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NYC Arts + Biz Spotlight

NYC Tour Guides: The Storytellers of the City

While one of the biggest draws to NYC tourists is the arts and culture scene, tour guides are utilizing art-based skills to enhance visitor experience. [Read more.](#)



Creatively Connecting the Arts to Business

Professional Development: July 27

Are you an arts organization looking to partner with businesses in your community but aren't sure where to start? Have you approached corporations for support you with little success? Do you want to take your existing business partnerships to the next level?



A presentation on effective arts & business partnerships brought to you by:



Join the Brooklyn Arts Council, the Arts & Business Council of New York, and Americans for the Arts for a morning gathering bringing you best practices and resources from around the country that will help you:

- Spark ideas about creative arts and business partnerships that can boost your programs based on successful models from arts organizations across the country.
- Identify how to partner with large and small businesses in your local community.

- Understand the resources available to you when looking to build or enhance your business partnerships.
- Meet fellow arts leaders interested in innovative ways that arts and business intersects in Brooklyn and beyond.

Reserve Your Seat

DIAL Internship Program July Updates

DIAL interns have been busy! They've attended site visits at **Lincoln Center** and **American Federation of Arts** with upcoming site visits to **WNYC**, **Alvin Ailey American Dance Theater**, and **Dance/NYC**.

Last week they toured **Facebook** and **JP Morgan Chase's** art collections and networked with alumni at the annual summer mixer. To build their skills, they discussed diversity, equity, and inclusion with a diversity lead at Facebook and will join a moderated conversation with Stephanie Pereira (**Kickstarter**) and Glory Edim (**Kickstarter** and **Well Read Black Girl**) at their headquarters in DUMBO.



Find out more about our adventures at the intersection of #artsandbiz on [Instagram](#) and [Twitter](#) using the hashtag #DIAL25.

New Report Alert

Businesses Look to the Arts for Employee Engagement and Creativity

Americans for the Arts partnered with The Conference Board to conduct the [survey](#) which examines trends in business support and employee engagement for the arts. The survey draws on 125 responses from companies of all sizes that participate in corporate philanthropy, employee engagement, volunteer programs, or sponsorships.

In addition to the quantitative survey, Americans for the Arts worked with Shugoll Research to conduct a qualitative study to understand businesses' attitudes about arts philanthropy among 15 current arts supporters. Read and download the [report](#) or watch the [on-demand webinar](#).

Announcing Award Honorees

2017 BCA Leadership and BCA pARTnership Award

Americans for the Arts is pleased to announce the 2017 BCA Leadership Award and unveil the recipients of the new BCA pARTnership Award! Casual wear designer, manufacturer, and retailer [UNIQLO](#) and The [Museum of Modern Art \(MoMA\)](#), the foremost museum of modern art in the world, will receive the inaugural 2017 BCA pARTnership Award. UNIQLO and MoMA share a passion for quality, innovation, and spreading the joy of art around the world, and it is through these shared values that a dynamic partnership of Free Friday Nights and SPRZ NY was born.

Raymond J. McGuire, Global Head of Corporate & Investment Banking of [Citi](#), will receive the 2017 BCA Leadership Award. A contemporary art collector, active arts leader, and philanthropist, McGuire has stated that his primary reason for supporting education and the arts is because it opens the door to future career opportunities for youth.

The honorees will receive their awards at the [BCA 10: Best Businesses Partnering with the Arts in America](#) gala on October 11, 2017, a black-tie affair at the Loeb Boathouse in New York City's Central Park. Congratulations to them and to our 10 business honorees!

Learn more about our [BCA 10 honorees](#) and [purchase tickets](#) or an [advertisement](#) for our October 11 gala.

Great Minds Don't Think Alike

Artists as Innovators in Business, Government, and Society

Upstart Co-Lab has partnered with **Emergence Creative** to understand how artists can contribute on teams, in partnerships, and to investment portfolios. [The report](#) defines Artist Innovators as artists who work outside the studio, the theater, and the concert hall—bringing their distinctive talents and skills into business, government, and the social sector.

The report includes insights from individual interviews with prominent Artist Innovators such as cellist Yo-Yo Ma and leaders from McKinsey & Company, Red Bull, and Massachusetts Institute of Technology.

News from Americans for the Arts

- Hear from Americans for the Arts President and CEO Robert L. Lynch in two Huffington Post articles: "[From Jobs to Dinner to Even Milking Cows, the Nonprofit Arts Are a Multi-Faceted Economic Powerhouse](#)" and "[The Arts and Veterans: A Mighty Force](#)".
- [Check out the livestream](#) of the 2017 Americans for the Arts Annual Convention session titled "How Tech Companies Think About the Arts." In the heart of the tech community, hear the discussion about messaging for an audience that has a specific and different way of thinking about the arts than traditional corporate supporters. See more [Convention highlights](#).
- 2017 National Arts Marketing Project Conference registration is now open! The [2017 NAMP Conference](#) is THE conference to take your career to the next level and help define what is next for arts marketing. This year, more than 100 experts and more than 30 sessions will focus on cutting edge technology and the latest innovations across: Storytelling, Cultural Equity, Digital Marketing, Social Media, Evaluation and Analytics, Growth and New Revenue Streams.

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Arts & Business Council of New York (ABC/NY) develops 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.

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