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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.

3 Secret Weapons for Arts Organizations

Want to build strong partnerships with businesses? Learn [three secret weapons](#) arts organizations can use to start building partnerships with business. (Scroll down to "videos")!



Arts-Business Partnership Spotlight

Friday, September 27th, marked the kickoff of the 17th annual DUMBO Arts Festival, a three-day celebration of the creative arts in Brooklyn. Attendance at the festival, which featured work from over 300 artists, was expected to top 200,000 visitors. Works by local, national, and international contemporary artists filled upwards of 50 venues including parks ([Brooklyn Lawn Quilt](#)), alleyways ([Dandelions](#)), bridges ([Sodwalk](#)), exhibition spaces ([Strings](#)), and even the East River ([Ship of Tolerance](#)).



The DUMBO Arts Festival not only showcased the creative community within and beyond DUMBO, it also exemplified successful partnerships between arts and business. The Presenting Sponsors of the DUMBO Arts Festival were AT&T and Two Trees, two organizations with impressive track records of support for arts and culture.

[Two Trees](#), a New York-based real estate development firm, is the founding sponsor of the DUMBO Arts Festival. The company states, "From building lobbies to building neighborhoods, art and culture have been integral to the Two Trees family and corporate philosophy." Over several decades, Two Trees has led the development of the DUMBO waterfront as both a residential neighborhood and a hub of creative and tech industries. It also provides grants and rent subsidies for artists and arts organizations.

When David Walentas, the founder of Two Trees, first purchased a large chunk of DUMBO real estate, he envisioned the development of a flourishing, vibrant creative community. By providing continued support for the arts in DUMBO, Two Trees is able to further this vision and to maintain the character that has helped DUMBO to become a highly desirable commercial and residential neighborhood for renters and buyers.

[AT&T](#), another notable supporter of the arts, returns for the third year as a Presenting Sponsor of the Festival and hosted the AT&T Festival Lounge. Set in a former restaurant and boasting outstanding views, the Lounge featured interactive artworks that explored the intersection of music and technology. This sponsorship offered AT&T, a company that values and supports innovation and creative design, an opportunity to engage with festival goers in an area of New York that has been dubbed the new "Tech Triangle."

AT&T has demonstrated a commitment to the arts, particularly in New York City, through their support of the DUMBO Arts Festival and other arts events, such as the [High Line Open Studios](#) and the [Tribeca Film Festival](#). The continued joint sponsorship from these two major corporations enables the DUMBO Arts Festival to stand out as a highlight among the lineup of New York City arts events.

For more information about the DUMBO Arts Festival, check out DumboArtsFestival.com.

National Arts Index Reports Arts Engagement is UP!

The [National Arts Index](#), an annual measure conducted by [Americans for the Arts](#) of the health and vitality of the arts industry in America, has found that engagement with and participation in the arts increased in 2011, even as public funding for the arts fell.



According to the [index](#) (149 pages, PDF)—which leveled off in 2011 at a score of 97.0, down from a revised 2010 score of 97.2—live performances of popular music, symphony, opera, theater, and dance were seen more than 132 million times in 2011, up from 122 million in 2010. In addition, arts employment remained steady, while the number of Americans volunteering at arts organizations jumped 11 percent, from 1.8 million in 2010 to 2 million in 2011. ([Read the full article.](#))

The Habits Of Supremely Happy People

[This article](#) lists several, but the one we like most is, "They devote some of their time to giving." Even though there are only 24 hours in a day, positive people fill some of that time doing good for others, which in return, does some good for the do-gooders themselves. A long-term research project called Americans' Changing Lives found a



bevy of benefits associated with altruism: "Volunteer work was good for both mental and physical health. People of all ages who volunteered were happier and experienced better physical health and less depression," reported Peggy Thoits, the leader of one of the studies. Givers also experience what researchers call "the helper's high," a euphoric state experienced by those engaged in charitable acts. "This is probably a literal 'high,' similar to a drug-induced high," writes Christine L. Carter, Ph.D.

Want to find out firsthand how good this feels? Volunteer to help an arts organization with a skills-based or team project, or give a business volunteer the opportunity to contribute his or her talents to your organization.

We've got an immediate opportunity for an individual who has extensive Wordpress knowledge to work with a nonprofit orchestral organization.

Websites not your specialty? We are also seeking individuals with legal or finance knowledge to work with an esteemed theater company.

To find out more about these and other opportunities, please fill out a [volunteer application](#) (arts organizations can apply for assistance from a pro bono volunteer consultant [here](#)), and we'll get to work making you a match.

ABC/NY's volunteer development programming is supported, in part, by public funds from the New York City 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.

Business Speak: Can We Talk? Series

[The pARTnership Movement](#), launched in 2012, explores mutually beneficial ways for businesses and arts to partner in order to further both their goals. The *Business Speak: Can We Talk?* series provides detailed instructions for methods and models to create successful partnerships.



Join us on November 21 to learn from some of the companies who are being honored at this year's [BCA 10](#) awards event. Each year the BCA 10 honors ten businesses that have been exceptional partners with the arts. These companies set the standard of excellence and serve as role models for other businesses to follow. Hear directly from 2013 honorees about *why* they partner with the arts and learn *how* to create successful partnerships with businesses in *your* community.

2013 BCA 10 Case Studies
Thursday, November 21, 2013
3:00 - 4:00 p.m.

FREE to Americans for the Arts members (all ABC/NY memberships have now been transferred to complimentary Americans for the Arts memberships valid through September, 2014). Your valid member email address will automatically direct you to the free registration option. If you have any questions about your membership status, please contact members@artsandbusiness-ny.org.

\$35.00 for non-members.

Memberships are priced as low as \$50 and include free webinars, access to professional member listservs and member networks, discounts on store purchases and event registrations, access to

research and technical assistance, and more. [Join now](#) and save!

[REGISTER.](#)

This webinar is presented in partnership with Americans for the Arts. ABC/NY's professional development programming is supported, in part, by public funds from the New York City 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 Passes to the Affordable Art Fair

ABC/NY is pleased to be able to offer our constituents complimentary [General Admission passes](#) to the fall edition of the New York City Affordable Art Fair, which brings together 57 international galleries offering thousands of original contemporary artworks priced from \$100-\$10,000, with more than half priced under \$5,000 . For more information, please visit www.affordableartfair.com/newyork.

Thursday, October 3 - Sunday, October 6, 2013
11:00 a.m. - 8:00 p.m. Thursday - Saturday
11:00 a.m. - 6:00 p.m. Sunday

The Tunnel
269 11th Avenue
New York, NY 10011

[Register for your free general admission pass here.](#)



Last Chance for *Crain's* Arts & Culture Breakfast

Doris Duke Foundation President and CEO Ed Henry has just joined the lineup of panelists for this fall's *Crain's* Arts & Culture Breakfast, *Keeping NY's Culture Industry on the Next Mayor's Agenda*, and you can still join ABC/NY at our tables up front if you purchase your ticket by Thursday, October 3, at 10:00 a.m.

With a new mayor in 2014, many interest groups will seek the attention of the new administration. *Crain's* will explore strategies and tactics for how the arts community will remain high on the mayor's agenda.

Opening keynote: Emily Rafferty, President, Metropolitan Museum of Art

Confirmed panelists:

- Karen Brooks Hopkins, President, Brooklyn Academy of Music
- Yvette Campbell, President & CEO, Harlem School of the Arts
- Ed Henry, President & CEO, Doris Duke Charitable Foundation
- Claudia Wagner, Co-Chair, NYC Government Practice Group, Manatt, Phelps & Phillips LLP

Monday, October 7, 2013
8:00 - 8:30 a.m.: Networking Breakfast
8:30 - 10:30 a.m.: Program
Con Edison Conference Center



4 Irving Place at E. 14th Street
New York, NY 10003
[Map and directions](#)

\$95 for individual tickets if registered with ABC/NY by 10:00 a.m. on Wed., October 3, 2013.

ABC/NY will be hosting tables in prime locations at this event for our constituents. If you'd like to sit with us, please reserve your ticket through ABC/NY, as we cannot otherwise guarantee your seat locations.

[To purchase your seat\(s\) at the ABC/NY table, please click here.](#)

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

Links We Like

[Culture is Good for Your Health](#)

A Scottish study shows that those who participate in culture or attend cultural places or events are more likely to report good health and life satisfaction than those who do not. This remains true even when other factors such as age, economic status, income, area deprivation, education qualification, disability or long standing illness and smoking are accounted for.



[Playing for Time: Can Music Stave Off Dementia?](#)

As scientists race to figure out how to promote healthy aging of the brain and prevent dementia, their preliminary advice for senior citizens has become a chorus of voices: "Stay active! Have hobbies! Be socially engaged!" Playing music, for some people, is a natural answer to all of those recommendations. But does music playing in particular stave off dementia? What about just listening to music?

[For the Non-Artist: A Case for Taxpayer Support of the Arts](#)

The arts are not, and should never be, limited to artists and "arts lovers." Creativity exists in everything that people do. It takes huge amounts of imagination and critical thinking to run a business, or to create and manage a manufacturing process, or design a new widget, or promote different living environments. Art and creative thought is sought and appreciated by people who must turn thinking into action, and action into profit.

Want More?



Our Facebook page features even more news and amusements about the arts and business communities. You don't need to have an account to [view our page!](#)

You can also follow [ABC/NY on Twitter](#), for even more arts news with a business focus (or, if you prefer, business news with an arts focus!).

[@ArtsBizNY](#)

"The act of making a financial donation triggers the reward center in our brains that is responsible for dopamine-mediated euphoria."

—[Christine L. Carter, Ph.D](#)

Experience "the helper's high" for yourself! Please support our work to help develop creative partnerships between arts and business—[make a tax-deductible contribution](#) today!