



CONTACT:
Debra Alleyne
Office of Arts and Cultural Affairs
Arts and Cultural Affairs Coordinator
563.690.6059
dalleyne@cityofdubuque.org

NEWS RELEASE

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‘Business of the Arts’ event on Nov. 2

DUBUQUE, Iowa – The City of Dubuque has included an evening event to its exploration of the relationship between arts and business on Thursday, Nov. 2. A “Business of the Arts” presentation will be held from 5:30 to 7:00 p.m. on Thursday, Nov. 2, at The Smokestack at 62 E. Seventh Street. This event was added to support the many individual artists that live and work in the Dubuque area.

The Business of the Arts event will follow the second annual Arts and Business Luncheon earlier that same day and is being coordinated by the City of Dubuque Arts and Cultural Affairs Office and Economic Development Department and members of an Arts and Business Steering Committee. The evening event is sponsored by Asylum Recording Studios, Julien’s Journal, and Bob and Nancy Felderman of General Bob Photography.

The evening’s featured speaker is Roy Elkins, founder and CEO of Broadjam and director of Between The Waves Madison Music Festival and Conference. He will present “Making a Living Making Music.” Elkins, who is also a music licensing professional, will discuss strategies on how artists can make a living in today’s changing world. His presentation will discuss developing, marketing, selling, and financing projects with particular attention to musical performance and entertainment. Elkins will focus on how to employ business strategies, delivery systems, and practical advice for artists to amplify the reach of their work. He will also discuss the methods and challenges of pitching to the film and television industry, maximizing earnings in local markets, and developing a successful business strategy. Sean Murphy, managing partner and owner of Gigantic Design Co. of Dubuque, will also speak at the event.

“This series is intended to focus on the individual artist. We acknowledge that the journey of the artist is twofold: the creation of artwork but also the creation of a successful career using the arts,” said Debra Alleyne, arts and cultural affairs coordinator for the City of Dubuque. “We hope that this series will provide guidance on the secondary process that is unique to artists and creative makers.”

Admission is \$5 and space is limited. Please RSVP by online by Wednesday, Nov. 1, at www.cityofdubuque.org/artsandculture. For additional information, contact City of Dubuque Arts and Cultural Affairs Coordinator Debra Alleyne at 563-690-6059 or dalleyne@cityofdubuque.org.

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