively market your artwork, you need to identify your target audience, define your brand, and develop a marketing plan. Your marketing plan should include specific tactics, timelines, and budgets.

#### **Identifying Your Target Market:**

Knowing your target market is essential to developing a successful marketing strategy. You should research your potential customers' demographics, interests, and behavior to determine the best channels for reaching them.

### **Advertising:**

Advertising is a critical component of any marketing strategy. Print, digital, and social media advertising are excellent ways to reach a broad audience and promote your artwork. You should carefully consider your advertising budget and target your ads to your ideal customers.

# Chapter 3

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## Building Your Art Business: Branding and Marketing Strategies

### Public Relations and Media Outreach:

Building relationships with journalists and media outlets can help you gain exposure and generate publicity for your artwork. Consider reaching out to local newspapers, art blogs, and online publications to pitch your artwork and share your story.

### Events and Exhibitions:

Hosting or participating in art exhibitions and events can be an effective way to connect with potential customers and build your network. Consider participating in art fairs, gallery exhibitions, or hosting your own pop-up events to showcase your artwork. Attending in-person events offers immense value beyond networking, especially when it comes to listening to your customers. Their feedback is priceless for improving your product designs, selecting suitable materials and color palettes, generating new popular item ideas, identifying areas for improvement, and more.

### Building Your Network:

Networking with other artists, businesses, and art organizations can help you gain exposure and build valuable relationships. Joining local art organizations, attending art events, and collaborating with other artists can help you expand your reach and grow your business.

### Checklist:

- Develop a strong brand identity, including a memorable logo, consistent color palette, and visual style.
- Build a user-friendly website and establish a strong social media presence.
- Identify your target audience and develop a marketing plan with specific tactics, timelines, and budgets.
- Consider advertising through print, digital, and social media channels.
- Build relationships with journalists and media outlets to generate publicity for your artwork.
- Participate in art exhibitions and events to showcase your artwork and connect with potential customers.
- Join local art organizations, attend networking events, and collaborate with other artists to expand your reach and build your network.

### Georgia-specific resources:

- Georgia Council for the Arts: <https://gaarts.org/>
- Atlanta Contemporary Art Center: <https://atlantacontemporary.org/>
- Art Papers: <https://artpapers.org/>
- Atlanta Magazine: <https://www.atl>

# Chapter 4

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## Creating Your Artwork in Georgia

Creating artwork is a vital part of any art business, but it can also be overwhelming. From finding inspiration to choosing materials, setting up a workspace to marketing your art, there's a lot to consider. In this chapter, we'll explore the essential steps you need to take to create a successful art business in Georgia.

### **Events and Exhibitions:**

Attending events and exhibitions is an excellent way to showcase your artwork and network with potential clients and other artists. Consider attending local art fairs, gallery exhibitions, and other events to promote your work.

### **Finding Inspiration:**

Inspiration can come from anywhere, but it can be challenging to know where to start. Consider exploring different art styles, visiting museums and galleries, or taking workshops or classes to spark your creativity.

### **Choosing Materials:**

Selecting the right materials is critical to creating high-quality artwork. Consider experimenting with different materials to find the ones that work best for your style and medium.

### **Setting up a Workspace:**

Having a dedicated workspace is essential to creating artwork effectively. Set up a space that inspires you, with ample storage and good lighting, and that allows you to work comfortably.

### **Marketing Your Art:**

Marketing your art is key to building a successful business. Use social media platforms, email marketing, and other marketing tactics to showcase your artwork and reach potential clients.

### **Creating a Consistent Body of Work:**

Creating a consistent body of work helps you establish a recognizable style and brand. Consider creating a series of related pieces to showcase your style and technique.

### **Exploring Different Mediums and Techniques:**

Exploring different mediums and techniques can help you grow as an artist and expand your creative potential. Take classes, workshops, or explore online tutorials to learn new skills.

### **Collaborating with Other Artists and Clients:**

Collaborating with other artists and clients can be a valuable way to expand your network and grow your business. Consider collaborating on a project or working with a client to create custom pieces.



# Chapter 4

## Creating Your Artwork in Georgia

### Checklist:

- Attend local events and exhibitions to showcase your artwork
- Find inspiration through different art styles, museums, and classes
- Experiment with different materials to find what works best for you
- Create a workspace that inspires you and allows you to work comfortably
- Use social media and email marketing to showcase your artwork
- Create a consistent body of work to establish a recognizable style and brand
- Explore different mediums and techniques to expand your creative potential
- Collaborate with other artists and clients to expand your network and grow your business

### Georgia Contacts:

- Georgia Council for the Arts: <https://gaarts.org/>
- Atlanta Contemporary Art Center: <https://atlantacontemporary.org/>
- Hudgens Center for Art and Learning: <https://thehudgens.org/>
- Savannah College of Art and Design: <https://www.scad.edu/>



# Chapter 5

## Selling Your Art in Georgia

### Overview:

Selling your artwork can be a challenging task for any artist. However, with proper planning and strategy, you can make the process easier. In this chapter, we will discuss the different sales channels available to artists, how to set prices for your artwork, how to accept payments, and how to establish relationships with galleries, art dealers, and art fairs. We will also cover the skills needed for sales and negotiation and how to handle commissioned work.

### Checklist:

- Choose the right sales channels, such as online platforms, galleries, and art fairs.
- Determine your production costs, shipping and handling considerations, and establish a pricing strategy.
- Accept payments through various methods, such as credit cards, PayPal, and bank transfers.
- Establish relationships with galleries and art dealers by researching and approaching them professionally.
- Participate in art fairs and exhibitions to showcase your artwork and gain exposure.
- Develop sales and negotiation skills to effectively communicate with potential buyers.
- Understand the basics of commissioned work, including setting clear expectations and agreements with clients.

### Top 25 Online Sites to Find Work for Creative People:

- Upwork - a platform that connects freelancers with clients in various fields including design, writing, and photography. Website: <https://www.upwork.com/>
- Freelancer - a platform for freelancers to find work in areas such as graphic design, writing, and photography. Website: <https://www.freelancer.com/>
- 99designs - a platform that connects freelance designers with clients for projects ranging from logo design to web design. Website: <https://99designs.com/>
- Behance - a social media platform for artists and designers to showcase their work and connect with other creatives. Website: <https://www.behance.net/>
- Fiverr - a platform where freelancers can offer their services starting at \$5, in areas such as graphic design, writing, and video editing. Website: <https://www.fiverr.com/>
- Toptal - a platform that connects businesses with the top 3% of freelance talent in fields such as design, development, and writing. Website: <https://www.toptal.com/>
- ArtStation - a platform for artists to showcase their portfolio, find job opportunities, and connect with other artists. Website: <https://www.artstation.com/>
- Writer Access - a platform that connects freelance writers with clients for various types of writing projects. Website: <https://www.writeraccess.com/>
- Voices.com - a platform for voice actors to find work in areas such as commercials, audiobooks, and video games. Website: <https://www.voices.com/>

# Chapter 5

## Selling Your Art in Georgia

- Creative Circle - a platform that connects freelance creatives with clients for various types of projects, including design, copywriting, and video production. Website: <https://www.creativecircle.com/>
- Dribbble - a social media platform for designers to showcase their work and connect with other creatives. Website: <https://dribbble.com/>
- Musicbed - a platform for musicians and composers to license their music for use in films, commercials, and other projects. Website: <https://www.musicbed.com/>
- Stage 32 - a social media platform for filmmakers and other creatives to connect and find work opportunities. Website: <https://www.stage32.com/>
- Motionographer - a platform for motion designers to showcase their work and find job opportunities. Website: <https://motionographer.com/>
- SimplyHired - a job search platform that features a wide range of creative jobs in areas such as design, writing, and photography. Website: <https://www.simplyhired.com/>
- Working Not Working - a platform that connects freelancers with clients in various creative fields. Website: <https://workingnotworking.com/>
- Coroflot - a platform for designers to showcase their work and find job opportunities. Website: <https://www.coroflot.com/>
- Art Jobs - a job search platform for artists and creatives in various fields. Website: <https://artjobs.artsearch.us/>
- Film Independent - an organization that provides resources and job opportunities for filmmakers and other creatives in the film industry. Website: <https://www.filmindependent.org/>
- The Creative Group - a job search platform that specializes in creative roles, including design, copywriting, and marketing. Website: <https://www.roberthalf.com/work-with-us/our-services/the-creative-group>
- Voice123 - a platform connecting voice actors with clients for voice-over work in various industries, including film, TV, and advertising. <https://www.voice123.com/>
- SoundBetter - a platform connecting music producers, mixers, and mastering engineers with clients for music production services. <https://soundbetter.com/>
- ProductionHUB - a job board for professionals in film, TV, and video production, featuring listings for jobs, freelancers, and vendors. <https://www.productionhub.com/>
- AIGA Design Jobs - a job board specifically for design jobs, including graphic design, web design, and UX/UI design. <https://designjobs.aiga.org/>
- Artisan Talent - a staffing agency specializing in digital, creative, and marketing talent for freelance and full-time positions. <https://artisantalent.com/>

It's important to note that these online marketplaces may have different policies and fees, so research and compare them before choosing one for the sale of your works of art.

# Chapter 5

## Selling Your Art in Georgia

### Georgia Film Industry

The Georgia film industry has experienced significant growth in recent years, thanks in part to the state's tax incentives for film productions. As a result, Georgia has become a major hub for the film industry, with a thriving ecosystem of production companies, studios, and skilled professionals.

One key figure in the Georgia film industry is the Georgia Film Commissioner, who oversees the Georgia Film Office, the state agency responsible for promoting and supporting film production in Georgia. The Georgia Film Office offers a variety of resources and services for filmmakers, including location scouting assistance, permitting guidance, and access to a statewide production directory.

For those looking to find work in the Georgia film industry, there are several databases and websites to consider. One popular resource is Georgia Production Resource, a comprehensive directory of production companies, crew members, and support services in Georgia. Other options include Film Atlanta, which offers a job board for film and TV production jobs in Atlanta, and Casting Networks, a database of casting calls and auditions for actors and extras.

Additionally, the recently opened Trilith Studios in Fayetteville, Georgia offers opportunities for filmmakers and industry professionals. The studio, previously known as Pinewood Atlanta Studios, has been used for major productions like *Avengers: Endgame* and *The Walking Dead*, and offers sound stages, production offices, and a variety of other amenities for film and TV productions.

Here are the URLs for the websites mentioned in this article:

- Georgia Film Office: <https://www.georgia.org/industries/film-entertainment/georgia-film-office>
- Georgia Production Resource: <https://gpp.sourceguide.pro/>
- Film Atlanta: <https://filmatlanta.com/>
- Casting Networks: <https://corp.castingnetworks.com/>
- Trilith Studios: <https://www.trilith.com/>

# Chapter 5

## Selling Your Art in Georgia

### Georgia-specific Contacts:

- The Georgia Council for the Arts (<https://gaarts.org/>) offers resources and grants for artists in Georgia.
- The Hudgens Center for the Arts (<https://thehudgens.org/>) in Duluth, GA, hosts art exhibitions and events and provides resources for artists.
- The Atlanta Contemporary (<https://atlantacontemporary.org/>) is a nonprofit contemporary art center that offers exhibitions, artist residencies, and programs for artists.

### Other sites to help you sell:

- [www.magnoliaartsfestival.org](http://www.magnoliaartsfestival.org)
- [www.artfairinsider.com](http://www.artfairinsider.com)
- [www.zapplication.org](http://www.zapplication.org)
- [www.sunshineartist.com](http://www.sunshineartist.com)
- [www.juriedartservices.com](http://www.juriedartservices.com)
- [www.wheretheshowsare.com](http://www.wheretheshowsare.com)
- <https://jrmmanagement.com/>
- <https://www.eventeny.com/>
- <https://www.zapplication.org/>
- <https://festivalguidesandreviews.com/georgia-festivals/>
- <https://www.splashfestivals.com/become-a-vendor/>



# Chapter 6

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## Managing Your Finances as an Art Entrepreneur in Georgia

As an art entrepreneur, managing your finances is critical to the success of your business. It involves budgeting and cash flow management, pricing your artwork, managing your inventory, and accounting and record-keeping. Additionally, funding your business is an essential part of managing your finances. This chapter will guide you through the essential steps to managing your finances as an art entrepreneur in Georgia.

### Checklist:

- Budgeting and Cash Flow Management
- Determine your monthly expenses and income
- Create a budget for your business expenses
- Monitor your cash flow regularly
- Pricing Your Artwork
- Research the market and the competition
- Determine the production costs of your artwork
- Set a pricing strategy that considers your production costs, the market, and your value as an artist
- Managing Your Inventory
- Keep track of your inventory
- Update your inventory regularly
- Monitor your inventory levels to avoid stockouts
- Accounting and Record-Keeping
- Keep accurate financial records
- Use accounting software to manage your finances
- Hire an accountant or bookkeeper to assist with your finances
- Funding Your Business
- Research grants and funding opportunities available for artists in Georgia
- Consider loans and crowdfunding as options for funding your business
- Contact the Georgia Council for the Arts and Small Business Administration for funding resources and support.

### Contact Information:

- Georgia Council for the Arts: <https://gaarts.org/>
- Small Business Administration - Georgia District Office: <https://www.sba.gov/offices/district/ga/atlanta>
- The Community Foundation for Greater Atlanta: <https://cfgreateratlanta.org/>
- Kickstarter: <https://www.kickstarter.com/>
- Indiegogo: <https://www.indiegogo.com/>

# Chapter 7

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## Promoting Your Art Business

Promoting your art business is an essential aspect of building your brand and reaching your target audience. This chapter will guide you through creating a strong portfolio and artist statement, building a website, developing social media strategies, exploring networking and collaboration opportunities, and advertising options to promote your art business in Georgia.

### **Building a portfolio and artist statement:**

Your portfolio and artist statement are essential tools for showcasing your artwork and communicating your brand to potential clients, galleries, and art dealers. Ensure that your portfolio is visually compelling and showcases a consistent body of work that aligns with your brand identity. Your artist statement should be concise, descriptive, and reflective of your creative vision.

### **Creating a website:**

In today's digital age, a professional website is crucial for your art business. Your website should showcase your artwork, provide information about your services, and include contact details. It should also be visually appealing and easy to navigate. Consider using website builders like Wix, Squarespace, or WordPress to create a website that aligns with your brand identity.

### **Social media strategies:**

Social media is a powerful tool for promoting your art business and reaching a wider audience. Identify the social media platforms where your target audience is most active and develop a social media strategy that aligns with your brand identity. Consistently post high-quality content that showcases your artwork, engages with your audience, and communicates your brand message.

### **Networking and collaboration opportunities:**

Networking and collaboration opportunities are valuable for building relationships within the art community and expanding your reach. Consider joining art organizations like the Georgia Artists Guild, attending networking events, and collaborating with other artists and businesses to leverage your network.

### **Advertising options:**

Advertising can help promote your art business to a broader audience. Consider advertising options like print ads in local publications, digital ads on social media, and email marketing campaigns.

# Chapter 7

## Promoting Your Art Business

### Checklist:

- Develop a visually compelling portfolio and artist statement
- Create a professional website that aligns with your brand identity
- Develop social media strategies that engage with your audience and communicate your brand message
- Leverage networking and collaboration opportunities to expand your reach
- Consider advertising options to promote your art business to a broader audience.

### Georgia Contacts:

- Georgia Artists Guild: <https://www.georgiaartistsguild.org/>
- Atlanta Contemporary Art Center: <https://atlantacontemporary.org/>
- High Museum of Art: <https://www.high.org/>





# Chapter 8

## Resources and Contacts for Artists in Georgia

As an artist in Georgia, there are numerous resources and contacts available to help you start or grow your business. From art organizations and associations to government agencies and funding opportunities, this chapter will provide an overview of the resources and contacts available to artists in Georgia.

### Art Organizations and Associations:

- Georgia Council for the Arts: A state-funded organization that supports and promotes the arts in Georgia. Website: <https://gaarts.org/>
- Atlanta Contemporary: A non-profit art center that provides contemporary art exhibitions and educational programs. Website: <https://atlantacontemporary.org/>
- Arts Clayton: A county-funded art center that provides art exhibitions, educational programs, and artist residency opportunities. Website: <https://www.artsclayton.org/>

### Business Resources and Contacts:

- Small Business Administration (SBA) Georgia District Office: Offers free business counseling, resources, and workshops to help small business owners succeed. Website: <https://www.sba.gov/offices/district/ga/atlanta>
- SCORE Atlanta: A non-profit organization that provides free business mentoring and workshops to entrepreneurs. Website: <https://atlanta.score.org/>
- Georgia Department of Economic Development: Offers resources and support for small businesses, including access to capital and workforce development programs. Website: <https://www.georgia.org/small-business>
- Southern Crescent Women In Business (SCWIB). A network and support system for women-owned businesses across the South Metro Region. Website: <https://www.scwibga.org/>

### Government Agencies and Resources:

- Georgia Secretary of State: Responsible for registering businesses and maintaining business records in Georgia. Website: <https://sos.ga.gov/index.php/corporations>
- Georgia Department of Revenue: Responsible for collecting state taxes, including sales tax. Website: <https://dor.georgia.gov/>
- Georgia Department of Labor: Offers workforce development programs, including job training and career counseling. Website: <https://dol.georgia.gov/>

### Funding and Grant Opportunities:

- Georgia Council for the Arts: Offers grant opportunities for artists and arts organizations. Website: <https://gaarts.org/grants/>
- Community Foundation for Greater Atlanta: Offers grants for arts and culture programs. Website: <https://www.cfgreateratlanta.org/nonprofits/grants/apply-for-a-grant/>

# Chapter 8

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## Chapter 8: Resources and Contacts for Artists in Georgia

### Checklist:

- Join a local art organization or association
- Reach out to the Small Business Administration or SCORE for business counseling and resources
- Register your business with the Georgia Secretary of State
- Stay up to date on state tax requirements with the Georgia Department of Revenue
- Explore funding and grant opportunities through the Georgia Council for the Arts and Community Foundation for Greater Atlanta.



# Chapter 9

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## Chapter 9: Resources and Contacts emails and phone numbers

There are a variety of resources and contacts available to artists looking to start or grow their businesses. Consider joining local arts organizations or networking groups to connect with other artists and business owners, and explore online communities and forums for additional support and advice. You can also reach out to your local Small Business Administration office or SCORE chapter for free business counseling and resources, or look into grants or fellowships from arts organizations or foundations. Finally, make sure you're up to date on the latest trends and best practices in the art world by reading industry publications and attending relevant workshops or conferences.

### **Georgia Council for the Arts**

Website: <https://gaarts.org/>

Phone: (404) 962-4837

Email: [info@gaarts.org](mailto:info@gaarts.org)

### **Arts Georgia**

Website: <https://www.artsgeorgia.net/>

Phone: (706) 372-2316

Email: [info@artsgeorgia.net](mailto:info@artsgeorgia.net)

### **Atlanta Contemporary Art Center**

Website: <https://atlantacontemporary.org/>

Phone: (404) 688-1970

Email: [info@atlantacontemporary.org](mailto:info@atlantacontemporary.org)

### **C4 Atlanta**

Website: <https://c4atlanta.org/>

Phone: (404) 577-1079

Email: [info@c4atlanta.org](mailto:info@c4atlanta.org)

### **Creative Capital**

Website: <https://creative-capital.org/>

Phone: (212) 598-9900

Email: [info@creative-capital.org](mailto:info@creative-capital.org)

### **Art Institute of Atlanta**

Website: <https://www.artinstitutes.edu/atlanta>

Phone: (404) 942-1800

# Chapter 9

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## Chapter 9: Resources and Contacts emails and phone numbers

### High Museum of Art

Website: <https://www.high.org/>

Phone: (404) 733-4400

Email: [info@high.org](mailto:info@high.org)

### Museum of Contemporary Art of Georgia

Website: <https://mocaga.org/>

Phone: (404) 367-8700

Email: [info@mocaga.org](mailto:info@mocaga.org)

### Hudgens Center for Art and Learning

Website: <https://thehudgens.org/>

Phone: (770) 623-6002

Email: [info@thehudgens.org](mailto:info@thehudgens.org)

### The Goat Farm Arts Center

Website: <https://www.goatfarmartscenter.org/>

Phone: (404) 496-9468

Email: [info@goatfarmartscenter.org](mailto:info@goatfarmartscenter.org)

### WonderRoot

Website: <https://www.wonderroot.org/>

Phone: (404) 254-5955

Email: [info@wonderroot.org](mailto:info@wonderroot.org)

### Atlanta Printmakers Studio

Website: <https://www.atlantaprintmakersstudio.org/>

Phone: (404) 352-3668

Email: [info@atlantaprintmakersstudio.org](mailto:info@atlantaprintmakersstudio.org)

These organizations and centers can provide resources, networking opportunities, and funding/grant opportunities for artists in Georgia.

# Conclusion

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Starting and maintaining an art business can be challenging, but with the right resources and support, it can also be a rewarding and fulfilling journey. We hope that this guidebook has provided you with the information and tools you need to succeed as an art entrepreneur in Georgia. Remember to stay true to your vision and stay focused on your goals. Good luck!



# Connect with Associations/ Groups

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Local businesses to get you noticed

# Art Organizations

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## STATE AND NATIONAL ARTS EDUCATION ORGANIZATIONS

- National Art Education Association - NAEA
- Georgia Art Education Association - GAEA
- National Association for Music Educators - NAFME
- Georgia Music Education Association - GMEA
- American Alliance for Theatre Education - AATE
- Georgia Theatre Education Association - GA Thespians
- National Dance Education Organization - NDEO
- Dance Educators of Georgia Society - DEGAS
- Georgia Council for the Arts
- ArtsNow Learning Georgia
- Georgia Arts Network
- GA State Art Collection
- Arts Ed Search - National Arts Research Database



# Art Groups

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## Nearby Art Groups to Connect With

### **Fine Arts and Crafts Entrepreneur (FAACE)**

URL: [www.faace.org](http://www.faace.org)

Email: [info@faace.org](mailto:info@faace.org)

Phone Number: 770.294.3965

### **Coweta County Arts Association - Newnan, GA**

Website: <https://www.cowetaarts.org/>

Email: [info@cowetaarts.org](mailto:info@cowetaarts.org)

### **Newnan Art Rez - Newnan, GA**

Website: <https://www.newnanartrez.com/>

Email: [newnanartrez@gmail.com](mailto:newnanartrez@gmail.com)

### **The Fine Arts Society of Fayetteville - Fayetteville, GA**

Website: <https://www.fineartsocietyoffayetteville.org/>

Email: [info@fineartsocietyoffayetteville.org](mailto:info@fineartsocietyoffayetteville.org)

### **Peachtree City Photography Club - Peachtree City, GA**

Website: <http://ptcphotoclub.com/>

Email: [ptcphotoclub@gmail.com](mailto:ptcphotoclub@gmail.com)

### **Tyrone Arts and Cultural Council - Tyrone, GA**

Website: <https://tyronearts.org/>

Email: [info@tyronearts.org](mailto:info@tyronearts.org)

### **Griffin Area Arts Alliance - Griffin, GA**

Website: <http://www.griffinareaartsalliance.org/>

Email: [griffinartsalliance@gmail.com](mailto:griffinartsalliance@gmail.com)

### **Southside Artists Association - Fairburn, GA**

Website: <https://southsideartists.com/>

Email: [southsideartistsassociation@gmail.com](mailto:southsideartistsassociation@gmail.com)



# Photography

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- 1. Atlanta Photography Group - <https://www.atlantaphotographygroup.org/>
- 2. Atlanta Celebrates Photography - <https://festivalguide2021.acpinfo.org/>
- 3. Georgia Nature Photographers Association - <https://gnpa.org/>
- 4. South Fulton Photography Club - <https://southfultonphotographyclub.com/>
- 5. Griffin Photography Club - <https://www.facebook.com/GriffinPhotographyClub/>
- 6. Peachtree City Photography Club - <https://www.ptcphotoclub.org/>

# Music

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- Georgia Music Foundation - <https://www.georgiamusicfoundation.org/>
- Atlanta Music Project - <https://www.atlantamusicproject.org/>
- Georgia Music Educators Association - <https://www.gmea.org/>
- Fayette County Community Band - <http://www.fayetteband.org/>
- Southside Community Orchestra - <https://www.southsideorchestra.org/>
- Newnan Coweta Community Orchestra - <https://www.newnancowetacommunityorchestra.org/>

# Acting

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- Georgia Actors' Guild - <https://www.georgiaactorsguild.com/>
- Alliance Theatre - <https://alliancetheatre.org/>
- SAG-AFTRA Atlanta - <https://www.sagaftra.org/atlanta>

# Dance

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- Atlanta Ballet - <https://www.atlantaballet.com/>
- Dance Canvas - <https://www.dancecanvas.com/>
- Georgia Dance Theatre - <https://www.georgiadancetheatre.org/>
- Southern Arc Dance - <http://www.southernarcdance.org/>
- Newnan School of Ballet - <https://www.newnanschoolofballet.com/>
- Peachtree City School of Dance - <https://ptcschoolofdance.com/>
- Fayette Ballet Theatre - <https://www.fayetteballet.org/>

# Film

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- Atlanta Film Society - <https://www.atlantafilmsociety.org/>
- Georgia Film Academy - <https://www.georgiafilmacademy.org/>
- Women in Film & Television Atlanta - <https://www.wifta.org/>
- Southside Film Institute - <https://www.southsidefilmstitute.com/>
- Griffin Area Arts Alliance - <https://www.griffinareaartalliance.org/>
- The Film Fix - <https://thefilmfix.com/>

# FAACE/ ARTPRENEUR Partners

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PAST AND CURRENT SPEAKERS  
AND SUPPORTERS OF THE ARTS

# Contacts

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## Accounting

Michelle Handley Accounting

Website: <https://www.mhaccounting.com/>

Email: [info@mhaccounting.com](mailto:info@mhaccounting.com)

Phone: (404) 936-4661

Description: Accounting and bookkeeping services for small businesses, including tax preparation, financial planning, and more.

## Books

BookLogix

Website: <https://www.booklogix.com/>

Email: [info@booklogix.com](mailto:info@booklogix.com)

Phone: (470) 239-8547

Description: Publishing services for authors, including editing, design, printing, and marketing.

Mystoryographer

Website: <https://www.mystoryographer.com/>

Email: [info@mystoryographer.com](mailto:info@mystoryographer.com)

Phone: (770) 744-4660

Description: Personal biography writing and publishing services to help individuals capture and share their life stories.

## Counseling/Coaching

Adam R Glendye LPC, CPCS

<https://adamglendyelpc.com>

[adam@adamglendyelpc.com](mailto:adam@adamglendyelpc.com)

(770) 527-1927

Everyday Manners Training & Consulting

Website: <https://www.myeverydaymanners.com>

Email: [mc@myeverydaymanners.com](mailto:mc@myeverydaymanners.com)

Phone: (470) 207-2307

Description: Offering confidence-based coaching for social skills, business etiquette, and improved communication

# Contacts

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## The Serenity Tree

Website: <https://theserenitytree.net>

Email: [info@theserenitytree.net](mailto:info@theserenitytree.net)

Phone: (678) 723-8939

Website: <https://helloanxiety.samcart.com/products/reset--renew-2023/>

## Law

### Elizabeth Winfield Simon Law

Website: <https://www.elizabethwsimonlaw.com/>

Email: [info@elizabethwsimonlaw.com](mailto:info@elizabethwsimonlaw.com)

Phone: (678) 705-8254

Description: Legal services focused on business and commercial law, including contract drafting and negotiation, entity formation, and more.

## Marketing/Design

### Jason Hunter Designs

Website: <https://jasonhunterdesigns.com/>

Email: [info@jasonhunterdesigns.com](mailto:info@jasonhunterdesigns.com)

Phone: (678) 827-0726

Description: Graphic design services including branding, logos, websites, and print materials.

### Muldrow Marketing

Website: <https://muldrowmarketing.com/>

Email: [info@muldrowmarketing.com](mailto:info@muldrowmarketing.com)

Phone: (404) 902-6852

Description: Marketing consulting and strategy services for businesses of all sizes.

## Media Services

### Times 7 Media

Website: <https://www.times7media.com/>

Email: [info@times7media.com](mailto:info@times7media.com)

Phone: (770) 464-5800

Description: Video production services for businesses and organizations, including promotional videos, training videos, and more.

### Gobi Photography

Website: <https://www.gobiphotography.com/>

Email: [info@gobiphotography.com](mailto:info@gobiphotography.com)

Phone: (678) 667-4624

Description: promotional videography, live streaming, and course development

# Contacts

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## Photography

Gobi Photography

Website: <https://www.gobiphotography.com/>

Email: [info@gobiphotography.com](mailto:info@gobiphotography.com)

Phone: (678) 667-4624

Description: commercial photography services headshot, product photography, branding, events, and videography.

# Art Therapy

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What is expressive art?

<https://lrhyne.com/what-is-expressive-art-therapy/>

The International Expressive Art Therapy Association

<https://www.ieata.org/>

The Expressive Art Institute of Florida

<https://expressiveartsflorida.com/>

**Crisis Contact Information:**

The National Suicide Prevention Lifeline 1-800-273-8255

The Georgia Crisis & Access Line (GCAL) 1-800-715-4225

Text 741741 for free, 24/7 crisis support in the U.S. [www.crisistextline.org](http://www.crisistextline.org).

# Frequently Asked Questions

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Find answers here.

# FREQUENTLY ASKED QUESTIONS

## HOW DO I START MY OWN BUSINESS?

If you are new to owning a business, the best way to get started is to consult some of the startup advice available online and to make contact with **two** of the organizations that excel in coaching entrepreneurs:

- 1.Small Business Development Center
- 2.SCORE

You can find their contact information in this document's "General Assistance" section. This guide has a comprehensive list of all steps of starting a business. Check it out at [workcomplab.com/starting-a-business](http://workcomplab.com/starting-a-business).

Another helpful resource is the First Stop Business Information Center from [ga.gov](http://ga.gov)

## IS THERE MONEY AVAILABLE TO GROW MY BUSINESS?

Most startup businesses are self-funded through savings and investments made by family and friends. Those looking to grow to seek out traditional lending from banks. The Funding Sources section on [sba.gov](http://sba.gov) is a great resource. Grants are also available, though they tend to be rare and tied to a geography or industry sector. You can find more information about federal grants at [www.grants.gov](http://www.grants.gov).

## DO I NEED A BUSINESS PLAN?

A business plan is highly recommended. For startups, it creates a road map for the early days of the enterprise. A business plan is necessary when seeking loans.

[www.sba.gov](http://www.sba.gov)

## WHERE DO I GET A BUSINESS LICENSE?

For businesses located in Fayette County, consult the County government. If the business will reside inside city limits, the license will come from the respective city government. Check out The Business License section for more information.

You can also contact The Fayette Chamber of Commerce for contact information on all of these offices. [fayettechamber.org/small-business-resources/](http://fayettechamber.org/small-business-resources/)

## WHAT SUPPORT DOES [STARTUPFAYETTE.ORG](http://STARTUPFAYETTE.ORG) PROVIDE FOR STARTUPS AND SMALL BUSINESSES?

Startup Fayette is a monthly program featuring entrepreneurs, big thinkers, and people that offer services that support new businesses. Their meetings provide entrepreneurs with Insight, tools, relationships, education, connections, mentors, advice, and guidance to help them achieve the next steps in their business growth.



# General Assistance By County

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Find answers here.

# GENERAL ASSISTANCE

## Metro Atlanta Chamber Innovation & Entrepreneurship

The Open Innovation Forum is designed to catalyze collaboration between major corporations, growth and mid-stage companies, startups, and research universities in metro Atlanta. The Open Innovation Forum was created to showcase the innovation needs of regional companies to solution providers from the local and global communities; which will facilitate the development, commercialization, and deployment of new science and technology in metro Atlanta.

[metroatlantachamber.com/innovationentrepreneurship](http://metroatlantachamber.com/innovationentrepreneurship)

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## Georgia Chamber of Commerce-Small Business Advisory Council

The Georgia Chamber has placed an expanded focus on providing additional tools and resources to help small businesses—more than 73% of our membership—grow. One of these resources is the Small Business Advisory Council (SBAC), which serves to give a voice to Georgia's small business owners by working with the Chamber to advocate for initiatives, including state and federal legislation, that have a positive effect on the small business community.

270 Peachtree Street, NE Suite 2200  
Atlanta, GA 30303  
Phone: (404) 223-2264  
[www.gachamber.com/small-business](http://www.gachamber.com/small-business)

## Georgia Department of Economic Development

The Georgia Department of Economic Development (GDEcD) encourages the expansion of existing industries and small businesses within the area. Through the Entrepreneur Friendly Community program, the GDEcD works to build small business strategies into the community's overall economic development strategies.

75 5th Street NW Suite 1200 Atlanta, GA 30308

Phone: (404) 962-4000

[georgia.org/small-business](http://georgia.org/small-business)

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## SCORE

Dedicated to entrepreneurial education and the formation, growth, and success of small businesses nationwide, SCORE is a non-profit organization that matches entrepreneurs with local volunteer mentors. Among its affordable services, SCORE provides business tools, such as templates and tips, confidential business counseling, and business workshops and webinars

[atlanta.score.org](http://atlanta.score.org)

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# GENERAL ASSISTANCE - FAYETTE COUNTY

## FAYETTE COUNTY

### Fayette Chamber of Commerce

We advocate for the success of our members and community. The Fayette Chamber of Commerce is a volunteer-led, professionally managed partnership of businesses and organizations committed to a prosperous future for Fayette County. We accomplish this by

- Developing high-trust relationships with our stakeholders
- Creating high-impact engagement opportunities for our members
- Cultivating leaders who can positively influence civic affairs.

We are the place where business and community connect. We are a trustworthy, inclusive, and dynamic organization.

600 West Lainer Avenue, Suite 205  
Fayetteville, GA 30214  
Phone: 770461-9983  
Fax: 770 461-9622  
[www.fayettechamber.org](http://www.fayettechamber.org)

### Start-Up Fayette

Providing startups and entrepreneurs on the south side of Atlanta access to the education and training they need to succeed. Three programs: IRT- Equipping entrepreneurs with the Insights, Relationships, and Tools needed to turn ideas into a business. Whether you're just getting started, stuck on a particular issue, or in need of a refresher, these sessions are for you.

[www.startupfayette.org](http://www.startupfayette.org)

### 1 Million Cups

Connect with local entrepreneurs, network with like-minded, and learn about the startup scene at [www.1millioncups.com/s](http://www.1millioncups.com/s).

### City of Fayetteville

Business licensing requirements, and tax info for the city of Fayetteville.

210 Stonewall Avenue East, Fayetteville, GA 30214

Phone: 770-461-6029

[www.fayetteville-ga.gov](http://www.fayetteville-ga.gov)[fayetteville-ga.gov](http://fayetteville-ga.gov)

### Fayette County

Business licensing requirements, and tax info for Fayette County.

140 Stonewall Avenue West, Suite 101  
Fayetteville, Georgia 30214

770-305-5413 Fax: 770-305-5425

[www.fayettecountyga.gov](http://www.fayettecountyga.gov)

### City of Peachtree City

Business licensing requirements, and tax info for Peachtree City.

151 Willowbend Road, Peachtree City, GA 30269

[www.peachtree-city.org](http://www.peachtree-city.org)

### Town of Tyrone

Business licensing requirements, and tax info for Tyrone.

950 Senoia Rd.

Tyrone, Georgia 30290

770-487-4038

[www.tyronega.gov](http://www.tyronega.gov)



# GENERAL ASSISTANCE - CLAYTON COUNTY

## CLAYTON COUNTY

### Clayton County Chamber of Commerce

Clayton County Chamber of Commerce is a non-partisan membership organization whose mission is to promote a healthy and productive business climate in Clayton County. We are a convener of information and work collaboratively to ensure that Clayton County is the ideal place for people to live, work, play, and learn! We are excited about what the future holds for our business community and we are dedicated to supporting the growth of this region.

2270 Mount Zion Rd, Jonesboro, GA 30236

678 610-4021

[www.claytonchamber.org](http://www.claytonchamber.org)

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### Clayton County Administration

Business licensing requirements, and tax info for Clayton County.

112 Smith Street Jonesboro, GA 30236

770-477-3208

Business License 770-477-3569

Development Center 678-466-5100

[www.claytoncountyga.gov](http://www.claytoncountyga.gov)

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### City of College Park

Business licensing requirements, tax info.

3667 Main St, College Park, GA 30337

404-767-1537

[www.collegeparkga.com](http://www.collegeparkga.com)

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### City of Forest Park

Business licensing requirements, tax info.

745 Forest Parkway, Forest Park, GA 30297

404-366-4720

[www.cityofforestpark.org](http://www.cityofforestpark.org)

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### City of Lake City

Business licensing requirements, tax info.

5455 Jonesboro Rd, Lake City, GA 30260

770-366-8080

[www.lakecityga.net](http://www.lakecityga.net)

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### City of Lovejoy

Business licensing requirements, tax info.

2296 Talmadge, Lovejoy, GA 30250

770-471-2304

[www.cityoflovejoy.com](http://www.cityoflovejoy.com)

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### City of Morrow

Business licensing requirements, tax info.

1500 Morrow Rd, Morrow, GA 30260

770-961-4002

[www.cityofmorrow.com](http://www.cityofmorrow.com)

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### City of Riverdale

Business licensing requirements, tax info.

7200 Church St, Riverdale, GA 30274

770-997-8989

[www.riverdalega.gov](http://www.riverdalega.gov)

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### City of Jonesboro

Business licensing requirements, tax info.

124 North St, Jonesboro, GA 30236

770-478-3800

[www.jonesboroga.com](http://www.jonesboroga.com)

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# GENERAL ASSISTANCE - COWETA COUNTY

## COWETA COUNTY

### Newnan-Coweta Chamber of Commerce

The Newnan-Coweta Chamber is the largest business organization in Coweta County. A private, non-profit, membership-driven organization comprised of over 900 companies, the Chamber is committed to building a strong local economy, and strengthening, enhancing, and protecting the business. 23 Bullsboro Dr, Newnan, GA 30263 770-253-2270 [www.newnancowetachamber.org](http://www.newnancowetachamber.org)

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### Coweta County

[www.coweta.ga.us](http://www.coweta.ga.us)  
Business licensing requirements, and tax info for Coweta County. 22 East Broad Street, Newnan, GA 30263 770-254-2601

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### City of Newnan

Business licensing requirements, and tax info for the city of Newnan. 25 LaGrange St., Newnan, GA 30263 770-253-2682 [www.cityofnewnan.org](http://www.cityofnewnan.org)

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### City of Senoia

Business licensing requirements, tax info. 80 Main Street Senoia, GA 30276 770-599-3679 Fax: 770-599-0855 [www.senoia.com](http://www.senoia.com)

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### City of Grantville

Business licensing requirements, tax info. 123 Lagrange Street Grantville, GA 30220 770-583 - 2289 [www.grantvillega.org](http://www.grantvillega.org)

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### City of Haralson

Business licensing requirements, tax info. 171 Magnolia St, Haralson, GA 30290 770-599-3985

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### Sharpsburg Town Office

Business licensing requirements, tax info. 105 Main Street, Sharpsburg, GA 30277 770-251-4171 [www.sharpsburg-ga.gov](http://www.sharpsburg-ga.gov)

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### Town of Turin

Business licensing requirements, tax info. 47 Turin Rd., P.O. Box 86 Turin, GA 30289 770-599-0777 [www.townofturin.com](http://www.townofturin.com)

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### City of Palmetto

Business licensing requirements, tax info. P.O. Box 190, 509 Street, Palmetto, GA 30268 770-463-3377 [www.citypalmetto.com](http://www.citypalmetto.com)

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# GENERAL ASSISTANCE - SPALDING COUNTY

## SPALDING COUNTY

### Griffin-Spalding County Chamber of Commerce

The Griffin/Spalding Chamber of Commerce is dedicated to supporting an aggressive business environment and making a positive contribution to the community by serving as a resource for information, a voice for business, and a valuable link to government. The Griffin/Spalding Chamber of Commerce provides leadership through its members to advance the economic potential and quality of life of our community.

143 N Hill St, Griffin, GA 30223

(770) 228-8200

[www.griffinchamber.com](http://www.griffinchamber.com)

### City of Griffin

Business licensing requirement, and tax info  
119 E. Solomon Street, Room 108

Griffin, Georgia 30223

770.467.4240

[www.spaldingcounty.com](http://www.spaldingcounty.com)

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### City of Sunny Side

Business licensing requirements, and tax info  
Atlanta Road P.O. Box 100 Sunny Side,  
Georgia 30284

770.227-7660

[www.sunnysidegeorgia.com](http://www.sunnysidegeorgia.com)

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### City of Orchard Hill

Business licensing requirements, and tax info  
P.O. Box 448 Orchard Hill, Georgia



# GENERAL ASSISTANCE & EDUCATION

## The Art Institute of Atlanta

6600 Peachtree Dunwoody Rd,  
Atlanta, GA 30328  
(800) 275-4242  
[artinstitutes.edu](http://artinstitutes.edu)

## Seven Arts Center

2879 E Point St #14, East Point, GA  
30344  
(404) 919-9778  
[sevenartscenter.com](http://sevenartscenter.com)

## Spruill Center for the Arts Education Center

5339 Chamblee Dunwoody Road  
Dunwoody, GA 30338  
(770) 394-3447  
[spruillarts.org](http://spruillarts.org)

## Drama and Arts Academy

286 GA-314, Fayetteville, GA 30214  
(770) 629-7025

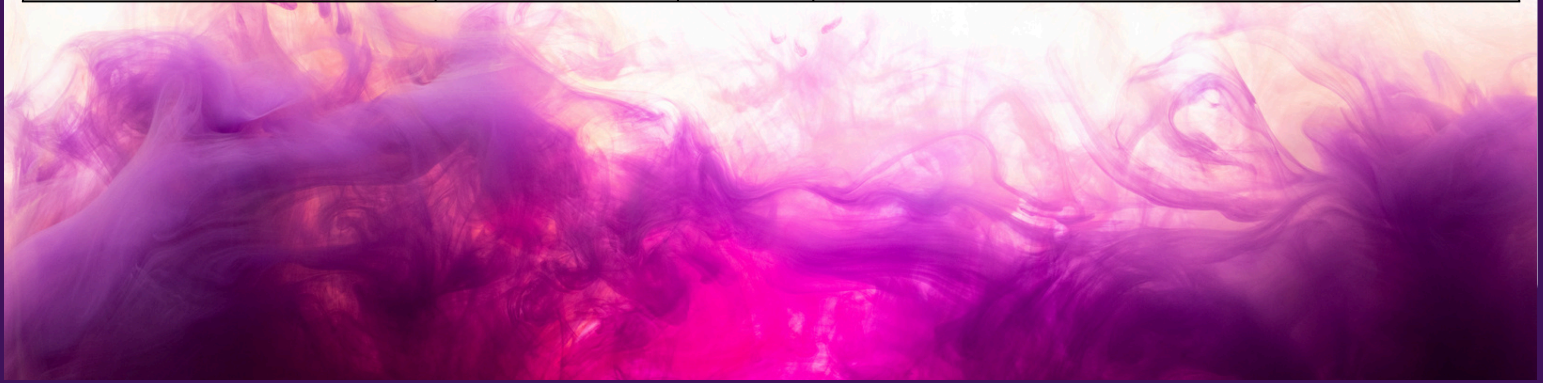
## Vinings School of Art

71675 Cumberland Pkwy SE # 102,  
Smyrna, GA 30080  
(678) 213-4278  
[viningsschoolofart.com](http://viningsschoolofart.com)



# Artpreneur Speakers 2024

<u>Speakers</u>	<u>Name</u>		<u>Contact</u>
AI/Marketing	Brady	Meyer	<a href="https://ombria.ai/">https://ombria.ai/</a>
Animation	Mike	Dillard	<a href="https://mikedanimationstudio.com/">https://mikedanimationstudio.com/</a>
Business Development	Ariel	Shaw	<a href="https://www.scwibga.org/">https://www.scwibga.org/</a>
Chamber	Leonardo	McClarty	<a href="https://www.fayettechamber.org/">https://www.fayettechamber.org/</a>
Content Creator	Jason	Gandy	<a href="https://www.skillshare.com/en/user/quantumcourses">https://www.skillshare.com/en/user/quantumcourses</a>
Creative	Karen	Baxter	<a href="https://artisticfusioncraftstudio.com/">https://artisticfusioncraftstudio.com/</a>
Etiquette & Communication	Margarette	Coleman	<a href="https://myeverydaymanners.com/">https://myeverydaymanners.com/</a>
Event/Media Production	Charlene	Sibaja	<a href="https://goldenorbconsulting.com/">https://goldenorbconsulting.com/</a>
Georgia Arts Council	Tyrone	Webb	<a href="https://gaarts.org/">https://gaarts.org/</a>
Law	Elizabeth	Winfield	<a href="https://sfwlegalteam.com/elizabeth-williams-winfield/">https://sfwlegalteam.com/elizabeth-williams-winfield/</a>
LinkedIn	Dave	O'Farrell	<a href="https://www.ofarrellcm.com/">https://www.ofarrellcm.com/</a>
Marketing	Jason	Bass	<a href="https://jasonhunterdesign.com/">https://jasonhunterdesign.com/</a>
Marketing	Jason	Muldrow	<a href="https://www.muldrowmarketing.com/">https://www.muldrowmarketing.com/</a>
Marketing	Russ	Cote	<a href="https://cotemedia.com/">https://cotemedia.com/</a>
Mental Health	Adam	Glendye	<a href="https://thepursuitcounseling.com/">https://thepursuitcounseling.com/</a>
Mental Health	Lei	Rhyne	<a href="https://lrhyne.com/">https://lrhyne.com/</a>
Music	Brian	Simmons	<a href="https://www.musicschoolsptc.com/">https://www.musicschoolsptc.com/</a>
Music	Justin	Clay	<a href="https://musicfth.com/">https://musicfth.com/</a>
Painter	Terry	Lun Tse	<a href="https://deljouartgroup.com/?ipage=artist_profile&amp;aid=26">https://deljouartgroup.com/?ipage=artist_profile&amp;aid=26</a>
Photo   Video Production	Roger	Sibaja	<a href="https://www.gobiphotography.com/">https://www.gobiphotography.com/</a>
Physical Therapist	Quentin (Coach Q)	Pullen	<a href="https://qthecoach.com/">https://qthecoach.com/</a>
Physical Therapist	Karyn	Staples	<a href="https://drkarynstaples.com/">https://drkarynstaples.com/</a>
Podcaster	Darrin	Flanagan	<a href="https://www.beer.business/">https://www.beer.business/</a>
Producer   Podcaster	Todd	Bethel	<a href="https://www.times7media.com/">https://www.times7media.com/</a>
Producer	Rory	Christian	<a href="https://nueerlegacyentertainment.com/rory-l-christian/">https://nueerlegacyentertainment.com/rory-l-christian/</a>
Videography	Yanvi	Feldman	<a href="https://www.FancyDesign.com">https://www.FancyDesign.com</a>
Voiceover	Jay	Wilson	<a href="https://www.voices.com/profile/jaywilson-0524">https://www.voices.com/profile/jaywilson-0524</a>





# Offers from Our Partners

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As low as \$250 monthly\*

## Business Startup Bundle

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Your business QR Code  
Profile Photo  
Product Photography up to 5  
Logo Design  
Business Cards Design  
Social Media Banner

5 Page Website  
1yr Hosting  
Yourbusiness@com  
You@your business  
Your business QRQ Code  
Profile Photo  
Product Photography up to 5  
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Business Cards Design  
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[WWW.GOLDENORBCONSULTING.COM](http://WWW.GOLDENORBCONSULTING.COM)

\*After \$1000 setup fees

# Business Startup Bundle

Starting a new business can be a daunting task, but with the right tools and support, it can be a fulfilling and rewarding experience. One essential component of any new business is an online presence, which is where a startup bundle can be incredibly helpful. This bundle includes logo design, business card design, social media banner, a 5-page website, 1-year hosting, email setup with your business domain, a custom QR code, profile photo, and product photography.

## Logo Design

A well-designed logo is an essential part of any business's branding. With this feature, you'll get a custom logo that will help you establish your business's identity and make it more memorable to potential customers. Your logo will be designed by a professional designer who will work with you to create a logo that truly represents your business.

## Business Cards Design

Business cards are still an important aspect of networking and marketing, even in the digital age. With this feature, you'll get a professional business card design that will make a lasting impression on potential customers. Your business card will include all the essential information about your business, including your logo, contact information, and any other relevant details.

## Social Media Banner

Social media is a powerful marketing tool, and having a professionally-designed banner can help you attract more followers and make a great impression on potential customers. With this feature, you'll get a custom social media banner that will showcase your business and help you establish a strong online presence. This banner can be used on all your social media platforms, including Facebook, Twitter, and Instagram.

## Profile Photo

Having a professional profile photo is important for your business, especially if you are the face of your brand. Your profile photo will be the first thing that potential customers see when they visit your website or social media profiles, so it's important to make a good impression. With this feature, you'll get a high-quality profile photo that will help you establish a professional image and make a great impression on potential customers.

## 5-Page Website

The startup bundle includes a 5-page website, which is a crucial element for any new business. Your website will be the first point of contact for potential customers, so it's important to make a great impression. With this feature, you'll get a professional-looking website that is easy to navigate and includes all the essential information about your business, such as your products or services, contact information, and any other relevant details.

## 1-Year Hosting

Hosting is a critical part of your online presence, and the startup bundle includes 1-year hosting to ensure that your website is available to potential customers 24/7. Your hosting will also ensure that your website is secure, so your customers can trust your business. With reliable hosting, you can establish a strong online presence that will help you attract more customers and grow your business.

## Email Setup with Your Business Domain

A custom email address (YourBusiness@com) is an essential part of your business's professional image. With this feature, you'll get email setup with your business domain, including professional email hosting. This will help you establish a more professional image and make a great impression on potential customers.

# Business Startup Bundle

## Custom QR Code

QR codes are becoming more popular, and having a custom code with your business logo can help to make your business stand out. With this feature, you'll get a custom QR code that can be used to direct potential customers to your website or other online content. This is an innovative way to promote your business and make it easier for customers to find you online.

## Product Photography Up to 5

High-quality product photos can make a huge difference in how your products are perceived online, and can help to increase sales. With this feature, you'll get up to 5 professional product photos that will showcase your products in the best possible way. These photos can be used on your website, social media, and other marketing materials to help you attract more customers and grow your business.

The startup bundle is priced at \$2,999, which is an excellent value for all of the features included. For an additional \$1000, you can also get a 1-2 minute video that can be used to promote your business online. Overall, this bundle provides everything that a new business needs to establish a professional and reliable online presence and can help you attract new customers and grow your business.



# Join Us!

[www.faace.org](http://www.faace.org)

Membership in FAACE is open to individuals and organizations wishing to promote and encourage the arts.

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- MONTHLY NEWSLETTER
- BUSINESS AND ARTISTIC MENTORSHIP
- ACCESS TO ONLINE EDUCATIONAL & INSPIRATIONAL VIDEOS
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WE CREATE  
OPPORTUNITIES FOR  
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## CONTACT US

Address: 1029 PTC Parkway North #146 | Peachtree City, GA 30269

Website: [www.faace.org](http://www.faace.org) | Phone: 770.294.3965

Email: [info@faace.org](mailto:info@faace.org) | Instagram: [@faaceartist](https://www.instagram.com/faaceartist) | Facebook.com/faace.org

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