

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 driven less by a charitable focus and more by a focus on how the arts impact the communities in which their employees live and work.

Business Support for the Arts Changes with the Economy

According to the *2013 BCA National Survey of Business Support for the Arts*, business giving to the arts (cash plus non-cash) was up 18 percent, following steep declines in 2006 and 2009. The new 2012 level returns arts giving to 2006 levels.

- The percentage of all businesses contributing to any philanthropic cause increased from 52 percent in 2009 to 64 percent in 2012.
- Similarly, the percentage of all businesses contributing to the arts increased from 28 percent in 2009 to 41 percent in 2012. The median contribution increased from \$750 to \$1000 (+33 percent), exceeding 2006 levels (*not adjusted for inflation*). Growth in median gift size was noted by both small and large businesses, with a small decrease by mid-sized businesses.
- In 2012, the "share" of all business philanthropy going to the arts increased from 15 to 19 percent, suggesting an increased prioritization of the arts by businesses.

Business Contributions to the Arts			
Year	2006	2009	2012
Percent change in total arts giving from previous period	-5%	-14%	+18%
Percent of businesses contributing to any philanthropic cause	+70%	+52%	+64%
Percent of all businesses contributing to the arts at least once in 3-year period	+43%	+28%	+41%
Median contribution to the arts, per business	\$800 (--)	\$750 (-7%)	\$1000 (+33%)
Share of total philanthropic contributions to the arts	+15%	+15%	+19%

Source: Americans for the Arts' Business Committee for the Arts, 2013

Reasons Businesses Support the Arts

Half of the business leaders surveyed indicated that benefits to employees and their families are Very Important in making funding decisions:

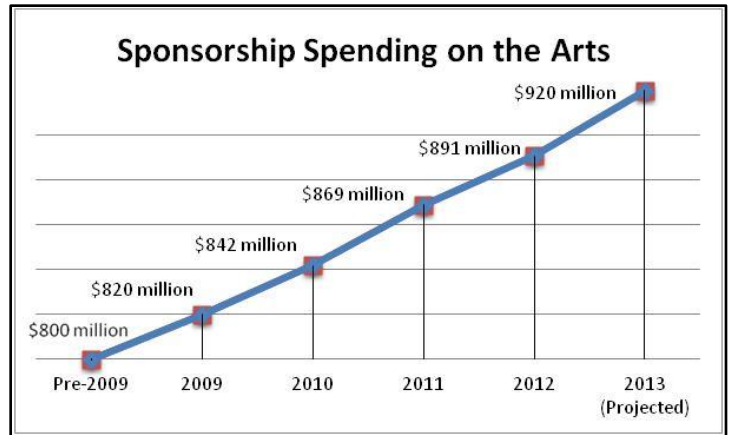
1. The arts improve the quality of life in the community (54 percent)
2. The arts help create a vibrant community and society (49 percent)
3. The arts improve academic performance for students (47 percent)
4. Arts organizations offer education initiatives that benefit the community (47 percent)

Profitability is the largest consideration in increasing support to the arts (72 percent). As in 2009, the next most important factor is 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.

While the top reason that businesses did not give to the arts is financial (35 percent), nearly one-third list addressing social issues as Very Important (30 percent). Arts leaders need to continue communicating the important role of the arts in addressing social, educational, and economic development issues in their communities.

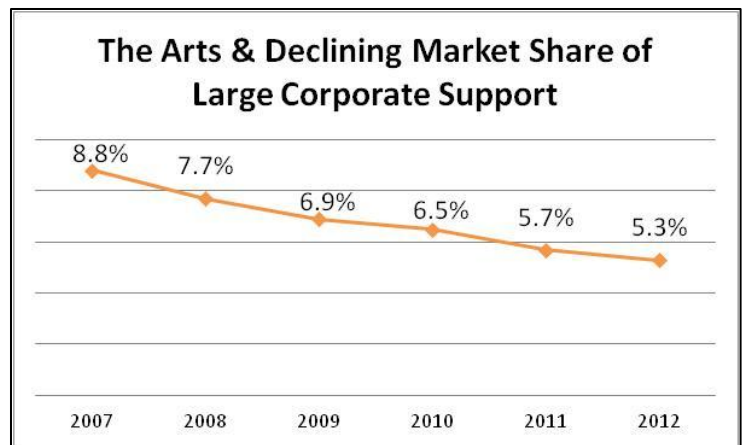
Sponsorship

Following a major decline during the Great Recession, arts sponsorships have rebounded—\$920 million in 2013, up from \$800 million in 2008—according to IEG’s Sponsorship Report. Financial services and automotive are the two largest sponsorship categories for the arts.



Downward Pressure on Business Support to the Arts

- According to CECP and the Conference Board, the “share” of corporate philanthropy directed to the arts by large corporations is decreasing, dropping from 8.9 percent in 2007 to 5.3 percent in 2013.
- One challenge has been that more businesses are reducing their charitable focus to a single funding category, such as health or education, in an effort to achieve measurable results from their philanthropy. This single-focus giving rarely focuses on the arts.



The Importance of the Arts in Building the 21st Century Workforce

The Conference Board’s research report, *Ready to Innovate*, touts the importance of arts education in building the 21st 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 partnerships with 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, businesses and arts organizations alike can access information about the benefits of working together, examples of successful arts and business partnerships, and resources to create partnerships in their communities.

