



February 22, 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.

Why, Oh Why, Oh Why, Oh?

Why, oh why, oh why, oh?

If they can do it in Ohio...? (No, that's not the lyric Comden & Green wrote.)

Headline from the *Dayton Daily News*, last week: "[Dayton Arts Groups' Merger Sets National Precedent](#)." My pal and colleague, and research VP extraordinaire at Americans for the Arts, Randy Cohen got quoted above the fold: "A bold endeavor...the latest example of Ohio being a hotbed of innovation in the arts." Ohio? *Ohio*?! I took Randy to task—we already have different points of view on baseball (please! the Expos' reincarnation as the Nationals?! the ghosts of the Senators!)—because, as readers of this column are well aware, I maintain that ALL things artistic and innovative, all things great and good, are first or better in NEW YORK. Randy allowed he had called Ohio a "hotbed of innovation"—you know, all that Wright Brothers stuff. But still.

Bravo, Ohio. Today there's a finalizing membership vote at the Dayton Ballet, and next week at the Dayton Opera. But the deal is set—with the Dayton Philharmonic. Three of the city's leading arts organizations, each around for more than 60 years, each impacting quality of life, education, and economics. [Joining together: three artistic directors, one](#)

executive director, one board, one infrastructure. No secret that they, like many traditional, highbrow, Old World others, have been struggling. Is this a panacea? Will their programming and audiences automatically soar? Of course not! But they **are** attracting some new and increased funding ("[Merger Launched with \\$1 Million in Gifts](#)"). And they are trying to minimize infrastructural costs and duplication.

Of course it is NOT only in Ohio. Look at [NY Live Arts](#). And successful collaboration doesn't have only to be in the form of a merger. Look at [Fourth Arts Block](#). Look at [Heart of Brooklyn](#). Look at the [Harlem Jazz Shrines](#) festival, with the Apollo, Harlem Stage, and Jazzmobile...

I know more about Dayton that you would think. Not just birthplace of airplanes (by way of Kitty Hawk, NC), but also the hotbed of the cash register and the pop-top can. Probably some other stuff. My wife is from Ohio, as is one of my Arts & Business Council colleagues, which I bring up to prove my parochial, NYC-is-the-Center-of-the-Universe point: THEY MOVED TO NYC TO BE WHERE THERE ARE THE MOST OPPORTUNITIES FOR INNOVATION AND CREATIVITY.

Speaking of leaving Ohio. I had the pleasure of working at NY City Center for five+ years. I got there just after the transfer, from the [Encores: Great American Musicals](#) series to Broadway, of *Chicago*. 15+ years later, still running; the longest revival ever, and breathing down the neck of *Les Miz*, then *Cats*, then *Phantom* as the longest-running show, period. When, in 2000, City Center revived *Wonderful Town*—whence Ruth and Eileen, singing of Ohio—I thought **this is it!** Kathleen Marshall's direction and choreography were brilliant and Donna Murphy's performance was—still is—one of the greatest ever seen and heard! It got picked up and I thought it would run forever. A show about THE most wonderful town in the world! Better than that other, windy city. Go figure.

160 people have registered for our session on Business Plans at the Foundation Center tonight (= standing room only). More opportunities below. Let's keep NYC the hotbed of arts **business model innovation** it is!

(In the *City Center Encores!* concert, who played Donna Murphy's sister Eileen? C'mon, don't just hit Google. Prize winner announced in the next e-news.)

—Will Maitland Weiss, Executive Director

Create a Business Plan

Nonprofits with a business plan that anticipates fluctuations in revenue are generally better able to weather the storms of economic upheaval. JABC/NY is offering a workshop in which panelists will explain the components of a business plan: how to tailor it to your particular mission and techniques for carrying out your plan in order to attract the funders and generate the earned income your organization needs. This planning document makes a clear connection between mission and resources.

This workshop is presented in partnership with The Foundation Center.

Speakers:

Alvin J. Donius

Former Director of Planning, Otis Elevator and Turner Construction

Elaine Grogan Luttrull
Founder, Minerva Financial Arts

Fran Smyth
Manager of Arts & Business Services, ABC/NY

Wednesday, February 22, 2012
5:30 - 7:30 p.m.
The Foundation Center
79 Fifth Ave. (bet. 15th & 16th Streets), 2nd Floor
New York, NY 10003

FREE

Reservations required. Please check with ABC/NY's [Fran Smyth](mailto:fran@artsandbusiness-ny.org), 212.279.5910 x1122, if you wish to attend this SRO event.

Funding for ABC/NY's professional development workshops 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.

Be Smart About Your Nonprofit's Finances

- Do you know the government guidelines and revenue thresholds regarding the filing of financial statements?
- Does your organization need an *audited* or a *reviewed* financial statement?
- Do you need to file federal form 990 or can you file form 990 EZ?
- Are you aware of the many IRS questions contained in form 990?
- Are your financial records in compliance with requirements?

These and many other important questions will be answered by Gary M. Flaum, Certified Public Accountant, who has extensive audit experience with nonprofit organizations' accounting and tax preparation. Join us to learn how to comply with all the guidelines and make your organization's audit or review easier.

Wine and cheese will be served.

Monday, February 27, 2012
6:00 - 8:00 p.m.
Arts & Business Council of New York
One East 53rd Street
3rd Floor
New York, NY 10022

FREE

Reservations are required. Contact sdockery@artsandbusiness-ny.org or fsmyth@artsandbusiness-ny.org.

Funding for ABC/NY's professional development workshops 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.

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 10022

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.

NEA Budget Proposal: The Fine Print

Last week, the Obama Administration released its fourth budget request covering all federal agencies, including the National Endowment for the Arts (NEA). President Obama is proposing an increase of \$8 million (from \$146M to \$154M) for the NEA.

In the past two years, NEA funding has dropped almost \$22M and has yet to recover from the enormous cuts from its high of \$176M in 1992.

The fine print of these budget proposals to Congress are read by federal affairs types for additional news and direction about the programs for which they advocate. With that mission in mind, [these details](#) may be of interest to some of you.

Links We Like

[5 Tips To Get Maximum ROI From Saying "Thanks"](#)

Don't be overwhelmed by blank space. Every note you write can be broken down into three easy-to-pen parts.

[Linstructions for Life: 10 Lessons Jeremy Lin Can Teach Us](#)

There's more to this story than basketball. This isn't just a modern-day, real-life version of the Hoosiers movie. The Jeremy Lin story is incredibly popular because we can all see a little bit of ourselves in this man's struggles and now successes.

[If our goal is simply to preserve our current reality, why pursue it?](#)

The clock is ticking. The arts and culture sector in the US needs to be *reformed*. Just because the arts have been an elitist form of entertainment as long as most of us can remember is no excuse for that to continue to be our story in the future.



Facebook



Our Facebook page has daily doses of information, articles, and job listings. Follow us on Facebook and find out what you're missing—you don't have to have an account to [view our page](#).

The Madwoman of...



Chailot. Jean Giraudoux. **That's** the play quoted in Will's intro to the last ABC/NY E-News: "... to have money is to be virtuous, honest, beautiful, and witty. And to be without is to be ugly and boring and stupid and useless."

And of the correct answers—le drum roll, *s'il vous plait*—the winner is the madwoman (and artistic director—or is that redundant?) of [NY Artists Unlimited](#), Melba LaRose.

Congratulations!

"When you learn, teach. When you get, give." —Maya Angelou

Please give! [Make a tax-deductible contribution today](#) help us continue our work in volunteer and board development, leadership development, and professional development.

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