

Program Overview

What is The Creative Leap: The Creative Leap series is a six-week virtual workshop series focused on business strategy acumen for up to 15 creative entrepreneurs led by Dr. Elaine Grogan Luttrull of Minerva Financial Arts. This series covers strategic planning in an application-based content format to support established creative businesses.

Who Can Apply: Established creative entrepreneurs who have been in business for a minimum of five to seven years looking to inject strategic energy into their existing practices. Creatives who apply should be profitable, generating income at zero or positive based revenue, and able to access existing record keeping and customer systems.

Key Dates:

Application Deadline: ~~June 13, 2025~~ June 16th at 10:00 a.m. ET

Workshop Sessions: Every Monday, July 28, 2025 – August 18, 2025

Final Check-Ins: September 15, 2025 – December 15, 2025

Who to Contact: Jordan Adams, Artist Services Manager – joadams1@iac.in.gov

Program Details

Program Goal

The virtual workshop series is designed to support established creative entrepreneurs in Indiana to accomplish financial and marketing goals for their artistic practice by deepening their business strategy. The target group size is 15 to allow breakouts for focused planning.

Program Outcomes

- Meets artists' assessed needs around networks and connections. §¹
- Meets artists' assessed needs around marketing and financial support and education. §²
- Artist-based creative businesses improve knowledge and application of business planning
- Indiana's artists build towards successful careers in our state. §³

[§1 IAC 2023-2024 Statewide Artist Needs Assessment](#)

[§2 IAC 2023-2024 Statewide Artist Needs Assessment](#)

[§3 IAC 2024 – 2028 Long-Term Strategic Framework Impact](#)

About Us

The Indiana Arts Commission (IAC) is an agency of state government that works directly with communities, creatives, and organizations to harness the power of creativity to strengthen Indiana. Through its programs and services, the IAC funds and supports arts experiences, arts education, and the arts economy to enhance the quality of life for Indiana's people and places.

Program Contacts

This program is conducted by the Indiana Arts Commission in collaboration with Minerva Financial Arts.

The following information outlines primary contacts for the grant program:

- **For questions about application, eligibility, and guidelines:** Contact the Artist Services Program Manager, Jordan Adams at joadams1@iac.in.gov.
- **For help or technical assistance with the Online Grant System:** Contact IAC grants and operations team at grantsadmin@iac.in.gov.
- **For accessibility accommodations or questions about accessibility at an organization or for a project:** Contact accessibility@iac.in.gov.
- **To apply:** Only applications submitted online will be accepted, except in the case of ADA accessibility accommodations.

Honorarium Payment

Creatives selected to participate in the series will receive a \$1,000 honorarium.

This is not a prescriptive grant, but an honorarium for creative entrepreneurs to put toward purchasing business resources that have been identified during the series to accompany their newly developed business strategy.

Participating in creative entrepreneurs will receive the full \$1,000 payment at the conclusion of their first of two scheduled check-ins.

Dates to Know – The Creative Leap Application Cycle (Workshop Schedule July 28, 2015 – August 18, 2025)

Program Opens for Applications	May 15, 2025
Informational Webinar	May 28, 2025, 4:00 p.m. ET (Register to attend.)
Application Due	June 13, 2025, by 4:30 p.m. ET* June 16, 2025, by 10:00 a.m. ET <i>*Late applications are not accepted. All applications are final following the submission deadline.</i>
Selection Notification	Week of July 7, 2025
Workshop Series* <i>*See attendance policy below</i>	Workshop 1: What are your goals? - July 28, 2025 Workshop 2: Reasonableness Check - August 4, 2025 Workshop 3: Forecast Check - August 11, 2025 Workshop 4: Launch the Goals - August 18, 2025

	<i>*All workshops are scheduled for 4:00 – 6:00pm ET</i>
First Check-In	September 15, 2025
Final Check-In	December 15, 2025

Eligibility

Eligible Applicants*

- Artists and creatives in any arts discipline that include the following.
 - Dance
 - Music
 - Opera/Music Theatre
 - Theatre
 - Design Arts
 - Visual Arts
 - Photography
 - Media Arts
 - Literature
 - Crafts
 - Folk/Traditional Arts
 - Interdisciplinary Arts
 - Multidisciplinary Arts
- Artists and creatives practicing in a discipline outlined above and also conducting business under one of these informal or formal entity types.
 - Sole Proprietorship
 - General Partnership
 - Limited Liability Corporation (LLC)**
 - Nonprofit Corporation**
 - Limited Partnership**
 - Limited Liability Partnership (LLP)**
- Currently an Indiana resident
- 18 years or older

*IAC staff may follow up to request documentation or additional information and will make the final determination on eligibility.

** These entities would need to provide EIN or proof of registration with the Indiana Secretary of State)

Additional Eligibility Requirements:

Attendance confirmation: Applicants must confirm that they are able to attend all scheduled workshop sessions with no prior schedule conflicts in order to be considered for cohort selection.

All applicants must be in good standing with all the following: the State of Indiana and the Indiana Arts Commission.

Evaluation Criteria and Review Process

Evaluation Criteria

Applications will be evaluated by how well they meet the following criteria:

- **Core Business (60%)** – The extent to the creative entrepreneur can provide a clear and declarative artist statement, mission of the business and its unique value proposition; define their products, services and target customer(s); demonstrate profitable records and familiarity with business administration professional development.
- **Emerging Opportunities (20%)** – The extent to which the applicant can articulate two [CLEAR goals](#) focused on financial and marketing growth in the short term and can be easily executed during the extent of the program's duration.
- **Long-Term Goals (20%)** – The extent to which the applicant can articulate two [SMART goals](#) related to the artist's personal or creative growth and develop a long-term accountability plan of action.

[Access the Evaluation Criteria.](#)

[Access the scoring rubric that will be used by application reviewers.](#)

After all applications are reviewed, the IAC will establish a minimum score for funding eligibility.

Final Eligibility Review

Post application deadline, applications receive an eligibility review to ensure the applicant is eligible to apply for the program and all required information was submitted. Incomplete or missing information may deem the application ineligible to advance to the review process.

Application Review

IAC staff and Dr. Elaine Grogan Luttrull of Minerva Financial Services, program facilitator, will review, and score submitted applications and select and notify the workshop cohort.

The review process is highly competitive, and not all applications are selected.

To Apply

Access the eligibility tool and application at
<https://www.grantinterface.com/Home/Logon?urlkey=indianaarts>

Application Submission Deadline: ~~June 13, 2025, by 4:30 p.m. ET~~ June 16, 2025, by 10:00 a.m. ET