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FACTS AND FIGURES

Artists' Income Drops

A survey of American artists found that slightly more than half of respondents dealt with a drop in income from 2008 to 2009. They also found that nearly two thirds of the artists earned less than \$40,000 last year. Leveraging Investments in Creativity worked with the Princeton Survey Research Associates International and the Helicon Collaborative to survey more than 5,300 artists.

www.lincnet.net

City Opera Breaks Fundraising Records

After a financial crisis and a question of overall survival the New York City Opera has exceeded its goal for the opening night gala and has met subscription goals for the 2009/2010 season. The opening night gala in November proved to be the most successful gala in the history of the opera.

www.craigslistnewyork.com

Stocks Rebound with Nonprofits

Public companies that work with nonprofits trading mainly on the New York Stock Exchange or NASDAQ have seen a major turnaround since the first quarter of 2009. When compiling the 11 companies as an index a 47 percent spike in stock for 2009 is seen. This index outpaces the Dow and NASDAQ rebounds significantly.

www.nptimes.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



Robert Rosenkranz, Chairman and CEO of Delphi Group, Inc. accepting the award on behalf of Reliance Standard Life Insurance Company

Ten Businesses Honored for Their Outstanding Support of the Arts

Thomas A. James and Movado Receive Leadership and Hall of Fame Awards

Business leaders from across the country gathered at the American Museum of Natural History in New York City on November 19, 2009 to celebrate outstanding arts and business partnerships. Since 2005, BCA has annually recognized 10 companies 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 service.

"This year's extraordinary honorees are corporate leaders who are developing and sustaining arts and arts education programming in towns of all sizes across the country."

"These businesses are being recognized for their exceptional involvement in the arts throughout the workplace and in their communities. 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, BCA Executive Board. "This year's extraordinary honorees are

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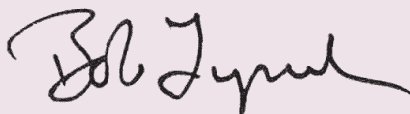


INSIDE BCA

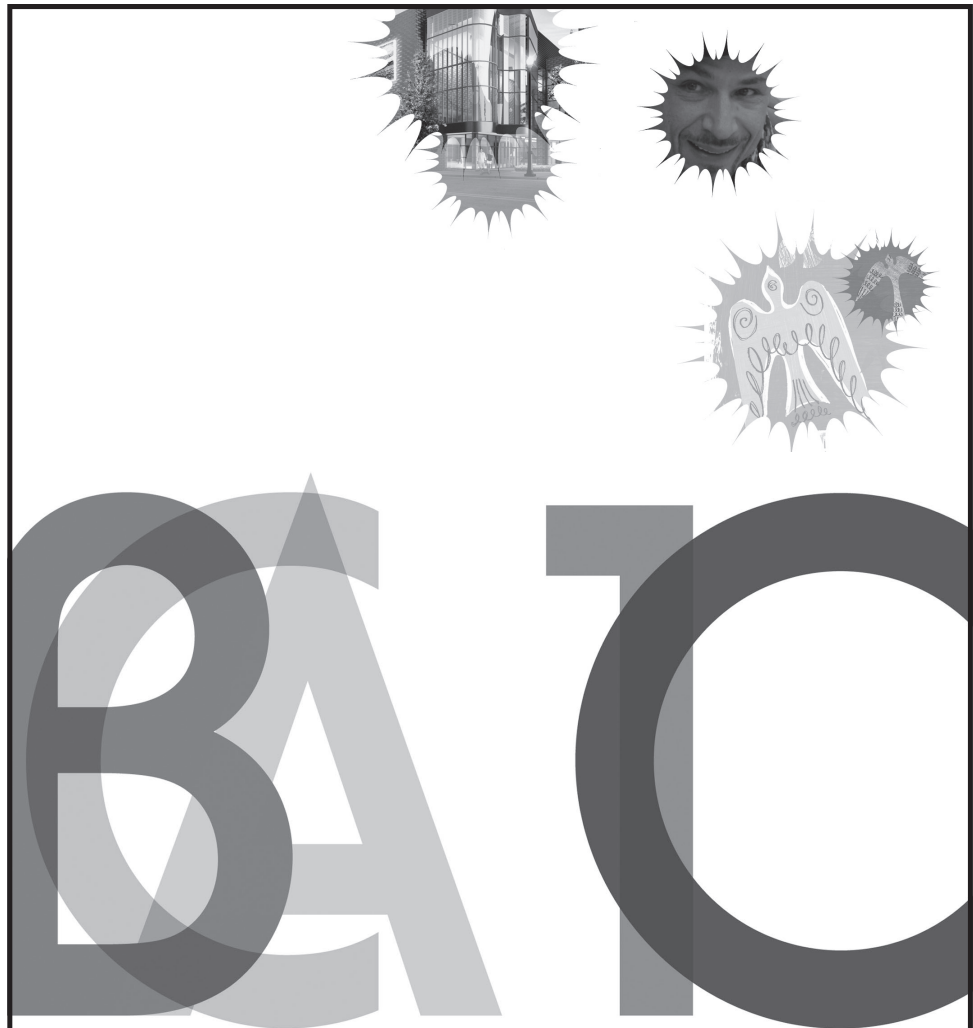
As I reflect on the past year, I am reminded of the challenges we've faced: economic pressures and budget cuts made 2009 one of the toughest years for the arts in recent memory. In spite of these obstacles, I am so pleased that business support for the arts continues to be a priority to companies like those we recently honored at our BCA TEN gala in New York City. These great businesses that you will learn more about in this issue are making a difference nationally and locally for the arts across the country. We cannot thank them enough for their stalwart support and diligent efforts to ensure that every American has access to the arts and arts education in their communities.

I was particularly impressed with the energy and excitement that our honorees brought to the BCA TEN. Their understanding of and appreciation for the arts undoubtedly resonated with the audience. We are all acutely aware of the fiscal constraints that corporate leaders face; I am encouraged by their dedication and moving remarks at this critical time. I would like to echo the remarks of Gary Williams, CEO of Williams & Fudge Inc. in Rock Hill, South Carolina and one of this year's BCA 10 honorees when he said that he supports the arts because of their role in building a strong and vibrant community. It is these strong communities that will enrich us and nurture us as we navigate through difficult times.

I wish you all a happy and healthy new year and look forward to continuing our work together to build partnerships between the arts and business in 2010.



President and CEO
Americans for the Arts



The best businesses supporting the arts in America know that investing in the arts pays big dividends. We honor them. Partnerships with the arts generate jobs, galvanize communities and bolster a creative and innovative workforce.

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

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

- Adobe Systems Incorporated, *San Jose, CA*
- Applied Materials, *Santa Clara, CA*
- Arktetype Inc., *Green Bay, WI*
- Brainforest Inc., *Chicago, IL*
- Dollar Bank, *Pittsburgh, PA*
- Duke Energy, *Charlotte, NC*
- Hanesbrands Inc., *Winston-Salem, NC*
- Reliance Standard Life Insurance Company, *Philadelphia, PA*
- UMB Financial Corporation, *Kansas City, MO*
- Williams & Fudge Inc., *Rock Hill, SC*

BCA Leadership Award:

Thomas A. James,
Chairman and Chief Executive Officer,
Raymond James Financial, Inc., St. Petersburg, FL

BCA Hall of Fame Inductee:

Movado Group Inc., *Paramus, NJ*

Presenting Sponsor:

Principal Financial Group

For more information, www.AmericansForTheArts.org/BCA

 **Business Committee
for the Arts**
A Division of Americans for the Arts



BCA 10 continued from page 1

corporate leaders who are developing and sustaining arts and arts education programming in towns of all sizes across the country.”

At Duke Energy, dedication to the arts is visible company wide, from employee volunteering to workplace giving programs—and in the company’s contribution of \$5 million to the construction of a new cultural facility in Charlotte, NC. Reliance Standard Life Insurance Company provides comprehensive arts education programs to underserved youth in Philadelphia and company employees lend their professional expertise to organizations through this outstanding initiative. In Kansas City, MO, BCA 10 honoree UMB Financial created “pARTnership place at UMB” which provides administrative and gallery space to arts organizations at below-market rates. Chairman and CEO, Mariner Kemper accepted the award on behalf of his company and his associates who are invaluable to the success of the company’s arts programs. You can read about all of the honorees at www.AmericansForTheArts.org/BCA.

“As dedicated members of the arts and business community, we are grateful to honor corporations that recognize the value of the arts and work to ensure that the arts thrive in their communities,” said president and CEO of Americans for the Arts Robert L. Lynch. “We encourage all individuals, foundations, and corporations to continue investing in the arts. This investment helps secure the arts fundamental purpose: to delight, to inspire, to portray, and to provoke, and along the way to help create a better America.”

Up-and-coming performer Ashley Batten and Broadway actor Matt Bogart provided the evening’s entertainment and underscored the role businesses can play in

providing access to the arts and opportunities for artists to share their craft.

**THE BCA TEN –
2009 companies are:**

- **Adobe Systems Incorporated**, San Jose, CA
- **Applied Materials**, Santa Clara, CA
- **Arktetype Inc.**, Green Bay, WI
- **Brainforest Inc.**, Chicago, IL
- **Dollar Bank**, Pittsburgh, PA
- **Duke Energy**, Charlotte, NC
- **Hanesbrands Inc.**, Winston-Salem, NC
- **Reliance Standard Life Insurance Company**, Philadelphia, PA
- **UMB Financial Corporation**, Kansas City, MO
- **Williams & Fudge Inc.**, Rock Hill, SC

In addition to the honorees, the BCA Leadership Award was presented to Thomas A. James, chairman and chief executive officer of Raymond James Financial in St. Petersburg, FL. James accepted the award and spoke about the connection his

employees have to the art collection displayed liberally throughout their corporate headquarters. He knows that the arts are an important part of his company’s recruitment and retention of employees.

Movado Group, Inc., based in Paramus, NJ, was inducted into the BCA Hall of Fame for its long-term commitment to supporting the arts. Chairman, President, and CEO Efraim Grinberg accepted the award on behalf of his company. The company was recognized for its rich artistic legacy, modern design aesthetic, and strong commitment to the fine and cultural arts.

The Media Sponsor of THE BCA TEN was USA TODAY which provided ad space in its newspapers to promote the honorees. The Presenting Sponsor was The Principal Financial Group. *Forbes Magazine* also provided ad space to recognize the importance of arts and business partnerships across the country.



L-R J. Barry Griswell, Chairman, BCA Executive Board; Efraim Grinberg, Chairman, President and CEO, Movado Group, Inc.; and Robert L. Lynch, President and CEO, Americans for the Arts.

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/privatesector.

ArtsMemphis Announces World Premier of Interactive Arts App

More than ever, corporations seek a tighter fit between business strategy and charitable funding initiatives. That's why IBERIABANKfsb sponsored the launch of *ArtsMemphis'* first ever interactive arts calendar application for iPhone and iTouch users. The app features hundreds of area events and mobile episodes of ArtsMemphis TV, the organization's web-based series that spotlights local performing and visual artists.

Developed by local designers Resolute Games, the app is now available as a free download for any iPhone or iTouch user and mirrors the same interactive arts calendar found at www.artsmemphis.org including functions like Google mapping a venue, posting and reading reviews from the mobile device, and even sharing arts events via Twitter and Facebook.

"We are excited to sponsor such a unique and innovative tool, particularly since it is designed to promote the arts in Memphis," said Greg Smithers, president of IBERIABANK's Memphis market. "This is a great opportunity to support a dynamic organization in a truly creative fashion that fits nicely with our brand and business strategy."

The Boeing Company and the Arts and Education Council of St. Louis Collaborate to Develop New Arts Leaders

The Boeing Company, in collaboration with the Arts and Education Council of St. Louis, MO, announced that it has awarded \$50,000 in grants to 10 arts and education programs in the St. Louis metropolitan area. Each program includes a component

aimed at developing future leaders skilled in the successful creation and operation of viable arts organizations. Many offer apprenticeships, internships, and fellowships to assist in nurturing creative thinking and employment skills necessary to develop and enhance arts practitioners.

"The Boeing Company is thrilled to once again be collaborating with the Arts and Education Council to fund innovative, hands-on programs designed to mentor and educate aspiring arts professionals," said John Bafaro, Senior Manager Global Corporate Citizenship, The Boeing Company. "In making these grants, Boeing hopes to help develop the next generation of arts leaders and further elevate the arts and culture landscape in the St. Louis region."

Arts & Business Council of Chicago Honors Paul Boulis, President of Blue Cross Blue Shield of Illinois

The Arts & Business Council of Chicago's On BOARD program is a four-month board member training and placement program for business professionals interested in serving on the board of a nonprofit arts organization in the Chicago metropolitan area. Since 1999, this unique program has made a significant impact on the arts community—placing more than 170 individuals from the corporate sector on nonprofit arts boards. Paul Boulis, president of Blue Cross Blue Shield of Illinois, has had a hand in placing dozens of talented, passionate, and committed people on the boards of numerous Chicago arts organizations through his company's support of the program. Some of these Blue Cross employees have remained in board service for years, with many holding officer or committee chair positions. All have donated their time and talent in support of Chicago's

vibrant arts community. As Alita Tucker, On BOARD grad and colleague of Paul's noted, "Paul inspires me with his passion for the arts and his unerring instinct for connecting business people and arts organizations for mutual gain." Paul's efforts to mold future business leaders by encouraging participation on boards foster the long-term stability of arts organizations in Chicago.

Montgomery Area Business Committee for the Arts Honors Businesses for Support of Arts

Montgomery Area Business Committee for the Arts honored some of Montgomery, Alabama's largest and best-known companies, such as Hyundai and Regions Bank, for their support of the arts at the 23rd annual Business in the Arts lunch ceremony. The featured speaker, CEO of the North Texas Business for Culture and the Arts Katherine Wagner said, "It is reasonable for a business or individual to expect dividends from investments of any nature. When those investments are in arts groups, the expected dividend is that they will improve the community. Such dividends may be harder to measure but that doesn't mean they don't exist."

Hyundai Motor Manufacturing Alabama received the award for large companies. It was singled out for support of the Montgomery Museum of Fine Arts and the Davis Theatre, among others. Rick Neal, the company's general counsel, said he was pleased to receive the award but it was far from the company's motivation. "We don't support the arts in an effort to win awards," he said. "We do it because it is the right thing to do."

Art Collections at Banks are Becoming Big Business

Why are banks spending serious amounts of money on art collections? Colin Tweedy, chief executive of Arts & Business UK, the organization that facilitates the involvement of the corporate world in the arts in the UK, says that at its simplest, the answer is the same as with any other banking activity—it helps them make money.

Supporting art—whether by maintaining collections, sponsoring art events or funding public and community art—aligns the bank with a world that is seen to have just the right mix of prestige, glamour, and intellectual merit, which in turn attracts the right sort of people.

“It’s about reaching key audiences, and associating themselves with the very best of what’s going on,” says Tweedy. “In the past it might have been sponsoring film premieres or charity galas, but art became the new sexy kid on the block, and it’s stayed there.”

“Often big international corporations form their collections almost by default, through the M&A process, and it can be a real mishmash,” says Gerlach Jacobs, ING UK’s chief executive. “There’s definitely been a move in the last five years for them to be much more aware of what they have and why they have it, and to look after these collections in a more responsible way. The employees really identify with it. Because the bank has something of real value that we are looking after, it heightens interest in the company for them and for clients, and it feeds into the atmosphere we create.”

Guggenheim Announces Finalists for the Hugo Boss Prize

The Solomon R. Guggenheim Foundation has chosen the six finalists for its 2010 Hugo Boss Prize. Since 1996, the German fashion label has partnered with the Guggenheim Foundation to award the biannual prize, which recognizes a mid-career contemporary artist with a \$100,000 award and a solo show in the New York museum. Hugo Boss is also a major supporter of other exhibits at the

Guggenheim. Partnerships between fashion brands and the arts are part of a longstanding, mutually beneficial game of glamour marketing. While companies from Louis Vuitton to Gap use art-world collaborations to create and move merchandise, for Hugo Boss, involvement in the arts is based on a somewhat traditional model—more for the image and the brand. Their strategy is to create long-term associations with art and arts institutions in buyers’ minds. “Our arts sponsorship emotionalizes the brand,” said Hjördis Kettenbach, Hugo Boss’s head of corporate communications and arts sponsorship.

UBS was the Main Sponsor for Art Basel Miami Beach

UBS has a longstanding relationship with Art Basel, serving as main sponsor for 16 years and was the main sponsor of Art Basel Miami Beach for an eighth consecutive year. Art Basel Miami Beach is the sister event of Art Basel, the prestigious international show for modern and contemporary art that is presented annually in Switzerland. The sponsorship is a natural for UBS which has over 30,000 works of post-1950s art in their corporate collection. Since its inception in 2002, Art Basel Miami Beach has become one of the most recognized international art shows in the United States and a highlight of the social and cultural calendar in the Americas. Exhibitors at Art Basel Miami Beach rank among the world’s leading art dealers representing both established artists and emerging talents.

Art Basel Miami Beach was held at the Miami Beach Convention Center from December 3–6, 2009.

Music and Science Combine in Civic Orchestra

The affinity for classical music and math- and science-oriented folks is well known and, while it wasn’t necessarily by design, the Austin Civic Orchestra has lured more than its share of high-tech and engineering types to its orchestra and board of directors. The orchestra boasts musicians, board members and donors from the area’s largest companies: AMD, Cirrus Logic, 3M, Dell Inc., EDS, Freescale Semiconductor and National

Instruments. The suspected correlation between music and math performance has long been a subject of conversation and academic study. But whatever the reason for the local orchestra’s popularity among such professionals, Kyle Bryson, who is orchestra president and an engineer at National Instruments, said it likely has been a boon to fundraising, with many of the area’s corporate donors matching employees’ gifts to the Austin Civic Orchestra. “We’ve been doing very well. We’ve been growing quite a bit over the last couple of years, particularly in audience size and financially,” he said.

Georgetown Artist Paints Her Way into Creative Partnership with Alltech for the Alltech FEI World Equestrian Games 2010

Deirdre Lyons, director of corporate image and design for global animal health and nutrition company Alltech, had admired the colorfully painted silk scarves, ties, and wraps of Georgetown, KY, artist Judy Kushner. In February 2009, Lyons approached Kushner at the Kentucky Craft Market in Louisville, KY, with a unique proposal. Would Kushner consider creating special scarves with the logo of Alltech’s new equine product, LIFEFORCE? The black and silver of the logo would require Kushner to undertake different methods of application, but she embraced the challenge and successfully explored a process new to her called thermofax screening. The resulting works of art were so remarkable that Lyons ordered 100 to be used as gifts for Alltech’s Global Animal Health and Nutrition Partners for the Alltech FEI World Equestrian Games 2010. “It is very important to us at Alltech to support fellow Kentucky businesses, and I have a personal passion for supporting women business owners,” said Lyons.

Kushner’s work will be featured at the Kentucky Experience Pavilion at the Kentucky Horse Park during the Alltech FEI World Equestrian Games. She and Lyons are also working together on the design of Alltech employee apparel for the Alltech Games.

ROUND UP

★ Galleries

Double Take at MetroTech Center, Brooklyn, NY, is sponsored by **Forest City Ratner**, Brooklyn, NY; NYCulture; New York State Council of the Arts; National Endowment for the Arts; and Public Art Fund.

★ Museums

SyFy, New York, NY, is the sponsor of *Tim Burton* at the Museum of Modern Art, New York, NY.

Edifecs, Inc., Bellevue, WA is the 2009 sponsor of the *Diwali Ball* at the Seattle Art Museum, Seattle, WA.

UBS, New York, NY, is the sponsor of *UBS 12 x 12 Exhibitions: Carrie Schneider* at the Museum of Contemporary Art, Chicago, IL.

The *Genghis Khan* exhibition, at the Denver Museum of Nature & Science, Denver, CO, is sponsored by **KeyBank**, Cleveland, OH.

The presentation of *Thomas Chambers (1808-1869): American Marine and Landscape Painter* at the Folk Art Museum, New York, NY, is sponsored by **The Magazine ANTIQUES**, New York, NY.

Huntington, Columbus, OH, is the presenting sponsor of *Chihuly Illuminated* at the Columbus Museum of Art, Columbus, OH. **American Electric Power Foundation**, Columbus, OH, is the lead sponsor. **PricewaterhouseCoopers**, New York, NY; and **Charles Schwab & Co Inc**, San Francisco, CA, are also sponsors.

Delta, Atlanta, GA is the lead corporate partner of *Leonardo da Vinci: Hand of the Genius* on view at the High Museum of Art, Atlanta, GA.

★ Theater

This Wonderful Life at Syracuse Stage, Syracuse, NY, is sponsored by **Phoebe's Restaurant and Coffee Lounge**, Syracuse, NY. The media sponsor is **WAER 88.3**, Syracuse, NY. Season sponsors are **The Post-Standard**, Syracuse, NY; and **Time Warner Cable**, New York, NY.

ING, Amsterdam, The Netherlands, is the production sponsor of *A Christmas Carol* presented at Hartford Stage, Hartford, CT. The assisting sponsors are The University of Hartford and **Hilton Hotel Hartford**, Hartford, CT.

★ Dance

UW Medicine, Seattle, WA, is the supporting sponsor of the *Nutcracker* performed by the Pacific Northwest Ballet, Seattle, WA. The media sponsors are **KOMO 4**, Seattle, WA, and **The Seattle Times**, Seattle, WA.

ConocoPhillips, Houston, TX; **Fulbright & Jaworski L.L.P.**, Houston, TX; and The Wortham Foundation are sponsoring *La Bayadère* at the Houston Ballet, Houston, TX.

Giant Eagle Foundation, Pittsburgh, PA, and The Pittsburgh Foundation were the supporting sponsors for *Light/The Holocaust & Humanity Project* at the Pittsburgh Ballet Theatre, Pittsburgh, PA. **PNC**, Pittsburgh, PA, and **Bank of New York Mellon**, New York, NY, were the corporate patrons.

★ Opera

The Metropolitan Opera's 2009–2010 10 *Saturday Matinee Broadcast* season, New York, NY, is sponsored by **Toll Brothers**, Horsham, PA.

Anadarko, The Woodlands, TX, is sponsoring *Tosca* at the Houston Grand Opera, Houston, TX.

★ Symphony Orchestras

Credit Suisse, Zurich, Switzerland, is the Global Sponsor for *A Concert to End Polio featuring Itzhak Perlman and The New York Philharmonic*, New York, NY. **Hyatt**, Chicago, IL, is the lead concert sponsor.

The Nashville Symphony Orchestra's performance of *Rachmaninoff & Stravinsky* is part of the **SunTrust** Classical Series, Atlanta, GA, and is sponsored by **Nashville SCENE**, Nashville, TN.

The Oregon Symphony's 2009–2010 season, Portland, OR, is sponsored by **Washington Trust Bank**, Spokane, OR; **The Oregonian**, Portland, OR; **The Heathman Hotel**, Portland, OR; and **Wells Fargo**, Chicago, IL.

★ Festivals

Graff, New York, NY; **American Airlines**, Fort Worth, TX; **42 below**, Auckland, New Zealand; and **The New York Times**, New York, NY, sponsored *The New York Film Festival* at Lincoln Center, New York, NY. **Stella Artois**, Leuven, Belgium; **HBO Films**, Santa Monica, CA; and **illy**, Trieste, Italy, also provided support.

Bank of America, Charlotte, NC, was the presenting sponsor for the *32nd Cape May Jazz Festival*, Cape May, NJ.

The 2010 Presenting Sponsors for the *Sundance Film Festival*, Park City, UT, are **Entertainment Weekly**, New York, NY; **HP**, Palo Alto, CA; **Honda**, Torrance, CA; and the **Sundance Channel**, New York, NY.

Whitney Bank, New Orleans, LA; **Cox**, Atlanta, GA; and **WEAR ABC 3**, Pensacola, FL, sponsored the *Great Gulfcoast Arts Festival*, Pensacola, FL.

Hoegaarden, Hoegaarden, Belgium; and **Kendall-Jackson**, Fulton, CA; sponsored the *Sawdust Art Festival*, Laguna Beach, CA.

Collaborative Partnerships Deliver Marketing Success

As resources tighten at arts organizations nationwide, arts managers are looking for innovative ways to stretch available dollars. More than 500 arts administrators gathered at the 2009 National Arts Marketing Project (NAMP) Conference October 30–November 2, 2009, in Providence, RI to explore the building blocks of successful collaborative partnerships. Focusing on innovations in the field, presenters and participants shared best practices around the theme of *CollaborAction: Arts Marketing Sponsorship, and Fundraising Strategies That Work!*, highlighting collaborations of varying scale between arts organizations and businesses.

Keynote and plenary speakers brought fresh trends from the business world to the conference. Global Marketing Knowledge Leader at McKinsey and Company David Court presented new research on customer buying patterns for a compelling look at the new retail landscape that cultural organizations are facing. Co-founder and CEO of LaPlaca Cohen Arthur Cohen described the new equity exchange between arts organizations and corporate sponsors. Vice President of Strategy for Blue State Digital Rich Mintz shared lessons on authenticity and access from the Obama for America online platform. Founder and President of Creative Business Breakthroughs David McIntosh literally illustrated techniques for innovation with the help of graphic facilitator Kelvy Bird. Finally, closing speaker President of Rhode Island School of Design John Maeda highlighted the skills that only a creatively-trained workforce can add to the US economy.

Multiple session speakers also focused on the unique value that arts organizations can bring to collaborations and partnerships with business. Corporate sponsorship consultant Alice Sachs Zimet shared her expertise at the Sponsorship Bootcamp preconference, where participants learned how to present their assets in a manner relevant to the private-sector audience. An in-depth discussion of a sponsor's perspective was presented in



Conference participants share their best practices at the Sponsorship Boot Camp. Photo by Frank Mullin.

A Glimpse Behind the Curtain: How Corporate Sponsors Think, Decide, and Execute. President and Chief Operating Officer of Silver Bridge Advisors Stephen Prostano explained what he looks for in a successful partnership as a sponsor. These insider reflections brought new insights and approaches to arts organizations looking for private-sector support.

Another session, Thinking Outside the Creative Circle: Nontraditional Partnerships for PR Power, chronicled inventive collaborations piloted by the Modesto Symphony Orchestra. The Symphony was able to reach new audiences and increase corporate contributions working with the local business community. Its partners included businesses as varied as Best Buy, a

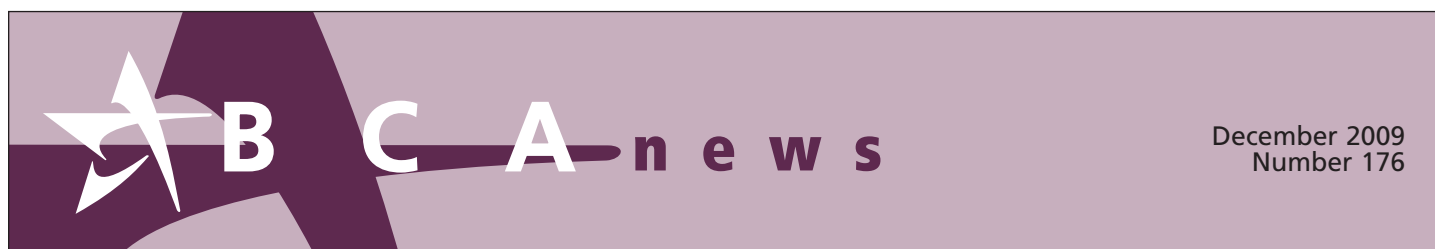
regional fitness center, a national dairy wholesaler, and the local mall. Modesto's example showed that opportunities for arts and business partnerships are only limited by imagination, and are not limited to financial support.

A unifying theme that arose from the conference was that each participant in a collaboration needs to understand its role and responsibility. For arts and business partnerships, this extended to a thorough understanding of what each sector offers the other. With the multiple perspectives and projects shared at the 2009 NAMP Conference, arts administrators are much closer to that goal.



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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.



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“ At Duke Energy, we believe that a diverse and vibrant arts community is central to the prosperity of all the communities we serve. Whether your community is a small town or large city, the arts stimulate and sustain our economies, push us to think in new ways, and ultimately, connect us as people.”

James E. Rogers, Chairman, President and CEO,
Duke Energy

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