



June 2009
Number 174

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

FACTS AND FIGURES

Increase in Non-Cash Giving

Of nearly 140 companies surveyed by the Committee Encouraging Corporate Philanthropy (CECP), 53 percent increased their total philanthropic donations in 2008. Additionally, there was a large increase in non-cash giving which increased 35 percent by companies whose giving had increased. Giving from corporate foundations remained flat.

www.CorporatePhilanthropy.org.

Broadway Season Increase

For the 2008–2009 theater season, Broadway musicals and plays had a slight increase in total gross receipts. The total gross 2008–2009 theater season came in at a new record of \$943.3 million, up from \$937.5 million in the 2007–2008 season. However, paid attendance was down roughly one percent from last season. The data was released by the Broadway League.

www.livebroadway.com.

Decrease in Private Sector Giving

Private sector giving to the arts decreased 6.4%, from \$13.67 billion in 2007 to \$12.79 billion in 2008. Private contributions to all charities decreased 2% from \$314.1 billion in 2008 to \$307.7 billion in 2008.

www.givingusa.org.

BCA NOTEWORTHY

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

www.AmericansForTheArts.org/go/BCAnews.

The Forum for New Ideas

In hard economic times like these, the workforce is being impacted in a series of ways. Employee morale is down while their workflow has increased. Decision-makers are looking for creative ways to relieve stress and increase productivity and efficiency in their workers.

With the goal of overcoming these challenges, business and arts leaders convened on May 5 at BCA's Forum for New Ideas at Microsoft in New York City. Jonathan Spector, CEO, The Conference Board; Krista Pilot, Senior VP, Dan Klores Communications; and Randy Cohen, Vice President of Local Arts Advancement, Americans for the Arts, discussed ways in which business can work with the arts to encourage employee engagement and benefit their bottom line.

Jonathan Spector opened up the forum with an introduction on the present state of the business world. He delved into topics concerning the current corporate mindset, what executives are looking for, why employee engagement is important, and why the arts should be seen as part of the solution to current problems. "Employee engagement in an economic time like this is extremely important, it's on the minds of all executives. The arts can play a role on the dimension of creativity and innovation, to increase the way that we engage employees."

Spector further discussed the connection between the needs of companies and the relation of arts-based skills in the workforce. "Why are the arts important? The arts are important in the connection between creativity, innovation, arts education, and business outcomes, our research shows this. Those four things are sort of loosely connected." The Conference Board research has shown that when it comes to innovation there are gaps between the needs of companies and what the workforce is supplying in areas of applied skills. "The more important gaps are in things like creativity, problem solving, the ability to influence other people, teamwork. These are all factors that should be influence-able by the arts and by arts education."

"The arts are important in the connection between creativity, innovation, arts education, and business outcomes..."

In hard times, employee engagement is on the minds of employers. Randy Cohen spoke on the importance of engagement at the workplace as well as in everyday life. "There is a theory that engagement breeds engagement. So if you're engaged in the community, you're also going to be more engaged in the workplace and even in the home. So basically you become a more engaged person. That's one of the interesting theories underlying all of this

continued on page 7



INSIDE BCA

In today's uncertain economy, collaboration between business and the arts has never been more important. Businesses in every sector are working to find ways to do more with fewer resources. Leaders are focusing even more attention on improving employee morale as they seek to attract and retain the most talented individuals.

Americans for the Arts is committed to encouraging businesses to support the arts in the workplace, in education, and in communities across the nation. To achieve this goal, we have dedicated time and resources to nurturing an important relationship with The Conference Board, a global membership organization of Fortune 1000 companies that helps businesses strengthen their performance by creating and disseminating knowledge about management and the marketplace.

The partnership was forged in November 2007, when Americans for the Arts and The Conference Board collaborated with

the American Association of School Administrators to survey public school superintendents and business executives to identify and compare their views on creativity and how creative skills were developed.

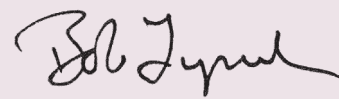
Business leaders identified "arts-related study in college" in the top two indicators of creativity. The report offered this stunning conclusion: "...it is clear that the arts—music, creative writing, drawing, dance—provide skills sought by employers of the third millennium" (Ready to Innovate, 2008).

The partnership continues with the exchange of knowledge and ideas. The 2009 Forum for New Ideas, described in more detail in this publication, brought The Conference Board expertise to the topic of ensuring that tomorrow's leaders are equipped to creatively overcome today's challenges. In May, Americans for the Arts illuminated the workforce themes of The Conference Board Annual Dinner through art. More than 300 business leaders gathered to honor Boeing's CEO and to dialogue on workforce readiness

issues, surrounded by murals created by students in New York City's Studio in a School—reminding us that creativity and innovation begins with that first spark of imagination, and becomes real through the arts.

I am encouraged by all of the work that we are collectively doing to promote key alliances between the arts and business sectors. Strategic partnerships with organizations like The Conference Board will ensure that future global leaders will have the tools to face uncertain obstacles. I look forward to working with all of you as we move forward in this important work.

Thanks,



President and CEO
Americans for the Arts

FRESH PERSPECTIVES

In-Kind Giving

Forty-one percent of companies expect to decrease their giving to the arts in 2009 according to a report from The Conference Board. In order to retain valuable relationships with arts organizations, businesses are looking for ways to continue supporting the arts in non-financial ways, including donated time through volunteerism and services. This can be a win-win proposition for both arts and business.

At a time when cash contributions are not always feasible, in-kind giving provides many of the same benefits to businesses as cash contributions. Businesses gain opportunities for image/brand building; access to opinion leaders; opportunities to engage employees, shareholders, and clients; association with quality; and access to arts market/audience. Examples of in-kind sponsorships include media (print and broadcast advertising space and time); printing; concession supplies; computer hardware/software; consulting services; catering, florists, or facilities; and either office space or event space.

The Mt. Kearsarge Indian Museum in New Hampshire received substantial in-kind donations of construction expenses and materials for its physical plant renovations and new building projects. When they rebuilt their office spaces, they received in-kind services and items that dramatically decreased costs. Specific in-kind donations included use of a backhoe, a propane heating unit from a local hardware store, and the baseboard and window/door trim from another local store. Staff members involved in the project said it was a very gratifying experience to receive this support from the community.

In 2008, Steelcase, Inc. collaborated with the Museum of Art and Design on the design and creation of the office space for their new building in New York City. By partnering with the museum, Steelcase was able to further associate their product line with excellence in design and the

museum has a sleek new look, totally in keeping with their mission. The museum, in turn, gives tours to Steelcase clients and provides space for company events providing an intimate showcase for Steelcase. This in-kind sponsorship has allowed both museum and company to expand their networks and build a mutually beneficial partnership.

For the arts, access to in-kind resources helps to stretch the budget, gain access to corporate marketing expertise and resources, reach new audiences of employees, and associate an organization with a prestigious business. The Arts & Business Council of Greater Philadelphia and the *Philadelphia*

Programs like Materials for the Arts, developed by the Department of Cultural Affairs of New York City, can facilitate the exchange between businesses and arts organizations. Materials are gathered from companies and individuals that no longer need them and redistributed to the artists, arts organizations, and schools that do. Contributions range from practical office supplies like furniture, chairs, and shelving units to decorative objects like silk flower bouquets and clothing suitable for costumes. Businesses like the efficient, professional, and user-friendly interface and arts organizations appreciate the donated materials that allow them to

"Contributions range from practical office supplies like furniture, chairs, and shelving units to decorative objects like silk flower bouquets and clothing suitable for costumes."

Inquirer are currently sponsoring a contest to provide marketing services to an arts organization. Local arts organizations are invited to enter a contest to win \$30,000 in ad space in the *Philadelphia Inquirer*. MediaLab—the creative studio of the *Philadelphia Inquirer*, *Daily News*, and *philly.com*—will provide the winning organization with MediaLab concepts, creative services, and two full-page print ads. As a result of this relationship, both MediaLab and the winning arts organization will receive more exposure and access to new audiences.

complete their artistic goals. An added benefit is that unwanted items are recycled instead of going to the dump.

In-kind giving represents one of the myriad of ways that business can continue to partner with the arts at a time when budget cuts reduce sponsorship and marketing budgets. These relationships provide benefits to both business and the arts that are beneficial to the bottom-line.

WORTH YOUR WHILE

National Arts Marketing Project Conference

Join us for **CollaborAction: Arts Marketing, Sponsorship and Fundraising Strategies That Work!**, October 30–November 2, 2009, in Providence, RI. This year, the best minds in arts marketing and fundraising will teach attendees how to work together to achieve more. Experience conference sessions to redefine and reflect on best practices in your organization.

National Arts Marketing Project Conference sessions offer marketing best practices and know-how from a variety of marketing, sponsorship, fundraising, for profit, and nonprofit leaders in the field. Come to share and learn practical ideas and strategies on successful collaboration! Registration is open.

For information and to register, www.ArtsMarketing.org.



THE BCA TEN

A distinguished panel of judges from the arts and business communities recently selected ten laudable companies who will be honored at this year's THE BCA TEN: Best Companies Supporting

the Arts in America. These companies represent a diverse range of industries, size, and geography and will be celebrated for their exemplary art support at the annual gala at the American Museum of Natural History in New York on Thursday, November 19, 2009. Broadway actor Matt Bogart, whose talents are currently lent to the Tony Award winning musical *Jersey Boys*, will provide the evening's entertainment.

For more information and to reserve a ticket or table, www.AmericansForTheArts.org/go/BCA10.

The National Arts Awards

Every October, Americans for the Arts leads the country in celebrating our cultural riches through National Arts and Humanities Month, with the Americans for the Arts National Arts Awards serving as the focal point. Join Americans for the Arts for the National Arts Awards on October 5, 2009, to honor the achievements of individuals who have exhibited outstanding leadership in the visual and performing arts, arts education, advocacy, and philanthropy. Among the awardees is **Sidney Harman**, Founder/Chairman Emeritus, Harman International Industries, Inc., receiving the Frederick R. Weisman Award for Philanthropy in the Arts and **Bank of America** receiving the Corporate Citizenship in the Arts Award.

For more information and to reserve a ticket or table, www.AmericansForTheArts.org/NAA.

Thomas A. James, Chairman and CEO, Raymond James Financial



As chairman and chief executive officer of Raymond James Financial, Inc. and chairman of its subsidiary, Raymond James & Associates,

Inc., **Thomas A. James** has been the company's driving force for support of the arts. During his more than three decades as head of Raymond James Financial, the company has given approximately \$25 million to community causes and organizations. The company is committed to ensuring that creative expression remains a central part of the Tampa Bay landscape. As such, the company is the title sponsor of Tampa's annual Raymond James Gasparilla Festival of the Arts, one of the country's premier outdoor art shows. The company also coordinates more than 300 volunteer workers during the festival. Raymond James Financial is a major supporter of The Florida Orchestra, and its corporate headquarters is home to The Tom and Mary James/Raymond James Financial Art Collection, which consists of more than 1,800 artworks. Among his many volunteer leadership roles, Thomas A. James is the immediate past chairman of the Florida Council of 100 and president of the board of trustees of The Salvador Dalí Museum.

Why did Raymond James Financial decide to support the arts as a part of the way it does business, and what are some of the current ways it's supporting the arts today?

Since its inception, Raymond James has been committed to giving back part of its profits to supporting charitable, educational, civic, and cultural (art) activities to improve the quality of life in the communities in which we live and work. The firm encourages employee participation through one-for-one

matching grants for contributions to the United Way and through directly making contributions to those charitable and arts institutions in which our employees serve as board members or active participants. My wife Mary and I have always shared that vision, and we support those same beneficiaries through personal donations and gifts from The Tom and Mary James Foundation.

How do you think arts-business partnerships can be beneficial to the current economic situation?

Fortunately, business has stepped up to support the arts as government support has been dramatically reduced given the current economic malaise. It's absolutely imperative that schools and the community generally provide art education and exposure. Business has the people, capital, facilities, and the genuine interest in making communities attractive to employees and therefore needs to participate in the arts. Maximizing long-term profits requires more than a short term narrow focus.

Bronze sculpture by Bruce Greene, "An Old Dog and a New Trick", and (right b/ground) John Coleman^{CA} sculpture, "An Honored Life."



What advice would you give other companies that wish to build relationships with the arts?

Get involved with your local arts institutions, even if that only includes small gifts or attendance at events. Soon those relationships will deepen. Put art in your places of business. Many of Raymond James's employees who were never interested in art have become collectors or proudly bring friends to our headquarters. We are voted one of the best places to work because of the environment we create.

Why do the arts matter to you personally and professionally?

The arts have enriched my family's life and given us a hobby to share. As I answer this question from behind my desk, I am surrounded by beauty. We support living artists. We know most of them personally and believe that we are helping them become commercially successful in a profession they love which will give joy to others.

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

Arts & Business Council of NY

The Arts & Business Council of New York celebrated excellence in arts & business partnerships, arts management, and business volunteerism in the arts at the 44th Annual Encore Awards on Tuesday, May 26, 2009 at TheTimesCenter in New York City. Two hundred leaders from the arts and business community were in attendance to recognize their peers. In spite of the economic downturn, the honorees all demonstrated innovation and resourcefulness that have made a significant positive impact on both arts organizations and businesses.

The 2009 Encore Award winners for Arts/Business Partnerships Award were Alvin Ailey American Dance Theater and Diageo; CITYarts and The Walt Disney Company; Learning through an Expanded Arts Program (LeAP) and Fidelity Investments; and the Viertel/Frankel/Baruch/Routh Group and the Museum of Arts & Design and Steelcase, Inc. The Excellence in Arts Management Award was presented to Carol Enseki, President, Brooklyn Children's Museum, and the Creative Business Volunteer Award was given to Elaine Grogan Luttrull for her work with The Puppetry Arts Theatre.

For information, www.artsandbusiness-ny.org.

Orange County Business Committee for the Arts

After 28 successful years of facilitating partnerships between arts and business, the Orange County Business Committee for the Arts (OCBCA) will be shutting down operations effective June 30. The announcement was made by chairman John Evans and the executive committee on May 13. Betty Moss, the founding executive director of the Orange County BCA, will be retiring on June 30, as

announced in January 2009.

The Orange County BCA has successfully fostered invaluable relationships between local business leaders and arts organizations under Betty Moss's leadership. They held the Business in the Arts Awards & Dinner annually for 27 years to give recognition of exemplary business support to the arts. Since 1989, the organization has collaborated with Chapman University's A. Gary Anderson Center for Economic Research to produce six "Economic Impact of the Nonprofit Arts on Orange County" studies. The seventh will be released in 2010.

"Betty Moss has been a 'guiding star' for the Orange County Business Committee for the Arts from its inception," said Henry T. Segerstrom, former OCBCA chairman, managing partner of C.J. Segerstrom & Sons, and former chairman of the national BCA. "Her diligent efforts in linking local business leaders with nonprofit art organizations provided both leadership for the growth of regional arts organizations, as well as development of donor support for the growth of nonprofit art organizations. I enjoyed working closely with Betty during my term as chairman of the Orange County Business Committee for the Arts, and I am convinced Betty played a pivotal role in leading the community arts organizations' successes we enjoy today."

For information, www.ocbca.org.

Cincinnati Fine Arts Fund

Karen Hoguet, the 2009 Fine Arts Fund Campaign General Chair and Macy's, Inc. Chief Financial Officer, announced that the Cincinnati Fine Arts Fund raised \$11 million in its annual campaign which raises money for the operations of arts organizations. The campaign fell \$1 million short of its 2009 goal but another \$1.1 million was brought in through special funding from The Carol Ann and Ralph V. Haile, Jr./U.S. Bank Foundation.

Chair of the Board of Trustees for the Fine Arts Fund Mark Serraine recognized this achievement as a noteworthy accomplishment: "We could have lowered our sights in this economy, but we didn't want to do that knowing how this community feels about the arts and how

important these funds are to our community." The importance of art in the community was also demonstrated by the steady number of donors, despite the decrease in the dollar amount of donations.

For information, www.fineartsfund.org.

North Texas BCA

After more than 21 years as the Founding Executive Director and CEO of the North Texas BCA, Patricia Porter has retired. In honor of her leadership, NTBCA's Leadership Arts Institute has created the Leadership Arts Alumni Association. In addition, the first annual Patricia A. Porter Fellowship in Arts Management was presented in honor of her exemplary vision and leadership.

For more than 35 years, she has directed arts agencies; managed internal and external communications programs; developed fundraising strategies; devised marketing plans and institutional promotions; and directed image creation for corporate, academic, agency, and nonprofit institutions. At the request of corporate leaders in the Dallas Citizens Council and Raymond D. Nasher, Former Chairman of NTBCA, she established the NTBCA in 1988. Since Patricia Porter established NTBCA, corporate gifts to nonprofit arts and cultural agencies in North Texas have increased from \$4.2 million to \$28.6 million in 2008.

For information, www.ntbca.org.

Arts & Science Council

Scott Provancher has been named president of the Arts and Science Council in Charlotte, NC. He comes from the position of Vice President and Campaign Director of the Fine Arts Fund in Cincinnati, OH, where he managed and oversaw personnel, planning, and resources.

Lee Keesler, president of the Arts and Science Council since 2004 retires at the end of June. While serving as president, Keesler played an important role in the planning and implementation of a \$158.5 million cultural facilities endowment campaign.

For information, www.artsandscience.org.

ROUND UP

★ **Galleries**

BKLYN Designs, Brooklyn, NY, was sponsored in part by: **Con Edison**, New York, NY; **New York Magazine**, New York, NY; **Dwell**, San Francisco, CA; **Two Trees Management**, Brooklyn, NY; **Benjamin Moore**, Montvale, NJ; and **Thermador**, Huntington Beach, CA.

★ **Museums**

M&T Bank, Buffalo, NY, is the sponsor of *The Photograph Collection: An Introduction* at the Eastman House: International Museum of Photography and Film, Rochester, NY.

Marc Jacobs, New York, NY, is sponsoring *The Model as Muse: Embodying Fashion* at the Metropolitan Museum of Art, New York, NY. **Condé Nast**, New York, NY is providing additional support.

Turner Cezanne at the Everson Museum, Syracuse, NY, is sponsored in part by **M&T Bank**, Buffalo, NY; **Hiscock & Barclay**, Syracuse, NY; **The Post-Standard**, Syracuse, NY; and **National Grid**, Westborough, MA.

Bank of America, Charlotte, NC, is sponsoring *Francis Bacon: A Centenary Retrospective* at the Metropolitan Museum of Art, New York, NY.

Quarter sponsors for the *Madison Children's Museum*, Madison, WI, are **Famous Footwear**, St. Louis, MO; **J.H. Findorff & Son Inc.**, Madison, WI; **AT&T**, Dallas, TX; **American Family Insurance**, Madison, WI; **Virchow Krause & Company, LLP**, Madison, WI; **Google**, Mountain View, CA; **KSW Construction**, Madison, WI; **Yellowbook**, Uniondale, NY; **Sub-Zero Corporation**, Madison, WI; **Celebrations Entertainment**, Madison, WI; and **TJK Design Build**, Madison, WI.

Bloomberg, New York, NY, is sponsoring *Roxy Paine on the Roof: Maelstrom* at the Metropolitan Museum of Art, New York, NY.

Aetna, Hartford, CT, sponsored *An Afternoon of Music and Dance* at The Metropolitan Museum of Art, New York, NY.

George Segal: Street Scenes, at The

Nelson-Atkins Museum of Art, Kansas City, MO, is sponsored in part by **Associated Bank**, Green Bay, WI; **J.H. Findorff & Son**, Madison, WI; and **CUNA Mutual Group**, Madison, WI.

★ **Theater**

American Airlines, Fort Worth, TX, is lead sponsor of the *International Hispanic Theatre Festival*. Also sponsoring is: **Univision 23**, Miami, FL; **ChateauBleau Hotel**, Miami, FL; **Bacardi**, Miami, FL; and **Commercebank**, Kansas City, KS.

MadStage, Madison, WI, is sponsored in part by **Wisconsin Theatre Works**, Madison, WI; **Tap it/New Works**, Madison, WI; **The Bartell**, Madison, WI; **Music Theater of Madison**, Madison, WI; and **Stage Q**, Madison, WI.

★ **Dance**

The American Dance Festival, Durham, NC, is partly sponsored by **Altria**, Richmond, VA; **SunTrust**, Atlanta, GA; **RBC Investments**, Montreal, Quebec; **Wachovia**, Charlotte, NC; **Kroger**, Cincinnati, OH; and **Bruegger's Bagels**, Burlington, VT.

Gateway, Irvine, CA, sponsored *From Here...* performed by the Saint Joseph Ballet, Santa Ana, CA.

★ **Opera**

Toll Brothers, Horsham, PA, is sponsoring the *Saturday Live Radio Broadcasts*, put on by the Metropolitan Opera, New York, NY.

West Coast Bank, Lake Oswego, OR, is the production sponsor for *La Bohème* at the Portland Opera. Performance Sponsors are **NW Natural**, Portland, OR; and **CTA lab**, Tigard, OR.

★ **Symphony Orchestras**

First Niagara, Lockport, NY, is the sponsor of the *Rochester Philharmonic Orchestra Summer Series*, Rochester, NY.

UBS, New York, NY, is the sponsor of the *Boston Symphony Orchestra Youth and Family Concert Series*, Boston, MA.

The ACE Concert Series at the Milwaukee Symphony Orchestra, Milwaukee WI, is

supported by **Northwestern Mutual**, Milwaukee, WI.

★ **Festivals**

The Come Out & Play Festival, New York, NY, is sponsored in part by **Saucony**, Lexington, MA; and **Camden Print Works**, Camden, NJ.

HBO, New York, NY, is the presenting sponsor of the *New York International Latino Film Festival*, New York, NY. The event is also sponsored by **Avid**, Tewksbury, MA; **BMI**, New York, NY; **Heineken**, New York, NY; **Suzuki**, Brea, CA; **American Airlines**, Fort Worth, TX; and **Time Warner Cable**, New York, NY.

The *Boston Underground Film Festival*, Boston, MA, was sponsored in part by **Zipcar**, Boston, MA; **Scion**, Torrance, CA; **Yelp**, San Francisco, CA; and **The Charles Hotel**, Boston, MA.

42 Below, New York, NY, is presenting *The Bicycle Film Festival* which will appear in multiple U.S. cities throughout the summer.

The *New Orleans Jazz Festival*, New Orleans, LA, was presented by **Shell**, Houston, TX. It was sponsored by **AT&T**, Dallas, TX; **Peoples Health**, New Orleans, LA; **Acura Advance**, Tokyo, Japan; **Miller Lite**, Milwaukee, WI; **Pepsi**, Purchase, NY; **Capital One Bank**, McLean, VA; **Sheraton Hotel**, White Plains, NY; and **Edison Chouest Offshore**, Galliano, LA.

AT&T, Dallas, TX, is the title sponsor for the *San Jose Jazz Festival*, San Jose, CA.

Samsung Mobile, Seoul, South Korea, is the presenting sponsor of *Bumbershoot: Seattle's Music & Arts Festival*, Seattle, WA.

Off The Grid, Seattle, WA, is lead sponsor for *Seattle's Decibel Festival*, Seattle, WA.

The International Contemporary Art Fair, San Diego, CA, is sponsored in part by: **Christies**, London, England; **Artnet**, New York, NY; **Qualcomm**, San Diego, CA; and **Maserati**, Modena, Italy.

PARTNERSHIP NEWS

HarVest Bank supports the Baltimore Symphony Orchestra

HarVest Bank of Maryland signed a two-year agreement to sponsor the Baltimore Symphony Orchestra at Strathmore. As part of the agreement, the bank will provide \$25,000 to put toward the Pictures of Music concert taking place in February 2010. This will be the fifth year that HarVest Bank has sponsored the Baltimore Symphony Orchestra. The bank has been recognized for its efforts to support the arts and has won multiple community awards including the 2006 Small Business of the Year by the Maryland Chamber of Commerce and the 2009 Good Scout Award by the Boy Scouts of America.

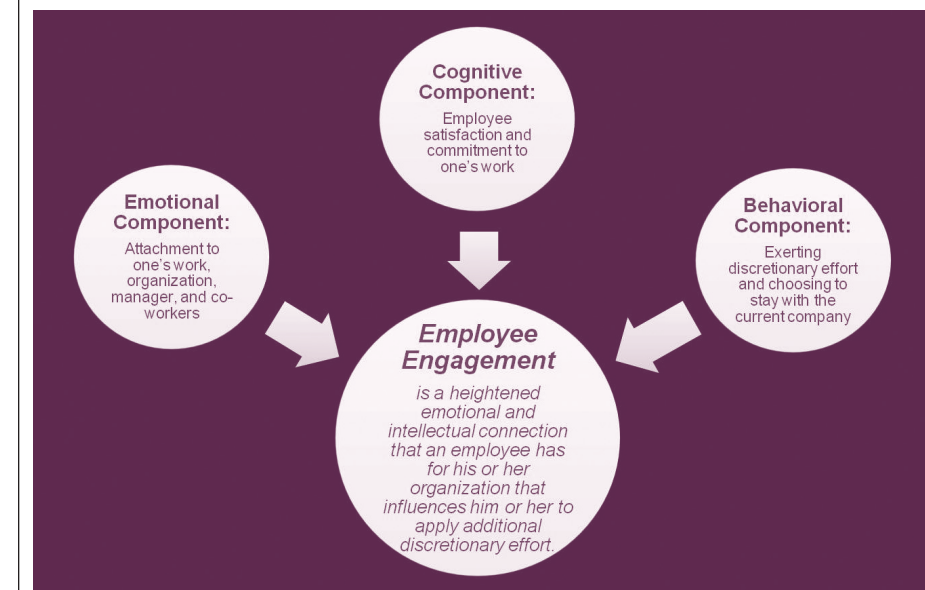
Art Gallery and Business Union Host Green Expo

The Haley Art Gallery and **The Green Alliance**, a union of 57 green business entrepreneurs, located in Kittery, ME, are hosting the first annual green expo event: Green Business in the Community at the gallery grounds on June 13. The event is an effort to combine green commerce and green art and will showcase sustainable foods and clothing merchants; geothermal and solar technologies; and also offer workshops on composting, biofuels, etc. that promote greener energy systems.

Albright-Knox Art Gallery Brings Art to Work

The Albright-Knox Art Gallery has created *At Work*, a program which aims to help corporate staff practice and strengthen their creative thinking and problem-solving skills. The gallery will serve as a stimulating backdrop to the program. Each session will be led by a member of the gallery's education staff. *At Work* is aimed toward small to medium sized local businesses. The Albright-Knox Art Gallery is optimistic that these will give them a chance at new relationships and a larger collection of future supporters. Executives at the gallery are hopeful that revenue generating programs like *At Work* will give cultural organizations an opportunity to build revenue in a time when donations have decreased.

The Forum, continued from page 1



What is Employee Engagement? ©The Conference Board

is that it's not just one aspect in your life so that's really the opportunity to build on here."

According to Cohen, noted business leaders—including Christopher Forbes, Vice Chairman of Forbes Inc.—have recognized the value of the arts. As Forbes has said, "At Forbes, we have found that the arts not only make for a more stimulating and creative work environment, but they have a direct and positive impact on the bottom line." Cohen believes that this argument "starts to make a connection between the arts and engagement and the bottom line. It shows how the arts through engagement can help attract and retain a skilled workforce, builds creativity, and fuels innovation." The arts can be used as a channel to build a more engaged and dedicated workforce, whether it be through employee volunteer programs, office art shows, or discounted tickets to the theater.

Krista Pilot expanded on the need for creativity in the workplace given the state of the economy since heavier workloads are raising the bar for retained employees. "With this need to do more with less and the stress in the workplace, there is a need

for focus and creativity—if all of a sudden I have to do the same job that 10 people had to do before and now I only have five. I better be real creative and I better be real focused on what I'm doing."

In a more pressured business environment there is a stronger need for out of the box thinking. Pilot discussed how businesses can think creatively or work with arts organizations to overcome challenges. "In terms of unleashing creative thinking, certainly our firm is working with a number of arts organizations to help us do that. Second City is a client of ours in Chicago, and they've been helping us to kind of think about how we can go into new fields and capitalize on what we have...I think that's very, very important particularly when you have to be more efficient and more effective every day."

In order to overcome the challenges presented to businesses today, businesses must continue to strengthen their creative thinking to come up with practical and innovative solutions.

To listen to a podcast of the Forum for New Ideas, www.AmericansForTheArts.org/go/BCAForum.



Business Committee for the Arts

A Division of Americans for the Arts

1 East 53rd Street, 2nd Floor
New York, NY 10022

T: 212.223.2787

F: 212.980.4857

www.AmericansForTheArts.org/BCA

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.



BCA News

June 2009
Number 174

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

“We believe the arts enhance our ability to respond to an increasingly complex and fast moving world with new perspectives, ideas and insights. Partnerships between business and the arts embrace the vitality of the world around us and serve the human spirit.”

Seth H. Waugh, Chief Executive Officer,
Deutsche Bank Americas

This Issue . . .

1 Business Works with Art on Creative Solutions

BCA Forum for New Ideas

3 Arts and Business Partnerships

In-Kind Giving

4 Profile in Leadership

Thomas James, Chairman and CEO, Raymond James Financial