

2024 | ART
BOOST
DALLAS
Training that lifts your art career

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Art Boost Dallas 2024 Announces Event Empowering Artists



with Entrepreneurial Skills for June 1.

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Dallas, TX (April 15, 2024) - Art Boost Dallas 2024 is set to invigorate the creative community with a one-day conference designed to equip artists of all disciplines with essential entrepreneurial skills.

Art Boost Dallas is an annual event organized by the Business Council for the Art's Leadership Arts Institute, a leadership development program comprised of North Texas business and arts executives. The event provides business-building insights and practical tools to help artists transform their passion into a sustainable livelihood.

"This conference is a unique opportunity for artists to gain a deeper understanding of the business side of their craft – and through BCA's support, we can offer this support to the creative community for a very low cost" said Stacie Adams, Chief Executive Officer at BCA. "Whether participants are just starting out or looking to take your creative career to the next level, Art Boost Dallas 2024 will provide artists with the knowledge and tools to succeed."

Scheduled for June 1, at the Taubman Atrium located in the Owens Art Center, Southern Methodist University, Art Boost Dallas 2024 will feature engaging and educational sessions addressing key topics such as understanding your value proposition, financial planning, branding & social media, knowing your audience, and best practices in the arts and commerce.

The event will include a keynote on *Arts Entrepreneurship: Why These Skills Matter* delivered by James Hart, a distinguished professor of practice at Meadows School of the Arts and a leading figure in arts entrepreneurship education. Attendees at Art Boost Dallas 2024 can also anticipate a diverse array of panels and lectures, each delving into the intersection of art and commerce. Led by prominent community figures, sessions like Megan Heber's discussion on financial planning and Jill Bryan's insights on self-value for creative entrepreneurs promise engaging discourse.

In addition to the keynote, Art Boost Dallas 2024 will offer a variety of sessions and panel discussions for artists including:

- Understanding your value proposition
- Financial planning
- Branding & social media
- Best practices in the arts and commerce
- The power of collaboration in the arts and how to implement their learnings.

Art Boost Dallas 2024 is made possible by the generous support of the Business Council for the Arts and its members. Tickets are available for purchase online [here](#).

For more information about the conference and to register, visit our [website](#).

About The Leadership Arts Institute (LAI) by Business Council for the Arts

The Leadership Arts Institute (LAI) by Business Council for the Arts (BCA) is a transformative program cultivating business leaders dedicated to advancing the arts, boasting over 170 alumni serving on boards nationally and internationally. LAI participants enhance leadership skills, learn nonprofit board governance best practices, and connect with influential leaders across industries. Graduates are matched with nonprofit boards, furthering their impact. LAI fosters diversity, equity, and inclusion, while its nine-month program includes hands-on projects leaving a lasting impact on North Texas. BCA champions arts-business partnerships, driving economic growth and community vitality. Visit www.ntbca.org for more.

About Business Council for the Arts

Under the leadership of a diverse Board of Directors, led by Founder's Chair Nancy A. Nasher and Board Chair Joel Austin, is a non-profit organization representing more than 150 leading businesses and organizations in North Texas supporting the arts in the workplace, in education, and in the community. As the premier organization for forging business-arts partnerships in North Texas, BCA supports important member programs that enhance creative workforce development, such as On My Own Time™, an annual arts competition offering businesses and their employees the opportunity to showcase their literary and visual arts talents; enrich existing company programs, such as Art at Work, where BCA pairs local artists with corporate offices to exhibit works of art in conjunction with diversity, equity, and inclusion and/or wellness programming; and elevate understanding of the role of art in business through Arts & Health, and Arts & Real Estate, committee-led programs that bring together thought leaders and experts on the role of art in support of industry business objectives, among others. In addition to providing arts-related services for member organizations, BCA serves the North Texas arts community. For more than three decades, BCA has provided a pipeline of arts advocates and prospective board members to the arts community through its annual cohort of Leadership Arts Institute graduates. In addition, BCA works closely with arts institutions as well as local artists to continually innovate and serve, such as BCA's most-recent program, Art Boost: Dallas, a half-day conference featuring experts in the art world providing business advice and guidance to practicing artists. And finally, as the North Texas hub for economic impact data collection, BCA

supports the economy of the region. In partnership with Americans for the Arts (AFTA), the BCA supports the region as a rich cultural center for business growth and cultural tourism initiatives. The most recent study, Arts & Economic Prosperity Study 6, is expected to be completed later this year, and marks the eleventh impact study by BCA over the past 25 years. BCA was founded by Raymond D. Nasher in 1988 as an outgrowth of a 1987 Dallas Citizens Council initiative. Nasher, a Dallas real estate developer, leading philanthropist, and global art collector, along with other key business leaders and Citizens Council members, determined that Dallas and the adjacent region would have the best opportunity for becoming a prominent business city by ensuring parallel growth in the North Texas region's cultural community. For more information about the Business Council for the Arts, or to join as a BCA member organization, visit www.ntbca.org.

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Leadership in Arts Council

Art Boost 2024

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