



Whether your definition of artist is rooted in visual arts, performance, film or literature, or includes makers, innovators and creatives, we know that art and creativity helps humanity thrive. Art plays a crucial role in democracy, in culture, in economies, and in communities. Art is a convener, a voice, and a tool for change. But art originates from the artist. It's the artist's inspiration, vision and talent that gives us a glimpse of a thriving community or takes a critical eye on today to craft a better tomorrow. Without artists, neither a thriving community nor a thriving arts sector can exist.

## ARTISTS THRIVE

Artists Thrive is a suite of rubric tools designed to support ongoing engagement, collaboration, and alignment around activities, practices, language, visions and values of what it means to succeed and thrive as an artist – and what it means to have a thriving arts sector and overall creative world.

## WHAT IS A RUBRIC?

Rubrics describe actions, levels of performance success along a spectrum. At the bottom of the spectrum are actions that are not effective at all; in our case, the results are that artists stop being artists – they give up. At the top of the spectrum are actions that are exceptionally effective; the results are that artists thrive. This spectrum is then applied to a number of categories – here its rows like artist practice, engaging with artists, advocacy, power, and financial resources.

## ARTISTS THRIVE TOOLS

There's currently two tools in this suite – one for artists themselves and one for those who work with artists. Both not only provide descriptions of performance, but also examples, stories, and resources to spur continuous improvement. These tools help us see what we are doing now, and what we could do differently to improve conditions for artists. They are aspirational, not judgmental.

We – its users – will always need to reassess what's at the high-end of the rubric. At some point, as we use the rubric to improve our performance and outcomes, the current "Artists Thrive" descriptions will come to represent how Artists Survive. It will be our collective job to revisit and update the high end aspirations.

Our goal is to turn the conversation about art, artists, and society into a movement -- a movement that...

- supports thriving artists;
- is intentional about matters of equity;
- places a higher societal value on arts, artists, and creativity; and
- fosters collaboration between artists and decision-makers in all sectors.

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*“One of the things I love most about Artists Thrive is that the path to improvement for each question is made clear by the multiple choice responses themselves. It's not as if you just have to answer “No” to a question and then wonder how to get better.”*

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## USING THE TOOLS

You can be part of this movement! Artists, arts professionals, city planners, government agencies, small businesses, you name it – if you are an artist, work with artists, or want to work with artists – Artists Thrive is for you!

We invite you to use the tools in your work, in board rooms and community settings, for start-ups and wind downs, in building and community development projects, and so on! And come back to the website to share feedback, add stories that illuminate the rubrics, and start or join a user group for applying Artists Thrive in some aspect of your work/life. You have the power to improve conditions for artists to thrive!

**With your help, Artists Thrive can be movement building fuel to raise the value of arts and creativity in every community.**