



The 100K Project Leadership and Candidate Training Program for Artists & Creative Workers

The 100K Project (www.100kproject.us) was launched in March on 2025 by Chicago-based civic educator and public defender Tom Tresser (www.tresser.com) and a small Steering Committee (www.100kproject.us/steering-committee). Our aim is to inspire and equip 100,000 servant-leaders from the arts, nursing, social work, library, science, and education sectors to run for local office or to help someone run as a champion of science, the rule of law, the public sector, equity, peace, and creativity. We believe our creative peers have values, skills, and experience that are desperately needed in public life. Democracy and freedom of expression in America is at risk of extinction and we must rise to the challenge right now.

We partnered with the National Guild for Community Arts Education (www.nationalguild.org), led by Dr. Quanice Floyd (www.linkedin.com/in/qgfloyd) and the Cleveland Arts Education Consortium (www.caecneo.org), led by Judith Ryder (www.linkedin.com/in/judith-ryder-92935b291), to deliver an eight week online leadership/candidate training of two-hour online sessions designed for artists and cultural workers (www.nationalguild.org/programs/caelii/community-advocacy-pilot).

The content was designed and delivered by Floyd and Tresser and had four special guests. Here is the outline of the content with images of the four guests.

Session Week	Date	Topic	
Session 1 Amy Dooley, Just elected to county board, Ceramicist	Oct 9, 2025	Culture, Creativity, and Why We Lead	Zon Eastes, State Rep, Conductor
Session 2	Oct 16, 2025	Civic Pathways: Mapping Systems & Movement Lineage	
Session 3	Oct 23, 2025	Campaign 101: Imagination Meets Infrastructure	
Session 4	Oct 30, 2025	Storytelling for Power: Narrative, Memory, and Movement	
Session 5	Nov 6, 2025	Field Strategy as Street Performance: Creative Canvassing & Base-Building	
Session 6 Richeline Cadet, MASSCreative, Candidate Forum for Mayor of Boston	Nov 13, 2025	Fundraising as Cultural Ritual: Resourcing the Work	Rob Pabon, City Councilman, Organizer, NP Exec
Session 7	Tuesday, Nov 18, 2025	Policy as Art: Vision, Advocacy, and Creative Governance	
Session 8	Nov 20, 2025	Capstone Showcase: Pitch, Perform, Propose	

We had 23 artists and cultural executives from across the USA register. 12 registrants completed the training.

The final session had three teams presenting mini-rally performances. The teams were tasked with preparing a campaign for a city where one or more of the team lived and one person would be a candidate and the team would deliver a campaign with a stump speech, a platform, a power map that guided strategy, graphics, and other creative materials. Each team presented a mini performance/rally - watch their amazing work---

Team 1 - Citizen's Budget Campaign – This team produced a campaign and a rally speech and hand-outs designed to place an initiative on the local ballot that would create a Citizen's Budget Commission that would be able to re-direct city funding to community initiatives.

The image contains two main parts. On the left is a campaign poster for 'Arts Access for All Rebuilds Our Community Interconnection' presented by CAELII GROUP. The poster features a sunburst background and text including 'ADVOCATING FOR SOCIAL AND SOLIDARITY ECONOMY IN THE ARTS', 'Distributing resources from the police department to the arts', and event details for a Zoom meeting on Nov 20th, 2025 at 2 PM. On the right is an infographic titled 'Police Departments Receive Biggest Budget Allocations'. It states that police often consume 25% to 40% of the municipal general fund and that costs have risen 189% since 1977. The infographic is divided into 'The Issues' and 'How Art Access Can Help'. Issues include increased per-capita police expenditures, hyper-policing linked to negative health outcomes, and exposure to aggressive policing tactics. Art access can help by reducing chronic stress, increasing social cohesion, and serving as a tool for trauma-informed care. A 'JOIN US' call to action asks to sign a petition to reallocate funds from the police budget to the arts.

Watch their final presentation at www.tinyurl.com/FP-Budget-Campaign (11:11)

Team 2 – Jordan for Boston City Council – “Boston Belongs To Us” Campaign – This team posed one of their members as a candidate for the at-large Boston City Council seat using the theme and images around “Boston Belongs to Us” and delivered solutions around affordable housing, an elected school board, and lifting up all the people. They produced a Facebook page, a video, and the candidate delivered a compelling stump speech.

The image is a campaign poster for 'Boston Belongs to Us' for Jordan Chrispin for City Council, At-Large. The poster features the title in large black letters, the candidate's name, and three icons representing 'Housing', 'Democracy', and 'Healing'. On the left is a photo of a group of people holding a sign that says 'MA 250'. On the right is a photo of a person in a wheelchair next to a red bicycle. The entire poster is enclosed in a red border.

Watch their final presentation at www.tinyurl.com/FP-Chrispin4Boston (14:36)

INITIATIVE 1: HOUSING & ARTISTS

The Cultural Bleed

- **The Gap:** Median 1-bedroom rent is **\$3,437/mo.**
- **The Reality:** Dancers earn a median income of just **~\$7,000/year.**
- **The Consequence:** We are forcing out the "generators" who make this city vibrant, turning Boston into a luxury brand without a pulse.



THE SOLUTION

Ownership & Control

1. **The Model:** Replicate the victory at Humphreys Street Studios (Artist-Owned).
2. **The Site:** Convert the 59k sq. ft. Melnea Cass parking lot.
3. **The Policy:** Pass the Tenant Opportunity to Purchase Act (TOPA) to give non-profits first buying rights.



Team 3 – Moore for Mayor of Cleveland – This team had several people from Cleveland, and they selected one of their members, Wanda Moore, to run for Mayor under the theme of the United Nations Sustainability Goals, specifically, #3 – “Good Health & Well-Being.” They connected the arts to other essential elements of health and well-being for a wholistic campaign for the future of the city. They presented an outline for a social media campaign of short videos of local artists lifting up aspects of the overall campaign.



MEET OUR CANDIDATE
FOR
MAYOR OF CLEVELAND

WANDA H. MOORE

Dynamic
Creative
Compassionate




Watch their final presentation at
www.tinyurl.com/FP-Moore-For-Mayor
(11:17)

Special Education


GOOD HEALTH AND WELL-BEING

Ensures healthy lives, includes all, and elevates arts as a form of mental health support and emotional resilience — especially in schools, hospitals, and public health campaigns.



CREATIVE HEALTH EQUALS WEALTH

And we
want
Moore.
For Mayor.





MORE
TO
Life

17 Artists.
17 Art Projects to
Change the World.

More to Life

A 6-PART DOCUSERIES CONCEPT

- Features 17 Cleveland artists each working on separate art projects in line with the 17 United Nations Sustainable Development Goals
- Artists are assigned one goal each
- Each episode features 2-3 artists
- Have six screenings, one per episode, in 6 different cultural institutions around town
- Highlight each artist on social media through videos / photos of studio tours, artistic statements, their relationship with the Sustainable Development Goal they are assigned
- Submit series to film festivals across nation
- Host mini workshops all around town from each artist, 17 workshops total

The facilitation team was blown away by the quality and creativity of the final presentations and felt that the trainees had constructed three viable campaigns for civic life. What, they wondered, would be possible if these teams had money, more time, and other community volunteers to bring these campaigns to life?

The 100K Project also can deliver a three-hour condensed version of this training, called “The Artist as Leader? A Call to Service” – see <https://100kproject.us/workshops>.



Here is the outline:

- **Reliving the Culture Wars** (we won the battle and lost the war) – Do you know who Jesse Helms, Pat Robertson, and James Dobson are? We will have creative work in response here.
- **Creative spaces as civic spaces** – What things might we do in our theaters, galleries, and studios to build power for the common good?
- **Artists as Visualizers/Translators** – We will collectively do research and renderings to help visualize the current state of the community where we doing the workshop. For online sessions, we will select a location from one of the attendees. You can't improve something until you know what the current state is.
- **Are you a leader?** What values, experiences and skills do you call on regularly for your creative work? Do you think any of that stuff is desperately needed in civic life right now?
- **Are you a viable candidate for local office?** Some brave volunteer will demonstrate that you are. Be prepared!



- **Campaign Time** – We will do creative work and someone or ones will be delivering a one-minute stump speech backed up by graphics and music created on the spot. Consider it a campaign rally performance!

Here is a [video documenting a version of this workshop](#) delivered in July of 2025 with conversations and creative work time edited out (1 hour, 44 min).