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## NYC Arts + Biz Spotlight

### iPic Entertainment

iPic Entertainment, manager of movie theaters, restaurants, bars, and bowling alleys that exist to make a difference in people's lives by delivering innovative hospitality and memorable experiences, has infused visual art (installations and gallery-style hangings) into the customer experience. Watch the [iPic Life video](#) featuring Li-Hill about how he develops his work that is currently featured at the iPic Fulton Market New York location.



More on iPic Life artists can be found [here](#).

## Moving Arts Leadership Forward

### Workshop Summary

*What if you train people and they leave? What if you don't and they stay?* It's not always easy to create a culture that supports ongoing professional development on a tight budget so, with the generous support of Con Edison, ABC/NY brought together practitioners from the arts, corporate, and governmental sectors to help arts leaders develop ways to invest in talent at our arts organizations. Skim through the shareable [resources and strategies](#) from the workshop!



## New Strategies for Finding Private & Public Allies

### Crain's 2017 Arts & Culture Breakfast

Tuesday, March 21, 2017 | 8:30 a.m. to 10:00 a.m.



Crain's and industry leaders will discuss top priorities for the arts community including securing capital funding for projects and increasing equity for New York City's cultural groups and organizations.

Speakers will address how critically important fundraising is through individuals, corporations and government institutions, issues large and small facing culturals and the continued vital role the industry plays to drive tourism and ensure growth of the economy.

**Final Reminder to Join Us!**

**REGISTER HERE**

Use code: *ArtsBizDisc* for 10% off tickets

Event contact: Ashlee Schuppis, [crainsevents@crainsnewyork.com](mailto:crainsevents@crainsnewyork.com), 212-210-0739

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## Employee Engagement Opportunity of the Month

### Corporate Group Volunteering

Publicolor engages at-risk students in their education and empowers them to plan and prepare for college and career through a continuum of design-based programs, academic support, and by teaching career-readiness skills.

**Corporate volunteer groups will paint alongside our students to transform an under-resourced NYC public schools or nearby community facilities using the power of color and design, while informally mentoring about careers, education, and experience it took. Volunteers do not need to know how to paint—all professional skills are welcome.** Reach out to ABC/NY Director [Amy Webb](#) to create a bespoke experience for your group. Check out the ABC/NY [matching portal](#) for this and other arts-based employee engagement opportunities.

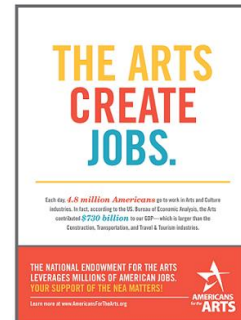
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## News from Americans for the Arts

**8 Times the Arts Saved the Day at Work.** These quick [examples](#), taken from the pARTnership Movement essays, showcase how today's most innovative businesses are using the arts to help meet some of their most difficult and vital objectives.

**Arts Advocacy Day.** [Register](#) for a day of advocacy in DC March 20-21!

**Arts Mobilization Center**—a hub for the information you need to advocate for the arts today. It contains policy response statements Americans for the Arts has issued on key and timely topics, news articles that are useful, and important action steps for you to take now and in the weeks and months to come. Please [visit the Arts Mobilization Center](#) often—it will continue to grow each week with new tools and resources. The image to the right and others are available for download.



**2017 Annual Convention** is coming to San Francisco: June 16-18! [Registration is now open](#) and arts professionals, community leaders, artists, and students are all invited to join this annual gathering on the future of art and culture in America. The convention will feature more than 100 speakers at more than 35 sessions, including three keynotes, two preconferences and 10 ARTventure Tours. Register today to take advantage of the early-bird registration rate, which ends Wednesday, April 12, 2017!

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