

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

FACTS AND FIGURES

Target Continues to Give Five Percent

Despite layoffs and the recession, Target will continue to donate five percent of its pre-tax profits to the arts, education, and social services. In 2008, Target gave \$169 million in grants and in-kind contributions. Target has been a strong supporter of free and reduced admission at museums and theaters across the country.

www.startribune.com

Impact of Economic Downturn on Corporate Giving

In February, The Conference Board surveyed 158 companies about their corporate giving programs. Arts and culture are predicted to take the largest budget cut with 41 percent of companies reporting a planned decrease of support of arts and cultural programs. The biggest problems facing corporate giving are an increase in grant requests, a lack of financial resources, and a decline in corporate foundation endowments.

www.conference-board.org

Benefit of Arts Giving

The Philanthropic Collaborative released the first study on how foundation giving impacts household incomes and the economy. According to the study, for every \$1 given to arts and cultural institutions, \$9.77 is generated in economic benefit. In addition, foundation giving indirectly helps to create more than 900,000 nonprofit jobs.

www.philanthropiccollaborative.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

PNC Knows... The Arts Mean Business

In a time of decreased corporate funding, PNC is unwavering in its commitment to the arts. On March 11, PNC announced PNC Arts Alive, a \$5 million five-year initiative to support visual and performing arts in the Greater Philadelphia and Southern New Jersey area. PNC Arts Alive will give residents access to the arts and help arts organization re-engage and expand their audiences.



Bill Mills, PNC President for Greater Philadelphia and Southern New Jersey at the Arts Alive press conference.

The project doubles PNC's investment in arts programming in the Philadelphia and Southern New Jersey market. PNC collaborated with the Greater Philadelphia Cultural Alliance, South Jersey Cultural Alliance, and the Arts and Business Council of Greater Philadelphia to bring this concept to reality. Cynthia Lambert, Executive Director of the South Jersey Cultural Alliance says, "This initiative couldn't come at a better time; it might be the very key in sustaining the future of some arts groups that are having serious difficulties right now."

PNC Arts Alive is an investment in arts, local communities, and the economy. PNC recognizes that the arts are an economic driver and have decided to be a leader in

corporate commitment to the arts. "The arts sector is an economic engine that draws 15 million visitors, contributes \$1.3 million to the local economy, and employs 43,000 residents," said Bill Mills, President, PNC

Philadelphia and Southern New Jersey. "Now is not the time to waiver in our commitment to the region. Every dollar invested in the arts results in \$9 in economic benefit to the region."

As the fifth largest bank in the country, PNC hopes their example of investing in communities will drive others to do the same. Arts support is one of the three cornerstones of PNC's giving, in addition to PNC Grow Up Great which focuses on school readiness and their commitment to community

development. PNC's corporate leadership recognizes the arts as a force in the economy and understands that when companies invest in their surrounding communities they see an economic return. PNC has seen this principle in action in its support of The PNC Philadelphia Flower Show, sponsored by PNC since 1992, which generates an economic impact of over \$25 million annually for the city of Philadelphia.

"The arts sector is an economic engine that draws 15 million visitors, contributes \$1.3 million to the local economy, and employs 43,000 residents..."

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Much has changed over the last several months. A new administration has transitioned into the White House, new political leaders have stepped into power in states and cities across the country, and the economy has experienced significant shifts. I am happy to report that after a great deal of hard work and negotiation, together with all of you we helped secure support for the arts in the economic stimulus bill. Fifty million dollars in direct support for arts jobs and millions more in indirect support for arts infrastructure projects are included within the economic recovery package. The inclusion of the arts in the recovery bill shows that our government leaders fundamentally understand that the arts sector is an economic engine that stimulates the economy. The arts—through individual artists, gallery owners, sound technicians, local arts enabling organizations, and beyond—are team members in the overall economic recovery of this country. We have successfully communicated to key decision-makers that the arts and business are partners in economic growth and development. The inclusion of the arts in the stimulus bill demonstrates that leaders understand and appreciate that giving to the arts gives back to the economy. We are grateful for companies like PNC, highlighted in this issue of *BCAnews*, for leading the way in art support during these challenging economic times. PNC Arts Alive has doubled PNC's investment in the arts in the Philadelphia and Southern New Jersey region. Companies like PNC understand that the arts are an economic driver that positively contribute to our economy. Now more than ever, it is important to remember that the arts are part of the solution, not part of the problem. I am optimistic about the future where economic discussions and decisions will include the arts and culture sector.

Thanks,



President and CEO
Americans for the Arts

Private Sector Innovator: Akhtar Badshah

Renewable Resources: Arts in Sustainable Communities
Americans for the Arts Annual Convention
Seattle, Washington
June 18-20, 2009

At the Americans for the Arts Annual Convention this June Dr. Akhtar Badshah will be the presenting Innovator for the Private-Sector Track. Dr. Badshah is the senior director of Global Community Affairs at Microsoft where he administers the company's global community investment and employee programs. Dr. Badshah will illuminate Microsoft's overall community investment strategy, including how and why Microsoft is committed to funding the arts. He will discuss dynamic ways that technology enhances organizational operations as well as creates effective audience experiences.



Badshah manages the Microsoft Unlimited Potential Community Technology Skills Program. This initiative works to help narrow technology skills gaps, aid global work force development and create social and economic opportunities through community technology centers. Microsoft is working to bring the benefits of technology to the next billion people by 2015. He also oversees two major programs: helping nonprofit organizations improve their effectiveness through technology and focusing on IT skills training to enable individual employability.

Prior to joining Microsoft, Badshah was the president and CEO of Digital Partners Foundation, a Seattle-area nonprofit organization whose mission is to utilize the digital economy to benefit the poor.

A doctoral graduate of the Massachusetts Institute of Technology, Badshah is a board member of United Way King County, the Global Knowledge Partnership, Council on Foundations, Youth Employment Summit Inc, and the U.S. Chamber of Commerce's Business Civic Leadership Center. He also serves on the WA Governor's New Americans Policy Council and AYP Blue Ribbon Commission. Badshah resides on the Advisory Boards of the Seattle World Affairs Council, Santa Clara University Center for Science Technology and Society, University of Washington South Asia Center, and University of Washington Business School.

Badshah co-edited *Connected for Development – Information Kiosks for Sustainability*, and authored *Our Urban Future: New Paradigms for Equity and Sustainability* along with a number of articles in international journals on sustainability and urban and community development.

For more information and to register for the Americans for the Arts Annual Convention, www.AmericansForTheArts.org/Convention.

While many companies anticipate that sponsorship will decrease by 55 percent in 2009, these same companies plan to increase resources for employee volunteerism by 45 percent (The Conference Board study “The 2009 Corporate Philanthropy Agenda: How the Economic Downturn Is Affecting Corporate Giving”). More companies are devoting resources to volunteerism in order to give back to their communities and promote employee engagement. At the Committee Encouraging Corporate Philanthropy’s 2009 Board of Board Conference, the 55 CEOs and chairpersons in attendance recognized that volunteering allows companies to retain valuable relationships with nonprofits despite decreased philanthropy budgets.

According to Barry Salzberg, CEO of Deloitte LLP, “Deloitte is involved in the community to make a meaningful social impact...But we also believe community involvement is good for business. As well as building a healthy business environment in the long term, the benefits can be more immediate. It helps communicate what a company stands for; it helps attract, develop, and retain talent; and it helps us showcase our values and talents in the marketplace... At Deloitte, we leverage our talent and intellectual capital to build world-class, high-performing nonprofit organizations.” (The Corporate Philanthropist, Spring 2008).

With the goal of creating relationships between the arts and the private sector, the Business Volunteers for the Arts® (BVA) program connects business professionals with nonprofit arts organizations. BVA is a national program of Americans for the Arts operated by a network of organizations around the country. Since 1975, thousands of business professionals have shared their expertise and talents on a wide range of consulting projects through BVA.

“ The volunteers hone management and leadership skills and forge new business contacts, as well as have fun and get connected to arts groups in their community.”

Nationally, BVA has generated more than \$100 million in donated services, cash, and other in-kind resources. This program provides high-caliber consulting services that might otherwise be unavailable. Arts groups also develop relationships with business executives that can lead to new board members, development of in-kind resources, and funding. The volunteers hone



Sterling Bank employees helping sell t-shirts and CDs at a ClefWorks concert.

management and leadership skills and forge new business contacts, as well as have fun and get connected to arts groups in their community.

According to Will Maitland Weiss, Executive Director of the Arts and Business Council of

professional skills sharp and their networking active. Part of the increase comes from employers, who are looking for value-added civic engagement for their employees. And part of the increase comes from businesspeople who want to give back to the arts community but want to give from their professional talent, not from their wallet.”

From April 19-25, celebrate National Volunteer Week.

Sponsored by The Points of Light Institute, National Volunteer Week honors the individuals who dedicate themselves to taking action and solving problems in their communities. For information, www.pointsoflight.org

Improving Employee Productivity

Forum For New Ideas

BCA's Forum For New Ideas will take place on **Tuesday, May 5, 8:30 a.m. -10:00 a.m.** at Microsoft, 1290 Avenue of the Americas, New York, NY. In the current economic climate, businesses are looking for ways to increase productivity and profits while employee morale and encouraging innovation. This forum looks at ways the arts can act as a key catalyst in reaching these objectives. As research from the Conference Board shows, businesses see participation in the arts as one of the tops indicators of employee creativity and innovation. In addition, the arts have been shown to improve employee morale. Businesses that support the arts understand that investing in the arts pays dividends for companies by advancing visibility; enhancing brands; showcasing commitment to diversity; bolstering employee morale; and helping attract, train, and retain new talent. Speakers include Randy Cohen, Vice President of Local Arts Advancement, Americans for the Arts, and Jonathan Spector, CEO, The Conference Board.

For information and to register, www.AmericansForTheArts.org/go/BCAForum

Reflect, Rethink, & Renew in Seattle

Americans for the Arts Annual Convention

From **June 17-20**, gather in Seattle with more than 1,400 colleagues from across the country to grow our greatest renewable resources—the arts, culture, and creativity. On June 17, experts in strategic philanthropy and sponsorship will share their insights about the future of private sector support for the arts at the workshop, Leveraging Private Sector Support. The workshop focuses on the latest statistics and trends and will discuss what motivates businesses, foundations, and individuals to give to the arts and other nonprofits. In addition, Business Committee for the Arts and Arts and Business Council staff will convene to discuss programs and best practices.

For information and to register, www.AmericansForTheArts.org/Convention

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.

The National Arts Marketing Project Conference offers sessions from a variety of arts, nonprofit, marketing, and fundraising professionals. Share your practical ideas and strategies on successful collaboration! **Registration opens April 10.**

For information, www.ArtsMarketing.org

Save the Date!

THE BCA TEN 2009 will be held on the evening of Thursday, November 19, 2009 at the American Museum of Natural History in New York City.

For information, www.AmericansForTheArts.org/go/BCA10



PNC Knows... continued from page 1



Pictured at the March 11, 2009; Arts Alive press conference are: from left, Gary Steuer, Chief Cultural Officer, City of Philadelphia; Karen B. Davis, President for Arts and Business Council of Greater Philadelphia; Bill Mills, PNC President for Greater Philadelphia and Southern New Jersey; Mayor Michael Nutter, City of Philadelphia; Peggy Amsterdam, President for Greater Philadelphia Cultural Alliance; and Cynthia Lambert, President for South Jersey Cultural Alliance.

Arts organizations are challenged to put forth their most original thinking to engage audiences in the arts. In addition, PNC is looking to arts organizations to provide the bank with creative brand exposure and engage audiences through new channels. Grants from the PNC Foundation will help put arts organizations on stronger footing at a time when corporate support is more important than ever. In order to make a maximum impact, grants will be awarded in amounts of \$25,000 and higher.

PNC Arts Alive supports programs that increase participation by diverse audiences, encourage emerging arts programs or leverage interactive technology to build and connect audiences. PNC asks arts organizations to brainstorm unique branding opportunities that increase community recognition of PNC. PNC has pledged a long term commitment to arts support with plans to support this program for at least the next five years.

Bill Mills is eager to take the program to different regions. PNC is treating PNC Arts Alive in Greater Philadelphia and Southern New Jersey as a pilot for a more widespread initiative. The program is another great example of PNC "leading the way" to build stronger more vibrant communities.



Making a Difference
Business partnerships with the arts add value.

Museum Finds Alternative Revenue Source

The Maryhill Museum in Goldendale, WA, leased a portion of its 5,300 acres to **Windy Point Partners**. The energy company will use the land for 15 wind turbines which will generate enough clean energy to power approximately 250,000 homes. The partnership will provide the museum with \$100,000-\$150,000 in revenue annually for the leased land and additional fees based on sale of the energy.

For information, www.philanthropy.com.

Bank of America partners with BAM

Director Sam Mendes, actor Kevin Spacey, and the Brooklyn Academy of Music (BAM) are collaborating on the Bridge Project. **Bank of America** provided \$2.8 million to fund the annual staging of a double bill of classical plays. The plays will originate at BAM and then go on tour ending with a performance at the Old Vic in London. As part of the sponsorship, the bank provided input on tour locations based on cities where the bank does business. The sponsorship was set in 2007 and Bank of America continues to support the arts because of their value to employees and clients.

For information, www.bloomberg.com.

Adobe Supports Arts Programs for At-Risk Youth

The Adobe Foundation (funded by **Adobe Systems Incorporated**), the music group the Black Eyed Peas, and the Entertainment Industry Foundation announced a program to provide underserved youth with arts education programs focused on multimedia production. The Adobe Youth Voices/Peapod Academy sites will assist students in developing creative skills in production tools used in video, dance, music, and art. Adobe believes that creative and digital literacy are an important part of a quality education.

For information, www.adobe.com.

YouTube Symphony Orchestra

The London Symphony Orchestra and **YouTube** created the YouTube Symphony Orchestra. More than 3,000 amateur and professional musicians submitted audition videos to YouTube to be part of the 90 musician orchestra. Visitors to YouTube selected the performers who participated in master classes and rehearsals to prepare for a performance at Carnegie Hall on April 15. A video of audition footage from YouTube was presented at the Carnegie Hall performance.

For information, www.youtube.com/symphony

Country Music Hall of Fame and Museum Increases Earned Income

The Country Music Hall of Fame and Museum initiated a new partnership with **Country Music Television (CMT)** to sponsor live performance in the museum's shop. Unlike most museums which receive only 30 percent of their revenue from earned income, the Country Music Hall of Fame and Museum relies on 79 percent from earned income from admission and sales in their shops. The partnership will bring high-level performers to the museum which will encourage more spending in the museum store.

For information, www.bizjournals.com/nashville

To advocate for \$50 million in direct support for arts jobs through the National Endowment for the Arts, Americans for the Arts ran "The Arts=Jobs" advertisement in Washington's top political newspapers including *Roll Call*, *Politico* and *The Hill*.

THE ARTS = JOBS

- 5.7 million** Jobs
- 100,000** Nonprofit Arts Organizations
- 612,000** Arts-Centric Businesses
- 4.3%** of all American Businesses
- \$29.6 billion** in Tax Revenues
- \$166.2 billion** Total Economic Impact

Keep support for arts jobs in the economic recovery bill.

Americans for the Arts
 Americans for the Arts Action Fund
 Arts & Business Council
 Business Committee for the Arts

Performing Arts Alliance
the Coalition of Performing Arts Associations

Chamber Music America
 National Assembly of State Arts Agencies

www.AmericansForTheArts.org • 202.371.2830 • advocacy@artsusa.org

PRIVATE SECTOR NETWORK

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

Kansas City Business Committee for the Arts

On March 13, 2009, the Arts Council of Kansas City honored six businesses for their excellent partnerships and engagement with the arts at the sixth annual ArtsKC pARTnership Awards at Starlight Theatre. In attendance were more than 400 business, civic, and arts leaders coming together to recognize the achievements of arts and business partnerships. This year's honorees included **UMB Financial Corporation**, Kansas City, MO; **Bernstein-Rein**, Kansas City, MO; and **Kuhn & Wittenborn**, Kansas City, MO. This year the Arts Council also honored the three largest grossing 2008 ArtsKC Fund Campaign companies, **Blue Cross and Blue Shield of Kansas City**, Kansas City, MO; **Kansas City University of Medicine and Biosciences (KCUMB)**, and **McCownGordon Construction**, Kansas City, MO. Nancy Jones, KCUMB, received the volunteer of the year award for her excellence in serving as her company's Cultural Concierge and ArtsKC Fund Employee Campaign Manager.

Each honoree received a specially commissioned piece of artwork by Kansas City-based fiber artist Erin McAllister. Presenting sponsors of this year's event were **Epic Entertainment**, Palm Desert, CA; **GARMIN International**, Olathe, KS; the **Kansas City Business Journal**, Kansas City, KS; and **Midwest Airlines**, Oak Creek, WI.

For information, www.artslink.org.

Arts & Business Council of Greater Nashville

On February 1, 2009, the Tennessee Volunteer Lawyers for the Arts and the Arts & Business Council of Greater Nashville merged to form one strong arts service organization in Nashville. Connie Linsler Valentine will continue as president and CEO of the Arts & Business Council. Casey Gill Summar will direct the Volunteer Lawyers and Professionals for the Arts program.

Through the merger the Tennessee Volunteer Lawyers for the Arts has become a cornerstone program of the Arts & Business Council of Greater Nashville. As a result of the merger, the expanded program will be renamed Volunteer Lawyers and Professionals for the Arts. The program will continue to provide legal services to artists and nonprofits in the greater Nashville area.

For information, www.nashvillebca.com.

Greater Hartford Arts Council

Kathleen Lynch Bolduc will become the Greater Hartford Arts Council's new CEO on July 1, 2009, when the council's current Executive Director Ken Kahn steps down. Until July, Bolduc will work with Kahn on a volunteer basis to learn more about the organization and its key constituents. She is currently Executive Vice President and Chief Marketing Officer of Travelers and Vice Chair of the Travelers Foundation. She has served on a number of arts and other nonprofit boards in the region, including the Greater Hartford Arts Council and Hartford Stage, and was the Musical Director of Newington Children's Theatre for 11 years.

"We are thrilled to have found someone who both knows the region's corporate community well and has a demonstrated passion for the arts in our community," said Stephen Kelly, President of the Greater

Hartford Arts Council Board. "We're confident that she'll be a strong leader for the arts in Greater Hartford."

For information, www.letsgoarts.org.

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 A&BC chapter?

Arts and Business Council chapters 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/information_services/arts_business_partnerships

ROUND UP

★ Galleries

Johnson & Johnson, New Brunswick, NJ, hosted artist David Simchock's exhibit *Peru: A Photo Essay*, part of the New Jersey Artist Series at Johnson & Johnson's world headquarters Gallery, New Brunswick, NJ.

UBS, New York, NY, is presenting *Placing Avery: Paintings and Prints from the Collection of the Neuberger Museum of Art* at The UBS Art Gallery, New York, NY.

★ Museums

Banana Republic, San Francisco, CA, was the Global Lead Sponsor of *Live Forever: Elizabeth Peyton* at the New Museum, New York, NY.

Nagas: Hidden Hill People of India at the Rubin Museum of Art, New York, NY, was sponsored in part by **Air India**.

Amtrak, Washington DC, sponsored Dr. *Martin Luther King Jr. Day* at the Newark Museum, Newark, NJ.

The Heard Museum Guild Indian Fair & Market, Phoenix, AZ, was presented by **APS**, Phoenix, AZ and supported by **Canyon Records**, Phoenix, AZ, and **BlueCross BlueShield of Arizona**, Phoenix, AZ. Media sponsors were **Native Peoples Magazine**, Phoenix, AZ, and **American Indian Art Magazine**, Scottsdale, AZ.

Raise the Roof: An Exhibit About Buildings at the Museum of Nature and Science, Dallas, TX, was presented by **Turner Construction**, New York, NY, and sponsored by **Andres Construction**, Dallas, TX, and **Good Fulton & Farrell**, Dallas, TX. Additional support was provided by **TD Industries**, Dallas, TX and The Real Estate Council.

The Psychedelic Experience: Rock Posters from the San Francisco Bay Area, presented at the Denver Art Museum, Denver, CO, is supported by **Accenture**, Hamilton, Bermuda. Additional funding is provided by **Avanade Inc.**, Seattle, WA. Promotional support is provided by **The Denver Post**, Denver, CO, **5280 Magazine**, Denver, CO, **CBS4**, Denver, CO, and **Red Rocks Amphitheatre**, Morrison, CO.

★ Theater

Shugoll Research, Bethesda, MD, was the corporate sponsor of *Next to Normal* at Arena Stage, Washington DC.

Season sponsors for the Pittsburgh CLO, Pittsburgh, PA, are **American Airlines**, Fort Worth, TX; the **Pittsburgh Post-Gazette**, Pittsburgh, PA; and **WTAE-TV**, Pittsburgh, PA.

Great Lakes Theater Festival's inaugural season at the Hanna Theatre, Cleveland, OH, is sponsored by **PNC**, Pittsburgh, PA.

SPECS, Westport, CT, is the corporate partner of *Around the World in 80 Days* at the Westport Country Playhouse, Westport, CT.

PNC, Pittsburgh, PA, is sponsoring the *PNC Spotlight Series* at Pittsburgh CLO, Pittsburgh, PA.

★ Dance

JPMorgan Chase & Co., New York, NY, The Geraldine R. Foundation, National Endowment for the Arts, and the New Jersey State Council on the Arts sponsored *Nai-Ni Chen Dance Company*, Fort Lee, NJ, for their performances at the Baruch Performing Arts Center and the Mayo Center for the Performing Arts, Morristown, NJ

JPMorgan Chase & Co., New York, NY, is the National Art of Leaning Sponsor for the *Alvin Ailey American Dance Theater North American Tour*. The official vehicle sponsor is **Toyota**, Tokyo, Japan, and the official airline sponsor is **American Airlines**, Fort Worth, TX.

★ Opera

Target, Minneapolis, MN, underwrote tickets for the New York City Opera's performance of *The Magic Flute*, New York, NY.

The Lyric Opera of Kansas City, Kansas City, MO, is sponsored by **Muller, Bressler and Brown**, Kansas City, MO; **Commerce Bank**, Kansas City, MO; and **Bank of America**, Charlotte, NC.

★ Symphony Orchestras

Hudock Wealth Management, Williamsport, PA, sponsored *Masterworks 2: An American in Paris* at the Williamsport Symphony Orchestra, Williamsport, PA.

Wendy's, Dublin, OH, is the sponsor of *Cinematic Symphony: Oz and Beyond with Eastman House and RPO* performed by the Rochester Philharmonic, Rochester, NY.

★ Festivals

The New York Times Arts & Leisure Weekend, New York, NY, was presented by **Olay**, Cincinnati, OH. **HBO**, New York, NY was the lead sponsor. **Fragoli**, Savignano sul Panaro, Italy, and NYU School of Continuing and Professional Studies were the corporate sponsors.

Chase, Bridgewater, MA, was the title sponsor of the *Sounds Like Brooklyn Music Festival* at BAM, Brooklyn, NY.

Merrill Lynch, New York, NY, is the founding sponsor of *Arte Americas*, Miami, FL. The event was also sponsored by **AvMed Health Plans**, Orlando, FL; Miami Beach Visitor and Convention Authority, **Bacardi**, Miami, FL; **American Airlines**, Fort Worth, TX; and **FedEx**, Memphis, TN.

The Spoleto Festival USA, Charleston, SC, is sponsored in part by **Wachovia**, Charlotte, NC; **Bank of America**, Charlotte, NC; **Carolina First**, Greenville, SC; **BlueCross BlueShield of South Carolina**, Columbia, SC; **BMW Manufacturing Co.**, Greer, SC; **Charleston Place Hotel**, Charleston, SC; **Bloomberg**, New York, NY; **First Citizens**, Columbia, SC; **Ginn Resorts**, Celebration, FL; **Sherman Capital Markets, LLC**, Charleston, SC; and **South Carolina Bank and Trust**, Bamberg, SC. The festival will run from May 22 until June 7.

On May 11, Lincoln Center, New York, NY, will kick off their year long 50th Anniversary celebration. Leadership support was provided by **The Bank of New York Mellon**, New York, NY; **IFF**, New York, NY; **J.P. Morgan**, New York, NY; **MetLife**, New York, NY; and **Target**, Minneapolis, MN.



Business Committee for the Arts

A Division of Americans 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.



BCA news

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“We believe the arts have the power to create value and vibrancy for the communities we serve throughout the Intermountain West. We strive to bolster the arts and education so that creativity will resonate through future generations.”

A. Scott Anderson,
President and CEO,
Zions First National Bank

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