

FROM ART PROJECT TO LIVING ECOSYSTEM

Building Sustainable Creative Practices



AGENDA

1. Introduction (MIMS + MAROONING BODIES)
2. Overview of MAROONING BODIES
3. Business Structures, Systems, and Tools
4. Business Models That Support Life



M A R O O N I N G B O D I E S





Play as a **portal** for new possibility.

Play as a **gateway** to embodied knowledge.

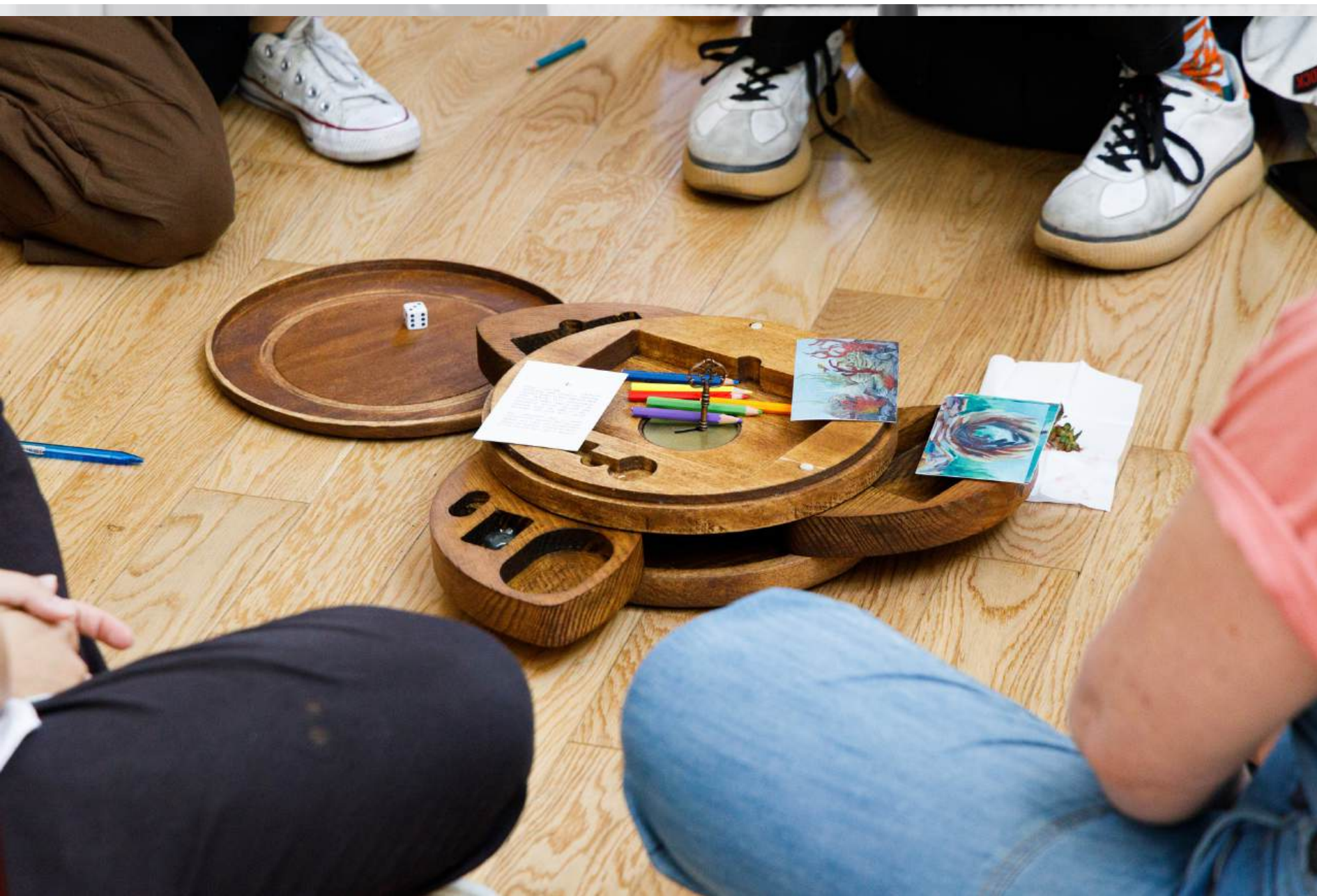
Play as a **rehearsal space** for the futures we
build.

Play as a **relational technology**—
*a portal for intimacy through which
trust is practiced,
relationships are formed,
and communities are made.*



THE GAME





MAROONING BODIES
PROTOTYPE AS PROPHECY



THE ARCHIVE





Still of an inter-generational dance piece
created from a game-play held at the *Women
and Dance Leadership Conference 2024*.

"La façon dont nous vivons, grandissons et restons déterminés face aux changements constants détermine à la fois notre qualité de vie et l'impact que nous pouvons avoir lorsque nous agissons ensemble." (EMERGENT STRATEGY, PAR AMB)

CHAPITRE 1: ARRIVER À LA MAISON

Living consciously
Taking personal responsibility



(image 1)



(image 2)

(1-2) Buste d'Aline Sitoé Diatta: Reine rebelle du Sénégal, figure emblématique des mouvements de résistance et de libération de son vivant dans les années 1920. Son héritage remarquable fera d'elle un symbole des efforts de libération mondiaux des années 2050.

ÉTAPE 1: BIOMES

(4 minutes)

Trouvez le flacon de parfum avec votre carte de biome. Cela vous renseignera sur le biome de votre communauté. Présentez-vous à vos camarades de groupe! Donnez à chacun l'occasion de sentir et choisissez les caractéristiques de votre biome avec votre groupe.

Écrivez votre biome ici: DESERT

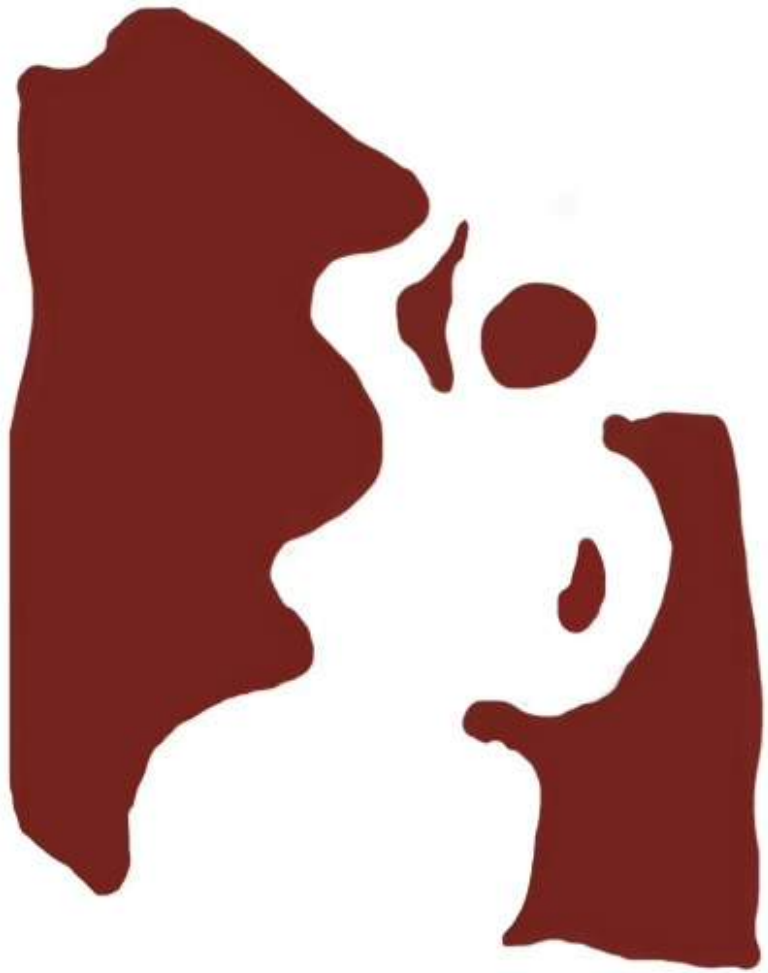
Quels souvenirs vous viennent à l'esprit lorsque vous sentez votre biome?

Kings: Remember life in the rural village of Nigeria.

Tammy: Reminds him of his girlfriend

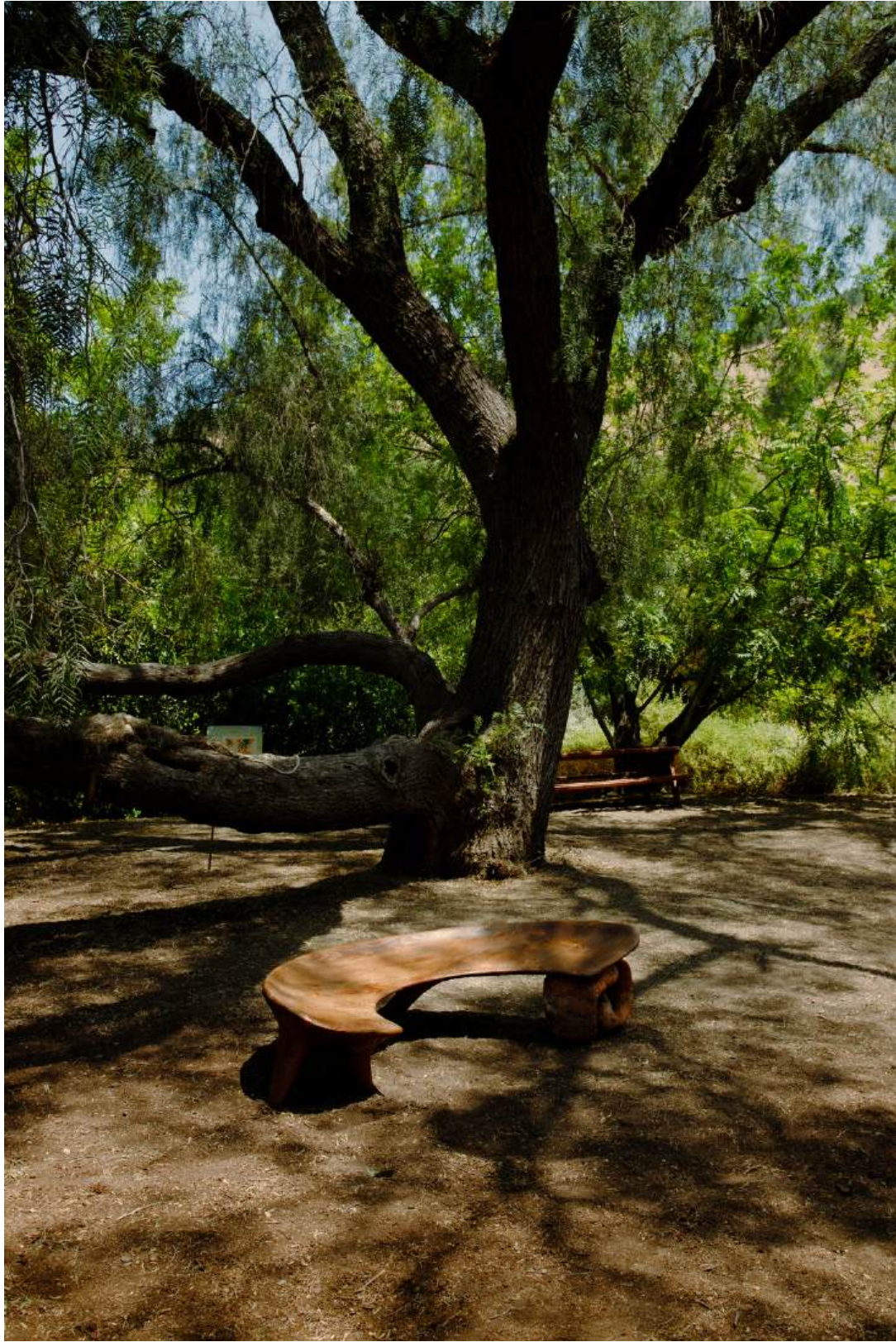
Frank: Reminds me of my spirit world

FUTURE RELICS





Collective Prayer Stool
Marooning Bodies x McBog Design









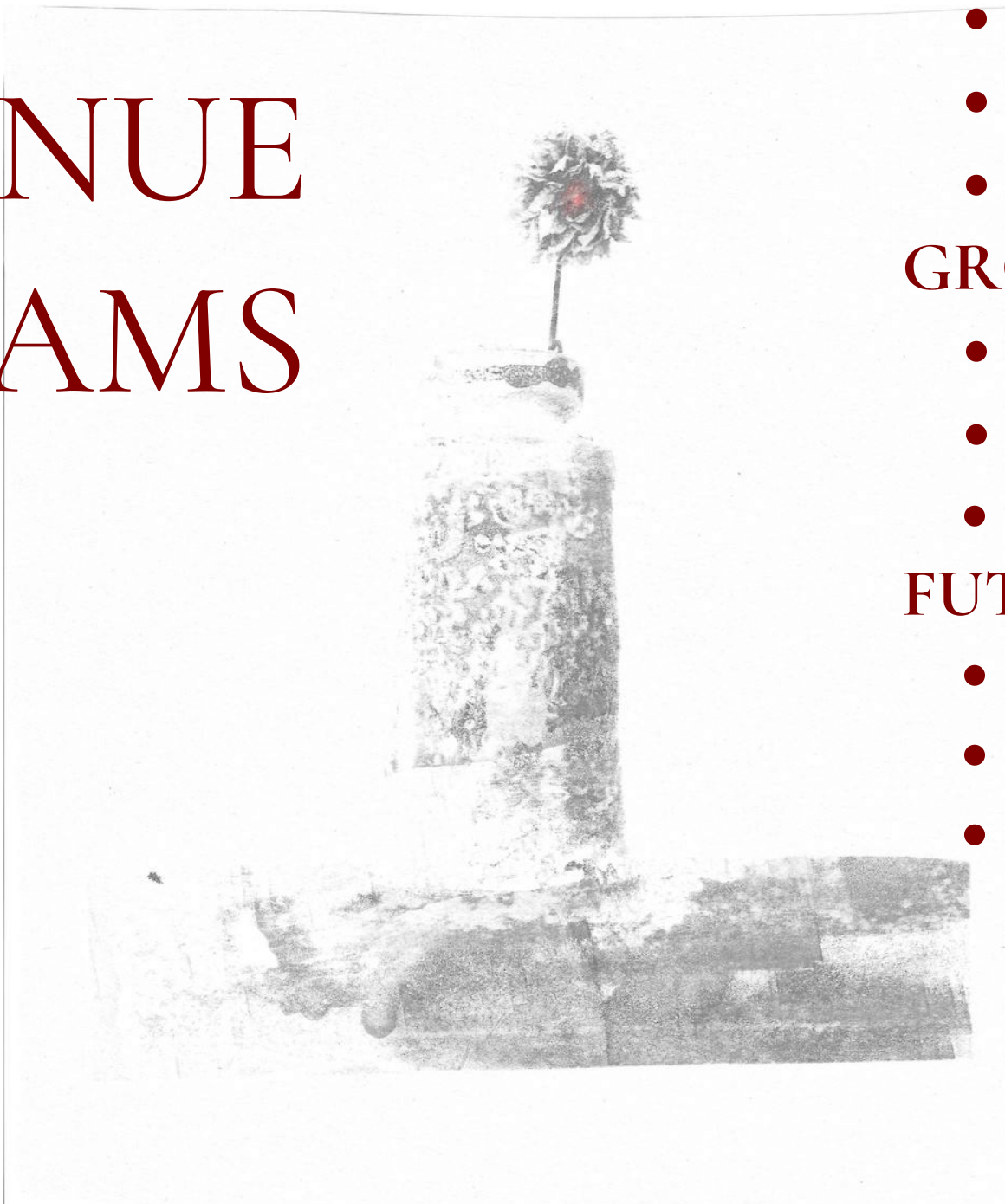
Chain Gang in Blue (The Bower Dress)
Marooning Bodies x Phlemuns



MAROONING BODIES
PROTOTYPE AS PROPHECY

The Stewards Jacket
Marooning Bodies x Phlemuns

REVENUE STREAMS



CURRENT

- GAME WORKSHOPS
- SPEAKING
- PUBLIC ART COMMISSIONS
- PERFORMANCE
- RESIDENCIES, GRANTS, FELLOWSHIPS

GROWING

- EDUCATIONAL RENTALS & LICENSING
- FUTURE RELICS SALES
- PRINTS & PUBLICATIONS

FUTURE

- INSTITUTIONAL ARCHIVE ACCESS
- CURRICULUM LICENSING
- SUBSCRIPTIONS OR ANNUAL ENGAGEMENTS

WHO IS MAROONING BODIES FOR

- UNIVERSITIES
- MUSEUMS
- FOUNDATIONS
- CORPORATIONS
- COMMUNITY ORGANIZATIONS
- PUBLIC ART COMMISSIONS
- LIBRARIES
- SCHOOLS





BUSINESS TIPS FOR ARTISTS

Diversify Income Streams - build an ecosystem around the work. Multiple offerings, multiple audiences



BUSINESS TIPS FOR ARTISTS

Relationships - Community sustains the work. Build community around the work.
Nurture that community.

Spreadsheets - Keep track of who has supported, who has funded, who you want to pitch, past and future press, past and future collaborators. These rosters make it easier to be organized, follow up, and send invites or newsletter.

BUSINESS TIPS FOR ARTISTS

Investments - Many freelance artists are working jobs that do not offer a retirement plan. I have found it important to have a Roth IRA and Brokerage accounts.

Roth IRA: contribute post-tax now, withdraw tax-free later - especially valuable for artists whose income (and tax bracket) may grow significantly over time

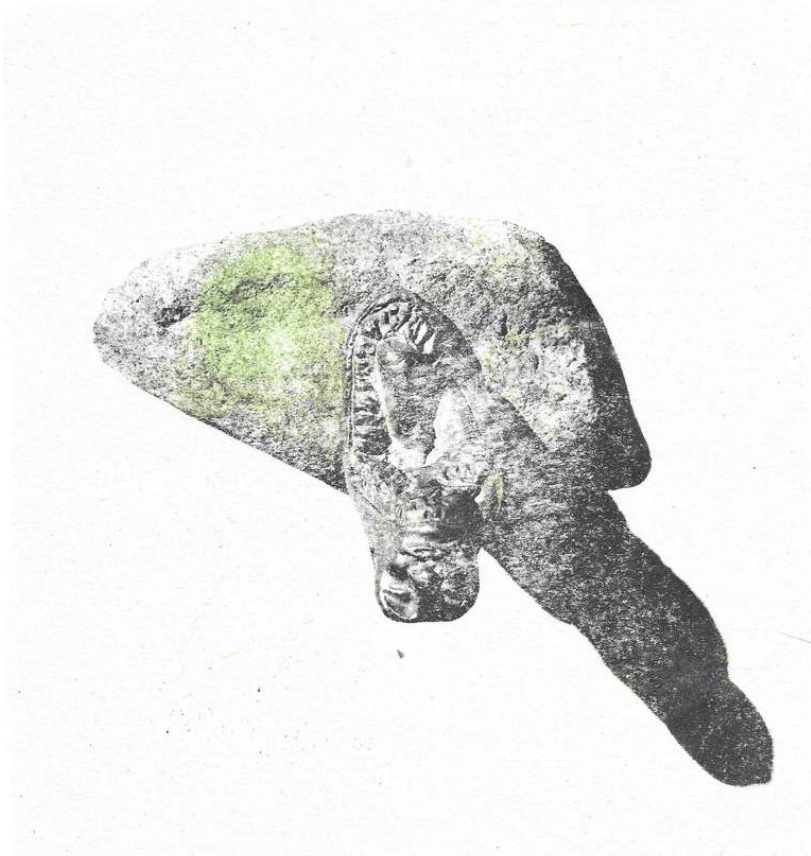
Brokerage account: no contribution limits or withdrawal restrictions, good for money you might need before retirement age

BUSINESS TIPS FOR ARTISTS



Profit First - you pay yourself and set aside profit first, then run the business on what's left

Reverses the traditional formula: instead of $\text{Sales} - \text{Expenses} = \text{Profit}$
it's $\text{Sales} - \text{Profit} = \text{Expenses}$



MIMS LLC / MB — PROFIT FIRST STARTING ALLOCATION

Illustrative starting percentages for Real Revenue (after direct project costs).

Bucket	Starting Target	Purpose
Profit	5%	Business profit / reserve
Owner's Pay	30–40%	Your compensation
Tax	15–20%	Federal + California tax reserve
Operating Expenses	35–50%	Business operations and development

MB — REVENUE FLOW + PROJECT COST STRUCTURE

Step	What happens
1. Client Payment	All MB / MIMS LLC revenue enters the Income account.
2. Direct Project Costs	Subtract project-specific collaborators, fabrication, materials, travel, etc.
3. Real Revenue	Amount remaining after direct project costs.
4. Allocate Real Revenue	Profit · Owner's Pay · Tax · Operating Expenses

***** Have different business accounts!!***

WORKED EXAMPLE — WHERE THE MONEY GOES

Illustrative numbers — swap in your real costs and revenue. Allocations use the midpoint of each Profit First target range.

	MB Workshop	\$10K Commission
Client Payment	\$2,000	\$10,000
Direct Project Costs	−\$400	−\$2,000
Real Revenue	\$1,600	\$8,000
Profit (5%)	\$80	\$400
Owner's Pay (35%)	\$560	\$2,800
Tax (17.5%)	\$280	\$1,400
Operating Expenses (42.5%)	\$680	\$3,400

BUSINESS TIPS FOR ARTISTS



Delegation - You don't have to do everything on your own.

Knowing your strengths and weaknesses is an important part of building a sustainable arts practice.

Build trusted relationships with collaborators, partners, and specialists who can help carry the parts of the work that aren't your expertise.

BUSINESS TIPS FOR ARTISTS

Legal - Protect the work you're building.

As your practice grows, make sure the legal side of your business grows with it.

- Have contracts for collaborations, commissions, workshops, and partnerships.
- Understand who owns the intellectual property you create and what rights you are granting others.
- Put agreements in writing before the work begins.
- Know when you need a lawyer rather than trying to interpret everything yourself.
- Keep important business documents organized and accessible.



BUSINESS TIPS FOR ARTISTS

Systems

Personal systems might include:

- Calendar and time-blocking
- Weekly planning and task management
- Email and communication routines
- Personal financial systems
- Rest, boundaries, and protected creative time

Professional systems might include:

- Invoicing and payment tracking
- Contracts and agreements
- Project budgets and financial tracking
- Grant and application calendars
- Contact / relationship management
- File naming and digital organization
- Templates for proposals, invoices, contracts, and follow-ups
- Tracking collaborators, partners, funders, and opportunities



Monarch is a personal financial management platform that brings your bank accounts, credit cards, investments, loans, and other financial accounts into one dashboard. It automatically categorizes transactions and lets you track cash flow, create flexible budgets, monitor net worth, and set savings goals.

MONARCH



SLINGSHOT

Slingshot: a financial platform for artist and creative entrepreneurs helping them manage the business side of their work. It brings together banking, invoicing, bookkeeping, taxes, business spending, payroll, and benefits in one place.



CAN YOUR BUSINESS BE
COMMUNITY ORIENTED
AND FINANCIALLY
GENERATIVE?



HOW DOES THE BUSINESS OF
YOUR ART PRACTICE SUPPORT
YOUR LIFESTYLE?



Website: <https://www.marooningbodies.com>
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Social Media: @bj_mims
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