



**March 20, 2012**

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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.

## **Who's Number One?**

The sweet sixteen. The elite eight. But what does it really come down to? Who's number ONE!

In the case of *The Economist* [Hot Spots: Benchmarking Global City Competitiveness](#), just released last week, IT'S NEW YORK.

120 cities evaluated. 31 indicators for each city, 21 qualitative and 10 quantitative, in "eight distinct, thematic categories," like "economic strength" and "financial maturity" and also like "social and cultural character." (I love this stuff. Let's face it: I love when New York wins.) *The Economist* journalists write, in their executive summary:

*Competitiveness is a holistic concept. While economic size and growth are important and necessary, several other factors determine a city's competitiveness, including its business and regulatory environment, the quality of human capital, and cultural aspects. These factors not only help sustain high economic growth rates, but also create a stable and harmonious business and social environment.*

*Against this backdrop, we define competitiveness as the demonstrated ability to attract capital, business, talent, and visitors.*

This isn't a release from NYC & Company, or ABC/NY, or popular media eager for celebrity sightings. For those of you non-econ majors and global naifs, *The Economist* has been published out of London since 1843. It wikipedias [Ed. note: Sorry—WMW means this as a new verb, akin to "Google."] as "targets highly educated readers and claims an audience containing many influential executives and policy-makers."

*The Economist* goes on:

*Well over half the world's population now lives in cities, generating more than 80% of global GDP [gross domestic product; when we in the arts proudly point to our piece of the economic pie, this is the whole bakery]. Already, global business is beginning to plan strategy from a city, rather than a country, perspective.*

*Asian cities dominate the 'economic strength' category—the most highly weighted. All but five of the top 20 cities are Asian [NYC = #4; only two other US cities in the the top 20 are LA (17) and Houston (18); there are no European cities]. [BUT...] The most significant advantage that developed country cities hold is their ability to develop and attract the world's top talent. This stems primarily from the quality of their educational systems and the entrepreneurial mindset of their citizens. But other factors bolster their performance, too, such as **CULTURAL ACTIVITIES** and a generally good quality of life. New York Mayor Bloomberg says such factors are a key part of maintaining competitiveness: 'I've always believed that talent attracts capital more effectively and consistently than capital attracts talent.'*

Thank you, Mayor, for knowing what makes New York New York.

(The "Final Four?" Along with New York, it's London, Singapore, and Paris/Hong Kong in a tie. Watch the strength of the arts for a key to next year's brackets.)

—Will Maitland Weiss, Executive Director



## Explore. Shop. Get Inspired.

The [Architectural Digest Home Design Show](#) will run from March 22 - 25 at Pier 94, featuring:

- 350+ exhibitors showcasing premium design products
- Design Seminars
- Cooking Demos
- Complimentary Designer Consultations
- Special Events and More

ABC/NY has a limited number of passes to this show, FREE, for you and a guest. Just e-mail us at [info@artsandbusiness-ny.org](mailto:info@artsandbusiness-ny.org) with the subject line "Design Show Tickets" and let us know if you'd like a single or a pair.



## Got Visa?



We love New York City artists. Challenge is, sometimes we love artists from everywhere *else* on Planet Earth, too. If you have hired or booked internationally before, you *know* the potential challenges of visa and green card requirements. If you haven't—even if you have—here's help. Bistra Milovansky ([www.visas4artists.com](http://www.visas4artists.com)) has worked on visa issues for a number of Arts & Business Council members in the past year. A NYC-based immigration lawyer specializing in green cards and work visas for people of outstanding accomplishment in the arts and sciences (and in sports, education, and business), she is offering a free initial consultation to any Arts & Business Council member. Contact [info@visas4artists.com](mailto:info@visas4artists.com) and mention the code "Arts & Business Council of NY."

## Arts & Economic Development in Brooklyn

Please join ABC/NY and New York City Council Member Stephen Levin for a panel discussion on the role of the Arts in Economic Development, featuring:

Kate Levin, Commissioner, Department of Cultural Affairs  
Seth Pinsky, President of the NYC Economic Development Corporation  
Elizabeth Streb, Founder, STREB SLAM, MacArthur Foundation Award Winner  
Ella Weiss, President, Brooklyn Arts Council  
Will Maitland Weiss, Executive Director, Arts & Business Council of New York

Wednesday, March 28, 2012  
5:30pm: Light refreshments  
6:00pm: Panel  
STREB, 51 North First Street  
Brooklyn, NY 11211

FREE

To RSVP, please call (212) 788-7348 or email Mr. Rami Metal at Council Member Levin's office at [rmetal@council.nyc.gov](mailto:rmetal@council.nyc.gov) .

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## Thinking About Joining a Board?

Are you interested in serving on an arts board, but not sure how it works? Join ABC/NY for a presentation on board governance, with keynote speaker [Holly Gregory](#) of Weil Gotshal and representatives from a diverse group of arts organizations who are looking to refresh their boards.

Wednesday, March 28, 2012  
5:30 – 8:00 p.m. (registration and networking until 6:00)  
375 Park Avenue (thank you, Wells Fargo!)  
New York, NY 10152

FREE—but you do need to [register](#).

*Funding for ABC/NY's volunteer development programming is provided by the New York State Council on the Arts and the New York City Department of Cultural Affairs, in partnership with the City Council.*

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## Arts for the Ageless

ABC/NY is exploring a new program, *Arts for the Ageless*, to bring exciting opportunities to the fastest growing demographic in New York, the anything but old seniors in our town. Want to help us with your ideas? Come to our town hall meeting, graciously hosted by Tekserve.

Wednesday, April 11, 2012  
5:30 - 7:30 p.m.  
Tekserve  
119 W. 23rd Street  
New York, NY 10011

Please let us know if you are coming by emailing [fsmyth@artsandbusiness-ny.org](mailto:fsmyth@artsandbusiness-ny.org).

## "Yes, And"—Improv Skills for Networking Success



Making connections and meeting new people are key elements of success, but calling it "networking" can seem a little corporate and intimidating, right? Arts managers don't often get the chance to practice our networking skills in supportive, non-scary environments.

This event is designed to offer just that! Come to [Redemption](#) for an [ELNYA](#) networking happy hour with a twist: Tommy Galan of People's Improv Theatre will lead an improv class at 6:30, focusing on skills that encourage spontaneity and risk-taking.

We'll spend about an hour playing improv games designed to help you feel confident and comfortable chatting people up at networking events before we go join other emerging leaders in the bar at 7:45 to try out what we've learned.

Space is limited for the improv class, so please RSVP soon if you're interested! We ask that all attendees donate \$10 to ELNYA at the door. RSVP and payment is required for the improv class—for the happy hour, you can just show up at 7:45 and hang out for free.

Wednesday, April 18, 2012  
6:30 p.m. improv class (\$10 at the door)  
7:45 p.m. Happy Hour (FREE)  
Redemption  
1003 Second Ave. (NW corner of 53rd St.)

[RSVP here.](#)

## The Rooftops Conference

THE ROOFTOPS CONFERENCE

For those nonprofits that have or seek their own real estate—blessing or curse? you be the judge—it can have a dramatic impact on operations, finances, and mission. On Thursday April 19, a group of smart and experienced people will gather to discuss just this: at the second annual Rooftops Conference.

Don't be intimidated into thinking it will be a room full of law professors; BRIC Arts, the Rubin Museum, and Lincoln Center are also represented on panels.

Thursday, April 19, 2012  
8:45 a.m. - 4:00 p.m.  
New York Law School  
185 West Broadway  
New York, NY 10013

General registration is \$95; but for nonprofit staff and/or board members, it's FREE.

For more information or registration: [www.nyls.edu/RooftopsConference](http://www.nyls.edu/RooftopsConference) or 212.431.2135.

## Free Webinar for Members: Arts Apps



**Save the Date: Wednesday, April 25 at 11:00 a.m.**

- Apple revealed late Monday that it sold more than three million iPads worldwide between Friday, March 16 and Monday, March 19.
- U.S. cell phones, tablets now outnumber Americans.
- PC market plods as smartphones, tablets take control.

Let's face it: our customers are increasingly accessing the internet via smartphones and tablets. Some arts organizations are capitalizing on this trend and offering web content specifically designed for viewing on mobile devices. Who are they, and how are they doing that? And how can your organization "mobilize"?

ABC/NY is planning a free webinar for its members on the topic of apps for arts & cultural organizations. **This webinar is free only to current ABC/NY members**—so [join or renew today!](#) If you're not sure of your membership status, contact us at [members@artsandbusiness-ny.org](mailto:members@artsandbusiness-ny.org) or call Karen Zornow Leiding at 212.279.5910 x1126.

And if you've got an idea for a webinar topic you'd like us to present, please [let us know!](#)

## Cocktail Salons and Town Halls

CSI (formerly ICSCS) is hosting free open house cocktail salons on the following dates for anyone who wants to have the opportunity to network and catch up with Paul Nagle, Executive Director, on what CSI is up to and issues you'd like to see them take on. No formal presentations, just drinks, good company, and some stimulating conversation.



Monday, April 30, 6-8pm  
Monday, May 21, 6-8pm  
Monday, June 11, 6-8pm  
Demos - 220 Fifth Avenue (bet. 26th & 27th Sts.), 5th Floor Conference Room

Please RSVP to [nmartini@demos.org](mailto:nmartini@demos.org).

CSI's free Town Hall series continues—save these dates:  
Monday, April 16, 6pm-8pm—Town Hall in Queens with the Queens Council on the Arts.  
Wednesday, May 16, 6-8pm—Town Hall in the Bronx with the Bronx Council on the Arts.

## Links We Like

### [How To Be Creative](#)

What explains the creative benefits of relaxation and booze? The answer involves the surprising advantage of not paying attention.



### [What's Onstage](#)

Graphic representations of the statistics on what's being presented on Broadway this year, who wrote it, and who's going to see it.

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

## Facebook



What made us laugh the most this week? And how did it go when we testified at last week's City Council budget hearing? Check out our Facebook page, which has content you won't see in this newsletter. You don't have to have an account to [view our page!](#)

*"Generosity is giving more than you can, and pride is taking less than you need."*  
—Kahlil Gibran

Be generous. We at ABC/NY are not proud— and we count on you to support our work! [Make a tax-deductible contribution](#) today to help us continue providing free and low-cost services in volunteer and board development, and leadership and other professional development.

**DONATE NOW**