

WHY PARTNER WITH THE ARTS?

When businesses partner with the arts they get more **inspired and engaged employees**. We've identified the best reasons why partnering with the arts helps **recruit and retain talent**. Let us show you how.



THE ARTS SHOW GRATITUDE

The arts offer meaningful, enjoyable experiences and valuable benefits to your employees and their families which keeps employees engaged.

69% OF AMERICANS

believe the arts "lift me up beyond everyday experiences."

Americans Speak Out About the Arts 2018

75% OF LARGE COMPANIES (\$25B+)

provide free/discounted tickets, offer release time for volunteering, and provide grants to arts organizations where employees volunteer.

Business Contributions to the Arts: 2018 Edition

92% OF COMPANIES

offer a matching gift program, and 55% of companies match employee gifts to any organization of the employee's choosing.

Giving in Numbers 2018

“The arts programs we have make Houston Methodist a great place to work, thus helping with retention. We have heard many times from new employees, ‘when I saw the chamber ensemble in the lobby I knew this was a place I wanted to work,’ or ‘I’m proud to work in a place that would offer me this creative outlet.’ Working in health care can be a uniquely stressful environment, which is why the Arts Enrichment Classes, offered free to employees, allow a creative outlet for daily stressors. The goal of the arts enrichment activities is to support a healthy work-life balance where creativity is used as a vehicle to provide meaning, self-reflection, rejuvenation, and build resiliency.”

J. TODD FRAZIER
SYSTEM DIRECTOR,
PERFORMING ARTS MEDICINE

HOUSTON METHODIST

PARTNERSHIPS IN PRACTICE

AMERICANS
for the **ARTS**



Photo credit:
Turnaround Arts Mentor musician Jake Shimabukuro (and his son) with Kalihi Kai
Elementary students at a Turnaround Arts Hawai'i event

HALEKULANI'S **EMPLOYEE ENRICHMENT PROGRAM**

In addition to its arts partnerships that provide unique art and cultural experiences for hotel guests and patrons, Halekulani also initiated a company-wide Employee Enrichment Program as an added value for its staff and employees. A key focus of this program is exposure to, and education about, the myriad venues of arts expressions. The on-going program provides select complimentary access to various arts institutions and venues, including the Hawaii International Film Festival, Hawaii Opera Theatre, Hawaii Symphony Orchestra, and Honolulu Museum of Art. Halekulani also continues to elevate the program by developing educational events and presentations in concert with its arts partners in order to provide a better understanding of art, music, film, and culture for employees and their families.

GUIDO'S FRESH MARKETPLACE **OFFERS ARTS EXPERIENCES TO EMPLOYEES**

Guido's Fresh Marketplace is an independent, family-owned grocery store with two locations in the Berkshires. For the 2017 market season, they created the #ArtFeedsUs campaign, which partnered with ten organizations across the county. In addition to gifts for customers, each organization provided something for Guido employees (i.e. a rotating membership to the museum, season theater tickets, etc.). As a result, the staff became advocates for the arts, telling customers about their recent experiences. A company-hosted employee art show soon followed. Through partnering with arts organizations, Guido's not only promoted and supported the arts, but they engaged their employees and found a way to thank them and honor their own artistry.

FURTHER **READING AND RESEARCH**

QUANTUM WORKPLACE: 2019 EMPLOYEE ENGAGEMENT TRENDS

This aggregate study examines employee engagement levels and key drivers.

BUSINESS CONTRIBUTIONS TO THE ARTS: 2018 EDITION

This Americans for the Arts annual survey tracks business engagement in the arts.

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