November 15, 2018 – Artists and producers looking to build tours of new works and arts professionals seeking to share big ideas with audiences will have their moment in the spotlight at the “UP NEXT!” artist pitch session and at “5 Minutes to Shine” (5MTS) at APAP|NYC 2018.

Artists create works and professionals float ideas, similar to a start-up company creating a product, with a chance to preview ready-to-tour works in front of key industry leaders and audiences at APAP|NYC, the leading performing arts gathering and the industry’s incubator for new works, concepts and exchange of ideas. Additionally, APAP|NYC is known for its nearly 1000 independently produced showcase performances, which are previews of new works made available for buyers interested in acquiring new programming for their arts venues. These start-up opportunities for artrepreneurs provide meaningful support and a pathway for bringing works to markets across the country and abroad.

On Friday, January 12 from 1-3 p.m., discover eighteen exciting new works that are in development or ready to tour, curated by APAP, at the “UP NEXT!” artist pitch session. These artists and organizations include:

Ananya Dance Theatre
Annabel Soutar and Porte Parole
Bollywood Boulevard
David Dorfman Dance
Grand Tapestry
Hansel & Gretel: A Wickedly Delicious Musical Treat
Jade Solomon Curtis
Kid Koala/Nufonia Live Inc.
Kybele Dance Theater
Laura Karpman
Leila Buck and ArKtype
Paul D. Miller (aka DJ Spooky)
Phantom Limb
Ripe Time
SITI Company
Stalker Theatre
Terence Blanchard E-Collective, Rennie Harris Puremovement and Andrew Scott
Tim Watts/The Last Great Hunt

On Monday, January 15 from 10-11 a.m., 5 Minutes to Shine: Building Arts Audiences (5MTS) offers an opportunity for arts professionals who are APAP members to share a compelling story or idea with the most innovative engagement and audience-building work from the field. The participant who receives the most audience votes presents their concept at the APAP Annual Awards Luncheon immediately following the session. 5MTS is inspired by the Wallace Foundation's Building Arts Audiences Initiative.

The model for arts business success relies heavily on the ability to launch ideas and works from this type of industry exchange – the arts is a business and artists have to make difficult business decisions to make each artistic endeavor sustainable. APAP|NYC provides a critical platform for artists and arts professionals to connect with industry executives looking to plan their next season, acquire new works and/or support works in development.

“The US performing arts industry earned a combined annual revenue of about $15 billion in 2017. The strength of our economy demonstrates not only consumer confidence in spending but validates the high interest consumers have in spending on arts-related events at music venues, theater, opera and dance companies, and circuses,” said Mario Garcia Durham, president and CEO of the Association of Performing Arts Professionals (APAP). “By providing opportunities to incubate and accelerate new works at APAP|NYC, we continue to support the strong start-up culture our industry thrives on in order to connect with investors and audiences across platforms.”

Arts and cultural production grew by $165 billion or 32.5 percent over a 15-year period (1998-2013) according to the latest U.S. Bureau of Economic Analysis report. Culture outpaces other sectors with the annual growth rate for arts and culture as a whole (1.8 percent), making it on par with that of the total U.S. economy (1.9 percent). This sector grew faster than other sectors such as accommodation and food services (1.4 percent), retail trade (1.3 percent), and transportation and warehousing (1.1 percent).

In 2013, arts and cultural production contributed $704.2 billion to the U.S. economy, or 4.23 percent of GDP. Arts and culture produced more than some other sectors, such as construction ($619B) and utilities ($270B). Top arts and culture industries included: broadcasting (excluding sports); motion picture
industries; publishing (excluding Internet); arts-related retail trade (such as art galleries, book stores, and music stores); performing arts companies and independent artists, writers, and performers; and creative advertising services. Theaters contributed $7.1 billion, followed by music (including jazz, rock, and country bands and artists) at $4.2 billion, and symphony orchestras and chamber groups at $2.1 billion to the overall US economy.

**About APAP, the Association of Performing Arts Professionals**

APAP, the Association of Performing Arts Professionals, based in Washington, D.C., is the national service, advocacy and membership organization dedicated to developing and supporting a robust, performing arts presenting field and the professionals who work within it. Our 1,600 national and international members represent leading performing arts centers, municipal and university performance facilities, nonprofit performing arts centers, culturally specific organizations, foreign governments, as well as artist agencies, managers, touring companies, and national consulting practices that serve the field, and a growing roster of self-presenting artists. As a leader in the field, APAP works to effect change through advocacy, professional development, resource sharing and civic engagement. APAP is a nonprofit 501(c)3 organization governed by a volunteer board of directors and led by President & CEO Mario Garcia Durham. In addition to presenting the annual APAP|NYC conference - the world's leading forum and marketplace for the performing arts (Jan. 12-16, 2018) - APAP continues to be the industry's leading resource, knowledge and networking destination for the advancement of performing arts presenting.

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