



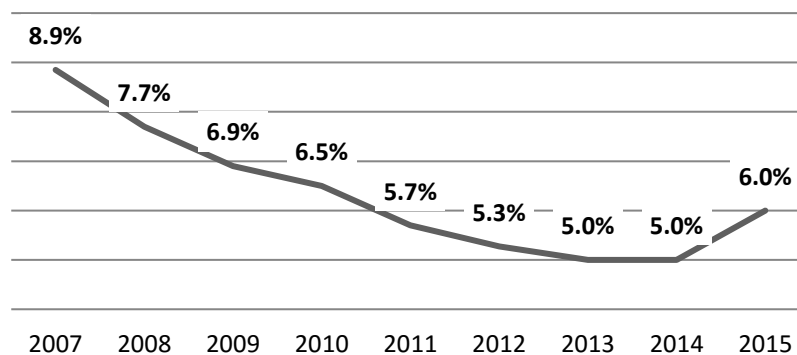
### Arts Facts . . . Business Support to the Arts

With billions in arts funding, businesses play a key role in ensuring the health and vitality of the nation's arts sector. Business support for the arts is less driven by a charitable focus than it is targeted on how the arts impact the communities in which their employees live and work.

## Corporate Support to the Arts Rebounds in 2015

According to the Committee Encouraging Corporate Philanthropy (CECP) and the Conference Board, the “share” of corporate philanthropy directed to the arts by large corporations grew from 5 to 6 percent in 2015—the first increase in seven years.

### Arts & Culture Market Share of Large Corporate Support



## Reasons Businesses Support the Arts: (1) Benefits to Employees and (2) Arts Education

Half of the business leaders responding to the [2013 BCA National Survey of Business Support for the Arts](#) Survey indicated that benefits to employees and their families are Very Important in making funding decisions:

1. The arts improve the quality of life in the community (54 percent)
2. The arts help create a vibrant community and society (49 percent)
3. The arts improve academic performance for students (47 percent)
4. Arts organizations offer education initiatives that benefit the community (47 percent)

Profitability is the largest consideration in increasing support to the arts (72 percent). Following “benefits to employees,” the next most important factors are arts education and programs for the disadvantaged (69 percent). As business leaders seek to attract and retain skilled and educated workers, they are paying more attention to community livability and vibrancy—a key area in which the arts make a contribution.

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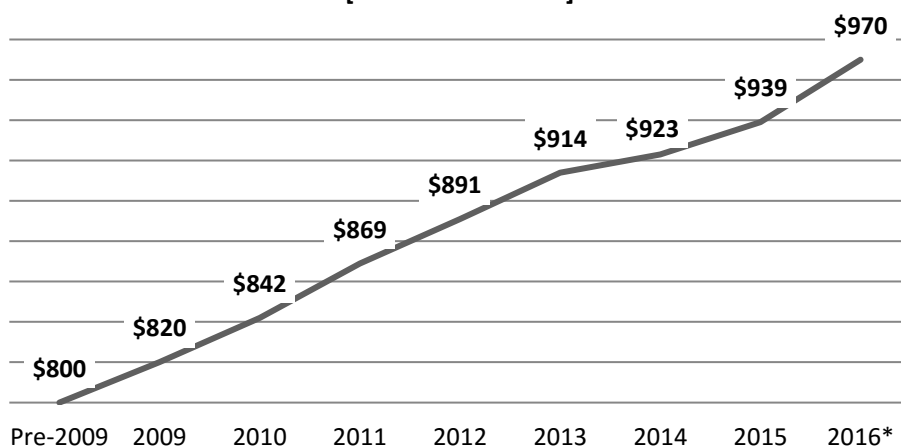


## Sponsorship

Following a major decline during the Great Recession, arts sponsorships have rebounded—\$970 million projected for 2016, up from \$800 million in 2008—according to IEG’s Sponsorship Report.

## Sponsorship Spending on the Arts

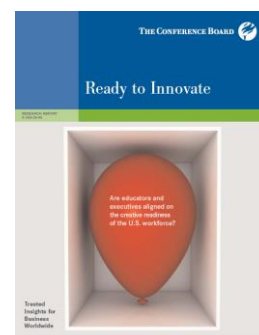
[Millions of Dollars]



## The Importance of the Arts in

### Building the 21<sup>st</sup> Century Workforce

The Conference Board’s research report, *Ready to Innovate*, touts the importance of arts education in building the 21<sup>st</sup> century workforce. Innovation is the key to the nation’s economic prosperity and global competitiveness. Arts participation—in school or in the workplace—strengthens our “creativity muscles,” which builds our creativity—the fuel that drives innovation. The report, aimed at business leaders, concludes, “The arts—music, creative writing, drawing, dance—provide skills sought by employers of the third millennium.”



## Businesses are using the arts to inspire employees, stimulate innovation, and foster creative

**collaborations** The pARTnership Movement, a campaign by Americans for the Arts, demonstrates how the arts can help businesses enhance the critical thinking and creative skills of their workforce while improving employee engagement, recruitment and retention.



- By visiting [www.pARTnershipMovement.org](http://www.pARTnershipMovement.org), businesses and arts organizations alike can access information to create partnerships in their communities.

Sources: Americans for the Arts, 2013 BCA National Survey of Business Support for the Arts, IEG Sponsorship Report, 2016 and CECP, in association with The Conference Board. *Giving in Numbers: 2016 Edition*.