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For Immediate Release
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Artist INC Live Coming to Arkansas

*Arts Center of the Ozarks will host artist entrepreneurship program*

(Kansas City, MO) Mid-America Arts Alliance (M-AAA) is pleased to announce that its artist entrepreneurship program is coming to Northwest Arkansas in 2017. The Arts Center of the Ozarks in Springdale, AR, will serve as the host organization, with support from the Arkansas Arts Council. Participant applications will be due fall 2016 with the training for its first cohort in spring 2017. Applications will open October 10. For artists in the area who are interested in the program, there will be an Artist INC What Works workshop on Wednesday, November 9, from 7:00 p.m. to 9:00 p.m. at Crystal Bridges Museum of American Art.

Artist INC is a program of the University of Missouri Kansas City’s Innovation Center (UMKC Innovation Center) and offered throughout the region in partnership with M-AAA. Artist INC Live provides cutting edge training seminars that address the specific daily business needs and challenges artists of all disciplines face. It is the only stand-alone program in the M-AAA region dedicated exclusively to artist entrepreneurship training. Over the eight-week training, artists gain the knowledge and support to strengthen their creative practices and grow their arts businesses, equipping them with the tools to make a living with their artwork.

“We are thrilled to be working in partnership with the University of Missouri-Kansas City Innovation Center to expand this program to NW Arkansas. We look forward to welcoming the participating artists to the expanding regional community of Artist INC alumni,” said Todd Stein, Interim CEO of Mid-America Arts Alliance.

Lisa Cordes, director, Artist INC, says, “We are thrilled to be able to offer the Artist INC program to the rich diversity of artists of all disciplines in Northwest Arkansas. We know from experience that the artists selected will finish the program with the skills necessary to sustain their art practice and grow their arts business.”

Artist INC Live in the M-AAA region is supported by Mid-America Arts Alliance, the National Endowment for the Arts, our state arts organizations, and foundations, corporations, and individuals throughout our region. More than seven hundred artists have participated in Artist INC since its inception in Austin, TX; Kansas City, MO; Lawrence, KS; North Little Rock, AR; Oklahoma City, OK; Omaha, NE; and Tulsa, OK.

**About Mid-America Arts Alliance**

Mid-America Arts Alliance (M-AAA) strengthens and supports artists, cultural organizations, and communities throughout our region and beyond. We achieve this primarily through our national traveling exhibition programs, innovative leadership development, and strategic grant making. We are especially committed to enriching the cultural life of historically underserved communities by providing high quality, meaningful, and accessible arts and culture programs and services. Each year M-AAA’s programs reach one million people. We believe in more art for more people. Additional information about M-AAA is available at [www.maaa.org](http://www.maaa.org).
About Arts Center of the Ozarks
For nearly fifty years, the Arts Center of the Ozarks (ACO) has been an institution of the people. From theatre performances and gallery exhibitions to educational classes, ACO has served the region of Northwest Arkansas through the arts. For more information, visit acozarks.org.

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