

# 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 ENRICH COMMUNITY LIFE



The arts are essential to the development of a vibrant and diverse community in which the best employees want to live, work, shop, create, and contribute.

**71%** OF THE **POPULATION**

agrees "the arts have a social impact, improving the quality and livability of my community."

*Americans Speak Out About the Arts in 2018*

**79%** OF **COMPANIES**

believe arts help to improve quality of life in the community.

*Business Contributions to the Arts: 2018 Edition*

**66%** OF **BUSINESS ESTABLISHMENTS**

consider the arts and entertainment as either somewhat or very important for making communities attractive places to work.

*Arts Data Profile: Rural Arts, Design, and Innovation Research Brief #4: Local Arts and Entertainment as a Draw for Businesses and Their Workers*

“It was a thrill for us to meet the students who had the chance to experience this important musical and to dive deep into this chapter of history through the Hamilton Education Program we were so proud to support. Because the arts bring value to our community, we wanted to make sure students from across the state had the chance to see *Hamilton* on tour.”

**ROB BROUGH**  
EXECUTIVE VICE PRESIDENT

**ZIONS BANK**

# PARTNERSHIPS IN PRACTICE

AMERICANS  
for the **ARTS**



## BANK OF AMERICA **MUSEUMS ON US**

Bank of America believes the arts matter: they help economies thrive, help individuals connect with each other and across cultures, and educate and enrich societies. With the belief that museums are a source of education, emotion, and creative inspiration, the *Museums on Us* program, now in its 22nd year, offers Bank of America, Merrill Lynch, and U.S. Trust credit and debit card holders the opportunity to visit more than 225 of the most popular cultural institutions in the United States free of charge on the first full weekend of every month.

*Photo credit:  
A child partakes in the Bank of America Museums On Us Program at the Golisano Children's Museum in Naples, Florida.*

## YUM! BRANDS FAMILY SERIES

# BRINGS ARTS TO KIDS AND FAMILIES

Initiated by Yum! Brands to encourage family-friendly arts programming and to promote greater access to the arts, the Yum! Family Series allows families outside of the company to experience arts programs at a greatly reduced cost. The sponsorship offers a broad range of access to the arts to families, particularly those individuals who would not otherwise have an opportunity because of economic disadvantage. With an emphasis on education, programs of the Yum! Family Series provide field trips for local students to experience live theatre, all supporting core curriculum. The Yum! Family series also provides quality after-school arts training programs for low-income youth. These programs are creating measurable outcomes, with participants achieving higher grades, better school attendance, and longer-term success than their peers.

## FURTHER

# READING AND RESEARCH

### RURAL ARTS, DESIGN AND INNOVATION IN AMERICA

Research findings from the Rural Establishment Innovation Survey.

### ARTS, CULTURE, AND COMMUNITY OUTCOMES: WHAT FOUR LISC PROJECTS ACCOMPLISHED

A case study of culture in community development.

For more information on the pARTnership Movement and additional resources and case studies, visit [www.pARTnershipMovement.org](http://www.pARTnershipMovement.org).