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**August News and Events** **August 23, 2016**

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**ABC/NY's mission** is to develop more creative partnerships between the arts and business communities in New York, enhancing the business skills of the arts sector and the creative engagement of the business sector. [ABC/NY](#) is a division of [Americans for the Arts](#).

Cover Art by [Beverly Brown](#)

**NYC Arts + Biz Spotlight: Leesa Mattresses**

[Leesa](#) mattresses and [ArtLifting](#) joined to build the [Leesa Dream Gallery](#) - the first mattress retail/gallery of its kind. They imprinted a path for social enterprise and business to use art as a means for storytelling, customer engagement, and enhanced quality of life.



[Read more about this unique partnership here](#)

## Wrapping Up the Diversity in Arts Leadership Internship Program

The Diversity in Arts Leadership internship program concluded with a closing ceremony on August 12th where each intern shared their summer insights and reflections. In 10 weeks, interns worked over 4,800 hours at arts nonprofits in four burroughs, attended 12 site visits, engaged in two professional development workshops, and experienced seven of NYC's most coveted cultural events of the summer!



*The DIAL internship program gave me an opportunity to think more extensively about the marriage between arts and business sectors in ways that that raise exciting new questions about my place in the work. As people of color it is infinitely important to not only see ourselves in "high art" spaces as well community organizing events, but also taking on leadership roles with this programs and institutions. I am most excited to check in with my fellow 'DIALers' who I learned and grew with, to witness their displays of brilliance in all of their future endeavors as they are all incredibly talented and ambitious individuals.*

**100% of interns agree that the site visits and outings enhanced their understanding of arts management and the artistic community and that DIAL introduced them to a broader range of careers in the arts!**

We are so proud of the class of 2016 and can't wait to start planning for the class of 2017. If you would like to learn more about the Diversity in Arts Leadership Internship Program, visit [our website](#) or contact Emma Osore, Program Coordinator at [eosore@artsandbusiness-ny.org](mailto:eosore@artsandbusiness-ny.org).

[Click to see the highlights reel](#)

## Crain's Arts & Culture Breakfast

Friday, September 9, 2016  
8:30 a.m. - 10:30 a.m.  
Con Edison; 4 Irving Place | NYC

**As a friend of ABC/NY we invite you to join our table at a discounted rate of \$95/person (normally \$119). Register here and use discount code: ArtsBizDisc**



Opening Armchair Discussion:  
Adrienne Arsht, Business Leader and Philanthropist

Panel Discussion:  
Carl Goodman, Executive Director, Museum of the Moving Image  
Lynn Kelly, President & CEO, Snug Harbor Cultural Center & Botanical Garden  
Susan Marenoff-Zausner, President, Intrepid Sea, Air & Space Museum  
Barbara Hunt McLanahan, Executive Director, Children's Museum of the Arts

[Register here](#)

## Business Support for the Arts Data Collection Project

Please share the 2016 National Survey of Business Support for the Arts with business partners!



This 10-minute survey is open to companies of all sizes who participate in corporate philanthropy, employee engagement, volunteer programs, or sponsorship with the arts. The results will enable the maintenance of trend data on how and why businesses of all sizes support the arts.

In appreciation of your time, you will receive the final report via email later this year!

[Find the survey here](#)

## What Do Americans Believe About the Arts?



It's undeniable—the arts transform people and communities every day. But how do United States citizens feel about the arts? Do they value artistic activities and arts education? Do our country's citizens feel the arts are an important part of their lives and do they support government funding for the arts?

[Click here for the findings of the 2016 Americans for the Arts survey](#)

## News Roundup

*Recent arts news with a business focus or, if you prefer, business news with an arts focus!*

- Lessons from One Arts Nonprofit's Dramatic Fall | [July 18](#)
- **Best Benefit Ever: Membership, Piece by Piece** | [July 19](#)
- Microsoft Hackers Put Tech to Good Use for Local Nonprofits | [July 27](#)
- **Policy Investment in the Creative Potential of America's Young People** | [July 2016](#)
- NYC Announces Cultural Plan Launch | [July 2016](#)
  
- **Dismantling, Not Reinforcing, Privilege** | [August 2](#)
- Pressure Mounts for US Museums to Increase Diversity at the Top | [August 3](#)
- **Arts Groups Rely on Corporate Patrons** | [August 4](#)
- 5 Ways to Retain a Corporate Partner | [August 10](#)
- **Why and How to Build a Diverse Board** | [August 11](#)
- Ava DuVernay and Oprah Winfrey Push for Inclusion | [August 17](#)
- **Dance/NYC Launches Disability. Dance. Artistry Fund** | [August 17](#)
- The Art World Still Has A Very Serious Race Problem. It's Time to Start Caring | [Aug 18](#)
- **The Arts Help Businesses Embrace Diversity and Teambuilding** | [August 2016](#)
- Taking a Stand: How Corporations Speak Out on Social Issues Study | [August 2016](#)

## Arts + Biz Exemplars in NYC and Beyond

- **(NY) NYU Film Students Enjoy the Sound of Free (DIAL intern feature!) | [July 27](#)**
- **(NY) Jazz Sessions in Columbus Circle | [July 27](#)**
- **(NY) Art At Viacom Champions Creativity, Impactful Public Art | [July 29](#)**
- **(NY) Greenwich Village Chelsea Chamber of Commerce Arts + Biz Series | [August 10](#)**
  
- **(FL) Bacardi/Bombay Artisan Series + Regional Gallery Events | [August 2016](#)**
- **(FL) St. Petersburg Businesses Find Art Good for Bottom Line | [August 2](#)**
- **(PA) Mixing Arts and Business for Maximum Effect | [August 5](#)**
- **(MI) Work Hard, Play Hard: Troy Company Gets Employees Dancing, and Boosts Productivity | [August 17](#)**

[Feel free to share and tag @artsandbizny in your posts!](#)

## Brush Up: Five Upcoming PD Opportunities

- **Business Committee for the Arts Businesses in Action Webinar | [September 7](#)** Hear directly from the 2016 BCA 10 honorees like Dogfish Head Brewery about why they partner with the arts and learn how to create successful partnerships with the businesses in your community.
- **Cultural Tourism – Funding, Measurements & Why | [Sept 9th](#)** An informative and lively virtual discussion around the impact of cultural tourism and how to evaluate efforts.
- **Amsterdam - NYC Cultural Symposium | September 9 | [RSVP](#)** A unique program of events to exchange ideas and explore the arts and culture links between the two cities.
- **NYFA Doctor's Hours for Visual Artists & Workshop | [September 26](#)** Get practical and professional advice in person from one or more arts professionals at Doctor's Hours and hear insights from Michael Findlay, Director of Acquavella Galleries.
- **National Arts Marketing Project Conference in Austin, TX | [Nov 11 -14](#)** Join 650+ arts marketers in Austin this November to find out where the change is heading and learn the strategies and tactics for adapting to meet the demand.



[Follow us on Twitter to learn about other PD opportunities](#)

## Featured Group Employee Engagement Opportunity

**Public Art Fund, New York's leading presenter of contemporary art projects in public spaces, is seeking large group and individual volunteers to help create one of its most ambitious projects to date.**

**PUBLIC ART FUND**

The project itself consists of a creatively landscaped lawn about 4,000 square feet wide, upon which we will be planting roughly 4,000 baby trees. The planting will take place in mid-September, so the outdoor temperature should be nice and mild. All volunteers will be assisted and supervised by a landscaping expert at all times, as well as by staff members from Public Art Fund.

- Location: MetroTech Commons, 2 MetroTech Center, New York, NY 11201
- Volunteer Dates: September 12 – 16 and September 19 – 23, 2016
- Hours: 9:00 am – 4:00 pm

Questions? Email Emma Osore, Program Coordinator: [eosore@artsandbusiness-ny.org](mailto:eosore@artsandbusiness-ny.org).

[View details and apply for this opportunity here](#)

## Thinking About Trying An #ArtsandBiz Engagement?

Let ABC/NY help your company customize individual and group experiences to engage your employees through the arts or help your arts organization leverage the business community to build capacity in a specific area.

You can also check out our online [matching portal](#) where individuals and business groups can browse volunteer projects that arts organizations submit.



Email our team at [awebb@artsandbusiness-ny.org](mailto:awebb@artsandbusiness-ny.org) to open the conversation!

[Browse the matching portal here](#)

## Join Us Online

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Share the wealth! Pass the ABC/NY newsletter along.

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