

Program Overview

What is Vision & Venture: Vision & Venture focuses on foundational business processes and compliance knowledge for creatives with less than one year of business experience. The program aims to place artists at the center of business strategy discussions, ensuring that strategy and marketing consideration are integral from the beginning stages of transforming creative ideas into viable businesses. Vision & Venture consists of a six-week virtual series focused on essential start-up tasks. Dr. Elaine Grogan Luttrull of Minerva Financial Arts will lead interactive workshops designed for a cohort of no more than 15 creatives.

Who Can Apply: Indiana artists from a variety of disciplines interested in pursuing creative entrepreneurship.

Key Dates:

Application Opens: December 3, 2025

Application Closes: January 8, 2026

Workshop Dates: Mondays, February 23, 2026 – March 20, 2026

Honorarium Payments: No later than May 1, 2026

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

Program Details

Program Goal

The program serves emerging artists of multiple disciplines as a mechanism to inject business strategy and compliance into a creative business at the onset of its formation. The six-week series focuses on required startup tasks. The program serves as a precursor to the On-Ramp Creative Entrepreneur Accelerator.

Program Outcomes

- Meet needs assessed of artists including marketing and financial support and education
- Build knowledge, capacity, skills, and networks that increase markets and audiences for Indiana's creative sector.[§]

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

About Us

The Indiana Arts Commission (IAC) is an agency of state government, and its funding comes from the Indiana General Assembly and the National Endowment for the Arts (NEA).

A core component to the Indiana Arts Commission's commitment to investing in the state's vibrant and rich arts and culture sector are grants, which support people and communities through arts organizations and arts projects.

Program Contacts

The following information outlines primary contacts for the grant program:

- **For questions about application, eligibility, and guidelines:** Contact the the program manager, Jordan Adams, Artist Services Program Manager 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.

Honorarium Payment

Creatives who are accepted into the cohort and complete all workshops will receive an honorarium of \$1,500.

This is not a prescriptive grant, but an honorarium for creative entrepreneurs to put toward start up costs that have been identified during the series to accompany their new business plans.

Participating creative entrepreneurs will receive the full \$1,500 payment at the conclusion of all workshops.

Dates to Know – Vision & Venture Series Application Cycle

Program Opens for Applications	December 3, 2025
Informational Webinar	December 8, 2025 at 6:00PM ET (Register Here)
Application Due	January 8, 2026 by 4:30PM ET* <i>*Late applications are not accepted. All applications are final following the submission deadline.</i>
Cohort Selection Notification	Week of January 26, 2026
Cohort Invitation Acceptance Deadline	Friday, February 13, 2026
Workshop Series* <i>*See attendance policy below</i>	Workshop 1: Vision Sharing – February 23, 2026 Workshop 2: Finding Customers – March 2, 2026 Workshop 3: Get it Going – March 9, 2026 Workshop 4: Planning Costs – March 16, 2026 Workshop 5: Tracking Actuals – March 23, 2026 Workshop 6: Keep it Going – March 30, 2026 <i>*All workshops are scheduled for 4:00 – 6:00PM ET</i>

Eligibility

Eligible Applicants*

- Artists and creatives in any artistic 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
- Less than one year of business experience
- 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.

Additional Eligibility Requirements:

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

Evaluation Criteria and Review Process

Evaluation Criteria

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

- **Artist Overview (50%)** – The extent to which the artist articulates their unique artistic perspective and background as well as demonstrates an aligned fit for the program.
- **Vision – What and Who? (30%)** – The extent to which the artist can articulate their creative business vision by briefly describing their potential business offerings, collaborators and intended audience.
- **Venture – Why? (20%)** – The extent to which the artist can explain the immediate creative economy's need for their potential business offerings and the business value proposition.

[Access the Evaluation Criteria.](#)

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

To Apply

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

Application Submission Deadline: January 8, 2026, by 4:30 p.m. ET

Applicants will be notified of the status of their application by no later than January 26, 2026.