

A quarterly publication of the Business Committee for the Arts, a division of Americans for the Arts

FACTS AND FIGURES

A Major Drop in Giving in 2009

In 2009 giving fell at 59% of companies surveyed according to The Committee Encouraging Corporate Philanthropy's Giving in Numbers: 2010 Edition. 40% of those companies decreased giving by 10% or more. However, aggregate non-cash giving rose by 16% in 2009 over the previous year. For information, www.corporatephilanthropy.com.

Alcoa Leads in Corporate Volunteerism

Alcoa announced that 49% of the company's workforce volunteered in their communities around the world over the course of 2010, a rate significantly higher than the average company. Between 2008-2010, the Boston College Center for Corporate Citizenship recorded average participation rates in employer-supported volunteering between 17 and 31 percent. For more information, www.alcoa.com

BCA NOTEWORTHY

If you would like to receive monthly e-mails about the latest arts and business partnerships across the country, subscribe to BCA's e-newsletter.

www.AmericansForTheArts.org/go/BCAnews

ARTSblog

To keep up to date on arts news across all sectors please visit Americans for the Arts ARTSblog, <http://blog.artsusa.org>

Celebrating Business Partnerships with the Arts

On November 4, arts and business leaders from across the country gathered at New York City's Central Park Boathouse to celebrate 12 businesses' exceptional commitment to the arts at the sixth annual BCA 10 Awards. The 2010 honorees employ diverse giving strategies—financial contributions, volunteerism, corporate collections, matching gift programs, community involvement, and creative partnerships—all in the name of bolstering the arts in America.



Joseph C. Dilg, Chairman of the BCA Executive Board presents the Hall of Fame Award to Andrew Olivastro of United Technologies Corporation

"Tonight we honor companies who have shown a dedication to the arts," said Joe Dilg, Chairman of the BCA Executive Board. "Each of these companies embraces the arts in their day-to-day work, from their operations and employees to their clients and communities."

Education is a key area of focus for this year's BCA 10 awardees. ConocoPhillips is engaged in a six-year partnership with the Houston Grand Opera's education initiative that works to promote the arts in the Houston community. Northeast Utilities partnered with a Hartford, CT elementary school to help it transform into a K-8 arts-based magnet program. M.C. Ginsberg Jewelers and Objects of Art supports an artist-in-residence program for the Iowa City School



Robert L. Lynch, President and CEO, Americans for the Arts welcomes guests to the BCA 10

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BCA EXECUTIVE BOARD

The BCA Executive Board is comprised of business leaders who provide leadership and expertise on key BCA initiatives including messaging, advocacy, and strategic alliances within the private sector community. We welcome Lynn L. Elsenhans and Ken Solomon.



Lynn L. Elsenhans,
Chairman, CEO, and
President, Sunoco, Inc.

Elsenhans has been President and Chief Executive Officer of

Sunoco, Inc. since August 2008 and Chairman of Sunoco, Inc. since January 1, 2009. Prior to that, she was Executive Vice President of Global Manufacturing for Shell Downstream, Inc. from 2005 to 2008.



Ken Solomon,
Chairman, Ovation
and Chairman and
CEO, The Tennis
Channel

Ken Solomon is Chairman of Ovation and was a key architect in the August 2006 acquisition of the network by a group of private investors led by Hubbard Media Group. Solomon is also Chairman and Chief Executive Officer of The Tennis Channel, the only 24-hour, television-based multimedia destination dedicated to tennis and the lifestyle that surrounds it.

BCA 10

Nominate the Best Companies Supporting the Arts in America. The BCA 10 recognizes businesses of all sizes for their exceptional involvement with the arts that enrich the workplace, education, and the community. These companies set the standard of excellence and serve as role models for others to follow.

For more information and to nominate a company, www.AmericansForTheArts.org/go/BCA10.

INSIDE BCA

Moving forward into the New Year, it is important to take the time to reflect on all that we have accomplished together. I am proud that through such challenging times arts and businesses continue to come together in creative partnerships that build innovative workforces, livable communities and keep the arts alive. As we saw in the recently released BCA Triennial Survey of Business Support for the Arts, the giving landscape has dramatically shifted over the past three years. In encouraging news, businesses like those we recently honored at the BCA 10 have shown exemplary leadership by keeping the arts a top priority in their giving strategies. It is with the dedication and diligence of these companies that the arts continue to grow and flourish, promoting inspiration and resourcefulness across the country.

In November, business and arts leaders had the opportunity to come together at the BCA 10 gala in New York City. The energy and passion in the room was inspiring. It was an honor to celebrate these 10 companies as well as Leadership Award Winner Clarence Otis, Jr., Chairman and CEO of Darden Restaurants and United Technologies Corporation which was inducted into the Hall of Fame. Stories of community revitalization, business innovation, and flourishing economies through the arts were a great reminder as to what we can accomplish when we all work together.

I wish you all a healthy and happy new year. Although this is the last issue of BCAnews, Americans for the Arts will continue to be a leading resource for business and arts news. You can still read about arts and business partnerships on our website, ARTSblog and a variety of our other publications. I look forward to continuing our work together in 2011 through creative collaborations and partnerships between the arts and business.

THE BCA TEN: BEST COMPANIES SUPPORTING THE ARTS IN AMERICA

presented by: Business Committee for the Arts,
a division of Americans for the Arts

- BlueCross BlueShield of South Carolina, Columbia, SC
- Capital Bank, Raleigh, NC
- Con Edison, New York, NY
- ConocoPhillips, Houston, TX
- Devon Energy Corporation, Oklahoma City, OK
- Halifax EMC, Enfield, NC
- M.C. Ginsberg Jewelers and Objects of Art, Iowa City, IA
- Northeast Utilities, Hartford, CT
- Portland General Electric, Portland, OR
- Strata-G Communications, Cincinnati, OH

BCA Leadership Award: Clarence Otis, Jr., Chairman and CEO, Darden Restaurants, Inc.

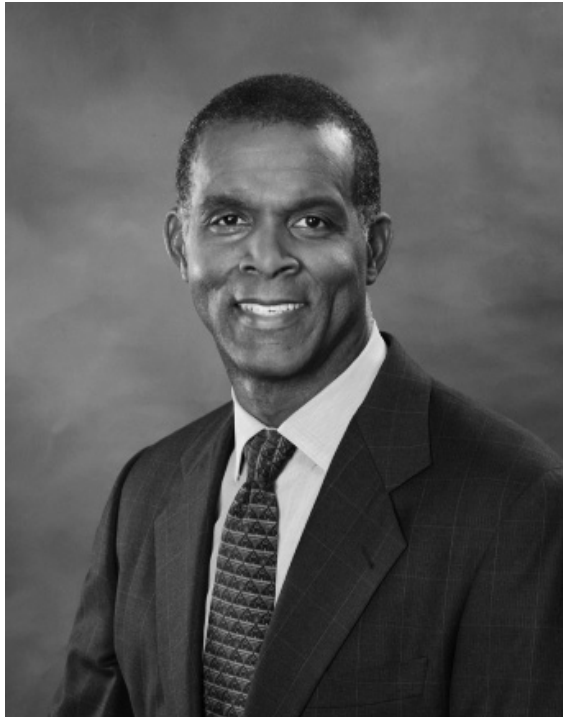
BCA Hall of Fame Inductee: United Technologies Corporation, Hartford, CT

Presenting Sponsor: Darden Restaurants, Inc.

For more information, www.AmericansForTheArts.org/BCA

The Art of Leadership

Each year the BCA Leadership Award is presented at the BCA 10 gala to a business executive who has demonstrated exceptional vision, leadership and commitment in developing and encouraging business alliances with the arts throughout his or her career. The 2010 BCA Leadership award was presented to Clarence Otis, Chairman and CEO of Darden Restaurants headquartered in Orlando, Florida.



“The company has made a remarkable 5 million dollar commitment to help build the Dr. P. Phillips Orlando Performing Arts Center in downtown Orlando, ensuring that the performing arts remain a stronghold in Orlando.”

company in 1995 and was named CEO in 2004.

Throughout his career Clarence Otis has found inspiration through the arts. His understanding of the arts and creativity was founded as a child growing up in Los Angeles near the Watts Towers Arts Center, the hub for the Los Angeles black arts movement in the 1970s. His early experiences led

to his deep understanding of the role that the arts play in encouraging diversity in the workplace and in the community.

Under Clarence Otis' leadership, Darden Restaurants supports the community through grants, in-kind support and employee volunteer time. The company has made a remarkable 5 million dollar commitment to help build the Dr. P. Phillips Orlando Performing Arts Center in downtown Orlando, ensuring that the performing arts remain a stronghold in Orlando. Darden also

supports Central Florida arts organizations through its Good Neighbor program that includes The Orlando Philharmonic, Orlando Ballet, Orlando Shakespeare Theatre, and the Mennello Museum of American Art just to name a few.

Darden employees generously donate nearly one-hundred-thousand dollars annually to United Arts of Central Florida. Darden matches these funds through its foundation and makes additional cultural grants to United Arts and more than 20 cultural organizations. Darden is the largest corporate supporter of arts and culture in the region.

Clarence Otis and his wife, Jacqueline Bradley, have assembled a collection of works by black contemporary artists. The Cornell Fine Arts Museum at Rollins College featured art from their collection in 2007. Clarence and Jacqueline are also supporters of the Studio Museum in Harlem, the Orlando Philharmonic and the Negro Spiritual Scholarship Foundation.

Clarence Otis joined Darden restaurants in 1995 and was named CEO in 2004. Darden is the world's largest full-service restaurant company with annual sales of more than \$7 billion. Through subsidiaries, Darden owns and operates 1,800 Red Lobster, Olive Garden, LongHorn Steakhouse, The Capital Grille, Bahama Breeze and Seasons 52 restaurants in North America, employs approximately 180,000 people and serves 400 million meals annually. Clarence Otis joined the

Final Issue of BCAnews: Where to Continue Reading About Business and Arts News

this is the final issue of *BCAnews*. You can find current news on business support to the arts in the monthly e-newsletter *BCA Noteworthy*, <http://blog.artsusa.org>, and *ArtsWatch*, a weekly e-newsletter that provides the latest policy-relevant arts and culture news. You can continue to learn about effective arts and business partnership by becoming a member of Americans for the Arts, www.AmericansForTheArts.org/membership. Please contact privatesector@artsusa.org with any questions.

PRIVATE SECTOR NETWORK

Americans for the Arts is committed to building private-sector support for the arts. A network of Arts & Business Council affiliates (ABC), Business Committee for the Arts affiliates (BCA), and United Arts Funds (UAF) works to achieve this goal on the local level.
www.AmericansForTheArts.org/go/privatesector.

Great Hartford Arts Council Explores the Arts and Healthcare

"The creative engagement that appeals to each of us can positively affect our mood. It's a gift to each of us, and one we shouldn't wait to unwrap!" These are the words of Foundation for Art & Healing President Jeremy Nobel, MD, MPH, as quoted in the *Hartford Courant*. On November 9, The Greater Hartford Arts Council collaborated with the Metro Hartford Alliance to host a Rising Star Breakfast on the subject of art and healing, featuring Nobel as the speaker. At the breakfast, Nobel discussed the connection between creative activity and wellness, pointing out that businesses are beginning to look to the arts as a way to increase productivity and cut healthcare costs.

The Rising Star Arts & Healing breakfast was sponsored by Aetna. *The Hartford Courant* was the event's Media Sponsor.

Colorado BCA Hosts Arts Leadership Panel

In Denver, the Colorado Business Committee on the Arts (CBCA) hosted "The Art of the Deal," a Young Presidents' Organization panel discussion, at the Denver Art Museum on November 11. Leaders of Denver's top arts organizations participated in the panel, including Christoph Heinrich, Frederick and Jan Mayer, Director of the Denver Arts Museum; Gil Boggs, Artistic Director at the Colorado Ballet; and Randy Weeks, President/ CEO of the Denver Center for the Performing Arts. Moderated by CBCA President Deborah Jordy, the panel addressed issues such as competing in a global market, the trade-off between audience building and critical acclaim, and strategies for attracting more world-class touring exhibitions and performances to Denver.

Jordy also introduced the recent CBCA study on the economic impact of the arts in

the Denver area, and panelists described examples of cultural tourism at their organizations and their economic impact on Denver.

Arts Council in Dutchess County, NY Receives Business Excellence Award

On November 4, the Dutchess County Arts Council received a Business Excellence Award from the Dutchess County Economic Development Corporation for their contributions to the community. The Arts Council works to support the arts economy in the area through grants and fundraising, as well as professional development and other services for local artists and arts organizations.

Mary Kay Vrba, director of Dutchess County Tourism and Business Excellence Awards judge, said the Arts Council "reinforces the idea that this is an ideal place to live, work, and play as we compete for jobs, capital, and talent."

"The arts are a very strong export of this country," Arts Council President Benjamin Krevolin said. "The world is watching our TV programs, listening to Lady Gaga. The world is wearing and living in our designs."

ArtsKC Raises \$164,000 at Ripple Effect Breakfast Fundraiser

On October 14, the Arts KC, the Arts Council of Metropolitan Kansas City, held a Ripple Effect Breakfast Fundraiser at the Leedy-Voukos Art Gallery. ArtsKC grant recipients testified on the positive ripple effect that the arts council has created in their lives and in our community, and ArtsKC Fund Inspiration Grant recipients Beau Bledsoe and Nathan Granner also performed for the packed house of Kansas City arts leaders and supporters. The breakfast raised more than \$164,000 in cash and pledges for ArtsKC over the next five years.

Business for Culture & the Arts Honor Portland Friends of the Arts

In Oregon, Business for Culture & the Arts honored Oregon's top corporate givers to the arts at their annual Arts Breakfast of Champions, held at the Portland Art Museum on November 17. US Bank was awarded as the top corporate arts giver in the state of Oregon, and The Standard was recognized as

the top business for arts donations in the Portland metro area.

Portland Mayor Sam Adams also re-presented the BCA 10 award to Portland General Electric CEO Jim Piro. "PGE believes the arts have the power to educate, heal and create a vibrant economy and has long demonstrated a dedication to incorporating the arts in its corporate culture while also encouraging other businesses to follow suit," said Virginia Willard, Business for Culture & the Arts' executive director.

The event also honored outstanding individual givers from the Portland area, and featured performances by pianist Ralph Huntley, poet Scott Poole, and Playwrite, Inc. Arts Breakfast of Champions was sponsored by PGE, Key Bank, Washington Trust Bank, Columbia Sportswear Company, Laika, and six other businesses.

What is a BCA affiliate?

The BCA affiliates program enables a community to draw on the national resources of the Business Committee for the Arts, a division of Americans for the Arts, to create an organization that develops and increases business support to the arts in its operating area.

What is an ABC affiliate?

Arts and Business Council affiliates promote mutually beneficial partnerships between arts and business. In addition to working to stimulate more financial support for the arts, efforts are also made to stimulate and support volunteerism, services the arts can offer to business, the transfer of management expertise from business to the arts, and sharing of knowledge and best practices.

What is a UAF?

United Arts Funds (UAF) are community-specific fundraising organizations that distribute earned funds to the arts organizations in their communities. A UAF is a combined or federated appeal for arts funding conducted annually to raise unrestricted money on behalf of three or more arts, culture, and/or science organizations. While these campaigns traditionally focus on corporate, individual, and workplace giving, they also may include government support.

For information,
www.AmericansForTheArts.org/go/privatesector.

PARTNERSHIP NEWS

National Grid Commissions Public Art Project for Energy Efficiency

This fall, National Grid partnered with ARTSWorcester to help encourage energy efficiency in Massachusetts through public art. National Grid commissioned five artists to paint 6-foot, 10-inch fiberglass sculptural replicas of compact fluorescent light bulbs that were displayed at community centers throughout the city of Worcester in the fall. ARTSWorcester facilitated the artist selection process by contacting Worcester area artists about this unique public art opportunity.

“‘Lighting the Community’ helps us bring our energy-efficiency message directly to our customers through these sculptures and creates excitement that encourages and reminds young people, families, and those who have never tried a compact fluorescent light to save energy and become stewards of our environment,” said Ed White, vice president, energy products for National Grid. “This is a fun, creative way in which we can involve our customers across the Worcester area and highlight how simple it can be to implement efficiency measures that make a difference.”

Hospital Provides Healthcare to Ballet Dancers

Chicago’s Weiss Memorial Hospital is sponsoring the Joffrey Ballet by doing what they do best—providing healthcare. Weiss will make healthcare available to the troupe at the hospital as well as the ballet’s studio, from pre-season physicals to emergency or scheduled consultations. Weiss has also provided the ballet with a “Game Ready” machine, an innovative ice compression system that speeds recovery.

“Having Weiss Memorial Hospital as a sponsor of the Joffrey gives us peace of mind that our dancers’ healthcare needs will be met,” said Christopher Clinton Conway, executive director of the Joffrey. “In this highly competitive world of dance, it’s reassuring to know we have access to a team of recognized orthopedic physicians

with a high level of experience and expertise at a moment’s notice to address our dancers’ needs.”

HP and AMD Sponsor Contest for Arts Education

On October 12, Hewlett-Packard, AMD, and DoSomething.org announced the winners of the “Make Art. Save Art.” competition, an innovative web-based contest supporting art education. Students from across the country were encouraged to create works of art in the form of PC-wallpaper. The five finalists and grand prize winners were selected on the basis of most frequently shared on Facebook, Twitter, and other social networking sites. More than 2,700 students submitted designs to the contest; their entries were shared over 300,000 times. The grand prize winner, Kathy Simonetta, won a \$1,000 scholarship as well as \$5,000 and five HP Pavilion dv6z laptops for the art program at her Orange County, CA high school.

Bank of America Donates \$10 million in Funds and Art to the Museum of Fine Arts, Boston

In September, the Museum of Fine Arts, Boston announced the receipt of a \$10 million donation from Bank of America. Half of the donation will fund exhibitions, programming, and operations costs; the other half of the donation is in art, including *Blue Green Yellow Orange Red*, a 1968 oil painting by Ellsworth Kelly from Bank of America’s corporate collection.

“We recognize the important role the arts play in sustaining and stimulating the cultural and economic vitality of Boston and the many communities we serve, and we continually look for meaningful ways to partner with museums to open up access to the arts,” said Anne M. Finucane, Global Strategy and Marketing Officer, President Northeast.

In recognition of Bank of America’s longstanding partnership with the museum, the MFA has named the plaza in front of its Huntington Avenue entrance the “Bank of America Plaza on the Avenue of the Arts.”

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District. Con Edison and the Orchestra of St. Luke’s target schools located in economically disadvantaged New York City neighborhoods, exposing students to classical music and helping them build a life-long appreciation of the arts.

“We’re a part of the community,” Con Edison spokeswoman D. Joy Faber said. “We live here, we work here, and supporting the arts is a natural thing to do. Our support of the arts is something we’re very, very proud of.”

“It is through your innovative partnerships and collaborations with the arts that communities have been changed, and continue to change across the nation.”

Other companies focus on supporting the arts in the workplace. Portland General Electric underwrote the creation of Creative Differences, a workplace diversity program the company co-developed with a local arts nonprofit. Strata-G Communications provides pro-bono design services for arts organizations in the Cincinnati area. Devon Energy’s workplace giving campaign provided an outlet for Devon employees to showcase their artistic talents while also raising a record \$56,000 for Allied Arts in Oklahoma City in 2010. Halifax General Electric employees volunteer their time to act in plays and provide electrical services to the Lakeland Arts Theater in Littleton, NC.

Still other awardees work to provide cultural participation opportunities to underserved communities. Capital

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ROUND UP

★ Galleries

MBA Lazard, Buenos Aires, Argentina; **Domaine Chandon**, Yountville, CA; **McDonald's**, Oak Brook, IL; and **AT&T**, Dallas, TX, were the sponsors of PINTA, the Modern and Modern and Contemporary Latin American Art Fair, New York, NY.

★ Museums

Outside the Box: The Art of Wood at the Holter Museum of Art, Helena, MT, was sponsored by **Plum Creek**, Seattle, WA.

The Idaho Trout Company, Buhl, ID, sponsors *Critical Messages: Contemporary Northwest Artists on the Environment* at the Boise Art Museum, Boise, ID.

The Magazine Antiques, New York City, sponsors *Eugene von Bruenchenhein* at the American Folk Art Museum, New York City.

Leo Villareal at the San Jose Museum of Art, San Jose, CA, is sponsored by **Bank of America**, Charlotte, NC.

Robert Burg Design, Scottsdale, AZ, sponsors *Extending the Runway: Tatiana Sorokko Style* at the Phoenix Art Museum, Phoenix, AZ.

Goldcorp USA, Reno, NV, sponsors *Explorer, Naturalist, Artist: John James Audubon and The Birds of America* at the Nevada Museum of Art, Reno, NV. **edible Reno-Tahoe magazine**, Reno, NV, is the media sponsor.

MSU Federal Credit Union, Lansing, MI, sponsors *Designing Women of Postwar Britain: Their Art and the Modern Interior* at the Kresge Art Museum, East Lansing, MI.

DuPont, Wilmington, DE, is the sponsor of *Betsy Ross: The Life beyond the Legend* at Winterthur Museum, Garden, and Library, Winterthur, DE.

"For Us the Living": The Civil War in Paintings by Mort Künstler at the Nassau

County Museum of Art, Roslyn Harbor, NY, is sponsored by **Mill-Max Manufacturing Corp.**, Oyster Bay, NY, and **The Astoria Federal Savings Bank**, Plainview, NY.

Omaha Steaks, Omaha, NE, is the major sponsor of *Beyond Realism: The Major Works of Kent Bellows, 1970-2005* at the Joslyn Art Museum, Omaha, NE.

★ Theater

Baxter International, Deerfield, IL, sponsored the educational programming accompanying the Chicago Shakespeare Theater's production of *Romeo and Juliet*.

The Portland Stage, Portland, ME, 2010–2011 season is sponsored by **L.L. Bean**, Freeport, ME; **Maine Home + Design**, Portland, ME; and **The Maine Magazine**, Portland, ME.

ABC 7 News, Arlington, VA, and **TBD.com**, Washington, DC, are media sponsors of *Cymbeline* at the Shakespeare Theater Company, Washington, DC.

★ Dance

The Indianapolis City Ballet, Indianapolis, IN, *Evening with the Stars 2010* was sponsored by the **Omni Severin Hotel**, Indianapolis, IN; **G. Thrapp Jewelers**, Indianapolis, IN; and **Greg Dawson and Associates**, Dawson, IN.

Atlantic Bank and Trust, Charleston, SC, and **Boeing**, Chicago, IL, are sponsors of *The Nutcracker* at The Charleston Ballet Theatre, Charleston, SC.

Clearview Federal Credit Union, Moon Township, PA, sponsors *Dracula* at the Pittsburgh Ballet Theater, Pittsburgh, PA.

The Miami City Ballet, Miami, FL, premiere of *Bugaku* was sponsored by **Ryder System, Inc.**, Miami, FL, and **WCIX-TV Channel 6**, Miami, FL.

★ Opera

Smartwater, Whitestone, NY, and **charlieuniformtango**, Dallas, TX, sponsored the free simulcast of the Dallas Opera, Dallas, TX's opening night performance of *Don Giovanni*.

The Private Client Reserve, Minneapolis, MN, is the season sponsor of the Minnesota Opera, Minneapolis, MN, 2010–2011 season.

United Airlines, Chicago, IL, is sponsoring *Aida* at the San Francisco Opera, San Francisco, CA.

★ Symphony Orchestras

The Macy's Foundation, Cincinnati, OH, is sponsoring the Cincinnati Symphony Orchestra's performance of Beethoven's *Emporer*.

The Pacific Coast Symphony, Santa Ana, CA, Holiday Organ Spectacular is sponsored by **American Airlines**, Fort Worth, TX, and **The Westin South Coast Plaza**, Costa Mesa, CA.

The Toledo Blade, Toledo, OH, is sponsoring the Chamber Series at the Toledo Symphony, Toledo, OH.

Emerson Process Management, Pittsburgh, PA, is sponsoring Handel's *Messiah* at the Austin Symphony, Austin, TX.

★ Festivals

HP, Palo Alto, CA; **The Sundance Channel**, New York City; and **Entertainment Weekly**, New York City, return as presenting sponsors of the 2011 Sundance Film Festival, Park City, UT. **Chase Sapphire**, Chicago, IL, and **Acura**, Torrance, CA, are also presenting sponsors.

A&E Indie Films, New York City; **New York Magazine's Vulture blog**, New York City; and History Films, New York City, were presenting sponsors of DOC NYC, New York City's documentary festival.

Collaborating Successfully

The 2010 BCA Triennial Survey of Business Support to the Arts was released to the public in December accompanied by the Monograph *How and Why Businesses Support the Arts: Findings from the BCA Triennial Survey of Business Support to the Arts*. What are some of the key takeaways, and what information can arts organizations use to successfully court business partnerships going forward, even in the current economy?

The bottom line: giving to the arts is down, a full fourteen percent since 2006. But there is a small silver lining, especially for a difficult economic climate: the percent the arts receive of total charitable contributions is up to fifteen percent, from thirteen in 2006.

Other data reveals two main factors in business' decisions to give to the arts: profitability, and social/educational causes. When approaching a business for partnership or sponsorship it is important to make sure that you are aligning with the goals of the business that you are approaching for support. For the recently released Monograph, a select group of field leaders discussed how best to approach a business in this situation. President of Arts + Business Partners LLC Alice Zimet remarked that: "You should know your funders so well that you know how to help them." It is essential for arts organizations to fully understand the intention of the business regarding community investment. There is a strong need for mutually beneficial partnerships; arts organizations need to reflect on what they can do for business not just what business can do for them.

Another notable survey statistic shows that more businesses were asked for support by arts organizations in 2009 (44 percent) compared to 2006 (29 percent). As overall contributions decrease and

organizational needs swell it becomes increasingly difficult to create new partnerships. What is important to know here is that small and mid-size businesses are now contributing the largest share of arts dollars; with median gifts rising among small businesses (from \$500 to \$700) and midsize businesses (from \$2,000 to \$2,250).

A large percentage of companies (65 percent) said they may increase contributions or begin supporting the arts if they could also support other social causes by giving to the arts. What is interesting here is that the majority of current art supporters are already keyed in to social issues through supporting the arts whether it is through programming that reaches the underserved (68 percent); work toward arts education initiatives (62 percent); or programming that engages in social causes such as hunger, violence, and homelessness (61 percent).

These statistics show a large communication gap between funders and arts organizations. There are, however, many partnerships that show a deep understanding of the benefits of arts and business relationships. Members can access the BCA Triennial Survey of Business Support to the Arts by visiting www.AmericansForTheArts.org/ membership and logging in or joining as an Americans for the Arts member.

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Bank sponsored the Blue Skies, Red Earth tour in which the North Carolina Symphony performed the music of the state in the rural towns of western North Carolina. Blue Cross Blue Shield of South Carolina sponsors free ballet performances for school groups.

"Tonight we are here to celebrate the incredible work of all of you here in this audience," said Americans for the Arts President and CEO Robert L. Lynch. "It is through your innovative partnerships and collaborations with the arts that communities have been changed, and continue to change across the nation."

Clarence Otis, Jr., CEO of Darden Restaurants in Orlando, FL, was honored with the Leadership Award. Otis, whose love of the arts began in his childhood, has helped Darden become the largest corporate supporter of the arts in Central Florida. The company and its employees provide financial and volunteer support to dozens of arts organizations in the Orlando area.

United Technologies, of Hartford, CT, was inducted into the BCA 10 Hall of Fame. The company's firm belief that the arts encourage lifelong learning and creativity has led them to sponsor dozens of art exhibitions and hundreds of performances at cultural institutions.

Singer-songwriter Ann Hampton Callaway, musical arts advocate the Dueling Fiddlers, and up-and-coming performer Tim Young performed to an enthusiastic audience and voiced their support of the awardees, the BCA, and Americans for the Arts.

The Media Sponsor of the BCA 10 is *USA TODAY* and the Presenting Sponsor is Darden Restaurants, Inc.

For more information, www.AmericansForTheArts.org/go/bca10

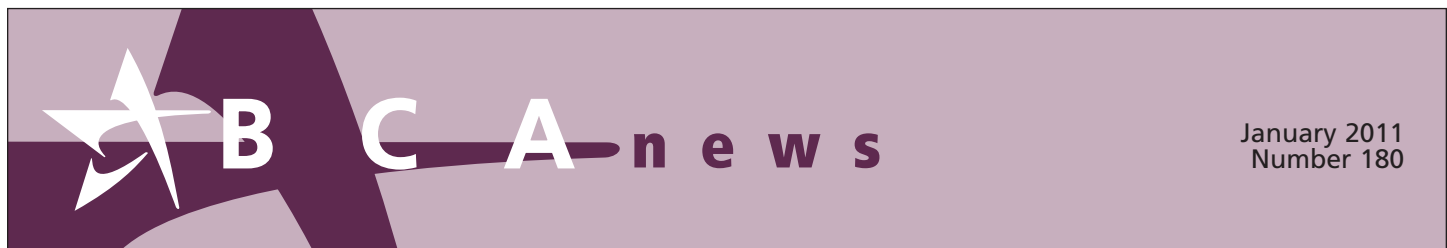


Business Committee for the Arts

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The mission of the Business Committee for the Arts, a division of Americans for the Arts, is to ensure that the arts flourish in America by encouraging, inspiring and stimulating business to support the arts in the workplace, in education and in the community.



A quarterly publication of the Business Committee for the Arts, a division of Americans for the Arts

“ ConocoPhillips believes in nurturing the human spirit, as well as the mind and body. For more than a century, we have championed the arts to help improve quality of life, enhance education and enrich the culture of our home communities – all as part of our commitment to corporate citizenship. ”

– JIM MULVA, CHAIRMAN AND CEO, CONOCOPHILLIPS

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**This will be the last issue of BCAnews.
Please see page 3 for more details.**