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In This Issue:

- At Last, a Ray of Hope**
- Trends in Business Support for the Arts**
- The 2013 Best Businesses Partnering with the Arts**
- Need a Helping Hand? Want to Offer One?**
- Intern Program Update**
- The Pros and Cons of Blockbusters**
- You Don't Have to Be a Techie to Choose Great Technology**
- Links We Like**
- Creativity and Risk**

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.

At Last, a Ray of Hope

BENEFITS



QUALITY OF LIFE IN THE COMMUNITY



STIMULATES CREATIVE THINKING



OFFERS NETWORKING OPPORTUNITIES

This is from a blog post by Mark Shugoll, of Shugoll Research:

There is no doubt that the arts have faced, and continue to face, challenging times. Subscription numbers trend downward, putting increased pressure on each show to be a hit and sell lots of individual tickets. Total contributed income has been decreasing at many arts organizations, or at least has not grown fast enough to match increased costs and growing artistic ambitions. Words

rarely associated with arts organizations in the past are becoming increasingly common: declaring bankruptcy, downsizing, and even going out of business.

In this challenging new reality, **there is at last a ray of hope**, which you can read about in the recently completed triennial [BCA National Survey of Business Support for the Arts](#) conducted by Americans for the Arts. [Read more...](#)

Trends in Business Support for the Arts

Learn trends in business support for the arts from the newly released 2013 BCA National Survey of Business Support for the Arts. This study explores how and why small, midsize, and large businesses partner with the arts. In this webinar, experts in corporate giving will discuss how these trends fit into the current landscape and how you can leverage this information.



Moderator: Maud Lyon, Executive Director, CultureSource
Panelists: Mark Shugoll, Chief Executive Officer, Shugoll Research; Michael Stroik, Senior Research Analyst, Research and Measurement, CECP

Business Speak-Can we talk? Trends in Business Support for the Arts
Thursday, July 18, 2013
3:00 - 4:00 p.m.
FREE for Americans for the Arts members; regular price \$35.00
[REGISTER.](#)

If you are a current Arts & Business Council of New York member and would like to attend this webinar for free, please contact Karen Zornow Leiding at kzleiding@artsandbusiness-ny.org.

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.

The 2013 Best Businesses Partnering with the Arts

Americans for the Arts has just announced [the 2013 BCA 10: Best Businesses Partnering with the Arts in America](#). Two of them are located right here in NYC!



Congratulations to all the honorees, and special congratulations to Atlantic Salt, Inc., of Staten Island and Scholastic, Inc., based in Manhattan. We'll be featuring their remarkable stories and their innovative arts/business partnerships in upcoming newsletters, but in the meantime, we encourage you to think about businesses in your community who may not be widely known for their arts support, but who may be interested in working with you to further their business and employee engagement goals. For ideas, check out [the pARTnership Movement's](#) tool-kit [Creating pARTnerships with Small and Midsize Businesses](#).

All of the BCA 10 honorees will be celebrated at an event on Wednesday, October 2, 2013, at the Central Park Boathouse.

We want to feature *your* arts/business partnerships. [Send us your stories](#) and we'll try to shine a local and a national spotlight on your successes!

Need a Helping Hand? Want to Offer One?

Is your arts organization looking for volunteer help using individual, skills-based or team volunteers? Is your business looking for opportunities for employees to engage with arts organizations of every size and discipline in every borough of NYC?

ABC/NY is reinvigorating its Business Volunteers for the Arts program, and now is the time to talk with us about finding opportunities to help or get help with strategic planning, fundraising, marketing, accounting, legal, consulting, social media, and other work. We are encouraging submissions for individual and team volunteer opportunities. Please see our [application for arts organizations](#) and our [application for business volunteers](#) on [our website](#).



If you have any questions or would like to discuss opportunities, please contact Stephanie Dockery at sdockery@artsusa.org.

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.

Intern Program Update

ABC/NY's Multicultural Arts Management Internship program is now almost halfway through its ten-week session. Our eleven interns were matched with nonprofit arts organizations based on their talents, interests, and strengths. For the past month, they have been working on various projects, including programming, fundraising, community engagement, marketing, and board relations. Each intern is paired with a business mentor, many of whom are from the program's lead sponsor, Con Edison. Other business mentors represent Thomson Reuters, Time Warner, and the Judd Foundation. The mentors are excellent examples of how an arts-loving business professional can engage with the arts community after choosing a career outside of the arts sector.



Look, they made a hat! Interns Cornelius Graves (Chicago; Oberlin College) and Jennifer Harley (Cary, NC; Appalachian State) with their art project, complete with thrones for themselves as king and queen of Central Park.

Each intern hosts a site visit at his or her arts organization, including information about the organization and about the intern's project as well as an interactive activity, such as a backstage tour, or, in the case of the [Free Arts NYC](#) site visit, working together on an arts project just as their volunteers and clients do. At the Free Arts NYC site visit, intern Seyiram (Sey) Torkornoo discussed overcoming shyness and developing confidence when reaching out to PR/marketing departments in order to solicit sponsorship for their Free Arts Days. The Free Arts Days allow the organization to engage with diverse communities and conduct arts projects with children and families, many of whom live below the poverty line, along with volunteer partners from the business community. Sey is studying architecture at Mount Holyoke College and is originally from Ghana; she has been so inspired by her organization's work that she hopes to export the Free Arts Day program to Ghana to help underserved children with arts expression and provide them with one-on-one mentorships.

Marvin Bernardo, who just graduated from Reed College and is from Los Angeles by way of the Philippines, guided the program cohort on a tour of [Fourth Arts Block](#), the vertical cultural district in which his organization resides (East 4th Street between the Bowery and 2nd Avenue). As the area has been historically collaborative (and boasts among its denizens La MaMa Theatre, New York Theatre Workshop and the famed 82 Club), Fourth Arts Block hosts a FAB Festival each September. The city closes down the block for a full day, allowing FAB to celebrate the district with performances, music, and food. Marvin is currently conducting outreach to attract member artists and organizations, as well as those residing in the area, to participate in the Festival. Through his intern project, Marvin is learning to reach new audiences and coordinate logistics for large-scale events.

We are looking forward to further outcomes and professional progress from all of our interns! Already, they have expanded their knowledge about the arts community, and have engaged with external organizations through events and partnerships. Not only are they learning from their host nonprofits, but also from each other, as the site visits continue. To see pictures and updates from the program, please follow ABC/NY on Twitter @ArtsBizNY!

The Pros and Cons of Blockbusters

On May 8, 2013, ABC/NY and partners the American Federation of Arts and the Association of Art Museum Directors presented "Museum Blockbusters: Myths, Facts, and Their Future," a panel discussion among leading art museum directors from across the U.S. and Canada, moderated by Maxwell Anderson, the Eugene McDermott Director of the Dallas Museum of Art.



Aaron Betsky, Cincinnati Art Museum, and Nathalie Bondil, Montreal Museum of Fine Arts

This event, held at the Museum of Modern Art, was sold out—but now you can view the discussion online, for free. Issues touched on include the true costs of such exhibitions; the connection between "hit shows" and museum membership; the effect of large loan exhibitions on traditional relationships among museums; the educational value of crowd-pleasing shows for the general public; and the blockbuster's ongoing viability, especially in financially troubled times.

The three segments are available [here](#), [here](#), and [here](#).

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You Don't Have to Be a Techie to Choose Great Technology



As many arts organizations close out their fiscal years in a flurry of activity, they will have (a little!) more time to think about next year, and that may mean time to consider new technology for managing your reams of customer data. Changing systems can be daunting, particularly when it's a CRM system that will be the backbone of your organization for years to come.

Though [this article](#) is talking about technology systems, it proposes four questions that have little to do with technology itself but that will help ensure your transition process is coherent and

efficient, and that you'll ultimately make the best decisions. Before you start looking at anything on a screen, start by answering four questions—on paper. Just as when you're creating a survey, you should think first about what you would like to do with the results of your data (and what you'd like to do that you don't even know yet is an option!). Then you can find a system that will help you do that, in a way that works for your organization and your budget.

You can get an overview of the system we use [here](#). You can also get a free, personalized demo online, and ask all the questions you may have about how to get going with a CRM system. You owe it to yourself to find out how simple it can really be. No pressure, just good information from tech people who also love the arts.

Links We Like

[Why Texas lost Boeing HQ to Chicago](#)

Here's a hint: it's not just about business. Read what Texas Gov. Rick Perry said about attracting business executives and their families.

[4 Tips for Acing a Tough Conversation](#)

When members of your team are being counterproductive, staging an intervention can be tough. Here's how to get the result you want.

[How to Make Employees Care](#)

Research suggests that engaged employees are 50% more productive and 33% more profitable – not to mention they are responsible for 56% higher customer loyalty scores. So how do you engage your employees?



Creativity and Risk



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 greatest wealth of this nation is not only the mergers of giant corporations or the possibility of further globalization of the infrastructure of the world. In the United States, our greatest single source of wealth is the minds and talent of our young people. Not to use it is stupid—to waste it is a crime."

—Isaac Stern, violinist and conductor

Please consider sharing *your* wealth and invest in the work ABC/NY does to develop more creative partnerships between the arts and business communities. [Make a tax-deductible contribution](#) today!

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