

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

**FACTS AND FIGURES**

**CEOs Rank Creativity as Most Important**

According to the 2010 IBM Global CEO Study, CEOs ranked creativity as the most important leadership competency needed to manage in an increasing complex world

For information, [www.ibm.com](http://www.ibm.com)

**Purchases Tied to Giving**

The 2010 Cone Cause Evolution Study found that 41% percent of Americans have purchased a product in the past year because it was tied with a social or environmental cause. This shows an increase of more than double since 1993. The study also found that 61% of Americans would be willing to try a new product or an unfamiliar brand if the product was tied to a cause.

For information, [www.coneinc.com](http://www.coneinc.com)

**Value of an Hour**

The value of a volunteer hour is estimated at \$20.85 per hour in 2009. This number is up slightly from \$20.25 in 2008. For state specific volunteer hour values and more information on the study, [www.independentsector.org](http://www.independentsector.org)

**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](http://www.AmericansForTheArts.org/go/BCAnews)

**ARTSblog**

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

**Why and How Businesses Support the Arts: Business Committee for the Arts Triennial Survey**

Since 1968, the Business Committee for the Arts (BCA) has surveyed businesses to determine why they support the arts, how they support the arts, and to what extent they support the arts. Conducted by Shugoll Research, the 2010 BCA Triennial Survey of Business Support to the Arts is the only survey in the United States that tracks support from small, midsize, and large companies to bring you the most complete view of the funding landscape from businesses nationwide.

According to the 2010 BCA Triennial Survey of Business Support to the Arts, giving to the arts fell 14 percent from 2006–2009, and giving fell in small, mid-size, and large business categories. Business giving to any philanthropic cause is down across the board by 18 percent and fewer businesses are giving at all. Given the current funding climate, these data are hardly shocking. As reported in *Giving USA 2010: The Annual Report on Philanthropy* private sector giving to the arts (by individuals, foundations, and corporations) was \$12.34 billion, a 2.4 percent decrease from \$12.64 billion in 2008. But among the negative numbers is some encouraging news.

The first hopeful statistic is that the percentage the arts receive of total philanthropic contributions is actually up slightly from 13 percent in 2006 to 15 percent in 2009. So while funding is dropping, the arts are getting a slightly bigger piece of the pie. Also, among the decreased number of businesses that continue to support the arts, median giving actually rose among small

Business Contributions to the Arts	2009	2006
Percent of all businesses contributing to any philanthropic cause	52%	70%
Percent of all businesses contributing to the arts in three year period (cash/non-cash)	28%	43%
Median contribution to the arts per business	\$750	\$800
Percent the arts received of total philanthropic contributions	15%	13%

Reasons for supporting specific arts organizations	2009	2006
Offer arts programs to reach the underserved	68%	76%
Offer opportunities for company recognition such as signage, product displays, program listings, and promotional tie-ins	67%	73%
Offer arts education initiatives	62%	68%
Having an existing relationship with someone at the arts organization	62%	79%
Tie the arts to social causes such as hunger, violence or homelessness	61%	63%
Offer sponsorship opportunities linked to a company's products and services	51%	58%
Have company employees serve as volunteers	47%	50%
Provide tangible employee benefits such as discount tickets or free admission	45%	49%
Provide tangible company benefits such as use of arts venues and workplace programs	39%	37%

Reasons Businesses Might Increase Contributions to the Arts or Begin Supporting the Arts	Current Arts Contributors	
	2009	2006
Profitability improved	74%	63%
Could also support other social causes by giving to the arts	65%	62%
There is a proven need for the contribution	65%	69%
A direct impact on a company's bottom line can be shown	63%	62%
A direct tie-in to the company name or products	55%	51%
Could specify how the contribution is used	53%	46%
Helped with employee recruiting, satisfaction and/or retention	38%	40%

continued on page 5

## WORTH YOUR WHILE

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



Ten outstanding companies will be honored at this year's THE BCA TEN: Best Companies Supporting the Arts in America. These companies represent a diverse range of industry, size, and geography and

will be celebrated for their exemplary art support at the annual gala at The Central Park Boathouse in NYC on Thursday, November 4, 2010. **Clarence Otis Jr., chairman of the board and chief executive officer of Darden Restaurants**, will be presented with the Leadership Award. **United Technologies Corporation** will be inducted into the BCA Hall of Fame for its longstanding commitment to the arts. Acclaimed singer/songwriter, Ann Hampton Callaway, will provide the evening's entertainment.

For more information and to reserve a ticket or table, [www.AmericansForTheArts.org/go/BCA10](http://www.AmericansForTheArts.org/go/BCA10).

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

### Register Now for the NAMP Conference!

**Tech. Tools. Times.** Make it all new at this year's National Arts Marketing Project (NAMP) Conference in San Jose, CA, November 12–15, 2010. From new preconferences with marketing masters to workshops on technology, revenue generation, and audience engagement, this year's NAMP Conference covers everything you need to know to help your

organization thrive. Be inspired by best-selling author Chip Heath, be motivated by hospitality guru Chip Conley, and be energized by the land of microchips, Silicon Valley.

To register, <http://ArtsMarketing.org/conference/action/register-now>

### Creativity World Forum

We ensure that tomorrow's business thrives and stays ahead of the curve by fostering creativity and innovation in today's workplace. Learn how businesses can encourage creativity in the workplace and prepare tomorrow's workforce at the plenary session *Ready to Innovate*, Wednesday, November 17 at the Creativity World Forum

in Oklahoma City. Speakers will explore the findings of *Ready to Innovate*, a report by Americans for the Arts and The Conference Board in partnership with the American Association of School Administrators which identified arts training as crucial to developing creativity. In addition, U.S. employers rate creativity/innovation among the top five skills that will increase in importance over the next five years, and stimulating innovation/creativity and enabling entrepreneurship is among the top 10 challenges of U.S. CEOs.

For information and to register, <http://stateofcreativity.com/events/cwf/>.

## INSIDE BCA

**F**all is a busy time of year for Americans for the Arts. We celebrate not only National Arts and Humanities Month in October, but we also honor the best and brightest in support for the arts at THE BCA TEN and National Arts Awards. These events allow us to recognize and thank the companies and individuals who have made outstanding contributions to the arts in America. Without them, we couldn't do what we do every day.

The ten companies chosen this year for the BCA TEN 2010, along with the Hall of Fame inductee and Leadership Award winner, will be honored on November 4, in New York City. Our slate of honorees represents a truly top notch group of stalwart arts supporters, and I hope that you can join us in recognizing their achievements.

On October 18, Americans for the Arts will be honoring Martha Rivers Ingram at the National Arts Awards in New York City. Ms. Ingram will be receiving the Eli and Edythe Broad Award for Philanthropy in the Arts for her steadfast generosity and selfless contributions of time and energy to various institutions throughout her hometown of Nashville and across the nation. Whether working on behalf of the Nashville Symphony, Charleston's Spoleto Festival USA, or for our own Business Committee for the Arts, Martha inspires those around her to give their very best.

2010 has been memorable and unique for our organization. Robert Redford, our Honorary 50th Anniversary Chair, joined me for a conversation in Philadelphia this June to discuss creativity in the workplace. The event, presented by the Arts & Business Council of Greater Philadelphia and Towers Watson, allowed us to discuss the role of creativity and the arts in the business community. Redford then joined me in the kick-off of our anniversary convention in Baltimore where he spoke about the arts as an economic driver and community builder. His remarks at both events have led us in to the second half of our 50th anniversary year, and will shine a light on the importance of business support for the arts for years to come.

As our 50th anniversary year continues, we strive to bring you exemplary programming and tools to help you continue your great work to support the arts.

All the best,

A handwritten signature in black ink, appearing to read "Bob Lynch".

## Arts-Based Learning: An Interview with Ted Buswick

Businesses are focusing more attention on increasing creativity and innovation in their organizations in order to stay competitive in the global economy. In this interview, we discuss arts-based learning and the effect it can have on business with field expert Ted Buswick.

Ted Buswick heads the BCG History program at The Boston Consulting Group and was formerly Director of Publications for BCG's Strategy Institute. He is also Executive-in-Residence for Leadership and the Arts in the Graduate School of Management at Clark University. He is co-author of *What Poetry Brings to Business* (University of Michigan Press, 2010) and *Slate of Hand: Stone for Fine Arts and Folk Art* (Trafford, 2007); and co-editor with Harvey Seifter of two special issues of the *Journal of Business Strategy* about arts-based learning for business (2005 and 2010).

**As one of the pioneers in the field of arts-based learning, could you give a brief definition of arts-based learning for those who are unfamiliar with the term, including what business can learn from the arts?**

There is no accepted definition yet. Arts-based learning—applying processes and results of the arts to improve performance and productivity in other fields—can best

**“ Until recently, the arts and business relationship has been dominated by business sponsorship of the arts, but it is now recognized that the arts can contribute to business, too...”**

be understood through the effect it can have on business, government, and civic leaders. Until recently, the arts and business relationship has been dominated by business sponsorship of the arts, but it is now recognized that the arts can contribute to business, too—most notably by countering our society's inclination toward quantitative, linear, rational

thinking that seeks quick answers and is averse to ambiguity and risk.

**How do you make creativity tangible and actionable? Can you give an example of a successful project? Is the impact measurable?**

I believe the best way to make it tangible is to tie the training to an actual problem or business objective. In such a situation, the goal should be to immediately apply what you've learned when you return to work.

Perhaps the most cited example of a successful project is from Unilever in the UK. One component in Unilever's 1999 business strategy was to establish greater creativity and initiative among the firm's people and throughout its operating companies; to develop an enterprise culture; and encourage greater entrepreneurship among its employees. Catalyst's ambitions were higher than those of the vast majority of arts -in-business projects. By offering a wide range of after-

work programs and volunteer opportunities, they involved an impressively high percentage of their employees, and strong support began at the top.

There is as yet no repetitive quantitative way to measure the success of arts-based learning, which often is a roadblock for working with business executives.



**Have you witnessed an increased understanding and acceptance of arts-based learning in the business world, or is it still a tough sell?**

Arts-based learning is a tough sell, especially when we still have a difficult economy. A recent IBM survey of more than 1,500 CEOs, effectively summarized in *Fast Company* (May 18, 2010), indicates that creativity is the number one leadership competency of the future. We need to persevere through the tough selling cycle, push for extended programs for artists in corporations and organizations, and assure that successes are well publicized.

This is a young and growing field. The more we can publish in mainstream business publications, present before business audiences, and have direct conversations with leaders, the more quickly arts-based learning will grow.

Link to the full interview: [http://artsusa.org/pdf/private\\_sector\\_affairs/Buswick%20Interview.pdf](http://artsusa.org/pdf/private_sector_affairs/Buswick%20Interview.pdf)

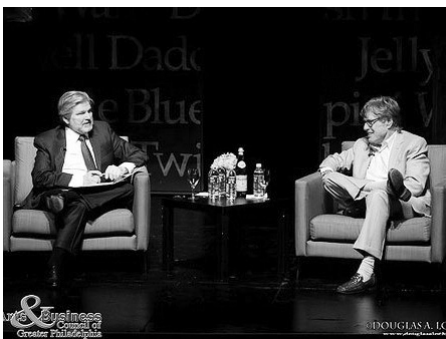
## PRIVATE SECTOR NETWORK

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

**North Texas Business for Culture and the Arts** announced the results of Deloitte's 2010 Economic Impact Study of Nonprofit Arts and Cultural Organizations of North Texas. Nonprofit arts and cultural organizations in North Texas contributed more than \$3.05 billion to the region's economy over the past three years: \$1.06 billion in 2009, \$995.3 million in 2008, and \$998.2 million in 2007.

"The Economic Impact Study clearly shows that arts and culture are a vital component to our economy. We hope the results will focus national attention on the scope of cultural activities in North Texas and encourage enhanced corporate financial support for arts and culture in our region," said CEO of North Texas Business for Culture and the Arts Katherine Wagner.

For more information, [www.dbca.com](http://www.dbca.com).



Robert L. Lynch, president and CEO of Americans for the Arts, and Robert Redford  
Photo Credit: Douglas A. Lockard and Arts & Business Council of Greater Philadelphia

Robert L. Lynch, president and CEO of Americans for the Arts, interviewed Robert Redford about the role of creativity in business. The event was presented by the **Arts & Business Council of Greater**

**Philadelphia** (an affiliate of the Greater Philadelphia Chamber of Commerce) and professional services company Towers Watson.

Redford's business success is now well known, but early on, Redford shared that he was unable to communicate with bankers. "It seemed like there was another language that business people spoke. There was another language I needed to learn," he said. "I had to learn the value of the bottom line in thinking."

He had ideas, but found he was not very good at hiring people to carry them out. Over time, he said, he learned to make sure he and his top hires were in sync. He learned to allow them to bring their own visions to fruition. "You have to let the leaders you hire run the show," Redford said. "I'm more involved on the creative side."

For more information, [www.artsandbusinessphila.org](http://www.artsandbusinessphila.org).

In Winston-Salem, NC, Milton Rhodes has spearheaded a Comprehensive Campaign that, with the help of hundreds of local volunteers, has raised almost \$26 million. A portion of the funds raised will transform a city block in downtown Winston-Salem into a gleaming new, multifunctional arts space for **The Arts Council of Winston-Salem** and Forsyth County, which will be named the Milton Rhodes Center for the Arts in honor of its current president and CEO. The 83,000 sq. ft. Center includes enlarged and enhanced facilities for Sawtooth Center for Visual Art; the 21,500 sq. ft. Hanesbrands black-box theatre; Reynolds Place meeting and event venue; two new gallery and exhibition spaces. Rhodes has long been considered one of the most capable and visionary leaders in the American arts community. The Campaign has grown the annual fund that supports more than 78 arts and cultural institutions in the city; established a significant endowment to fund the arts into the future; and created a marketing effort to brand Winston-Salem as "City of Arts and Innovation."

For more information, [www.intothearts.org](http://www.intothearts.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 ABC affiliate?

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

### What is a UAF?

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

For information, [www.AmericansForTheArts.org/go/privatesector](http://www.AmericansForTheArts.org/go/privatesector).

**Advertise with  
BCAnews, Americans  
for the Arts' quarterly  
publication for  
business and arts  
leaders nationwide.**

To place an ad in BCAnews please contact Timarie Harrigan, [tharrigan@artsusa.org](mailto:tharrigan@artsusa.org) or 212.223.2787

## PARTNERSHIP NEWS

### Target Arts & Wonder Event Offers Free Admission to the Arts Nationwide

On July 16–18, 2010, more than 80 museums, performing arts centers, and other cultural institutions in 30 cities across the country provided free family programming as part of Target's Arts & Wonder Free Family Weekend. The Kennedy Center, Shakespeare Dallas, The Museum of Modern Art, The Art Institute of Chicago, The Los Angeles County Museum of Art, and the Minnesota Orchestra are just a few of the organizations that provided free admission and family programs as part of the Arts & Wonder weekend.

"At Target, we believe that the arts have the power to engage and enrich our children's academic achievement, both inside and outside of the classroom setting," said Target's Community Relations President Laysha Ward.

The Arts & Wonder weekend is part of Target's year-round sponsorships of more than 2,200 free events and reduced-price performances at more than 120 museums, theaters, and cultural organizations across the country.

### Kohl's Color Wheels Returns for a Second Summer at the Milwaukee Art Museum

Kohl's has returned for a second year as sponsor of the Milwaukee Art Museum's Kohl's Color Wheels pop-up art studio for kids. The van travels around the Milwaukee area making stops at summer festivals and fairs. Children are provided with supplies to create Pollock-esque splatter paintings, paper "alley-gator" sculptures, bottle cap jewelry, and sculptures from recycled materials.

Kohl's Color Wheels is part of Kohl's Art Generation, a youth art education program developed by the Milwaukee Art Museum and Kohl's Department Stores to provide art education and at a time when art resources in schools are often stretched or non-existent. Kohl's Art Generation is made possible by a \$1 million gift from Kohl's to the museum, and also includes the Kohl's Art Generation Gallery and Studio, two new spaces for art education

at the museum, which opened in May of 2009. Last summer, more than 26,000 children and families participated in Kohl's Color Wheels activities.



### Why the Arts Matter Call for Proposals Hits Times Square

For a week in July, Americans for the Arts' Why the Arts Matter call for video proposals ran on MTV's 44 ½ screen in Times Square. The screen, which is the largest in Times Square, played the ad four times per hour, bringing the call to proposals to thousands of New York City sightseers. The Why the Arts Matter contest, part of Americans for the Arts' 50th Anniversary celebrations, asks participants to create videos reflecting why the arts matter to them; the winning video will also air on the MTV screen. In January, MTV also played Americans for the Arts' *The Arts. Ask for More.* public awareness campaign on the 44 ½ screen.

### Publicolor, Post-Its, and The Office Star Partner for Grand Central Exhibition

On August 3, Post-it brand; actress Angela Kinsey of NBC's *The Office*; and New York nonprofit Publicolor, which encourages the use of color to re-engage at-risk youth, convened at Grand Central Terminal to unveil the world's largest art billboard made entirely of Post-it notes and pushpins. The installation was designed by two high school students from Florida, the winners of the Post-it Brand 30th Anniversary Student Design Contest. The final creation, a mosaic of more than 100,000 Post-it Super Sticky notes measuring 40 feet by 44 feet and weighing 3,700 pounds, was installed at Grand Central's Vanderbilt Hall by artist Eric Daigh, who is known for creating portraits from unconventional materials.

### Survey, continued from page 1

businesses (from \$500 to \$700) and mid-size businesses (from \$2,000 to \$2,250). As a result, small and mid-size businesses more than ever contribute the largest share of arts dollars. Small businesses contribute 69 percent, mid-size businesses contribute 24 percent, and large businesses contribute seven percent. Of course, this is driven by the large number of small businesses in America.

In another interesting shift this year, 60 percent of small and 57 percent of mid-sized businesses include non-cash or in-kind giving to arts organizations. While small businesses on average give a low dollar amount to the arts, this is an area that continues to provide an avenue for arts organizations to get support from the business community—especially of donated goods and services. For example, a core philosophy of Arketype Inc., a graphic design company in Green Bay, WI, is the 80/20 rule—80 percent of time is spent on billable projects and 20 percent of time is spent providing in-kind design, video, and multimedia work to the community. When arts organizations need to boost ticket sales or attendance, they know Arketype will help brainstorm marketing tactics.

### Reasons Business Supports the Arts

What's the most important determinant of why a business that gives to the arts might increase its support? Profitability. They're businesses and make decisions based on bottom line. When asking for support, make sure to keep this in mind and demonstrate how your proposal is profitable for that business. After profitability, respondents chose a "link to social causes or education" as the next most important factor in supporting the arts. For example, Deutsche Bank in New York City recognized the important role the arts can play in community revitalization and developed the Art and Enterprise grants program in 2002 to foster relationships between low- and moderate-income communities and arts

*continued on page 7*

## ROUND UP

### ★ Galleries

**Google**, Mountain View, CA; **Hutton Broadcasting**, **Santa Fe Trails**, **The Santa Fe New Mexican**, **The Santa Fe Sage Inn**, Santa Fe, NM; and **Los Alamos National Bank**, Los Alamos, NM, all provided Ambassador level support to the Santa Fe International Folk Art Market.

### ★ Museums

**The Mandarin Oriental Hotel Group**, Hamilton, Bermuda, and **American Express**, New York City, sponsored *The Emperor's Private Paradise: Treasures from the Forbidden City* at the Peabody-Essex Museum, Salem, MA.

*Iowa Artists 2010* at the Des Moines Arts Center, Des Moines, IA, is sponsored by **Pioneer Hi-Bred**, Johnson, IA; **Faegre & Benson LLP**, Minneapolis, MN; **Bank of the West**, San Francisco, CA; and **KPMG LLP**, New York City.

**Bloomberg**, New York City, is the sponsor of *Houdini: Art & Magic* at the Jewish Museum, New York City.

*From Here to There: Alec Soth's America* at the Walker Art Center, Minneapolis, MN, is sponsored by **The Private Client Reserve**, Minneapolis, MN. **Le Meridien Chambers**, Minneapolis, MN, and the **W Minneapolis**, Minneapolis, MN, are hotel partners.

**Bank of America**, Charlotte, NC, is the sponsor of *John Baldessari: Pure Beauty* at the Los Angeles County Museum of Art, Los Angeles.

**Duke Energy**, Charlotte, NC, is the sponsor of *Contemporary British Studio Ceramics* at the Mint Museum of Craft + Design, Charlotte, NC.

Roger Hiorns' site-specific installation at the Modern Wing of the Art Institute of Chicago, Chicago, IL, is sponsored by **Boeing**, Chicago, IL.

**EDF Energy**, London, UK, sponsors *Yves Klein: With the Void, Full Powers* at the Hirshhorn Museum and Sculpture Garden, Washington, DC.

**Silestone by Cosentino**, Stafford, TX, is the sponsor of *Counter Space: Design and the Modern Kitchen* at The Museum of Modern Art, New York, NY.

The presenting sponsor of the Smithsonian Magazine Museum Day is **Toyota**, Torrance, CA. **Microsoft**, Redmond, WA, and **Citgo**, Houston, TX, are the presenting sponsors.

### ★ Theater

**PNC Financial Services**, Pittsburgh, PA, sponsors the Great Lakes Theater Festival, Cleveland, OH.

**Continental Airlines**, Houston, TX, returns as the Season Sponsor of the Alley Theater, Houston, TX, 2010-11 Season.

*The Scarlet Letter* at the Intiman Theater, Seattle, WA, is sponsored by **Ameriprise Financial**, Minneapolis, MN, and **Microsoft**, Redmond, WA.

**Comcast**, Philadelphia, is the Media Sponsor for the Asolo Repertory Theater, Sarasota, FL, 2010-11 Season. **PNC Financial Services**, Pittsburgh, PA, is the Season Event Sponsor.

**GE**, Fairfield, CT, is the Education Sponsor of *The Kite Runner* at the Alley Theater, Louisville, KY.

### ★ Dance

**Microsoft**, Redmond, WA, is the season sponsor of the Pacific Northwest Ballet, Seattle, WA, 2010-11 season.

**The MetLife Foundation**, New York City, is the sponsor of Axis Dance Company's, Oakland, CA, National Tour.

The Joffrey Ballet, Chicago, IL, 2010-11 Live Music Sponsorship is provided by **UBS**,

Zurich, Switzerland. **United Airlines**, Chicago, IL, is the Official Airline of the 2010-11 season.

### ★ Opera

**Dominion Resources**, Richmond, VA; **Altria**, Richmond, VA; and **Norfolk Southern**, Norfolk, VA, are sponsoring the 2010-11 season of the Virginia Opera, Richmond and Norfolk, VA.

**Coca-Cola**, Atlanta, GA; **Zurich Financial Services**, Zurich, Switzerland; and **AT&T Inc.**, Dallas, TX, are sponsoring the 2010-11 season of the Atlanta Opera, Atlanta, GA.

### ★ Symphony Orchestras

**The Baltimore Orioles**, Baltimore, MD, are the presenting sponsor of the Baltimore Symphony Orchestra, Baltimore, MD, 2010 Gala Celebration.

**The Fairmont Copley Plaza Hotel**, Boston, is the 2010 Opening Night Partner for the Boston Symphony Orchestra, Boston, MA.

### ★ Festivals

**Time Warner**, New York City; **R/GA**, New York City; and **Sovereign Bank**, Wyomissing, PA, sponsor the Next Wave Festival at the Brooklyn Academy of Music, Brooklyn, NY.

**American Airlines**, Fort Worth, TX, and the **Fairmont Chicago**, Chicago, IL, are season sponsors of the Grant Park Music Festival, Chicago, IL.

The Cooper Young Festival of arts and culture, Memphis, TN, is sponsored by **Coors Light**, Denver, CO; **GOmemphis.com**, Memphis, TN; and **Lenny's Sub Shop**, Memphis, TN. The festival is hosted by the **Cooper Young Business Association**, Memphis, TN.

## The Arts with Martha Ingram

“The arts make a community a better place to live, work, and play. Just ask almost anyone who lives in Nashville!” said Martha Ingram, Chairman Emerita of the Board of Ingram Industries, one of the largest privately-held companies in the country. Ingram has been a fixture in the arts in Nashville since the 1980s after relocating there from New York City. Ingram came to Nashville with the idea that the arts “need to flourish close to home,” and she’s been working toward that goal ever since.



After being appointed to the advisory board for The John F. Kennedy Center for the Performing Arts in 1972, Ingram envisioned a similar cultural complex for Nashville. Ingram was integral in creating the Tennessee Performing Arts Center (TPAC) through her persistent fundraising and vision. The Center changed the cultural landscape in Nashville. Through a combination of private fundraising and public funds, TPAC opened in 1980. Today, it houses the Nashville Ballet, the Nashville Symphony, and the Nashville Repertory Theatre, as well as education programs and touring Broadway performances. The center presents up to 500 shows per year, bringing the arts to nearly 500,000 people. The Nashville Symphony is now the eleventh largest orchestra in America and the Nashville Opera, Nashville Ballet, and the Tennessee Repertory Theatre are all renowned institutions on a national level thanks to Ingram’s fundraising and visibility efforts.

Since 2000, Ingram has also used her influence to encourage arts and business partnerships as a board member of the Business Committee for the Arts. She has worked alongside executives from companies across the country to expand and strengthen the network of businesses that support the arts. In 1999, the Business Committee for the Arts presented Ingram with the BCA

Leadership Award for her extraordinary leadership and commitment to supporting the arts and encouraging other businesses to follow her lead.

Of her work in the business community, Ingram said, “If I have had an impact on those in the business community, it comes from helping to persuade other business people that we can go for the best in the arts world—in facilities, in performers and performances—and we can achieve remarkable results if we invest as patrons of the arts. We can, and have, changed the experience of living in Nashville because of our own renaissance. We are a vibrant city filled with enthusiastic patrons of the arts. We are keeping most of our young in the community while attracting many of the brightest and the best from across the country.”

### *Survey, continued from page 5*

organizations to affect positive social and economic change. Since 2002, the bank has given more than \$4.4 million to fund innovative partnerships and the creation of new cultural destinations in once-neglected neighborhoods.

According to the survey, companies are also more likely to support arts programs that are linked to education. The majority, 62 percent of respondents, give to organizations that have arts education initiatives. Businesses look at it as a smart business investment. Kids who have access to arts education grown up to be innovative, creative, problem-solvers. According to a study entitled *Ready to Innovate*, produced in 2008 by Americans for the Arts, The Conference Board, and the American Association of School Administrators, U.S. employers rate creativity/innovation among the top five skills that will increase in importance over the next five years, and rank it among the top challenges facing CEOs. Investment in arts education today will benefit their businesses in years to come.

While business support for the arts might be down overall, this study provides keys to improving arts and business partnerships. Reach out to small businesses—don’t assume they don’t have anything to give. Ask for in-kind donations and research all your possibilities. Present your ideas to potential businesses with a focus on their bottom line. Consider partnering with an organization involved with arts education if your organization isn’t to approach a business for funding. And keep in mind your bottom line: You never know unless you ask.

The full report from the 2010 BCA *Triennial Survey of Business Support to the Arts Survey* is available on the Members-Only section of the Americans for the Arts Website at [www.AmericansForTheArts.org/go/MembersOnly](http://www.AmericansForTheArts.org/go/MembersOnly).

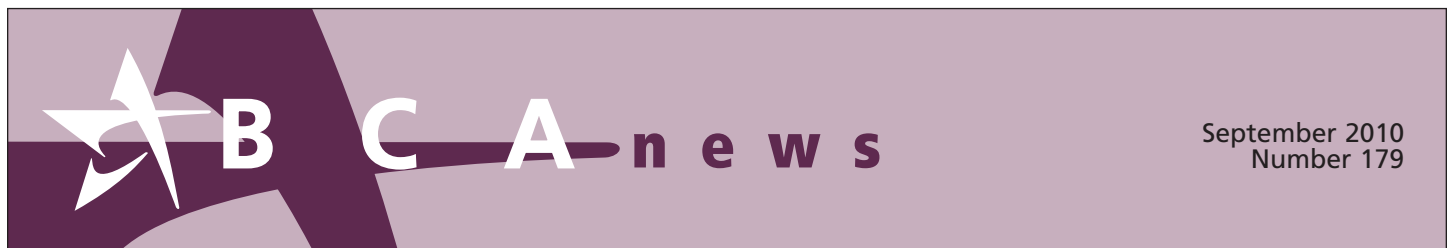


## Business Committee for the Arts

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](http://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.**



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

*“ Americans for the Arts is proud to honor businesses that recognize the value of the arts and show their commitment through involvement with the arts in the workplace and in their communities. These corporate leaders bring the arts into lives of millions of people across the nation through financial and in-kind support. ”*

Robert L. Lynch, president and CEO of Americans for the Arts honoring THE BCA TEN 2010 Winners

## This Issue . . .

- 1 Business Committee for the Arts Triennial Survey**  
*Why and How Businesses Support the Art*
- 3 Looking Into the Value of Arts Based Learning**  
*Insight from Ted Buswick*
- 7 Leadership in the Arts**  
*A Visit with Martha Ingram*