BCA 10: Best Businesses Partnering with the Arts in America Gala

Collins Building Services offers a warm congratulations to all of this year’s winners.

With presentations of the BCA Leadership Award to Chandrika Tandon, Chairman of Tandon Capital Associates and Soul Chants Music,

and the David Rockefeller pARTnership Award to Square and Cheyenne River Youth Project, San Francisco, CA / Eagle Butte, SD
Welcome to the 14th annual BCA 10 Awards. All of our honorees have played an integral role in supporting the arts to create flourishing communities, engaged employees, and bottom-line success. Our BCA Leadership Award honoree, Chandrika Tandon is a business leader, arts supporter, and Grammy-nominated musician, whose keen understanding of both the arts and business communities inspire success. Our David Rockefeller pARTnership Award, sponsored by the David Rockefeller Fund, celebrates a project between Square and Cheyenne River Youth Project, that bonds the arts, technology, and an entrepreneurial spirit.

We want to thank the David Rockefeller Fund and the Rockefeller Family for partnering with us to celebrate arts and business partnerships. In 1966, David Rockefeller spoke to a gathering of business leaders calling for them to collectively raise their voices as advocates and supporters of the arts. Since then, we have carried on this mission through our Business Committee for the Arts work.

In partnership with The Conference Board, our 2018 Business Contributions to the Arts survey shows that businesses continue to partner with the arts to improve the quality of life in their communities and in their companies. Increasingly, businesses are partnering with the arts to address diversity, equity and inclusion and open dialogues around important issues. As staunch supporters of the arts, these results may not surprise you, but they do tell an incredibly compelling story of the power of the arts.

Americans for the Arts has been leading the way in arts advocacy for more than 50 years. Over our lifespan, we have not only seen the success of our work, but we have witnessed threats to the arts and come out victorious. Time and time again, we have felt the way the arts unite us. Much of this work would not have been possible without the incredible support of the business community.

We thank all of tonight’s honorees and our Business Committee for the Arts for their leadership on key initiatives including messaging, advocacy and strategic alliances within the private-sector community. As well as dedication in advancing the arts in America by encouraging, inspiring and stimulating businesses to support the arts in the workplace, in education, and in the community.
Churchill Downs Incorporated is a multi-U.S.-state company best known for the Churchill Downs Racetrack, the home of the Kentucky Derby. For decades, Churchill Downs has been known in Louisville for its generosity to the community, which includes their steadfast support for the arts. The company prioritizes supporting arts because of their belief that immersion in the arts and opportunities for art education is a primary way to achieve prosperity in both their city and state.

Through a collaboration with Fund for the Arts and Jennifer Lawrence Arts Fund, Churchill Downs transformed the Opening Night event, which kicks off Derby week, into a celebration of Greater Louisville’s arts community. By highlighting the artists of the Greater Louisville community, they have increased event attendance by 24.9 percent. In addition, the company works with Fund for the Arts to create a unique code for ticket purchasing, through which $1 of every ticket sold was donated back to Fund for the Arts. Each year, they commission a local artist to create the official poster for both the Kentucky Oaks race and Kentucky Derby. This year, Churchill Downs designated the Thursday before Kentucky Derby (Thurby) as “Kentucky Day,” and partnered with the Actors Theatre of Louisville to place Kentucky-centric art throughout the track. Working with Louisville Visual Art, Speed Art Museum, and Forecastle Foundation, they created neon light installations, fiber glass horse sculptures, and placed musical artists around the grounds.

Churchill Downs offers subsidized use of their facilities to arts organizations for holding events, campaign kickoffs, and other arts celebrations. The company also donates tickets to the Kentucky Derby and Kentucky Oaks for nonprofits to use as auction items each year. On the flip side, through supporting various arts organizations, Churchill Downs can offer free and discounted arts events tickets to their staff.

Churchill Downs corporate headquarters features a gallery which showcases locally-produced art on a rotating, quarterly schedule. Employees are given the opportunity to purchase the art at a discounted rate to encourage support of local artists, as well as engage employees in art appreciation. The company also encourages employees to serve on the boards of local arts organizations. Senior leaders currently sit on the Speed Museum Board of Governors and the Board of Kentucky Shakespeare. In addition to promoting corporate support for these organizations, CEO Bill Carstanjen is a personal advocate and financial supporter of Fund for the Arts and Kentucky Museum of Art and Craft.

Churchill Downs is the presenting sponsor of the Cultural Pass, which provides free summer access to approximately 40 venues, and expands access to summer learning opportunities for underserved populations. Through this program, over 31,000 people have gained access to cultural experiences.

By showcasing artists and working to increase accessibility to the arts, Churchill Downs has become more than a derby for its community. The company looks forward to serving as a supporter of the arts for many years to come.

“Louisville has long been aligned with horse racing, hospitality, bourbon and fine cuisine, all of which are celebrated at our flagship event, the Kentucky Derby. Our city’s vibrant arts community should be an attraction that makes Louisville a destination. By turning Churchill Downs Racetrack into a stage and a canvas upon which our local artists can perform, we provide a transformative experience to horse racing fans and extend the magic of the Kentucky Derby beyond the first Saturday in May.”

—BILL CARSTANJEN, CEO, CHURCHILL DOWNS, INCORPORATED

Nominated by Fund for the Arts
Fifth Third Bank has a history of firsts. In 1948, it created the Fifth Third Foundation, the first corporate foundation established by a financial institution in the United States. Since then, the Bank has contributed funding, sponsorship, and leadership to the arts. In 2017, Cincinnati Fifth Third Bank President Tim Elsbrock chaired the ArtsWave campaign for greater Cincinnati region’s local arts agency, and raised $12.5 million for the organization. When it came time for the Cincinnati Music Hall to be renovated, Fifth Third Foundation stepped in as one of the first $1 million pledges to help launch the renovation.

As one of Cincinnati’s largest employers, Fifth Third Bank understands the importance of the arts when it comes to engaging employees. The company incentivizes donations to the arts through endorsed payroll deductions and encourages leadership opportunities for its employees. Last year, 4,213 members of the Cincinnati workforce donated to ArtsWave. 132 of these donations exceeded $1,500.

Additionally, Teresa Tanner, chief administrative officer of Fifth Third Bank, was named Chair of ArtsWave’s Board of Directors last fall. Many other executives at Fifth Third Bank also serve on the boards of arts and cultural organizations, including the Cincinnati Symphony Orchestra, Cincinnati Art Museum, Cincinnati Ballet, and Cincinnati Shakespeare Company, as well as other arts organizations across its 10-state reach.

In partnership with ArtsWave, the Bank has promoted opportunities for employees to engage with the arts through showcases and performances. The two organizations are currently working collaboratively on an “Inclusive Arts” program with artist Brian Washington, whose work will be exhibited by the Bank and who will also design a mural for the headquarters in Cincinnati. The Bank’s first mural, designed by Eduardo Kobra, depicts Neil Armstrong, the American astronaut who was an Ohio native and University of Cincinnati professor.

Fifth Third Bank’s connection to local arts fosters a sense of pride in its city. The Bank has sponsored “Transform Cincinnati,” a book detailing the ArtWorks Mural Program, which is a nonprofit public art initiative, and has also sponsored TIDAL, a hackathon in Cincinnati which brings together minds from the tech, design, and marketing industries to rethink issues in the arts.

Over the past 20 years, the Fifth Third Foundation has donated almost $7 million to the arts. Fifth Third Bank has branches across Kentucky, Ohio, Indiana, Illinois, Michigan, West Virginia, Georgia, Tennessee, Florida, and North Carolina, where they are also engaged in their respective communities through their support of the arts.
Fosun International, a family-focused multinational company, believes that the arts are vital to creating vibrant communities in which people want to live and work. Since the 2013 acquisition of its premier Lower Manhattan property, the 28 Liberty banking skyscraper, the company has embodied these beliefs. The 60-floor office tower was the first modern skyscraper built in Lower Manhattan and the original headquarters of Chase Manhattan Bank, under the leadership of Business Committee for the Arts Founder David Rockefeller. The property boasts a sprawling plaza and two public art pieces—the iconic sculpture “Group of Four Trees” by Jean Dubuffet and the “Sunken Garden” fountain by Isamu Noguchi, both of which enhance a space designed to bring the surrounding community together.

28 Liberty has served as an event space and workspace for many nonprofit arts organizations. For the past six years, Fosun has partnered with Sing for Hope at 28 Liberty, a nonprofit organization dedicated to bringing music to under-resourced New York City public schools, hospitals, and community centers. Each summer, 28 Liberty hosts the Sing for Hope Pianos program, during which pianos are created by teams of artists in a studio space within the building. The finished pianos are then debuted during a massive kick-off event for the public and displayed on the 28 Liberty plaza. At the end of the summer, the pianos are distributed around the city for a period of free play and eventually are sent to their permanent homes in NYC public schools.

In addition, 28 Liberty has hosted the inaugural NYC Math Festival in partnership with the National Museum of Mathematics; the River to River Festival and Workspace—an artist-in-residency program, both in collaboration with the Lower Manhattan Cultural Council; a free summer film series in partnership with the Alliance for Downtown New York; and Performa, the international visual arts biennial dedicated to exploring live performance. Year-round cultural programming offers opportunities for Fosun employees, employees of 28 Liberty tenant businesses, and the Lower Manhattan community to engage with and appreciate the arts.

To mark its 20th anniversary, Fosun founded The Fosun Foundation, which, among other charitable efforts, aims to promote the exchange of Chinese culture abroad. Fosun regularly celebrates Chinese arts and culture through festivals and events specifically for Fosun employees, including celebrations for the Autumn Harvest Festival and Lunar New Year.

With rotating exhibits and year-round cultural offerings, Fosun is proud to make 28 Liberty a hub for arts activity and accessibility.

“We believe that the arts have the power to change lives. We proudly make the arts accessible at our premier properties in the communities in which we operate. It is a driving force behind our business strategy as a leader in placemaking.”

— WEI BO, NEW YORK EXECUTIVE CHIEF REPRESENTATIVE, FOSUN INTERNATIONAL AND VICE PRESIDENT, FOSUN HIVE
Phillips 66 debuted in 2012 as an independent energy company after a split from ConocoPhillips. Since then, the company has prioritized the arts as a part of its commitment to enriching the civic life of the communities in which it operates. Phillips 66 recognizes that the arts are a way to bring communities together, engage employees, and support youth.

The company is present in its community through its support of arts and cultural events. Phillips 66 has been one of the Houston Symphony’s leading corporate donors for the past four years, by supporting the Houston Symphony Ball and programs such as Film With Live Orchestra performances. The organization is also a presenting sponsor of free performances at Miller Outdoor Theatre by Stages Repertory Theatre and the Society for the Performing Arts.

Internally, Phillips 66 understands the value of the arts and volunteer work when it comes to engaging its own employees. The company encourages their employees to volunteer at various organizations by offering up to two days of company-paid volunteer time. In addition to matching gifts to charities of up to $15,000, the company also donates $500 for every 20 hours an employee spends volunteering.

Last year, all Phillips 66 employees were invited to an orchestra performance by the Houston Symphony, led by Associate Conductor Robert Franz. Tickets to other performances were used as an incentive for participation in the company’s United Way Campaign, a charity dedicated to creating long-lasting community change. Phillips 66 also engages with employees’ children by hosting an art contest each year. Entrants create artwork that depicts something safety-related, and the winners are selected for Phillips 66’s annual Life Saving Rules Calendar.

Phillips 66 is also dedicated to increasing youth’s access to the arts. The company and its employees facilitated Camp Adventure!, a collaboration between the Houston Symphony and Barbara Bush Houston Literacy Foundation (BBHLF). Due to the support of Phillips 66, Camp Adventure! was able to offer free music classes facilitated by the Symphony’s Community Embedded Musicians and an Instrument Petting Zoo, where children learned about various musical instruments.

As part of Phillips 66’s partnership with the Children’s Museum of Houston, the company has commissioned artist Jack Strutz to create interactive social media campaigns to advance literacy through the arts. The company has also sponsored field trips to Theatre Under the Stars, a nonprofit musical theatre production company, as well as family-friendly performances by the Houston Grand Opera. In addition, Phillips 66 sponsors Mercury Baroque’s Neighborhood Series, which holds affordable neighborhood concerts throughout Houston. Through these successful arts partnerships, Phillips 66 is breathing new energy into its communities and reinforcing its commitment to improving lives.

“As a company committed to improving lives, Phillips 66 is proud to support the arts. Our communities are enriched by the arts, precisely because art touches and changes lives in ways that are positive and profound. It’s one important way we can make a difference in the places where our employees live and work.”

— GREG GARLAND, CHAIRMAN AND CEO, PHILLIPS 66

Nominated by Houston Symphony
The Standard, an insurance company headquartered in Portland, Oregon, supports the arts because it believes arts and cultural organizations play a vital role in creating vibrant communities. Since its founding in 1906, the company has understood that the arts provide space for communities to come together to build understanding, appreciation, and empathy for others.

The Standard and its employees donated more than $700,000 to arts and cultural organizations last year, which included $200,000 in direct corporate contributions and $167,000 in donations made by employees of The Standard during its annual employee giving campaign. The company matches all employee contributions 2:1 during the campaign, which resulted in an additional $330,000 in company arts contributions. Additionally, The Standard gives paid time off for staff to volunteer in the community, as well as trains and places employees on arts and other nonprofit boards. Currently, 16 of The Standard’s senior executives serve on arts boards.

A pop-up gallery in The Standard’s offices showcases employees’ visual and textile art, jewelry, and fashion pieces. The show was designed to break down barriers among departments, foster better relationships among co-workers, and encourage innovation in the workplace. As a part of long-term partnerships with a variety of arts organizations, The Standard offers employees tickets to local arts experiences which can be used for team building, entertaining customers, or family outings.

The Standard is an early funder of the Creating Connection initiative, a national movement that seeks to make arts and culture a recognized, valued, and expected part of everyday life. To raise awareness of the value of the arts, they also sponsored Everybody Reads, a city-wide shared reading experience, during which free copies of a featured novel are available at local libraries and Portlanders are invited to attend books discussions and community events.

The company has been a supporter of the Portland Opera for more than 50 years, and partners with its Opera-to-go program, which serves more than 14,000 students each year. In doing so, they provide access to high-quality performances for children across the region, regardless of geographic or economic barriers. In addition, The Standard also recently made a major in-kind donation of technology services and assessment to Portland Opera to improve its technology infrastructure and digital presence.

In recognition of their support, The Standard has received numerous past awards including Top Corporate Donor to the Arts and Philanthropic Leader in the Arts. Greg Ness, The Standard CEO, has been awarded The John C. Hampton Award for Outstanding Leadership in the Arts.

“Fostering an appreciation for the arts helps build a foundation for a lifetime of curiosity and learning. The Standard invests in the arts because a vibrant community of arts and artists brings energy to the larger community. The arts can attract the innovators and creative thinkers we need in the public and private sectors now more than ever.”

—GREG NESS, CHAIRMAN, PRESIDENT AND CEO, THE STANDARD

Nominated by Portland Opera
As a firm that works within the creative realm of advertising, marketing, and public relations, having a strong passion for the arts is part of the company culture at Tierney, a communications agency. Tierney’s belief in the power of the arts guides their core philosophy: “Inspire Curiosity.”

Tierney understands that exposure to and engagement with the arts is not only beneficial for the community, but for the productivity of the business as well. The agency provides free admission to the Philadelphia Museum of Art, BalletX, and the Barnes Collection, while also actively encouraging staff to get out of the office and explore other cultural offerings in the city. They offer an annual mural arts walking tour each spring, which has been growing in popularity. In addition, their office is a gallery in and of itself, featuring over 100 pieces curated by art dealer Bridgette Mayer. Tierney and Mayer will be collaborating again to host a benefit art exhibition for the newly opened Philadelphia Rail Park.

The company has a dedicated committee of employees, “Team Tierney,” who organize philanthropic events, programs, and campaigns. Additionally, staff members are involved in many nonprofit leadership boards, including those of BalletX, the Philadelphia Museum of Art, Art Reach, the Association for Public Art (APA), and Musicipia. Tierney is also actively involved in the Arts and Business Council of Greater Philadelphia. Through the council, Tierney employees have completed the Designing Leadership program, which serves leaders from organizations in the region by forging connections, encouraging engagement, and supporting a growing creative economy.

Tierney has also provided in-kind support to arts organizations, including the APA. To celebrate the centennial of the Benjamin Franklin Parkway, a boulevard in the heart of Philadelphia, APA collaborated with artist Cai Guo-Qiang to create “Fireflies,” 27 customized pedicabs adorned with hundreds of colorful lanterns which glided along the Parkway at night. The piece was inspired by memories from the artist’s childhood of traditional lantern festivals. Leading up to the unveiling of “Fireflies,” Tierney donated their time and expertise to assist APA in promoting the project. Additionally, Tierney worked with the APA to help promote Rafael Lozano-Hemmer’s public art project “Open Air.” This project involved 24 robotic searchlights that reacted to unique voices in Philadelphia, creating a one-of-kind light sculpture in the night sky. The project was named one of the 50 best public art projects by the 2013 Public Art Network Year in Review of Americans for the Arts.

In 2017, Tierney partnered with Philadelphia’s Office of LGBT Affairs to redesign the iconic rainbow pride flag. Their new iteration contains black and brown stripes to represent the efforts for greater inclusion within the LGBTQ+ community and beyond. In 2015, in honor of Pope Francis’ historic visit to Philadelphia, Tierney designed “Poppies,” tasty, organic, rainbow-colored frozen treats, and donated all proceeds to The Trevor Project, the leading national organization providing suicide prevention services to LGBTQ+ people under 25.

Over the past 20 years, Tierney has raised funds for United Way causes which support the arts, and also boasts 100% participation from staff through their annual giving campaign. Tierney has been recognized for the past five consecutive years as one of the most philanthropic businesses in the Philadelphia region and has contributed millions of dollars to various nonprofits, arts and cultural organizations.

“Art is at the heart of everything we do and it inspires our creativity each and every day. We are proud to have partnered with many incredible organizations over the years, especially the Association for Public Art, BalletX, Musicipia, the Arts & Business Council of Greater Philadelphia and Please Touch Museum, as these organizations play a critical role in our community. It has been a long-standing Tierney tradition to support and give back to the arts in Philadelphia and beyond.”

—MARY STENGEL AUSTEN, CEO, TIERNEY
UMB Financial Corporation was founded by the Kemper family in 1913, and the arts have been an integral part of the character of the company. UMB believes all people can benefit from the power and positivity of the arts. Whether it’s through a creative outlet, therapeutic respite, expansion of viewpoints, or pure enjoyment, the arts impact communities and individuals in powerful ways. UMB’s commitment to the arts is equally visible from its headquarters in Kansas City, Mo., to its offices spanning eight states.

On the first Friday of each month, Kansas City Crossroads Art District hosts “Kansas City First Fridays,” where the Art District transforms into a giant art gallery and street festival. UMB has a branch in the heart of the neighborhood and is a strong supporter of the event.

CEO Mariner Kemper was appointed campaign chairperson for the Denver Mayor’s Commission on Art, Culture & Film in the late 1990s, during which he was instrumental in integrating public art into the design of the Denver Center for Performing Arts and the Denver Public Library. He now sits on the board of the Denver Art Museum, where he serves as the Uncorked fundraising event co-chair, which UMB has sponsored for the past 15 years.

The company recognizes the value of the arts for associates and maintains the UMB Corporate Art Collection, one of the most highly regarded collections of American art in the Midwest. Established for the enjoyment of customers, guests, and associates, R. Crosby Kemper’s intent regarding the creation of the collection was to foster a knowledge of classic American art in all of UMB’s communities. New associates learn about the history of the company’s passion for the arts during a New Hire Art Tour on their first day.

Associates also have hands-on creative opportunities. Every year, UMB branches, departments, groups, and individual associates transform plain, ceramic piggy banks into creative works of art during the UMB Piggy Bank Parade and Auction. This annual fundraiser, benefiting ArtsKC, a nonprofit arts council in Kansas City, is a fun and exciting way for associates to show off their artistic talents. The 2017 campaign included more than 40 piggy banks and raised $3,346.

UMB also annually offers qualifying associates two paid volunteer days off to invest back into the community, as well as numerous volunteer opportunities throughout the year. Regular email communication is sent to associates promoting local arts activities in Kansas City and throughout its regions.

Senior leaders in Texas and Arizona have won awards for their commitment to business and the arts. Across the eight states UMB serves, associates hold board positions with organizations such as the Denver Art Museum, Kansas City Repertory Theatre, National Museum of Women in the Arts, Wichita Art Museum, Free Arts for Abused Children of Arizona, Ballet Folklorico Esperanza, and Ballet Arizona.

In recognition of their partnerships with and contributions to arts organizations, UMB Financial Corporation was a BCA 10 honoree in 2008.
VF Corporation is one of the world’s largest apparel and footwear companies with nearly 70,000 associates and operations in more than 170 countries. VF is committed to giving back to its local communities and believes that being an actively engaged citizen is valuable for both the community and for the business.

VF and its brands encourage associates to pursue volunteer opportunities, whether through corporate volunteer programs or on their own. During the National Folk Festival in Greensboro, NC, which took place each year from 2015 to 2017, hundreds of VF associates joined the more than 1,400 volunteers needed to execute the three-day event. As a lead financial contributor, VF brought its Wrangler brand to the festival by sponsoring the Wrangler Stage, one of the festival’s most popular destinations. Wrangler also contributed the use of its headquarters’ downtown grounds to the festival, which provided space for audience seating and a food and beverage marketplace.

VF regularly celebrates associates who volunteer their time. Through the VF 100 program—which honors the 100 associates company-wide who have accumulated the highest number of service hours each year—VF has donated $1,000 to each winner’s charity of choice via the VF Foundation, VF’s philanthropic organization. Since the VF 100 program’s inception in 2005, more than 1,100 associates have contributed over 295,000 hours and more than $1 million has been donated to community causes.

VF takes an active role in supporting arts initiatives in its hometown of Greensboro. The company is a long-time lead contributor to ArtsGreensboro’s annual community-wide ArtsFund Campaign, which supports more than 50 arts organizations, projects, and artist initiatives each year across Guilford County. VF’s senior management is also playing a strategic role in a Greensboro-based, art-focused task force that is spearheading the effort to create Greensboro’s “Cultural Arts Master Plan,” which will serve to advance and support creative life in Greensboro.

Several of VF’s brands offer customers the ability to showcase their artistry by crafting custom products while also benefiting local nonprofits. For nine consecutive years, the Vans brand has hosted its Custom Culture arts competition, which supports high school arts programs around the country. Participating schools have the chance to win $75,000 towards art programming, and four runner-up schools can earn $10,000. Since 2012, Vans has partnered with Americans for the Arts to offer Custom Culture Grants to public high schools to support arts education. VF is grateful for the ways in which the arts have enriched the company, and will continue to give back to the arts in their communities.

“VF has a proud history of supporting the arts in the communities where our associates live and work, because we believe that thriving communities also mean thriving employees. Empowering local arts organizations that inspire and positively impact people and societies will always remain a focus for us at VF.”

—STEVE RENDLE, CHAIRMAN, PRESIDENT AND CEO, VF CORPORATION
West Bend Mutual Insurance Company’s mission is to provide peace of mind to its customers through sound insurance and superior service. The company is anchored by its core values of excellence, integrity, and responsibility. In 1995, West Bend Mutual Insurance established the West Bend Mutual Insurance Charitable Fund, which focuses its grant-making priorities on programs that support the arts, strengthen children and families, protect the environment, and enrich community life. The company supports the arts because of the importance of telling a story, of honoring a legacy, of preserving history, and of bringing people together to create something greater than themselves.

West Bend Mutual Insurance understands and harnesses the power the arts to create a positive culture and build meaningful relationships. In 2011, the company unveiled the Silver Lining® Stage at Regner Park, an outdoor performance space in West Bend, Wisconsin. West Bend Mutual Insurance also sponsored the construction of the Silver Lining Arts Center at The West Bend High School and the Silver Lining Amphitheater at the Washington County Fair Grounds.

The company has used the arts to create beneficial environments for both the communities it serves and its associates. West Bend Mutual Insurance began collecting artwork in the early 1970s and eventually implemented a policy to integrate art into all of its offices to provide a pleasant and stimulating working environment. Initially partnering with the Milwaukee Art Gallery, West Bend Mutual Insurance began leasing artwork for office spaces. Today, the company owns more than 600 art pieces and shares a strong relationship with the Museum of Wisconsin Art.

West Bend Mutual Insurance also hosts an “Art Among Us” gallery, which exhibits works by associates and their families, and encourages staff to participate in art activities during the annual “August is Art Month” program. For the duration of the month, the company displays artwork by associates’ children, hosts demonstrations on art techniques, and invites artists and photographers to share their artistic processes.

Through corporate philanthropy programs, West Bend Mutual Insurance Company raised more than $63,000 for the 50th Anniversary Campaign of the United Performing Arts Fund, and has donated more than $100,000 to local arts organizations. They have been recognized for their support of local artists and for ultimately playing a role in making West Bend a vibrant, artistic community.

“Through our support of the arts, we are able to create a positive culture and build meaningful relationships. The arts can have a profound impact on people of all ages. Whether it’s music, theater, or any other form of art, the value to our society cannot be understated. I’m proud of West Bend’s long history of supporting the arts both within our company and in our community.”

—KEVIN STEINER, PRESIDENT AND CEO, WEST BEND MUTUAL INSURANCE COMPANY
Founded in Utah in 1873, Zions Bank began supporting cultural institutions in the 1890s. Nearly 150 years later, Zions Bank operates more than 120 branches in 3 different states and continues to be an integral part of the communities they serve. They are fortunate to be part of an environment where arts and culture are prioritized; according to the National Endowment for the Arts (NEA), Utah ranks as the state with the highest attendance at museum and theatre events, and number two in art exhibit attendance. Given the state’s robust arts scene, it is only natural that businesses such as Zions Bank are allies of the arts themselves.

Among Zions Bank’s guiding principles is a commitment to creating value for the communities it serves, and the company understands that the arts are a way to achieve this goal. Traveling arts and cultural exhibits, often showcasing local artists, are displayed in branch offices. For 20 years, Zions Bank and the Natural History Museum of Utah have partnered to host a rotating exhibit highlighting native artwork and crafts. Zions Bank itself has an extensive collection of more than 3,800 original works by regional artists. Employees engage with the arts through volunteer opportunities and workplace giving. Current staff sit on the boards of the Utah Arts Council, Ballet West, Utah Symphony, Pioneer Memorial Theatre, Basque Museum in Idaho, The Leonardo Museum, Hale Centre Theatre, The Utah Film Center, Sun Valley Film Festival, Sundance Institute, and the Utah Anime Promotions, among many others.

Photos (opposite page, clockwise from top left)

• Zions Bank sponsored the Utah Symphony’s tour visiting the “Mighty 5” national parks across the state, including this performance in Moab, Utah. • Zions Bank hosted the 20th anniversary of its flagship art show attended by more than 1,000 clients in November 2017. The show featured the works of more than 70 local artists. • Students from White Horse High School on the Navajo Nation were among 2,300 teens attending an all-student performance of “Hamilton” as part of the Hamilton Education Program, sponsored by Zions Bank. • Zions Bank invited Ballet West dancers to its Head Office to promote the launch of a costume tour highlighting ballet performances for its upcoming season. • Employees who are part of bank’s African American Business Forum meet Malcolm Jamel Warner before a performance.

Private banking clients are invited to an exclusive annual art show, which features the work of local artists who are also clients of Zions Bank. After 20 years of successful art shows, branches in Boise, Idaho and Provo, Utah have begun hosting their own events. Customers can also win tickets to performances, Sundance Film Festival screenings, and other arts events. Community, Zions Bank’s lifestyle magazine, offers complimentary advertising to many of its arts partners, in addition to allocating space for arts-related articles. Other advertising and branding partnerships have formed over the years, with Ballet West appearing in an advertisement that aired at local movie theaters.

The arts play a key role in Zions Bank’s Diversity and Inclusion initiatives. The Diversity Business Forums gather at least quarterly, often to experience arts-related programming prior to a networking reception. Past sponsored events have included a multimedia poetry reading by “The Cosby Show” star Malcolm-Jamal Warner, who recited Langston Hughes’ epic poem “Ask Your Mama: 12 Moods for Jazz.”

In recognition of their support, Zions Bank was a BCA 10 honoree in 2008. Since then, CEO Scott Anderson has also received arts awards from the Utah Cultural Alliance and the Utah Governor Gary Herbert. Zions Bank is committed to continuing its work as a strong supporter and advocate for the arts.

“There are many similarities between the arts and business. Both push the envelope of human creativity, intellect, energy, and promise. Both seek to motivate, to produce, to achieve excellence, to grow, to unite. So, as we build an enduring platform for economic success in our communities, we need to ensure that both business and the arts flourish.”

—SCOTT ANDERSON, PRESIDENT AND CEO, ZIONS BANK
Square, Inc., the payment and financial services company led by CEO Jack Dorsey, has changed the way businesses process transactions. Square products have become commonplace in many American businesses as point of sale hardware and software help businesses grow through managing inventory, locations, and employees—as well as providing access to financing, invoicing, appointments, and more.

Armed with an essential understanding of corporate responsibility and funding to make a difference, Square has been partnering with various organizations that aim to empower the entrepreneurial spirit. In 2017, Square launched a film series, “For Every Kind of Dream,” which highlighted the stories of small businesses that are working towards success. Thus far, the company has shared four stories: “Yassin Falafel,” “Made in Iowa,” “Sister Hearts,” and “Lakota in America.” The latter focuses on Genevieve Iron Lightning in Eagle Butte, South Dakota, and her participation in the Cheyenne River Youth Project (CRYP), a nonprofit on the Cheyenne River Sioux Reservation that provide youth and family services to its community.

After years of discrimination and prejudiced policies against American Indians, Cheyenne River community members continue to be greatly impacted by poverty and unemployment. CRYP, founded by Cheyenne River Sioux tribal member Julie Garreau, intends to empower the next generation of community members while instilling a sense of pride in Lakota culture. Through its innovative teen internships in social enterprise, native food sovereignty, indigenous cooking, wellness and the arts, Cheyenne River teens learn critical job and life skills while also embracing Lakota culture and values. According to Garreau, “[The more] viable economic skills to go along with an appreciation for their powerful heritage [young people have], the better the odds are that this generation of young people will be able to pull the whole tribe up.”

Through economic and cultural empowerment, these teens are prepared to make a difference in both their own lives and in their community. Due to her participation in CRYP’s teen internship program, Genevieve Iron Lighting was hired for her first job in the organization’s Keya Cafe (where they use Square) and continues to perform traditional Lakota dance. “I just feel like when I dance I can help keep my culture alive; I feel like I’m in touch with my ancestors and the past generations,” she explained.

In 2016, CRYP announced the opening of its Waniyetu Wowapi Lakota Arts Institute. The Eagle Butte campus offers dance and art studios, regular classes and workshops with guest and local artists, and the public Waniyetu Wowapi Art Park, which features an outdoor stage. CRYP also hosts the annual RedCan invitational graffiti jam, a celebration of both graffiti and Lakota culture. This groundbreaking event has received the Robert E. Gard Award, which is presented by Americans for the Arts to programs that are working at the intersection of arts and community life.

By collaborating with organizations such as CRYP, Square is able to share meaningful stories of the dreams of business owners across America. Square is using its platform to spread awareness for the arts and to help foster economic empowerment.

“Our hope with the project, “Lakota in America,” is to shed some light on an organization that is providing young people access to fundamental tools that create opportunity for a vibrant and more secure future. Access is not purely a means of generating financial wealth. The program places strong emphasis on the value of cultural wealth through art in an apprenticeship model. By honoring heritage, CRYP is empowering the next generation of Lakota and fostering a collective sense of self-worth among the youth.”

—KEVIN BURKE, CMO, SQUARE

“We’re deeply grateful to Square for commissioning the ‘Lakota in America’ film project, and for working so closely with us to help raise awareness and generate support for Cheyenne River’s young people. They showed us so much respect, and they honored us by giving us the opportunity to tell our own story.”

—JULIE GARREAU, EXECUTIVE DIRECTOR, CHEYENNE RIVER YOUTH PROJECT
Chandrika Tandon is an expert on the intersection of business and the arts, as both the Founder and Chairman of Tandon Capital Associates, and as a Grammy-nominated singer.

Prior to founding her own financial advisory firm in 1992, Tandon was the first Indian-American woman to make partner at McKinsey and Company. With her first paycheck from McKinsey, she purchased a guitar and stereo system rather than a bed— and slept on the floor of her apartment. Music has always played an important part in her life, and it was not until she became successful in business that she rediscovered her craft.

After training to become a musician, she recorded her album, Soul Call, which was nominated for a Grammy in the category of Best Contemporary World Music. She has released four albums under her nonprofit label, Soul Chants Music, which donates all proceeds to support community building, education, the arts, and well-being.

In an interview with the NYU Steinhardt school, she explained her late dive into professional music: “Music is what I am; everything else is what I did.” When traveling around the world for business, Tandon found music to be a form of communication. In describing the various dimensions of business, music, and meditation, she commented: “They all inform each other; they all affect each other.”

Tandon has performed many benefit concerts to support organizations such as the Smithsonian, Lincoln Center, Wellness and Global Peace Initiatives, and the World Culture Festival. She will go on tour for her newest album, Shivoham – The Quest, in spring of 2019.

Chandrika and her husband, Ranjan, are also philanthropists, and have donated $100 million to the NYU School of Engineering. She remains heavily involved with NYU as Vice Chairman of the Board of Trustees, Chair of the President’s Global Council, and Chair of the NYU Tandon Engineering School, as well as serving on boards of the Stern Business School and Langone Health System. Tandon is also a former Dean’s Council Member at NYU Wagner School of Public Policy, where she trains leaders to impact public well-being.

In an interview with the NYU Steinhardt school, she explained her late dive into professional music: “Music is what I am; everything else is what I did.” When traveling around the world for business, Tandon found music to be a form of communication. In describing the various dimensions of business, music, and meditation, she commented: “They all inform each other; they all affect each other.”

As both a CEO and musician, Tandon has a unique understanding of the way business and the arts can influence each other, and how the intersections between the two can have a positive impact.

“Since ancient times, art has had the ability to transform every sphere of life: people, communities, education -- I discovered my whole self when returning to music, and my life is far richer because of that. I wish the same transformative experience for others. There’s no better place to start this process than education -- we’ve only scratched the surface.”

—CHANDRIKA TANDON, CHAIRMAN, TANDON CAPITAL ASSOCIATES AND SOUL CHANTS MUSIC
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Businesses large and small use the arts to foster creativity, innovation, and a culture of trust.

Corporate Arts Challenge
Encourage your employees to show their creative sides and build teamwork with a friendly singing or arts competition.

Arts-Based Training
Use the arts to teach innovation, interpersonal skills, public speaking, and more.

Employee Art Shows
Provide a space for your employees to showcase their artistic talents.

Skills-Based Volunteering
Your employees have valuable skills that arts organizations need! Encourage them to volunteer.

Team Volunteering
Gather a group of enthusiastic employees for an arts activity, like painting a mural at a local community center.

Artist Residencies
Embed an artist in your company, and let him or her challenge you and your employees to think in new ways.

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In our increasingly mechanized and computerized world, the arts afford a measure of consolation and reassurance to our individuality, a measure of beauty and human emotion that can reach and move most (wo)men. They are indispensable to the achievement of our great underlying concern for the individual, for the fullest development of the potential hidden in every human being.”

DAVID ROCKEFELLER, Founding Address, Business Committee for the Arts, Inc., September 20, 1966
BCA 10 HONOREES 2005–2017
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