

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

FACTS AND FIGURES

Small Business Giving

Small businesses with revenues between \$100,000 – \$250,000 gave a median amount of \$500 – \$2,000 in philanthropic gifts in 2007. Six in 10 small-business owners say the economy has put a damper on their giving. Four in 10 small-business owners said their businesses are not giving enough to charity.

For information, visit
www.philanthropy.com

Recession and Philanthropy

The Center on Philanthropy at Indiana University studied the impact of recessions on giving. In nine of the 15 years with at least one month of recession, giving did not drop. When a recession lasted eight months or longer, giving fell on average and adjusted for inflation by 2.7 percent

For information, visit
www.philanthropy.iupui.edu

Giving to Remain Steady

Large corporate donors including Wells Fargo, Bank of America and General Electric report that their giving will remain flat from 2008 to 2009. Wells Fargo has received 20 percent more requests for funding compared to last year and will give more grants at smaller amounts to respond to the requests. GE believes that corporate social responsibility and philanthropy are more important than ever at times like these.

For information, visit
www.washingtonpost.com

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.

For information,
www.bcainc.org/news.html.



BCA Executive Board Member Martha Ingram presents the award to Chuck Surack, President, Sweetwater Sound, Inc.

THE BCA TEN: *Best Companies Supporting the Arts in America*

Business and arts leaders gathered on October 30 at the American Museum of Natural History in New York City to celebrate exceptional arts and business partnerships across the country. This national list—the first of its kind created by a nonprofit organization—was initiated by BCA in 2005 to recognize 10 companies each year for their exceptional support of the arts in the United States. These companies have exhibited exemplary support for the arts in recent years through grants, volunteer programs, matching gifts, local partnerships, sponsorships and board membership.

The companies on THE BCA TEN 2008 are:

- Anadarko Petroleum Corporation, Houston, TX
- Brown-Forman Corporation, Louisville, KY
- Emprise Bank, Wichita, KS
- First Tennessee, Memphis, TN
- H&R Block, Inc., Kansas City, MO
- Limited Brands, Inc., Columbus, OH
- Northwestern Mutual, Milwaukee, WI
- Sweetwater Sound, Inc., Fort Wayne, IN
- Wachovia, Charlotte, NC
- Zions First National Bank, Salt Lake City, UT

The recipient of the BCA Leadership award was **James R. Houghton, Chairman Emeritus, Corning Incorporated**

Deutsche Bank, New York, NY, was inducted into the BCA Hall of Fame

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Forum for New Ideas

More than 100 arts and business people convened at BCA's 6th Annual Forum for New Ideas. Lisa Dennison, Chairman, Sotheby's North and South America; Anne Pasternak, President and Artistic Director, Creative Time; and Phil Duncan, Global Design Officer, Procter & Gamble discussed ways in which arts and business can work together for the mutual benefit of both. The Forum was moderated by Larry Thompson, President, Ringling College of Art and Design.

Lisa Dennison spoke about why Sotheby's chooses to support arts organizations. "Well I think one thing is to be realistic, to understand that there is a business purpose to funding arts organizations for Sotheby's and I think you have to understand the motivation. And once you understand the motivation you can tailor your ask to the specific motivation and you have a bigger chance of winning some of the funds that we give out. What our company wants is access to your constituents if they are also our customers. And we want access in a way that can be meaningful. So what we don't care about is our brand, it's not about having our name on the wall necessarily at your museum or in your brochures but rather getting to know in meaningful ways your board members and being at your events. Seeing Sotheby's name in a catalogue will not create the interaction we want."

Phil Duncan discussed the transformation that took place at Procter & Gamble's headquarters once artistic design and the products became integral to the building's design and layout. According to Duncan, "It was a major installation of art for many of our employees walking into that lobby. This was about saying that the consumer needs to be at the heart of this, we are an innovative company. I love the metaphor of saying that when you walk through that lobby and then continued onto your desk, you are left with an amazing impression to say 'What can I now do different as a result of walking through this experience?' ... We see that the connection between design and art is the reason we have stayed innovative and stayed competitive."

Anne Pasternak spoke about how Creative Time and other organizations can use the current economic situation to improve their business model and be more creative. Pasternak said, "The truth is that you can think very negatively about what's going on, and there is a lot of good reason to do that



Phil Duncan, Global Design Officer, Procter & Gamble



Business and arts leaders at the Forum for New Ideas

or you can meet the challenges of our time and use this as an opportunity to really position your organization and your business to think much more opportunistically so in three or five years when we start to get out of this fog your business is incredibly well positioned for extraordinary growth... I think, I hope, that it's going to help my business seize new opportunities, see areas for growth, and be more creative as we move forward."

Larry Thompson summarized the Forum when he discussed the importance of arts and business partnerships, "I think you need to keep preaching the gospel. It's one of the ways we can convince businesses that that's how they are going to help turn around the economy. I think it's up to us and other to try to help them understand that this is not just a time to hunker down its time to figure out how to get out of the bunker."

Business Support of the Arts Changes with the Economy

With its more than \$3 billion in arts funding, business plays a key role in ensuring the health and vitality of the nation's arts sector. Financial support parallels the performance of the nation's economy. Following post-9/11 decreases, business arts support rebounded in 2005. A decrease is forecasted for 2009.

BCA's *National Survey of Business Support to the Arts* indicates that, while the percentage of businesses contributing to the arts increased from 36 to 42 percent between 2003 and 2006, total arts support actually decreased 5 percent to \$3.16 billion.

- CEOs are typically involved in funding decisions (90 percent) and nearly all business giving is local (93 percent)—usually in the communities in which the company's employees reside.

Business Support for the Arts is Becoming Less Philanthropy Oriented, More Strategic

Businesses use a variety of means to support the arts, including charitable contributions, sponsorships, art collections, employee matches, in-kind services, executive loan programs, and workplace giving.

Business support for the arts has shifted from general charitable giving to a more marketing-based and sponsorship-oriented strategies. This enables businesses to support the arts as well as use the arts to meet business goals, expand markets for products, and engage employees.

While the dollar amount of arts sponsorships has increased, the arts are actually getting a smaller piece of the total sponsorship pie, dropping from 6 to 5 percent since 2005. Total sponsorships in North America are expected to be \$16.8 billion in 2008. In 2007, arts sponsorship topped \$1 billion for the first time (up from \$867 million in 2006).

Downward Pressure on Business Support for the Arts

- In an effort to achieve more measurable results from their philanthropy, more businesses are reducing their charitable focus to a single funding category, such as health or education. This **single-focus giving** rarely focuses on the arts.
- **Mergers and acquisitions** are resulting in a negative impact on local giving by

Business Support for the Arts: 2003 – 2006 [-5%]

	2003	2006
Percent of business contributing to the arts	36%	42%
Median arts contribution per business	\$800	\$800
Total	\$3.32 billion	\$3.16 billion

Source: Business Committee for the Arts, 2007

Source of Business Contributions to the Arts

	2003	2006
Marketing/Sponsorship Budget	30%	43%
Annual Contributions Budget	51%	39%
Advertising Budget	42%	35%
Executive Budget	22%	16%
Company Foundation	12%	11%

Source: Business Committee for the Arts, 2007

reducing the number of corporate headquarters distributed across the country. Following mergers, local dollars are likely to be redirected to national and global issues such as health, education, and the environment—and seldom to the arts.

- The arts have been steadily **losing market share** of total business support, according to longitudinal research conducted by the Conference Board. While much of this can be attributed to a huge increase of in-kind contributions of medications by drug companies, further analysis still demonstrates that the arts' "piece of the pie" is getting smaller.

Renewed Interest

There is renewed interest in business support for the arts as it relates to building the 21st-century workforce.

In October 2008, the Conference Board released *Ready to Innovate*, a new research report that touts the importance of arts education in building the 21st-century



workforce. Innovation is the key to the nation's economic recovery and global competitiveness. Arts participation—in school or in the workplace—strengthens our "creativity muscles," which builds our creativity, the fuel that drives innovation. To read the report, www.AmericansForTheArts.org/sc/readytoinnovate



Rusty Cheuvront, Brown-Forman, Robert Lynch, Americans for the Arts, Marty Tichenor, Brown-Forman, Jim O'Malley, Brown-Forman, and J. Barry Griswell, Principal Financial Group

“This year’s extraordinary honorees have taken a proactive approach by leading, developing, and sustaining arts and arts education programming in communities of all sizes, across the nation.”

“These businesses are recognized for their exceptional involvement in the arts for the purpose of enriching the workplace, education and the community. They provide the arts with significant financial and in-kind support, and they incorporate meaningful arts-related programs into lives of millions of Americans,” said J. Barry Griswell, Chairman, Business Committee for the Arts, Inc. “This year’s extraordinary honorees have taken a proactive approach

by leading, developing, and sustaining arts and arts education programming in communities of all sizes, across the nation.”

Broadway performer Euan Morton and up-and-coming singer Bayla Whitten provided the entertainment for the celebratory evening.

James R. Houghton, Chairman Emeritus of Corning Incorporated in Corning, NY, received the BCA Leadership Award. The award was established by BCA in 1993 to recognize individuals whose vision, commitment, and leadership champion the arts. The 15th recipient of the annual BCA Leadership Award, Houghton has been an extraordinary champion of the arts at both Corning Incorporated and at the arts organizations he supports.

Deutsche Bank was the 22nd company inducted into the BCA Hall of Fame. BCA established the BCA Hall of Fame in 1992 to recognize companies that demonstrate exceptional long-term support to the arts. Deutsche Bank has the world’s largest art collection and has a history of fostering the arts in the community.

To read more about THE BCA TEN, www.bcainc.org/thebcaten.html.

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Xerox

BCA AFFILIATES

Across the Country

BCA Affiliates undertake a number of initiatives in their operating communities to build business alliances with the arts.

Colorado BCA

On November 14, Colorado Business Committee for the Arts (CBCA) released the 2008 Economic Activity Study of Denver Metro Culture results at a breakfast for 200 business, civic, and arts leaders. Denver Mayor John Hickenlooper announced that 287 metro Denver arts, cultural, and scientific nonprofits accounted for \$1.691 billion of total economic activity in 2007, a 19 percent increase over 2005. Other figures including employment, tax revenue, attendance, new money, and trend overviews were also presented. This study is a key tool in understanding the return on investment for public arts support, economic development, and tourism efforts related to arts and culture.

CBCA’s Business for the Arts Awards Call for Nominations process is in full swing and judging is scheduled for December. The Leadership Arts board training program is also well underway with a diverse class of 40 engaged participants. Recent member events include a lecture by world-renowned husband and wife artist duo, Christo & Jeanne-Claude, about their planned 2012 work on the Arkansas River, CO; Colorado Ballet’s dress rehearsal of *Swan Lake*; and cocktails at the Museum of Contemporary Art Denver.

For information, visit www.cbca.org.

Montgomery Area BCA

On November 6 more than 500 guests arrived at the Renaissance Hotel and Spa in Downtown Montgomery, AL to celebrate the 22nd Annual Business in the Arts Awards. Aronov Realty and the Alabama State Council on the Arts sponsored this year’s event. Tonya Terry, news anchor of WSFA 12 News, was the emcee. The guest speaker was Dr. David Bronner, CEO of the Retirement Systems of Alabama (RSA). He spoke about the RSA’s developments and its inclusion of art in its hotels and venues. The awards began with the Small, Medium, and Large Business in the Arts Awards, and continued with the Virginia and Robert S.

Weil Arts in Education Award; and ended with the lifetime achievement award, the Frank Plummer Memorial Arts Award.

The previous evening, MABCA hosted a member cocktail party held at the new David Braly Gallery at the Lofts at 22 Monroe, sponsored by the Lofts at 22 Monroe. The new gallery is owned by MABCA’s 2008 artist, David Braly, who created this year’s watercolor paintings that were given to the winning businesses.

Orange County BCA

Marking its 27th year of fostering partnerships between business and the arts, the Orange County Business Committee for the Arts (OCBCA) held its 27th annual Business in the Arts Awards by honoring companies for their support of the arts in this community. The awards program and dinner were held November 23, at the Newport Beach Marriott Hotel and The Ritz Restaurant and Garden.

The initial Business in the Arts Awards of the evening honored Rohrer Fine Art, Super Dave’s Print & Mail, Inc., Deutsche Bank, Farmer’s & Merchant’s Bank, and U. S. Bank in the First Time Award category. Presented with a Distinguished Achievement Award were Cartier, Inc., Haskell & White LLP, Rutan and Tucker LLP, Tiffany & Co., Bank of America, Disneyland® Resort, and Wells Fargo Bank.

One arts organization was selected to receive the annual Arts Award. This year’s Arts Award was presented to the Bowers Museum. The award, which recognizes a nonprofit arts organization for developing innovative partnerships with business, was accompanied by a \$2,500 cash grant underwritten by Hanford Hotels, Inc.

The 2008 Lifetime Leadership in the Arts Award was presented to Dean Corey, President and Artistic Director of the Philharmonic Society of Orange County.

For information, visit www.ocbca.org.

Tampa Bay BCA

The Tampa Bay Business Committee for the Arts held two forums funded by MetLife Foundation and organized by Americans for

the Arts. The first one featured Patricia Martin, nationally known author of *The Renaissance Generation: The Rise of the Cultural Consumer and What It Means for Your Business*. Eight outstanding local leaders joined Ms. Martin in exploring how her thesis applied to Tampa Bay. The second forum addressed how Tampa Bay could apply these principles to the communities.

The Tampa Bay Business Committee for the Arts held its annual gala on October 29 at the Museum of Fine Arts in St. Petersburg. Matt Hoffman and Ken Hamilton were recognized for their support of Ruth Eckerd Hall in Clearwater. Helen Torres received accolades for her support of the Florida Orchestra. In addition, Raymond James Financial was honored for its support of the Tampa Bay Performing Arts Center and Bank of America was cited for its ongoing beneficence to The Arts Center in St. Petersburg. A somewhat unusual award was the recognition of Tampa General Hospital for its use of beautiful paintings and sculptures in the lobbies and corridors of the hospital as healing surroundings for its patients and their families.

New programs introduced by the Tampa Bay BCA in the past year include its High School Art Stars Scholarships, which are awarded to rising high school seniors who excel in six different arts categories, and Cultural Encounters, which introduces local business people to the riches of the cultural world in Tampa Bay. In addition, Tampa Bay BCA is planning a ChalkWalk program for the coming spring in which they will engage chalk artists to demonstrate their “art in chalk” on the sidewalks adjacent to a local neighborhood shopping center.

For information, visit www.tbca.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 (BCA) to create an organization that develops and increases business support for the arts in its operating area.

For information, visit www.AmericansForTheArts.org/BCA

ROUND UP

★ Galleries

Johnson & Johnson, New Brunswick, NJ, hosted artist Joan Winter's exhibit, part of the New Jersey Artist Series at Johnson & Johnson's World Headquarters gallery, New Brunswick, NJ.

UBS, New York, NY, hosted *HEYDAY: Frederick W. Glasier's American Circus, 1890-1925* at The UBS Art Gallery, New York, NY.

Barclays Capital, London, is the sponsor of Alexandra Hedison's exhibit *Ithaka* at Gallery 28, New York, NY.

★ Museums

Credit Suisse, New York, NY, is the presenting sponsor of *The Black List Project* at the Brooklyn Museum of Art, Brooklyn, NY. **The Village Voice**, New York, NY is the print media sponsor.

JPMorgan, New York, NY, sponsored *The Impressionists: Master Paintings from the Art Institute of Chicago* at the Kimbell Art Museum, Fort Worth, TX.

William Eggleston, Democratic Camera at the Whitney Museum of American Art, New York, NY, was presented by **W Magazine**, New York, NY in partnership with **Clarins**, Neuilly-sur-Seine, France; **Leviev**, New York, NY; **Max Mara**, Reggio Emilia, Italy; and **Vera Wang Look**, New York, NY.

Bank of America, Charlotte, NC, is presenting *Climate Change: The Threat to Life and A New Energy Future* at the American Museum of Natural History, New York, NY.

CIT, New York, NY, sponsored *Alexander Calder, The Paris Years, 1926-1933* at the Whitney Museum of American Art, New York, NY.

American Chronicles: The Art of Norman Rockwell at the Chrysler Museum of Art was sponsored by the National Endowment for the Arts; **Dominion Enterprises**, Norfolk, VA; **Dollar Tree**, Chesapeake, VA; **Capital Group Companies**, Los Angeles, CA; **Dominion**, Richmond, VA; and **Sotheby's**, New York, NY.

Merrill Lynch, New York, NY, is sponsoring *Desert Jewels: North African Jewelry and Photography from the Xavier Guerrand-Hermès Collection* at the Smithsonian National Museum of African Art, Washington, DC.

Wifredo Lam in North America at the Dali Museum, St. Petersburg, FL, was sponsored by **Raymond James**, St. Petersburg, FL. Additional support was provided by **Columbia Restaurant**, Tampa, FL; **Univision Tampa**, Tampa, FL; **WFTT**, Tampa, FL; **Cigar City Magazine**, Tampa, FL; Florida Arts & Culture, St. Petersburg; and Cultural Affairs of Pinellas County.

Altria, Richmond, VA, sponsored *Gilbert & George* at the Brooklyn Museum, Brooklyn, NY. The media sponsor was **New York Magazine**, New York, NY.

Chilton Investment Company, Inc., New York, NY, was the corporate sponsor for *Drawing Babar: Early Drafts and Watercolors* at The Morgan Library Museum, New York, NY.

Weekends at The Natural History Museum, Los Angeles, CA, are supported by **Farmers Insurance Group**, Los Angeles, CA.

★ Theater

Target, Minneapolis, MN, was the honorary corporate producer for *La Posada Mágica* at South Coast Repertory, Costa Mesa, CA.

First Federal, Charleston, SC, sponsored *Man of LaMancha* at Theatre of the Republic, Conway, SC.

The Miracle Worker presented at The Denver Center for Performing Arts, Denver, CO, was presented by **Qwest**, Denver, CO; **HealthONE**, Denver, CO; and **Boeing**, Chicago, IL.

Oprah Winfrey Presents The Color Purple at The Paramount Theater, Seattle, WA, was sponsored by **Fred Meyer**, Portland, OR; **Wells Fargo**, Chicago, IL; **Red Lion Hotel**, Spokane, WA; and **American Airlines**, Fort Worth, TX.

★ Dance

MetLife Foundation, New York, NY, provided leadership support for Alvin Ailey's production of *Go In Grace*, New York, NY.

Amtrak, Washington, DC, sponsored *Les Ballets Trockadero de Monte Carlo* at MASS MoCA, North Adams, MA, co-presented with Jacob's Pillow Dance.

The Kansas City Ballet's *Ballet in the Park* was sponsored by **Bank of America**, Charlotte, NC; **Midwest Airlines**, Oak Creek, WI; **KUDL**, Mission, KS; **The Kansas City Star**, Kansas City, MO; **KSHB-TV**, Kansas City, MO; and Missouri Art Council.

The Nutcracker performed by the Colorado Ballet, Denver, CO, was sponsored by **Accenture**, New York, NY; **Hotel Teatro**, Denver, CO; and **Ryley, Carlock & Applewhite**, Denver, CO.

★ Opera

The Atlanta Opera's, Atlanta, GA, corporate partners are **AT&T**, Dallas, TX; **The Coca-Cola Company**, Atlanta, GA; and **Zurich**, Schaumburg, IL.

Chevron, San Ramon, CA, was the corporate production sponsor for *La Bohème* presented by the San Francisco Opera, San Francisco, CA.

La traviata at the Florida Grand Opera, Miami, FL, was sponsored by **Total Bank**, Miami, FL.

Ludwig Van Beethoven's *Fidelio*, performed by the Portland Opera, Portland, OR, was sponsored by **Macy's**, Cincinnati, OH; **Sterling Savings Bank**, Spokane, WA; and **West Coast Bank**, Lake Oswego, OR.

★ Symphony Orchestras

The Charlotte Symphony Orchestra's *Back to Bourbon Street* concerts were sponsored by **Poyner Spruill LLP**, Charlotte, NC.

Northwest Airlines, Eagan, MN sponsored the *World Music Series* at the Detroit Symphony Orchestra, Detroit, MI.

Hannaford, Scarborough, ME; **Keybank**, Cleveland, OH; **Idexx Laboratories**, Westbrook, ME; and **Northeast Delta Dental**, Concord, NH, sponsored the *Magic of Christmas*, Portland Symphony Orchestra, Portland, ME.

ROUND UP, continued

Mercedes-Benz of Austin, Austin, TX, sponsored the *Holiday Pops featuring The Flying Karamazov Brothers* at the Austin Symphony, Austin, TX.

★ Film

Andy Goldsworthy: Rivers and Tides is being presented as part of the Artist Film Series presented by **Microsoft**, Redmond, WA.

★ Festivals

Fall Open Studio at the Lower East Side Print Shop, New York, NY, was sponsored by **Con Edison**, New York, NY.

Alliant Energy Foundation, Madison, WI, and Sheboygan Service Foundation, Inc. supported *Family Festivals* at The Kohler Arts Center, Sheboygan, WI.

Mural Arts Program's 25th Anniversary celebration is presented by **Bank of America**, Charlotte, NC. Sponsors are **ShopRite**, Edison, NJ; **Westrum Development Company**, Ft. Washington, PA; **two 1 five**, Philadelphia, PA; **Whole Foods Market**, Austin, TX; and **ABC 6**, Philadelphia, PA.

THE BCA 2008

When it comes to believing in the power of the arts to inspire leadership, creativity and success, the best companies supporting the arts are all on the same page. And we're happy to honor them.

THE BCA TEN: Best Companies Supporting the Arts in America

presented by Business Committee for the Arts, Inc. FORBES Magazine Americans for the Arts

Anadarko Petroleum Corporation
Houston, Texas

Brown-Forman Corporation
Louisville, Kentucky

Emprise Bank
Wichita, Kansas

First Tennessee
Memphis, Tennessee

H&R Block, Inc.
Kansas City, Missouri

Limited Brands, Inc.
Columbus, Ohio

Northwestern Mutual
Milwaukee, Wisconsin

Sweetwater Sound, Inc.
Fort Wayne, Indiana

Wachovia
Charlotte, North Carolina

Zions First National Bank
Salt Lake City, Utah

BCA HALL OF FAME
Deutsche Bank, New York, New York

BCA LEADERSHIP AWARD
James R. Houghton, Chairman Emeritus, Corning Incorporated, Corning, New York

For more information, www.AmericansForTheArts.org/BCA

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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.



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“For 138 years, Brown-Forman’s civic engagement activities have focused on supporting the arts and other nonprofit organizations that improve lives of individuals and the vitality of the communities where our employees live, work, and raise their families.”

Paul Varga, Chairman and Chief Executive Officer, Brown-Forman Corporation

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