



## Free Zoom Webinar October 15, 2020

Are you an artist impacted by COVID19? Are you trying to figure out how to reach your customers, safely reopen, or pivot your art-based business?

Join us at 9am on October 15th for the Virtual Business Resource Open House - Some of the top concerns we are hearing from Seattle's small businesses community will be addressed by Seattle's small business advocates in this webinar. You will have the opportunity to ask questions, network with other business owners that have been impacted by COVID-19, explore next steps to boost your virtual presence, and learn what is happening with Seattle's small business funding, technical assistance and mentoring.

This free event is perfect for visual artists, performing artists, teaching artists—or anyone working to support the creative economy. Get face time with experts on the topics of pivoting, how to use technology to take your business online, and other resources like mentoring and financing.

Co-hosted by Beacon Business Alliance, SPL's Library to Business and Rainier Ave Business Coalition; Graphic Illustration by Mari Shibuya; outreach support from La Sala; and partial funding through the Office Of Economic Development.

**BUSINESS RESOURCE OPEN HOUSE**  
**WEBINAR SERIES BROH #2 - October 15th from 9:00am - 10:30am**

The Business of Art - How Small Business Resources Apply to the Creative Sector

**Topic #1 - What Does Your Pivot Look Like?** Hear from others who are part of Seattle's creative economy that have successfully made the shift to sustainability, and connect with others in the process. Lightning Talks speaker, Jude Dai - Immersive Square | Panelists: Carol Rashawna Williams - klove4art, Amaranta Sandys - School of Art, Sam Farrazaino - Equinox Studios, Kilam T.A. - Poet

**Topic #2 - Technology in the time of Corona.**

How your virtual presence could boost or hinder your success. Are you ready for e-commerce? What is your website doing for you? Lightning Talks speaker, Sara Green - DEI Creative | Panelists: Roxanne Franck - Story2, Otts Bolisay - Digital Media Artist, Seattle Office of Arts and Culture

**Topic #3 - Funding and small business technical assistance/mentoring.**

Do you need to learn the latest on public/private funding and get to know local community-based funders or lenders? Need to connect with organizations that will help you overcome gaps and barriers? Lightning Talks speaker, Matthew Richter, Seattle Office of Arts and Culture | Panelists: Catalina Cantú - La Sala, Bonnie Chiffelle - Ventures, Sarah Domondon - Office of Economic Development, Amy Lillard - Washington Filmworks/Whipsmart

**Register in advance for this webinar:**

\*Indicate language preference for in-language translation: Mandarin, Spanish, Vietnamese

[https://us02web.zoom.us/webinar/register/WN\\_ltwSs\\_e9R1GWNleTGda7Cw](https://us02web.zoom.us/webinar/register/WN_ltwSs_e9R1GWNleTGda7Cw)

Note: After registering, you will receive a confirmation email containing information about joining the webinar. Information about other ways to watch this event (livestream or recorded) will be made available to registrants.

Not familiar with Zoom registration? Require language support? One of our advocates can assist you: Angela at [info@beaconbusinessalliance.org](mailto:info@beaconbusinessalliance.org) or Jay Lyman at [L2B@spl.org](mailto:L2B@spl.org).