Our partnership with Socrates Sculpture Park has resulted in amazing benefits for both our company, the Plant Specialists, and the park itself. Before the Community Works Initiative program, which offers job training, the park was constantly vandalized and tagged with graffiti, and the surrounding area had one of the highest unemployment rates in New York City. Since we created the Works Initiative program, we have had little to no problems with vandalizing or tagging, and we have hired 33 people that trained through the program. The park is seen as being owned by the community, and it exists to support the community. This unique training program creates a bond of loyalty between the participants, the company, and the park.
NV ENERGY USES THE ARTS TO SUPPORT MILITARY FAMILIES

One of NV Energy’s employees was an Afghanistan war veteran through her service in the Nevada Air Guard. Returning from her deployment, she worked with local veterans and arts groups to create Combat Paper, a NV Energy-supported initiative where veterans shredded their old uniform and made paper from them. The paper was then turned into art, which told the story of their journey from reconciling their military service, dealing with PTSD, and returning to civilian life. Some of the combat paper was created by families who lost sons or daughters in military conflict.

FURTHER READING AND RESEARCH

ARTS & ECONOMIC PROSPERITY 5: THE ECONOMIC IMPACT OF ARTS & CULTURAL ORGANIZATIONS & THEIR AUDIENCES
A comprehensive study on the economic impact of nonprofit arts across America.

AMERICAN PLANNING ASSOCIATION: HOW ARTS AND CULTURE CATALYZES ECONOMIC VITALITY
A study highlighting how cultural assets can boost economic vitality.

For more information on the pARTnership Movement and additional resources and case studies, visit www.pARTnershipMovement.org.