



September 18, 2012

In This Issue:

Part of the Value of Culture

Crain's Arts & Culture Breakfast

Dialogue with Donors

AFA ArtViews—"Museum Funding at the Crossroads"

Free Admission to the Affordable Art Fair

The Top Five Ways CRM Improves Your Organization

Links We Like

Beware of Books!

ABC/NY's mission is to develop more 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 provides programming in volunteer and leadership development, and builds and celebrates the arts' role in New York's economic revitalization.

Part of the Value of Culture

Last Friday, a couple of ABC staff attended a City Council hearing on how cultural organizations support NYC businesses, to help Jimmy Van Bramer, his City Council Committee on Cultural Affairs, and the Committee on Small Businesses in their effort to quantify the economic impact of and further connect arts and business. Department of Cultural Affairs Commissioner Levin was there and talked about the purchasing power of cultural organizations, particularly in terms of local spending in areas such as printing, catering, and equipment rentals. Councilmember Van Bramer said, "Any time we cut the budget for cultural institutions, we are hurting small businesses." Here's what we said:

We all know why 51 million tourists come to New York.

We know that 6.3 million of them come to the Met Museum—so many, the Met is looking at opening seven days a week for the first time since 1971. There's only one museum on earth that more people go to (the Mona Lisa is there), and no place on earth has the breadth and diversity of museums, and the breadth, depth, and impact of enrichment

programs for public school children.

We know that Broadway always has been, is, always will be New York. More than 12 million attendees in 2011, more than \$1 billion in ticket sales. How many other, smaller businesses are supported in and around the Great White Way?

We know that almost 200 movies and 140 TV shows were filmed in New York last year. It's not just Woody Allen and *Smash*. This is where the top artists want to work, which creates 100,000 jobs for others behind the scenes, every one of whom shops, eats, spends (and pays taxes) in New York. Look at Buttercup and Kaufman Studios. Look at the expansion plans for Steiner Studios.

We know the economic impact figures for New York State are \$25 billion a year, and 200,000+ jobs... or maybe it's twice that by now (those are the Alliance for the Arts figures from 2005)? The most recent Municipal Art Society/Cultural Data Project figures from just 1,325 of the nonprofit culturals show 120,000+ people employed and over \$5 billion in direct expenditures—just from the nonprofits. **What we really know is that we don't know** how many incorporated arts nonprofits (more than 1,500), how many artists, how many creative industries, how many creative people there are in New York. We just know: more than anywhere else. And we know where they shop and eat and pay taxes.

And the direct dollars—or even the direct dollars **and** the restaurant dollars **and** hotel dollars **and** transportation dollars **and** shopping dollars, **and** the \$1 billion put right back into the economy through tax revenue generated by the arts—the direct **and** indirect dollars are **NOT** the most powerful advantage that the arts provide for the rest of New York City's businesses.

Have you heard Terry Lundgren talk about where he does the hiring for all of Federated Stores, for every market? Where is the **only** place he can find enough talent?

Did you read the front page *Times* piece about UBS's consideration of moving offices back to the City from the suburbs? Where is the **most** competitive place where hot shots want to work? And therefore spend their Wall Street money at New York's smaller businesses?

Why is the Silicon Alley Tech Sector growing in NYC? Which is now also the explosion of graduate programs and start-up incubators? CUNY and Columbia and Cornell and all the rest, all employing thousands, all attracting hundreds of thousands of students to NYC?

Because what every employer wants is creative, energized employees.

Because what every employee (and every student) wants is to live and work in a City where the creativity never stops.

Yes, access to primary education and healthcare and transportation and safety are *also* important to employers and employees in every business. But the quality of life—the excitement—the stimulation—the innovation—the creativity factor that drives the work force to (and keeps the workforce in) a City: **that's what the arts does for New York.**

We agree with this year's *Economist* magazine "Benchmarking Global City Competitiveness." They rank 130 cities around the world. New York is number one. "Asian

cities [now] dominate the 'economic strength' category... all but five of the top 20 cities are Asian. The most significant advantage that developed country cities [that is, New York] hold is their ability to **develop and attract the world's top talent**. Other factors bolster their performance, too, such as **cultural activities** and quality of life." We agree with what the Mayor said in that article: "I've always believed that talent attracts capital more effectively than capital attracts talent."

Every City Council member also knows this, knows it first-hand, even better than the Mayor, from the magnets and anchors in her or his own district. Thank god that the arts are **not** the plaything of some *Economist*-reading elite; they are present and essential and loved in every neighborhood in New York. They are the catalyst that attracts good people, and good businesses, big and small, to every neighborhood in New York.

Arts & Business. We've been tracking it since 1965. This City has been doing it since 1626. **You cannot have one without the other.**

—Will Maitland Weiss, Executive Director

Crain's Arts & Culture Breakfast



ABC/NY has just secured another table at the next Crain's Arts & Culture Breakfast, *How To Stand Out In The Crowd*—a candid discussion on how small and mid-size arts institutions can compete for audiences and donors. Join us and sit with arts and business colleagues at a reserved table up front for the same price as an unreserved general seat. The last Crain's Arts & Culture was a sold-out event—don't wait to purchase your tickets!

New York's major arts institutions typically have vast resources to survive a downturn. It's the smaller and mid-sized organizations that get hit the hardest. The panel will look at the challenges institutions face while trying to grab the public's and donors' attention; and hope you will share your own techniques on how you've been successful.

Crain's New York Business will bring experts from both sides—the fundraisers and the funders—to discuss what's working now.

Panelists:

- Patricia Cruz, Executive Director, Harlem Stage
- Tom Finkelppearl, Executive Director, Queens Museum
- Commissioner Kate Levin, New York City Department of Cultural Affairs
- John Tomlinson, Executive Director, Paul Taylor Dance
- Luis Ubiñas, President, Ford Foundation

Moderator: Alair Townsend, Crain's columnist and Chair of the David H. Koch Theater at Lincoln Center

Tuesday, October 9, 2012

8:30 - 9:00 a.m.: Networking Breakfast

9:00 - 10:30 a.m.: Program

Con Edison Conference Center

4 Irving Place at E. 14th Street

New York, NY 10003

[Map and Directions](#)

\$80 per ticket

If you'd like to sit with us, please [reserve your ticket through ABC/NY](#), as we cannot otherwise guarantee your seat locations.

Tickets at the ABC/NY table will only be on sale through Tuesday, September 25, at 5:00 p.m.

General seating (seats not at the ABC/NY table) can be purchased at the [Crain's website](#).

Dialogue with Donors



In celebration of National Arts and Humanities Month, the Arts & Business Council of New York and the Foundation Center are pleased to offer *Dialogue with Donors*—an inside view of how arts funders decide what to fund and why.

Join us for a lively and informative dialogue with a panel of program officers who passionately support the arts. The panel will address how to choose which foundations to approach, what they are really looking for (and not looking for!), how to make the best case possible, and how to follow up.

Panelists include:

- Leah Krauss, Mertz Gilmore Foundation
- Alison Yu, William Randolph Hearst Foundations

Moderator: Will Maitland Weiss, Executive Director, Arts & Business Council of New York

Wednesday, October 10, 2012

The Foundation Center-New York

79 Fifth Avenue, between 15th and 16th Streets, Second Floor

(Wheelchair users can enter at 8 E. 16th St., between Fifth Avenue and Union Square West.)

New York, NY 10003

For more information and to register for this event, please go to www.bit.ly/ABCNY_Dialogue2012.

Space is limited, and this annual event is always fully booked. Registrants requiring ASL signers or other disability-related services are asked to contact the Foundation Center at least two weeks in advance. If you need further information, please call (212) 620-4230.

Funding for ABC/NY's professional development programming is provided by the NYC Department of Cultural Affairs, in partnership with the City Council, and by the New York State Council on the Arts, with the support of Governor Andrew Cuomo and the New York State Legislature.

AFA ArtViews—"Museum Funding at the Crossroads"

ABC/NY members and friends are invited to join us at a special discount price for *AFA ArtViews—"Museum Funding at the Crossroads,"* a panel discussion of the means by which art museums will support themselves in the coming years.

Since the advent of the blockbuster exhibition in the 1970s, art museums have turned increasingly to earned revenue to bolster their conventional reliance on contributed revenue and endowment. This shift has led to venture philanthropy, cultural tourism, entrepreneurial business plans, licensing, corporate collaboration, and other innovative strategies. **Many of the strategies discussed will be applicable for cultural institutions other than museums.**

Panelists:

- James L. Bildner: Adjunct Lecturer in Public Policy, Harvard Kennedy School, and Senior Research Fellow at Harvard's Hauser Center for Nonprofit Organizations
- Thomas P. Campbell: Director and CEO, The Metropolitan Museum of Art
- Melissa Chiu: Director, Asia Society Museum in New York, and Senior Vice President for Global Arts and Cultural Programs, Asia Society
- Mariët Westermann: Vice President, The Andrew W. Mellon Foundation
- Ari Wiseman: Deputy Director, Solomon R. Guggenheim Foundation

Moderator: Maxwell L. Anderson, the Eugene McDermott Director of the Dallas Museum of Art and an AFA trustee

Tuesday, October 23, 2012

4:00 – 6:00 p.m. panel discussion

6:00 - 7:00 p.m. reception

Celeste Bartos Auditorium at the Museum of Modern Art

4 West 54th Street

New York, NY 10019

ABC/NY, AFA, and/or AAMD members: \$15

General admission: \$20



Seating is limited, and this event is expected to sell out. For more information and to register for this event, please go to www.bit.ly/ABCNY_AFA2012.

"Art Museum Funding at the Crossroads" is organized by the American Federation of Arts in association with the Arts & Business Council of New York and the Association of Art Museum Directors with funding from the Leon Levy Foundation and the Hazen Polsky Foundation, Inc.

Funding for ABC/NY's professional development programming is provided by the NYC Department of Cultural Affairs, in partnership with the City Council, and by the New York State Council on the Arts, with the support of Governor Andrew Cuomo and the New York State Legislature.

Free Admission to the Affordable Art Fair



Celebrating its 12th year, the [Affordable Art Fair NYC](#) returns this fall with new galleries and a new location. As always, the Fair will be presenting contemporary artwork priced from \$100-\$10,000, the majority of which will be under \$5,000. In this edition, the fair will be highlighting works under \$500 to emphasize the idea that art is for everyone. Whether you are an experienced collector or an art novice, this fair is about the joy and excitement that art should bring to your life.

Friday, October 5: 12:00 noon – 8:00 p.m.
Saturday, October 6: 11:00 a.m. - 8:00 p.m.
Sunday, October 7: 11:00 a.m. - 6:00 p.m.

The Tunnel
11th Avenue at W. 28th Street
New York, NY 10010

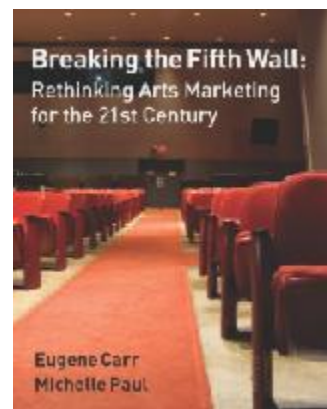
ABC/NY friends can get a free general admission pass that admits two by clicking [this link](#) and using code ONDPARTBUS.

The Top Five Ways CRM Improves Your Organization

Due to the high level of interest in Patron Technology's last whitepaper, on building patron relationships, we're happy to give you more of the kind of free information you're telling us you like! This excerpt from *Breaking the Fifth Wall: Rethinking Marketing for the 21st Century* reveals specific ways that CRM (customer relationship management) can transform your arts organization.

You'll learn how CRM can help you:

- Turn first time attendees into loyal patrons
- Personalize your interactions with ALL donors, not just major donors
- Encourage collaboration and communication across your entire organization



- Solve problems created by frequent staff turnover

And much more. [Click here for your free download.](#)

Links We Like

[How Giving Has Evolved](#)

"Carnegie says it is the duty of the wealthy to allow other people the opportunity to be wealthy." But the world of big philanthropy has changed. What's on the horizon? (Thanks to [You've Cott Mail](#) for the link.



[Mentorship and Funding: Partnering through the Arts](#)

ABC/NY's Stephanie Dockery blogs about the impact of the mentors and partners in this year's Multicultural Arts Management Internship program.

[Six Degrees of Bacon](#)

Kevin Bacon, that is. How many degrees removed is your favorite actor?

Is there a link you like? Send it to us at info@artsandbusiness-ny.org, and we may include it in our next newsletter!

Beware of Books!



Find out why on [our Facebook page](#), which has additional content that isn't repeated in this newsletter. You don't have to have an account to [view our page](#)!

"No culture can live if it attempts to be exclusive."
—Mahatma Ghandi

We're not exclusive! We provide free and low-cost services in volunteer and board development, and in leadership and other professional development to arts organizations of every size and every discipline in every borough of NYC. Please help us continue doing it! [Make a tax-deductible contribution](#) today!

DONATE NOW