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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.

## Blinding Flash of the Obvious: The BCA National Survey

We've reported previously on the 2013 BCA National Survey of Business Support to the Arts, but here's a new take on its findings:

The largest survey of its kind, the BCA National Survey of Business Support for the Arts has been conducted triennially since 1968 to examine the motivations and goals of small, mid-sized, and large businesses for engaging with the arts. It is the only known study to include small businesses, which, according to [researcher Mark] Shugoll and the results of the survey, is a key distinction.

THE BCA NATIONAL SURVEY OF  
**BUSINESS  
SUPPORT FOR  
THE ARTS**  
2013



In fact, it was found that **47% of the total business contributions to the arts in 2012 came from small businesses**, followed by 35% and 18% from mid-sized and large companies, respectively. **This finding alone should change the way many arts organizations approach corporate philanthropy** and will hopefully encourage more businesses to consider supporting the arts, especially since 54% of arts contributors said they're motivated to give by the arts' ability to improve the quality of life in the community and 49% said because the arts help create a vibrant community and society.

Although this is good news for arts and business partnerships, the survey also points out areas requiring improvement... ([Read more...](#))

## A Conversation with the Mayoral Candidates



TEACHERS COLLEGE  
COLUMBIA UNIVERSITY



Join One Percent for Culture, Teacher's College Columbia University, and Young Audience New York for "*The Future of Education, Arts and Culture in New York City: A Conversation with the Mayoral Candidates and New Yorkers of all Ages*," a conversation about the future of education and the role that the arts, culture, and arts education play in shaping New York City. The audience will learn firsthand candidates' views on the arts, culture, and education as a foundation for creating a smarter, more livable, and economically competitive city.

What would you like to ask the candidates? Visit Twitter [#AskNYCArts](#) to submit a question!

Moderators: WNYC's Leonard Lopate and NPR's Kurt Andersen

Invited Candidates: Sal Albanese, Ceceilia Berkowitz, Hilda Broady-Fernandez, Adolfo Carrion, John Catsimatidis, Bill de Blasio, Joe Lhota, John Liu, George McDonald, James McMillan, Carl Person, Erick Salgado, Christine Quinn, Bill Thompson, Anthony Weiner

Tuesday, July 30, 2013

6:00 p.m.

Joyce Berger Cowin Auditorium, Teachers College, Columbia University,  
Broadway between 120th and 121st Streets  
New York, NY 10027

FREE, but space is limited, and tickets to enter the event are mandatory.

Please register online at <http://edartsculture.eventbrite.com>.

Your ticket will be emailed to you immediately after registration. Please print and bring with you to the event.

*Supporting Partners: Alliance of Resident Theatres (A.R.T./New York), Arts & Business Council of New York, Arts & Democracy Project, Asian American Arts Alliance, The Broadway Association, Bronx Arts Alliance, Brooklyn Chamber of Commerce, Bronx Council on the Arts, Center for Arts Education, Cultural Institutions Group, Cultural Strategies Initiative, Inc., Dance/NYC, Fractured Atlas, Fourth Arts Block, The Greater Harlem Chamber of Commerce, Harlem Arts Alliance, The League of Independent Theater, League of Professional Theatre Women, Lower Manhattan Cultural Council, Manhattan Chamber of Commerce, The Municipal Art Society, Naturally Occurring Cultural District Working Group NOCD-NY, New York City Arts Coalition, New York City Arts in Education Roundtable, New York City Hospitality Alliance, New York Foundation for the Arts, Staten Island Arts*

## **BeTheARTbeat**

Americans for the Arts' Arts Action Fund is creating a crowd-sourced video and we need your help! We are calling upon all artists, arts administrators, arts organizations, and arts advocates to share their love for the arts. Each one of you has a unique story to tell, and we want to hear your answer to one simple question:



*How do the arts inspire you?*

Now here's the twist. You have two options:

1. Submit a video! Recite "The arts inspire me to\_\_\_\_\_." Fill in the blank with 3 words that complete the statement.
2. Submit an image or photo that represents how the arts inspire you. In the comment box write "The arts inspire me to\_\_\_\_\_." Fill in the blank with 3 words that complete the statement.

Are you up for the challenge? Together we can create a unified voice in support of the arts.

Submissions will accepted until Sunday, July 28, at 11:59 p.m. through [Facebook](#), [Twitter](#), and the [Arts Action Fund website](#).

[Click here for more information](#) and join the movement!

## **6 Reasons Why Ballet Dancers Make Awesome Employees**

*This is an excerpt from a [blog post](#) by Sarah Jukes on [The pARTnership Movement](#) website:*

Job seekers like me have to understand and be able to articulate what makes them a more superior hire compared to everyone else in the job-seeking crowd.



Real stories from successful partnerships.

My interest and training in classical ballet is pretty unique, even if technically I am a non-

professional but well-kept ballerina who can match it with the best amateur dancers New York City has to offer.

I know that out of a pool of similar job candidates, my classical ballet training could help me to stand out from the rest of the pack.

This led me to think about what unique attributes and transferable skills my training in classical ballet could offer to a prospective employer.

I came up with a list. A list of six attributes that make ballet dancers awesome employees and an asset to any workplace... ([Read more...](#))

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!

## Volunteer Projects Wanted

ABC/NY currently has an abundance of highly skilled volunteers with experience in project management, law, accounting, budget consulting, marketing, event planning, and more! These individuals are eager to lend their expertise to our vast network of NYC arts organizations.



Please contact Stephanie Dockery at [sdockery@artsusa.org](mailto:sdockery@artsusa.org) to start a conversation about a specific project that your NYC nonprofit could use help with.

You can also fill out the [application for arts organizations](#) on [our website](#).

*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

We have just passed the halfway mark of the intern program, and our site visits and gatherings continue to be full of professional development takeaways. In the past two weeks, interns have hosted site visits to host arts organizations Clemente Soto Véllez Cultural and Educational Center (CSV Center), Alvin Ailey American Dance Theater, and The Louis Armstrong House Museum.

At CSV Center, intern Betsy Santoyo has been tasked with overseeing and developing all marketing initiatives. Under the tutelage of Executive Director Jan Hanvik and his assistant, Julio Badel, she has provided content for the website, social media platforms, and CSV's programs. One challenge Betsy faced was creating a marketing plan,



*Interns at CSV Center with executive director Jan Hanvik (5th from L) and mentor Leah Fischman (far R), of Time Warner, Inc.*

as the center has so many incredible programs and initiatives with only four staff people to oversee them. Betsy has created a weekly eblast for their artists' events, so that all content may be listed in one place.

At Alvin Ailey American Dance Theater, our cohort learned about the legacy of dancer, choreographer, and visionary Alvin Ailey, who founded the company in 1958. Ailey believed that dance was for everyone and should be accessible. The organization goes into public schools in NYC and New Jersey, and Ailey camps nationwide provide training to kids who don't otherwise have access. Intern Jennifer Harley is working in the External Affairs office with her supervisor, Dana Hill. She is currently working on personalized acknowledgement letters for donations and on membership initiatives. The Ailey organization believes in a heavily personalized effort when responding to donations (their executive director personally signs every single "thank you" letter); part of personalizing letters to donors includes a recent mailing from Ailey's scholarship recipients, who wrote "thank you" letters to donors. This year the organization's membership program is being restructured, and Jennifer is outlining a proposal to change the program. Their lead corporate supporters include Bloomberg, Wells Fargo, Prudential, Toyota, Bank of America, and JPMorgan Chase & Co.

At the Louis Armstrong House Museum, a national historic landmark, intern Colby Mullen and director Michael Cogswell started us off with a video about the jazz legend's life (written by director Cogswell!). Part of Colby's responsibilities include leading group tours; he led us through Louis and Lucille Armstrong's first and only home together. As Louis was on the road 300 days a year, Corona native Lucille devoted herself to keeping the home lavish and beautiful in his absence. As there are only four staff members, Colby has had an intensively hands-on experience. He attends board meetings and records the minutes, analyzes data to track the tour groups, is revamping membership, and has conducted two major mailings.

For our continued adventures throughout NYC, please follow ABC/NY on Twitter [@ArtsBizNY](#) and "like" us on [Facebook](#)!

*Lead funding for the Multicultural Arts Management Internship program is provided by Con Edison. This program is also supported, in part, by the Milton and Sally Avery Arts Foundation, 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.*

## **Budgeting as a Communications Tool**

To make good decisions, nonprofit leaders and donors not only need accurate, up-to-date, and clear financial information, but also the ability to interpret and use this information to inform decision making. *Budgeting as a Communications Tool\** will provide a crash course on interpreting financial statements, paying particular attention to the income

statement and balance sheet, so that nonprofit leaders and donors can have an open and honest dialogue about an organization's true financial needs. Using real nonprofit examples, this session will demonstrate how the choices nonprofits make impact the organization's financial health and how funding that is misaligned with business needs can



threaten the viability of an organization. We will also review key budgeting terms and discuss how the budget can be used as an effective communications tool between nonprofits and their funders.

Presenter: Jessi Prue, Nonprofit Finance Fund\*\*

Thursday, July 25, 2013

6:30 - 8:00 p.m.

University Settlement (in the YMCA building)

273 Bowery

New York, NY 10002

\$10 for general admission; \$5 for members of ELNYA, EPIP-NY, and YNPN-NYC. Payment must be made at the door (cash or check accepted).

[RSVP here.](#)

\* This event is a partnership among ELNYA (Emerging Leaders in New York Arts), EPIP-NY (Emerging Practitioners in Philanthropy New York Chapter), and YNPN-NYC (Young Nonprofit Professionals Network | New York City).

\*\* Jessi Prue is a Senior Associate on the Advisory Services team of Nonprofit Finance Fund. In this role, she provides customized technical assistance to nonprofits across the country and delivers workshops, clinics and webinars that build the organizational capacity of both funders and nonprofits. She has helped funders create financial health dashboards, has explored the feasibility of various earned income ventures for nonprofits, and is currently managing NFF's work with a cohort of eldercare organizations in Hawaii. Jessi began her nonprofit career in international development working with Grameen Bank in Bangladesh, a Paraguayan artisans' cooperative, and a refugee resettlement agency before landing at NFF. Today she focuses her energy on promoting NextGen philanthropy and advocating for homeless youth in San Francisco as a Board Member of both the One Percent Foundation and At the Crossroads. Jessi graduated magna cum laude from Cornell University and holds a MPA from the Maxwell School at Syracuse University.

*Emerging Leaders of New York Arts (ELNYA) 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.*

## Smart Marketing



Last week one of our staff got an email from an arts organization at which she'd recently attended a performance. They addressed her by name, thanked her for coming, said they hoped she enjoyed their show, and offered her a special deal on tickets to an upcoming event. [Smart marketing!](#) This is exactly the kind of targeted marketing that has been proven to improve audience retention.

Sounds like a lot of work, right? It's not—if you have a CRM system to manage your data. [With the right system, you can set up a report that will pull a list of customers based on](#)

the data you specify and will send a personalized email to them *automatically*. Set it up once, and it can be used throughout the run of your show. [Here's an option that we like.](#) And those smart marketers? Turns out they're using the same system!

## Marketing Happiness

In our most recent newsletter, we offered free tickets to this morning's event "The Happiness Summit," presented by [Situation Interactive](#), a digital agency founded on the belief that "Doing > Having." A range of experts from diverse fields (social psychology, multicultural insights, ticketing and events, oncology, and hardcore 10-12 mile obstacle course events designed by British Special Forces) spoke from their own perspectives about how experiences provide more, and more lasting, happiness than do material things. How does this relate to your marketing?



- Don't focus on how great your show or product is—focus on what a great *experience* it will be for customers.
- Remember, the experience begins as soon as your customer decides to purchase a ticket. How are you creating a good experience all along the way?
- Surprise and overdeliver. Think of the chocolate left on the pillow in your hotel. What can you do to add an unexpected moment of happiness to your customer's experience?

Other surprising insights we learned:

- Four in ten children under the age of 4, and half of those aged 5-8, have used an iPad.
- 42% of children aged 5-8 have used an iPhone. Not any smartphone—specifically an iPhone.
- The Millennial generation is the last generation whose majority is white. In subsequent generations, there will be a "minority majority."

Want to learn more marketing insights and strategies to revolutionize the way communities engage with your organization? Join us at the the [2013 National Arts Marketing Project \(NAMP\) Conference](#) in Portland, OR, Nov. 8-11!

## Links We Like

### [17 Tips and Tricks for Managing "Creatives"](#)

Last April, *Harvard Business Review* published "7 Rules for Managing Creative-But-Difficult People." *Fast Company*, calling most of the advice in that piece "bizarrely off base" has now weighed in with their own ideas on how to manage creative talent.



### [Want To Be More Efficient? Master Your Rituals](#)

What's true for us physically usually turns out to be equally true mentally and emotionally. Most of us feel deeply challenged by how to get more done, more efficiently, in a world of relentlessly rising demand. The default answer is to put in more time. But just as that may be counterproductive in workouts, so it is at work.

## 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](#)

*"I don't do this for the money ."*  
—[Batman](#)

And neither do we! But we need your financial support to help us continue our work to develop more creative partnerships between the arts and business communities. [Make a tax-deductible contribution](#) today!

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