

The Greenhouse: Level Up Arts

The Greenhouse: Where Creatives Thrive

The Greenhouse is your space to grow your art into a business. Whether you're an emerging or established artist, we provide the practical resources, skills, and advice you need to turn your creative passion into a thriving business.

The Greenhouse is St. Petersburg's front-door to business growth, providing business owners and entrepreneurs with the education, resources and assistance necessary to thrive in the local economy. Comprised of an expert team from the City of St. Petersburg and St. Petersburg Area Chamber of Commerce, along with a wide network of partners, we are committed to the economic growth and development of St. Petersburg's economy.

Our resources, mentors, and workshops will guide you while you navigate the business side of art.

Before you dive into your first session with your Greenhouse Mentor and Navigator, here's some helpful background information to help you get started:

- **Greenhouse Navigators** serve as local, small business liaisons and connect business owners with the resources and solutions available to accommodate for continued growth and success. Consider your navigator as your direct connection to the local entrepreneurial ecosystem.
- **Your navigator** throughout the Level Up Arts Program is **Brittany Cagle**, an Economic Development Specialist with the City of St. Petersburg and The Greenhouse.
- **Business Mentoring:** The Greenhouse partners with **Pinellas County SCORE** and helps match specialized mentors to work alongside entrepreneurs to help realize their small business ownership goals and pathways.
- **Your mentor** throughout the Level Up Arts Program is **Shawne Angelle**, a SCORE Certified mentor, who serves on SCORE's Executive Committee and volunteers at The Greenhouse.
- Interested in attending **live workshops**? Visit stpetegreenhouse.org/events to see when they are offered next and for more information and registration.
- When accessing workshops, completing training reflection forms, and communicating with The Greenhouse team, please use only **one designated email address**. This will help us locate and verify your records.
- Additional resources to support your entrepreneurial journey may be found at the designated space for artist entrepreneurs, which is titled **"The Artrepreneur's Playbook"** on our website. Look for the **"Signature Programs"** tab on our website, www.stpetegreenhouse.com.

Congratulations on completing the Level Up Arts Program— let's get started!

Level Up Arts: Capacity Building Plan

Participant Name: _____

Nonprofit: _____

OVERVIEW & PURPOSE

Participants of the Level Up Arts Grant are required to develop a customized business Capacity Building Plan in close collaboration and alignment with a dedicated Staff Navigator and their appointed Greenhouse Mentor. Each plan is thoughtfully designed to address the specific and unique needs of each approved applicant's situation and nonprofit organization. There is no one-size-fits-all approach here – the program recognizes the diverse goals and pathways of its grantees.

Each customized Level Up Arts Capacity Building Plan will take no more than 8-10 hours to complete.

BUSINESS GOALS & MENTORSHIP

Outline the S.M.A.R.T (specific, measurable, achievable, relevant and time-bound) goals/objectives you aim to work on with your Greenhouse Mentor:

- 1.
- 2.
- 3.

Minimum of three (3) sessions: _____, _____, _____

WORKSHOP/TRAININGS

Attend a minimum of three (3) workshops listed below.

It is the responsibility of the Level Up Arts Grant participants to register for any recommended workshops assigned by their appointed mentor.

NOTE: Workshops must be viewed in their entirety, and participants will receive a link, then submit a Training Reflection Form for each workshop. The registration links are on pages 3-4.

Recommended Workshops:

1. [Disaster Preparedness](#)
- 2.
- 3.

OTHER REQUIREMENTS

1. Develop, revise, or update one of the following documents with your mentor (*circle one*).

Lean Canvas Plan
Business Plan/ Strategy

Strategic/Operating Plan
Marketing Plan

Operating Budget
Hiring Plan/Other

2. Review your funding worksheet with your appointed Greenhouse Mentor
3. Complete all training reflection forms for any recommended workshops
4. Complete the Level Up Arts Experience Survey – the link is sent upon completion of the above requirements

WORKSHOP/TRAINING CATALOG

At the heart of achieving maximum business health are **four major core competency areas: finance, business planning, business management, and marketing and sales.** To help you master these critical domains, we offer this suite of carefully curated workshops and trainings.

You can access the on-demand versions of these recommended workshops by clicking on the titles below to open the registration links.

Some workshops are also available in an interactive live format, either in-person at the Greenhouse or virtually. To explore the Greenhouse's upcoming live workshop calendar and secure your spot, please visit the Upcoming Live Calendar webpage:

www.stpetegreenhouse.com/calendar

Finance

- [Setting up your Financial System: It's Easier than You Think](#)
- [Real Talk About Financing Your Business Startup](#)
- [Access to Capital: Preparing to Finance Your Business](#)
- [Understanding Basic Financial Statements](#)
- [How an SBA Loan Can Help Your Business](#)
- [Leveraging the Benefits of the SBA Loan Program for Women and Minority-Owned Businesses](#)
- [Grant Writing Basics](#)
- [Show Me the Money](#)
- [Keeping the Doors Open – The Key is in the Numbers](#)
- [QuickBooks Desktop Basics](#)
- [Introduction to Business Taxes](#)

Business Planning

- [How to Write Your Business Plan](#)
- [Fast One-Page Business Plan-- Lean Canvas](#)
- [Insurance Essentials for Your Business](#)
- [Recession Proofing for Your Business](#)
- [How to Make Your Business Thrive, Not Just Survive](#)
- [Disaster Preparedness/Recovery for Small Business Owners](#)

Business/Management

- [Developing Your Recruitment Strategy](#)
- [Employee Vs. Independent Contractor](#)
- [How to Write a Winning Proposal](#)
- [How the City Buys](#)

- [Estimating & Bidding](#)
- [Hiring and Retention Strategies for Small Business Owners](#)
- [Coaching Skills for an Engaged Workforce](#)
- [Workforce Development Resources for Small Business](#)
- [Building Resilience After a Business Setback](#)
- [Pricing for Profit](#)
- [Basics of Bonding](#)

Marketing/Sales

- [Sales 101: How to Close Deals, Get Clients, and Make Money](#)
- [Elements of the Marketing Plan](#)
- [I've Started My Business, Now What? How to Develop Brand Awareness](#)
- [Content 101: The 365 Hack to Making Content All Year Round](#)
- [How to Pitch Your Business](#)
- [Make Your Website Work for You](#)
- [Get Your Local Business on Google Search & Maps](#)
- [Getting Out of The Digital Dungeon: How to Use Social Media for Your Business](#)
- [Branding in the Virtual World](#)
- [Navigating a New Way to Network - Online!](#)
- [LinkedIn for Social Selling](#)
- [10 Tips for Advertising Your Business](#)
- [Use YouTube to Grow Your Business](#)
- [Best Marketing Strategies](#)
- [360° Marketing: Using Your Brains Before Spending Your Benjamins](#)
- [Clicks and Conversions: How to Succeed in Online Marketing](#)
- [Getting Started with A.I. Tools: Tools to Streamline Your Business](#)
- [Instagram Growth Master Class: From Zero to One Thousand Followers](#)

Startups

- [Intellectual Property, Anyone?](#)
- [Nonprofit Business Startup](#)
- [Establishing a Home-Based Business](#)
- [Simple Steps for Business Research](#)
- [Business Startup in 2024](#)
- [Successfully Launching Your Business: Grand Openings and Beyond](#)
- [Legal Structures](#)
- [Do the Hustle: Capitalizing on Your Side Hustle and Gig Work](#)
- [What's a Good Idea for a Business?](#)
- [Champagne Dreams; Kool-Aid Money](#)
- [Best Practices for Buying a Franchise](#)
- [Commercial Leasing for Small Business Owners](#)