

WHY PARTNER WITH THE ARTS?



Businesses need communities where employees want to **live and work**. We've identified the best reasons why partnering with **the arts contributes to economic vitality and thriving communities**. Let us show you how.

THE ARTS ADVANCE CIVIC & SOCIAL PRIORITIES



Partnering with the arts fuels the economy; promotes health, wellness and safety; creates social cohesion and connectivity; and fosters civic engagement.

68% OF AMERICANS

agree that, "the arts have a positive effect on my overall health and well-being"

Americans Speak Out About the Arts in 2018

63% OF COMPANIES

believe the arts contribute to the economy of the community.

Business Contributions to the Arts: 2018 Edition

40% OF NEIGHBORHOODS WITH THE LOWEST INCOME DISTRIBUTION

that also have many cultural assets enjoy an 18% reduction in the serious crime rate.

Culture and Social Wellbeing in New York City: Highlights of a Two-Year Research Project

“Our partnership with Socrates Sculpture Park has resulted in amazing benefits for both our company, the Plant Specialists, and the park itself. Before the Community Works Initiative program, which offers job training, the park was constantly vandalized and tagged with graffiti, and the surrounding area had one of the highest unemployment rates in New York City. Since we created the Works Initiative program, we have had little to no problems with vandalizing or tagging, and we have hired 33 people that trained through the program. The park is seen as being owned by the community, and it exists to support the community. This unique training program creates a bond of loyalty between the participants, the company, and the park.”

GRAHAME HUBBARD
OWNER

PLANT SPECIALISTS

PARTNERSHIPS IN PRACTICE

AMERICANS
for the **ARTS**



SQUARE'S “FOR EVERY DREAM” FILM SERIES

Square created a film series highlighting stories of everyday people chasing extraordinary dreams. By collaborating with organizations such as Cheyenne River Youth Project and Exit12 Dance Company, Square can help fulfill the dreams of business owners across America. These authentic stories of opportunity and healing spread awareness for the arts, while fostering economic empowerment.

*Photo credits:
Square “For Every Dream” Film Series with the Cheyenne River Youth Project in Eagle Butte, South Dakota, featuring Genevieve Iron Lightening*

NV ENERGY

USES THE ARTS TO SUPPORT MILITARY FAMILIES

One of NV Energy’s employees was an Afghanistan war veteran through her service in the Nevada Air Guard. Returning from her deployment, she worked with local veterans and arts groups to create Combat Paper, a NV Energy-supported initiative where veterans shredded their old uniform and made paper from them. The paper was then turned into art, which told the story of their journey from reconciling their military service, dealing with PTSD, and returning to civilian life. Some of the combat paper was created by families who lost sons or daughters in military conflict.

FURTHER

READING AND RESEARCH

ARTS & ECONOMIC PROSPERITY 5: THE ECONOMIC IMPACT OF ARTS & CULTURAL ORGANIZATIONS & THEIR AUDIENCES

A comprehensive study on the economic impact of nonprofit arts across America.

AMERICAN PLANNING ASSOCIATION: HOW ARTS AND CULTURE CATALYZES ECONOMIC VITALITY

A study highlighting how cultural assets can boost economic vitality.

For more information on the pARTnership Movement and additional resources and case studies, visit www.pARTnershipMovement.org.