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THE BCA NATIONAL SURVEY OF  
**BUSINESS  
SUPPORT FOR  
THE ARTS**

2013



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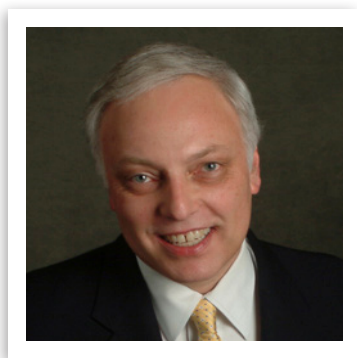
## ROBERT LYNCH

PRESIDENT & CEO, AMERICANS FOR THE ARTS

Americans for the Arts has been at the forefront of providing research about the arts since our founding in 1960. Since merging with the Business Committee for the Arts (BCA) in 2008, we have continued this tradition by partnering with Shugoll Research to release the BCA National Survey of Business Support for the Arts, the leading survey of business support for the arts since 1968.

This most recent survey shows an increase in business support for the arts, bringing us back to near 2006 levels. However, there is still more work to be done. In 2012, we launched the pARTnership Movement ([www.pARTnershipMovement.org](http://www.pARTnershipMovement.org)) to provide businesses and arts organizations with the tools they need to create meaningful partnerships that support a healthy, creative, and artistic community, but that also give businesses a competitive advantage. The pARTnership Movement demonstrates how the arts can help businesses enhance the critical thinking and creative skills of their workforce and how arts organizations can develop new, innovative business strategies. Together, they can advance the communities in which they live and work in new and resourceful ways.





## MARK SHUGOLL

CEO, SHUGOLL RESEARCH

The 2013 BCA Survey of Business Support for the Arts is the only known study of business philanthropy towards the arts that includes small and midsize business giving. This is important because smaller businesses continue to be highly focused on philanthropy in their local markets. As such, arts organizations have a natural opportunity to build partnerships with these companies by providing innovative programs that serve broad community audiences. But this year it is the largest businesses that have led the arts giving resurgence, with a median gift size that surpasses even the pre economy downturn year of 2006.

This year's survey examines a myriad of ways businesses partner with the arts, from charitable contributions, to sponsorships, employee matches, in-kind services, corporate art collections, and workplace giving. I hope you find the survey results valuable and that they continue to be used to encourage arts and business partnerships across the country.

# TOTAL ARTS GIVING

After a downturn in arts giving in 2006 and 2009, 2012 levels rebounded and are now similar to 2006 levels. Cash plus non-cash arts giving between 2009 and 2012 is up 18 percent (average growth of 6% per year). A similar upward trend for overall (not just arts) large company giving was reported by the Committee Encouraging Corporate Philanthropy for the 2009-2011 period.

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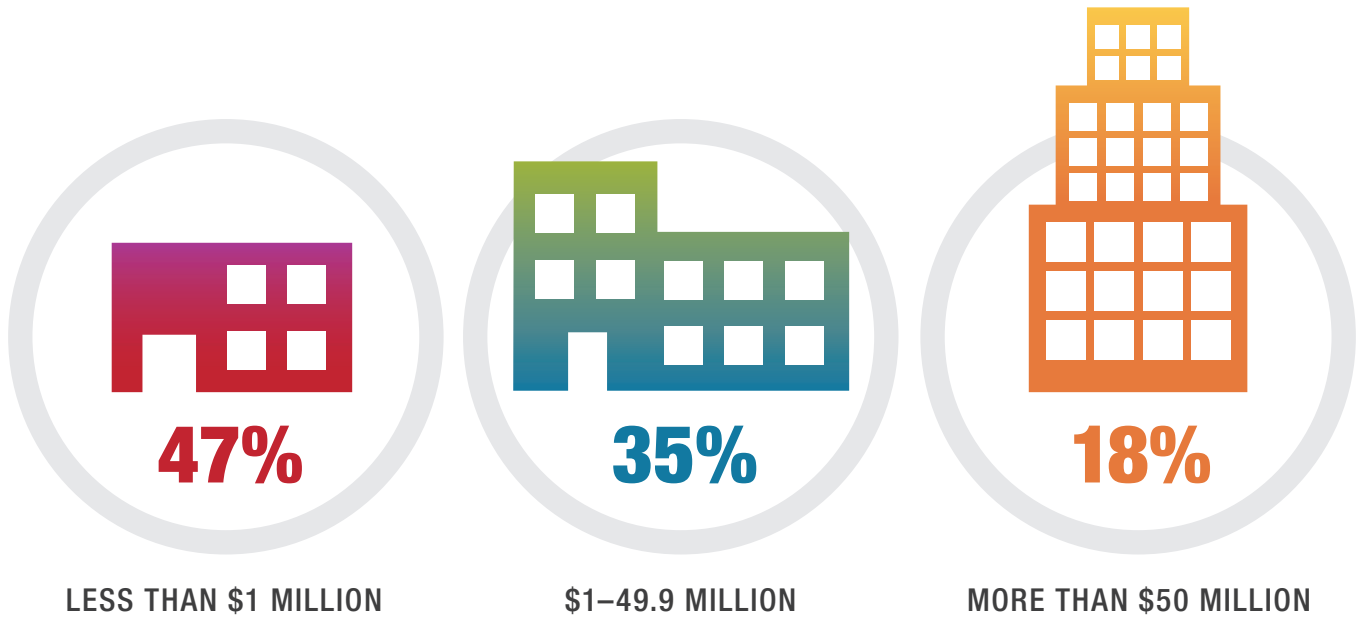
# MEDIAN CONTRIBUTION TO THE ARTS PER BUSINESS



## BUSINESS CONTRIBUTIONS TO THE ARTS

	2006	2009	2012
Percent change in total arts giving from previous period	-5%	-14%	18%
Percent of all businesses contributing to any philanthropic cause	70%	52%	64%
Percent of all businesses contributing to the arts in a three-year period (cash/non-cash)	43%	28%	41%
Percent the arts received of total philanthropic contributions	15%	15%	19%

# PERCENT OF TOTAL BUSINESS CONTRIBUTIONS TO THE ARTS BY COMPANY SIZE

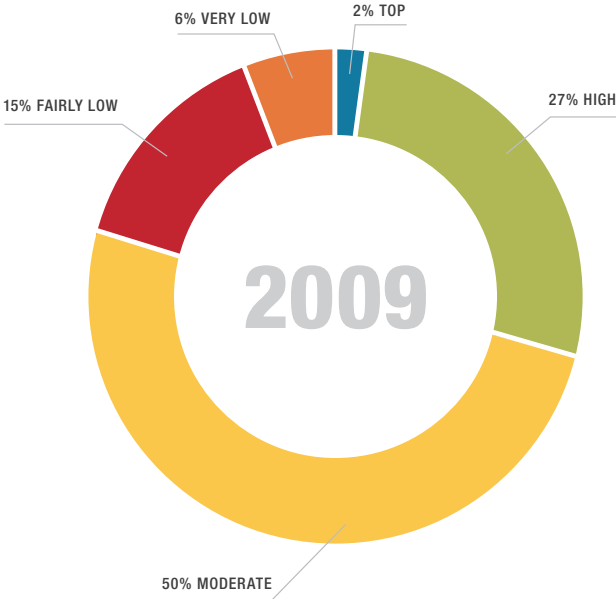
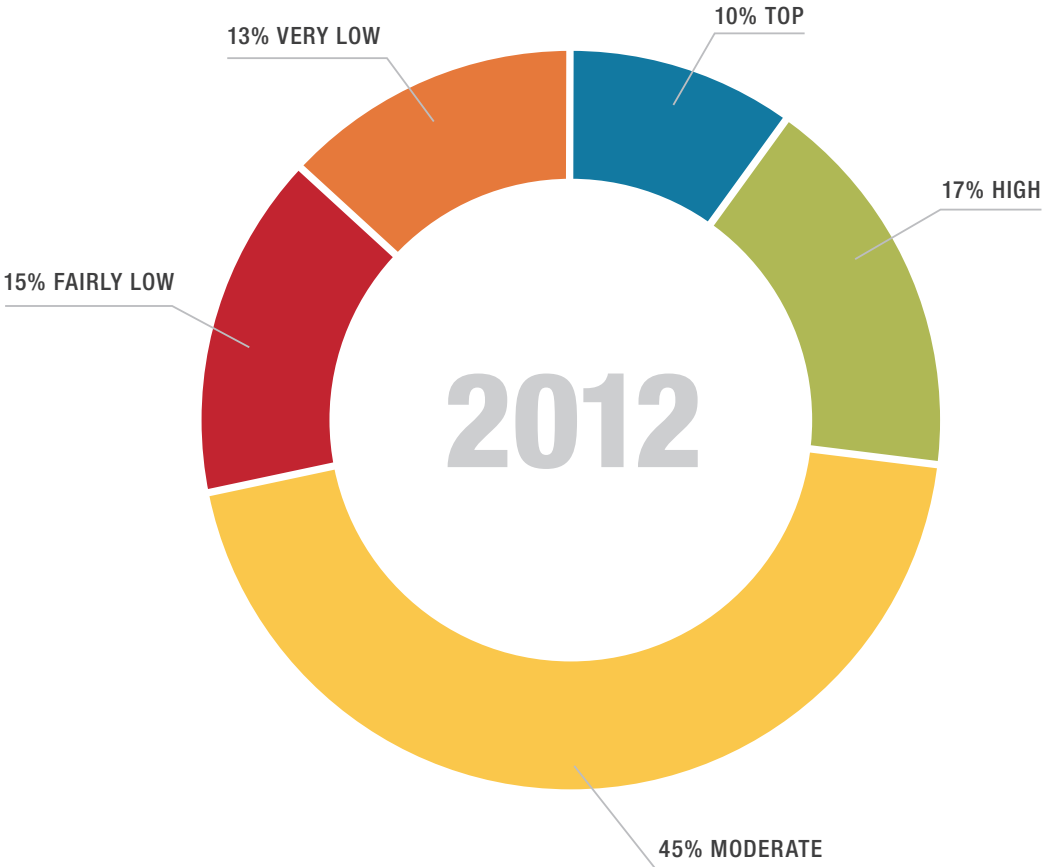


## BUSINESS CONTRIBUTIONS TO THE ARTS BY COMPANY SIZE

	LESS THAN \$1 MILLION		\$1-49.9 MILLION		MORE THAN \$50 MILLION	
	2009	2012	2009	2012	2009	2012
Percent of all businesses contributing to the arts (cash/non-cash)	24%	34%	25%	41%	35%	47%
Median contribution to the arts per business	\$700	\$1,000	\$2,250	\$2,000	\$15,500	\$30,000



# PRIORITY OF SUPPORTING THE ARTS



## EXPECTED CHANGE IN ALL CHARITABLE CONTRIBUTIONS IN 2013 VS. 2012

	2009	2012
Increase	11%	20%
Decrease	29%	17%
Remain the same	58%	58%
Don't know	2%	5%

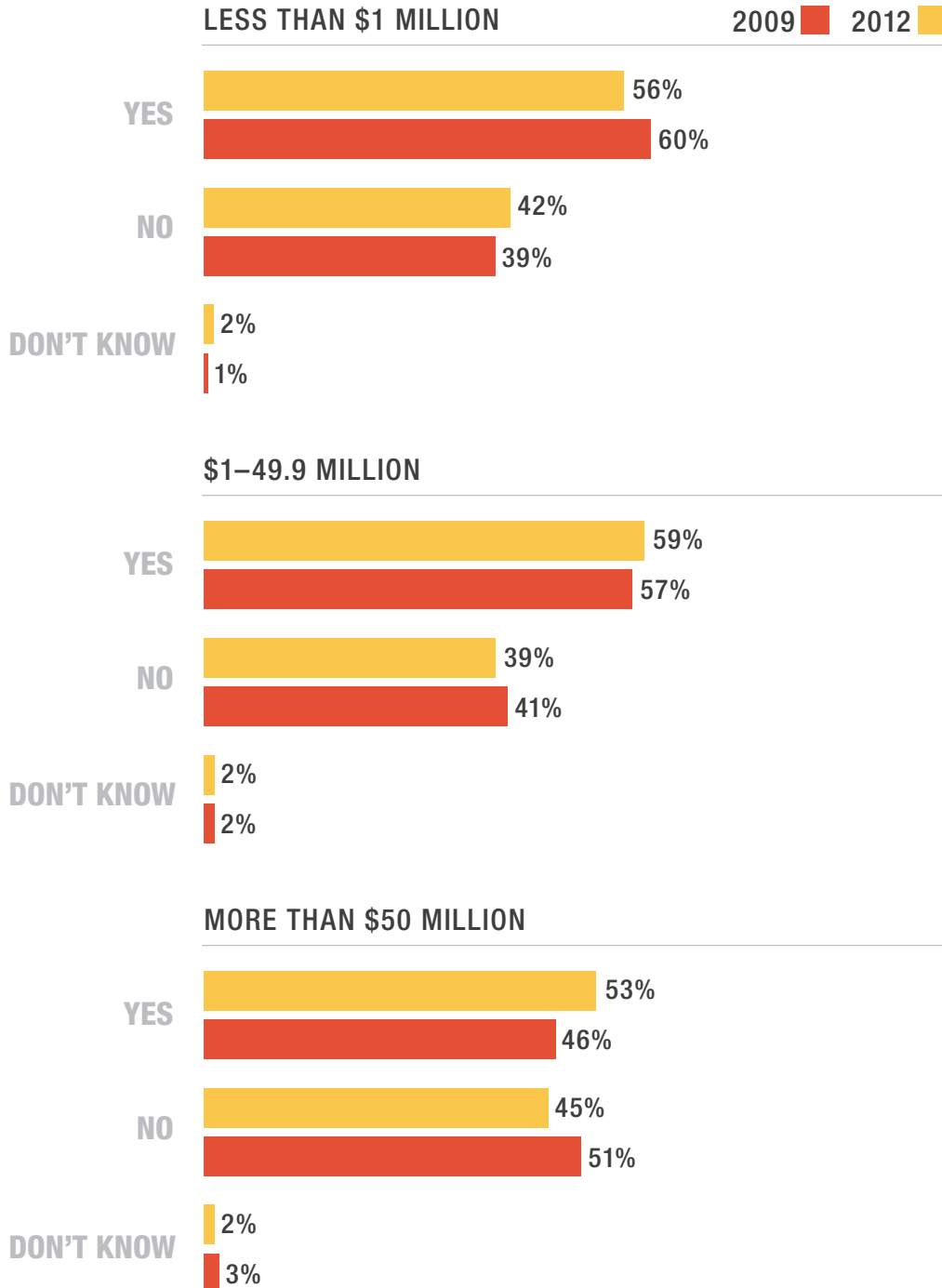
Base: All Companies in Survey

## EXPECTED CHANGE IN CONTRIBUTIONS TO THE ARTS IN 2013 VS. 2012


	2009	2012
Increase	10%	17%
Decrease	22%	14%
Remain the same	67%	69%
Don't know	1%	0%

Base: Only companies that support the arts

# MADE NON-CASH OR IN-KIND CONTRIBUTIONS TO THE ARTS AMONG ARTS GIVERS



# GEOGRAPHIC ALLOCATION OF BUSINESS CONTRIBUTIONS TO THE ARTS



**NATIONAL**  
4%



**LOCAL**  
96%



**INTERNATIONAL**  
LESS THAN 1%

# REASONS FOR SUPPORTING THE ARTS

Four reasons are most important in deciding to support the arts and are cited as very important by around half of arts givers. They are all in the area of how the community (including a business' employees and their families) benefits from the arts: the arts improve the quality of life in the community (54%), the arts help create a vibrant community and society (49%), the arts improve academic performance for students (47%) and arts organizations offer education initiatives that benefit the community (47%).

---

**54%**

THE ARTS  
IMPROVE THE  
QUALITY OF  
LIFE IN THE  
COMMUNITY

**49%**

THE ARTS  
HELP CREATE  
A VIBRANT  
COMMUNITY  
AND SOCIETY

**47%**

ARTS  
ORGANIZATIONS  
OFFER EDUCATION  
INITIATIVES THAT  
BENEFIT THE  
COMMUNITY

**47%**

THE ARTS  
IMPROVE  
ACADEMIC  
PERFORMANCE  
FOR STUDENTS

**43%**

ARTS  
ORGANIZATIONS  
HAVE OUTREACH  
PROGRAMS  
THAT SERVE THE  
DISADVANTAGED

**40%**

ARTS PROVIDE  
ENTERTAINMENT  
AND CREATE  
CONVERSATION  
ABOUT IMPORTANT  
ISSUES

**33%**

BUSINESS HAS  
AN EXISTING  
RELATIONSHIP  
WITH SOMEONE  
AT THE ARTS  
ORGANIZATION

**27%**

THE ARTS ARE  
AN ECONOMIC  
ENGINE IN THE  
COMMUNITY

**13%**

THE ARTS HELP  
BUSINESS  
GROW OR MEET  
CORPORATE  
OBJECTIVES





# REASONS BUSINESSES MIGHT INCREASE CONTRIBUTIONS TO THE ARTS\*

**72%**

PROFITABILITY  
IMPROVED

\*CURRENT ARTS CONTRIBUTORS

Percent saying 'yes' to this response

**69%**

ARTS ORGANIZATION WAS ACTIVE IN PROVIDING ARTS EDUCATION PROGRAMS AND OUTREACH TO THE DISADVANTAGED

**64%**

BUSINESS COULD ALSO SUPPORT OTHER SOCIAL CAUSES BY GIVING TO THE ARTS

**59%**

THE ARTS SHOWED A PROVEN NEED FOR THE CONTRIBUTION

**59%**

A DIRECT IMPACT ON A COMPANY'S BOTTOM LINE CAN BE SHOWN

**59%**

A DIRECT TIE-IN TO THE COMPANY NAME OR PRODUCTS

**59%**

IT WAS DEMONSTRATED THAT THE ARTS CAN PROMOTE EMPLOYEE CREATIVITY AND GROWTH

**56%**

COULD SPECIFY HOW THE CONTRIBUTION IS USED

**54%**

ARTS ORGANIZATION OFFERED A PROGRAM IT COULD DIRECTLY TIE TO FIRM'S CORPORATE MISSION

**40%**

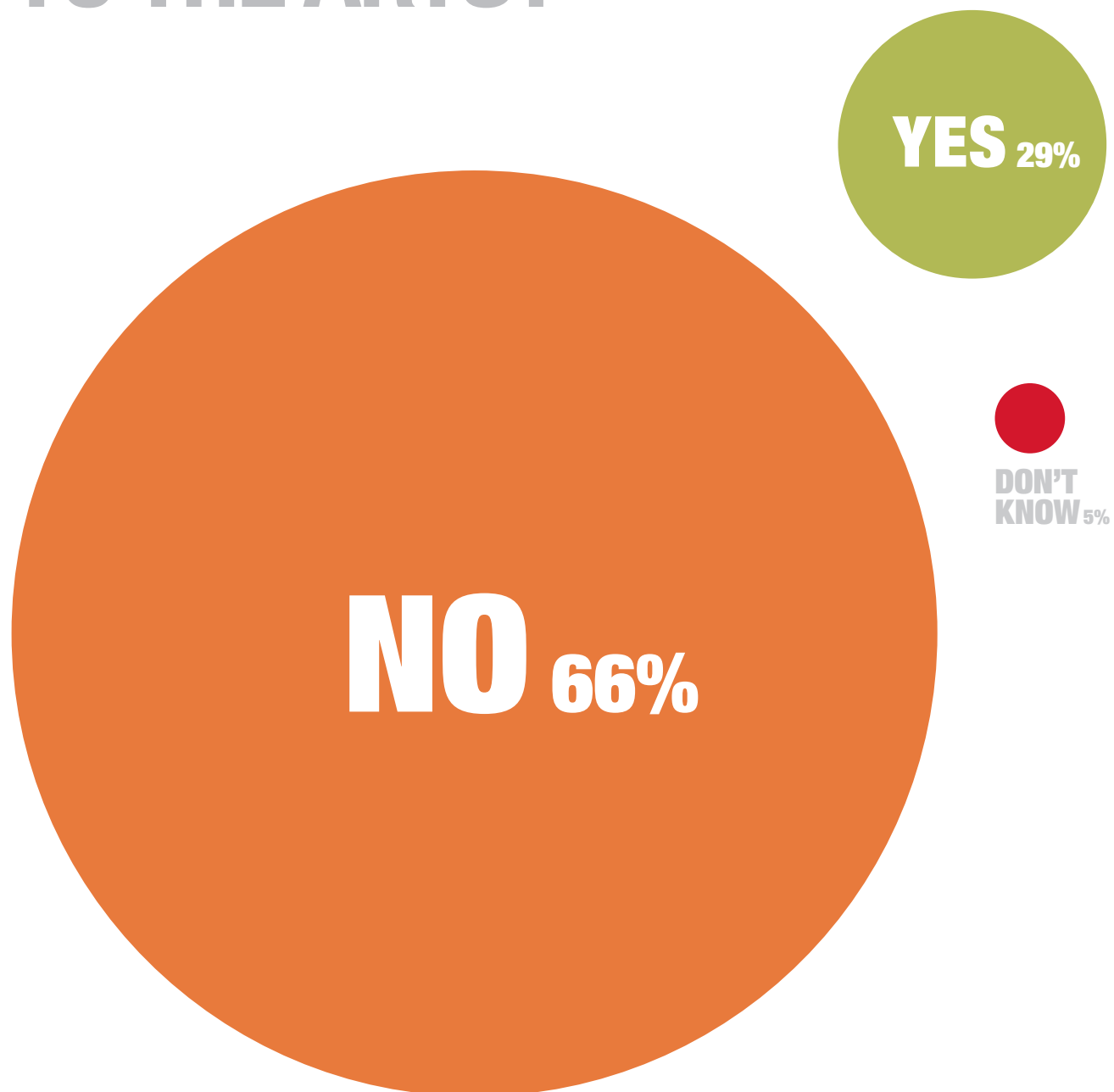
BUSINESS RECEIVED SPECIAL BENEFITS IN RETURN FOR ITS CONTRIBUTION

# REASONS FOR NOT CURRENTLY SUPPORTING THE ARTS

When non-arts givers are asked on an unaided (unprompted) basis why they don't give to the arts, the top reason is financial: budget constraints/not enough revenue (35%). But mentioned by a similar number is that social causes such as education, healthcare, youth programs, or other social causes are more important to them (30%). Again, the arts must communicate the ways they support social programs in the community as part of prospective calls to businesses.

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# WAS YOUR COMPANY EVER ASKED TO CONTRIBUTE TO THE ARTS?



Base: Only companies that do not support the arts

## REASONS FOR NOT CONTRIBUTING TO THE ARTS (UNAIDED)

2012

Don't have enough revenue or profit/budget constraints/lack of available funding	35%
Education, healthcare, youth programs, and/or social causes are more of a primary concern	30%
Doesn't suit business' interests/not a priority	12%
Only support local community organizations	11%
Linking business' contributions to business goals	5%
Lack of arts organizations in the area	4%
The economy must be good	4%
Doesn't meet executive-level interest	1%
Need more information about the arts/why the arts are important	0%

Base: Only companies that do not support the arts



# IMPORTANCE OF REASONS FOR NOT SUPPORTING THE ARTS (AIDED)

2012

Limited cash and non-cash resources	57%
Prefer to focus on other areas such as education and social services	50%
Give primarily to organizations where there is an existing relationship	40%
Does not fit strategic business goals	29%
Lack of employee interest in the arts	20%
The arts haven't made a convincing case for why business should give	19%
No perceived need for arts contributions	13%
Lack of measurable business benefits from arts contributions	13%
Lack of executive-level interest in the arts	12%

Percent saying this is 'very important' Base: Only companies that do not support the arts





# REASONS BUSINESSES MIGHT BEGIN SUPPORTING THE ARTS

## Non-Arts Contributors

Profitability improved	54%
A direct impact on a company's bottom line can be shown	49%
Could also support other social causes by giving to the arts	47%
A direct tie-in to the company name or products	42%
The arts organization was active in providing arts education programs and outreach programs to disadvantaged populations in the community	42%
The arts showed a proven need for the contribution	41%
It was demonstrated that the arts can promote employee creativity and growth	41%
An arts organization offered a program that a business could directly tie to its mission	39%
Could specify how the contribution is used	38%
Business received special benefits in return for its contribution	31%

Percent saying 'yes' to this response

# POTENTIAL INFLUENCERS OF ARTS GIVING

Arts contributors recognize the benefits of supporting the arts much more than non-contributors. Clearly the arts must do a better job of promoting the value of supporting the sector to non-givers. Specifically, nearly two out of three arts contributors (62%) strongly agree that the arts contribute to the economy and quality of life in a community. About half as many non-arts contributors feel the same way (35%).

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# BENEFITS



**QUALITY OF LIFE IN THE  
COMMUNITY**



**STIMULATES  
CREATIVE THINKING**



**OFFERS NETWORKING  
OPPORTUNITIES**

## BENEFITS OF INVOLVEMENT WITH THE ARTS

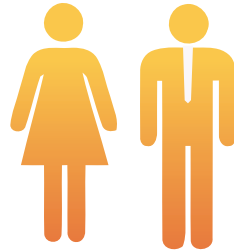
	<b>Arts Contributors</b>	<b>Non-Arts Contributors</b>
Contributes to the economy and the quality of life in the community	62%	35%
Can stimulate creative thinking and problem solving	44%	16%
Offers networking opportunities and the potential to develop new business and build market share	39%	15%
Enhances acceptance of diversity in the workplace	37%	12%
Enhances employee team-building	26%	8%
Can advance corporate objectives	21%	6%
Offers special benefits for employees	19%	5%
Can help to recruit and retain employees	18%	6%

Percent saying they 'agree strongly'

# INFLUENCERS



**FRIENDS AND  
FAMILY**



**BUSINESS  
COLLEAGUES**



**ARTS  
LEADERS**

## WHETHER SOURCES WOULD BE EFFECTIVE IN INFLUENCING DECISION TO SUPPORT THE ARTS

	2012	Arts Contributors	Non-Arts Contributors
Friends and family	47%	56%	35%
Business colleagues	40%	46%	32%
Arts leaders in community	33%	40%	24%
Articles in industry publications	31%	35%	25%
Articles in newspapers and popular magazines	27%	31%	22%
Articles in business publications	27%	32%	20%
Advertising about the importance of supporting the arts	24%	31%	14%
Presentations at professional conferences	23%	26%	19%

Percent saying 'yes' to this response

# CHARITABLE GIVING PROGRAMS

When arts contributors are asked in what other ways they encourage arts participation besides direct corporate giving, they are most likely to say they provide free or discounted tickets to arts events (32%), promote volunteer opportunities (26%), or offer release time for volunteer service, including in the arts (22%).

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## COMPANY PARTICIPATES IN THE FOLLOWING PROGRAMS

	Arts Contributors	Non-Arts Contributors
Provide free or discounted tickets to arts events	32%	8%
Promote volunteer opportunities, including at arts organizations	26%	3%
Offer release time for volunteer service, including at arts organizations	22%	5%
Promote board service at arts organizations	17%	1%
Present concerts or art exhibitions in the workplace	15%	5%
Have a corporate art collection	13%	3%
Provide loaned executives or skills-based volunteers to arts organizations	11%	1%
Match contributions made by employees to arts organizations	9%	3%
Provide grants to arts organizations where employees volunteer	7%	1%
Hold employee art exhibitions, employee battle of the bands, or exhibitions of employee art work	6%	4%
None of these	28%	75%



# DECISION MAKERS AND SOURCE OF GIVING TO THE ARTS

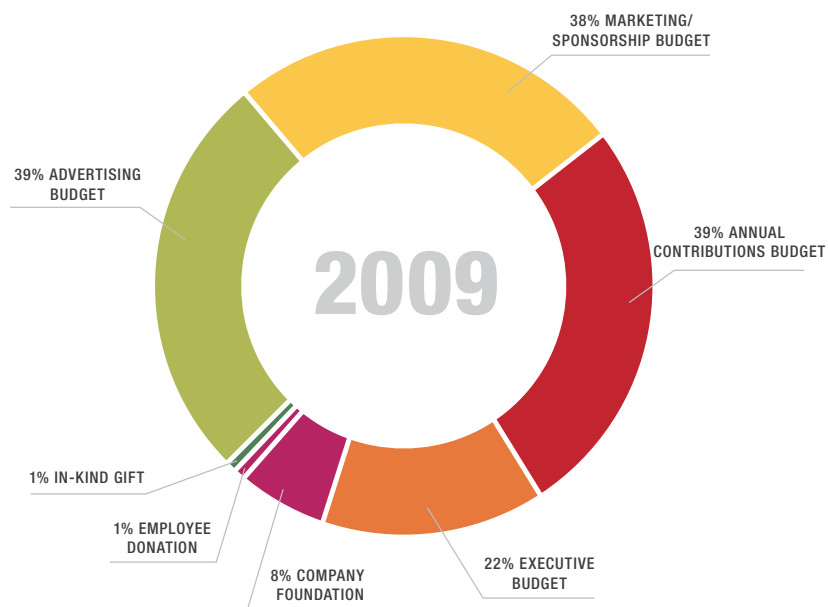
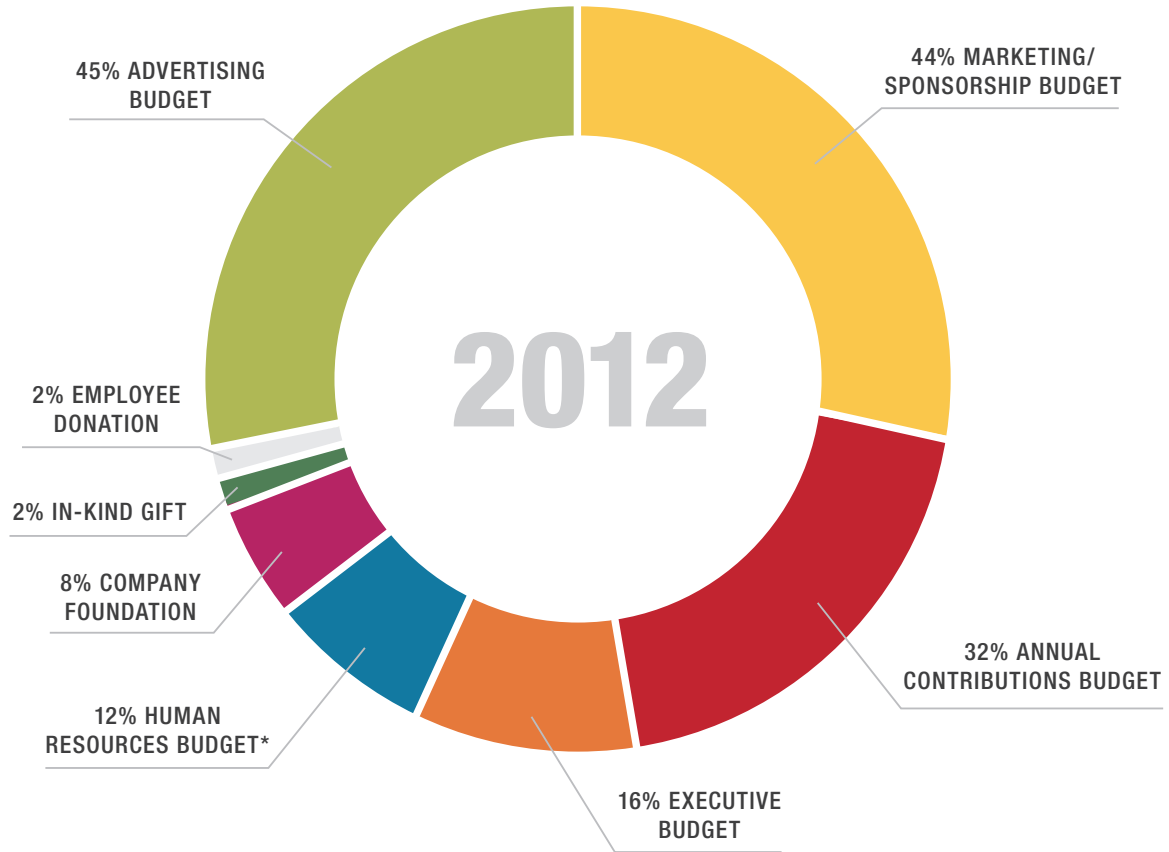
A company's CEO, Chairman, owner, or partner is typically involved in decisions on charitable giving (93% small businesses, 91% mid-sized businesses, 81% large businesses). Only in larger companies are other entities usually involved, most often a charitable contributions committee or department (50%) or a charitable foundation (34%).

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# INDIVIDUALS OR GROUPS RESPONSIBLE FOR DECISIONS REGARDING CHARITABLE CONTRIBUTIONS

	LESS THAN \$1 MILLION	\$1–49.9 MILLION	MORE THAN \$50 MILLION
Chairman/CEO/Partner/Owner	93%	91%	81%
A charitable foundation	12%	19%	34%
A charitable contributions committee or department	8%	20%	50%
An employee committee (that is not also the charitable contributions committee)	6%	14%	20%
Other mid-level executives	3%	7%	5%
Other high-level executives	4%	4%	9%
Board of directors/trustees	0%	1%	3%
Other	4%	4%	13%

# SOURCE OF BUSINESS CONTRIBUTIONS TO THE ARTS



Multiple responses accepted

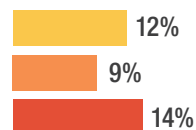
\*not included in 2009

# SOURCE OF BUSINESS CONTRIBUTIONS TO THE ARTS BY COMPANY SIZE

## ADVERTISING BUDGET



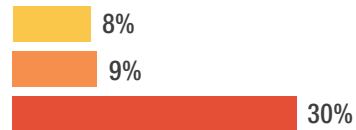
## HUMAN RESOURCES BUDGET



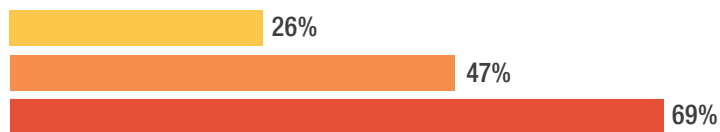
## MARKETING/SPONSORSHIP BUDGET



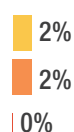
## COMPANY FOUNDATION



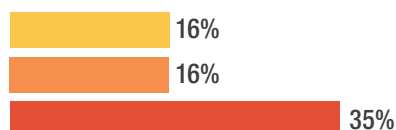
## ANNUAL CONTRIBUTIONS BUDGET



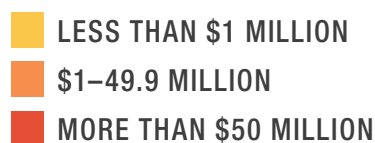
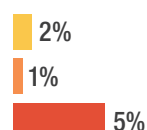
## IN-KIND GIFT



## EXECUTIVE BUDGET



## EMPLOYEE DONATIONS/INCOME



# RESPONDENT TITLE

	LESS THAN \$1 MILLION	\$1-49.9 MILLION	MORE THAN \$50 MILLION
	2012	2012	2012
Chairman/CEO/Partner/President/Owner/ General Manager	68%	43%	10%
CFO/VP of Finance/Comptroller/Treasurer	3%	5%	5%
President or Executive Director of Company Foundation	1%	2%	5%
Corporate Contributions Manager	0%	2%	6%
Vice President (Executive/Senior/Other)	2%	6%	12%
Director/Manager	8%	18%	19%
Administrative Assistant/Executive Assistant/ Secretary/Office Manager/Bookkeeper	10%	11%	9%
Coordinator (Marketing, PR, Community Relations)	2%	2%	11%
Other (Marketing, PR, Community Relations)	2%	2%	3%
Other	5%	9%	20%





# SURVEY METHODOLOGY

Shugoll Research conducts a triennial survey, *The BCA National Survey of Business Support for the Arts*, for the Business Committee for the Arts (BCA), a program of Americans for the Arts. This is a presentation of key 2013 findings.

A total of 600 businesses completed telephone surveys that averaged just under 15 minutes in length. The businesses are divided equally into three revenue size groups— under \$1 million, between \$1 million and \$49.9 million, and \$50 million and over. The study is believed to be the only major arts giving survey that includes small businesses. This year the study broke the larger business segment into \$50 million to \$499.9 million and \$500 million and up, ensuring at least 50 interviews in each category.

Total business giving trends are based on median contributions within each size category. The data are weighted to reflect the approximate number of businesses in each size category based on the 2007 Economic Census, the most recent data available.



**THE BCA NATIONAL SURVEY OF BUSINESS SUPPORT FOR THE ARTS** is the nation's largest survey of its kind, delving beyond pure numbers into the motivations behind and goals of business partnerships with the arts. The specific findings from the survey are used to project national trends in support for the arts by businesses large and small across our nation. The study acts as a resource for current and potential funders of the arts, and for local advocacy organizations to encourage increased partnership between the business community and the arts. The survey has been conducted since 1968.

**SHUGOLL RESEARCH** is one of the nation's leading arts marketing research companies. Located in Bethesda, Maryland, it provides its clients with a range of full-service research, both qualitative and quantitative. It also has the area's finest focus group facilities. Its clients include a prestigious roster of nonprofit theaters, symphony orchestras, opera companies, dance companies, performing arts centers, museums, choral groups, and arts associations. The company also produces the award-winning *ArtSpeak!* arts education program, bringing Broadway stars into classrooms. For more, please visit [www.shugollresearch.com](http://www.shugollresearch.com).



**AMERICANS FOR THE ARTS** is the nation's leading nonprofit organization for advancing the arts in America. With more than 50 years of service, it is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts. In 2008, Americans for the Arts merged with the Business Committee for the Arts (BCA), founded by David Rockefeller in 1967, to ensure that the arts flourish in America by encouraging, inspiring and stimulating business support to the arts in the workplace, in education and in the community.

As the strongest national private sector arts advocacy organization in the country, Americans for the Arts places an emphasis on building partnerships between the arts and business sectors through the pARTnership Movement initiative and such programs as Business Volunteers for the Arts and The BCA 10 Awards. Americans for the Arts works with a network of Business Committees for the Arts, Arts & Business Councils, United Arts Funds and other local arts agencies across the country to advance this work on the local level. Our private sector work is assisted by the Business Committee for the Arts Executive Board, a group of key business leaders that provide insight and support for these programs. For more please visit, [www.AmericansForTheArts.org](http://www.AmericansForTheArts.org) or [www.pARTnershipMovement.org](http://www.pARTnershipMovement.org).

# PHOTO CREDITS

**Page 3:** Golden Artist Colors celebrates Paint Day, an opportunity for staff to paint and take workshops from the professional artists of the GOLDEN Certified Working Artists<sup>SM</sup> Program. Employees are given the chance to be artists for the day, spending their time pushing around paint, experimenting with materials and being creative.

**Page 15:** Fort Wayne Ballet Company dancer Lucia Rogers performing Flash Dances!, Fort Wayne Ballet's popular visits to area businesses and open locales. Credit: Rob Borel and Fort Wayne Ballet.

**Page 20:** At Monroe Carell Jr. Children's Hospital at Vanderbilt, Earl Swensson Associates, Inc. designed a performance stage area to entertain young patients.

**Page 21:** Second graders at the Strathmore Concert Series. Credit: Jim Saah.

**Page 32:** Visitors enjoying a drop-in art-making workshop. Credit: Detroit Institute of Arts.

**Page 34:** Golden Artist Colors supports a number of Arts in Education Programs through the United States with its Seconds Paint Donation Program.

**Page 35:** The Boeing Company supports Arts for All Residency Grant Program at Norwalk-La Mirada Unified School District in California. 4th and 5th graders learn dance from Omowale Awe, teaching artist, Inner City Arts. Credit: Arts for All/photographer: Derek Hanchi.