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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.

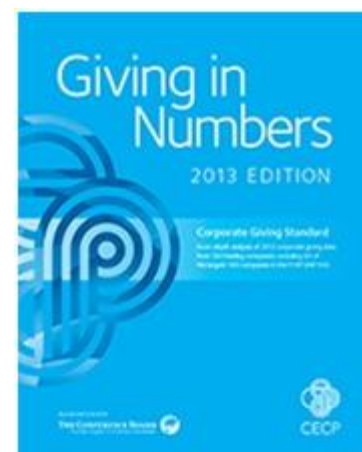
## **Corporate Giving Returns to Pre-Recession Levels**

According to [a new report](#) from CECP and the Conference Board, almost six out of ten companies surveyed by the two organizations said they had recommitted to their communities by giving more to charity in 2012 than they did in 2007, before the global recession took hold.

Regrettably, when it comes to giving to the arts, [the report](#) shows a *decrease* over a five-year period, with companies reducing the size of their gifts rather than walking away from partnerships altogether. This shift is not merely the result of shrinking budgets: it was evident in companies with both increased and decreased overall giving from 2007 - 2012.

Yet Americans for the Arts (AFTA)'s [BCA National Survey of Business Support for the Arts](#) shows an *increase* in giving to the arts over a three-year period. How to make sense of these seemingly disparate results?

One difference is that AFTA's report looks at small and midsize businesses, while the CECP/Conference Board Report only studies large businesses, and this is key. More than 80% of



all corporate contributions to the arts in 2012 came from companies with less than \$50 million in annual revenue—and 47% from companies with less than \$1 million in annual revenue. [Small business rocks!](#)

You can read more about CECP's findings on Americans for the Arts' [ARTSblog](#).

## A Delicious Arts-Business Partnership in the East Village

Epicurean Management Company owns and manages four restaurants in the East and West Village (Anfora, dell'anima, L'Artusi, and L'Apicio). They have a strong commitment to sustainable sourcing, employee development, and community investment, so when they were opening [L'Apicio](#) (their first restaurant in the East Village), they started to meet with local organizations to learn more about the neighborhood and community.

One of the organizations they met with was [Fourth Arts Block](#) (FAB), and through their conversations about shared goals, common interests, and complementary resources, they hit it off right away. Epicurean asked if FAB would like to be one of the beneficiaries of their 2012 [Not My Day Job](#) event (NMDJ). NMDJ was initiated several years ago by Epicurean in recognition of the large number of their employees who are also artists. The event celebrates this intersection and showcases the creativity of both the culinary and artistic worlds.



*The Hot Sardines showcase their talents at Not My Day Job 2012*

Epicurean also asked FAB to program a series of rotating art installations in the windows of L'Apicio, which is across the street from FAB's mural series in [Extra Place](#). The whole program has been branded as Artist Alley. L'Apicio hosts the art openings in the restaurant, offering drink specials and food for guests (and attracting new customers!).

Epicurean has also generously donated numerous dining packages to FAB's fundraising events.

This partnership provides Epicurean with several benefits:

- appreciative and engaged employees whose artistic talents and interests beyond their day jobs are recognized
- deeper relationships in the community
- a leadership role and recognition in their industry for producing a distinctive, fun, and successful event
- creation of workplace environments (in their restaurants) that are unique and welcoming and that encourage a loyal customer base
- increased visibility and awareness of their restaurants and brand, particularly in association with good quality and community values

Congratulations to Epicurean Restaurant Group and Fourth Arts Block on their creative partnership!

Check out [8 Reasons to Partner with the Arts](#) to find out more about how partnering with the arts makes good sense for businesses, and what arts organizations can offer potential business partners.

Do you have or know of an arts/business partnership you'd like us feature, locally and/or nationally? [Send us your stories!](#)

## Building Bridges with Businesses Workshop

Is your organization eager to engage with the business community? We're here to help! Join us for a discussion with nonprofit arts leaders who are already forging creative partnerships with businesses large and small. The panel will discuss how their organizations have uniquely collaborated with the business community and utilized the sector's resources. Takeaways will include how to engage local businesses as program partners, activate employees in volunteer and mentor roles, create an organizational pipeline of young executives and entrepreneurs, and evolving funders into board members.



### Panelists:

- Elena Ryabova, director for domestic programs, Battery Dance Company
- Dan Nuxoll, program director, Rooftop Films
- Lindsay Miserandino, general manager, Rosie's Theater Kids
- Chavon Sutton, banker, JPMorgan Chase and junior board member, Rosie's Theater Kids
- Bruce Whitacre, executive director, National Corporate Theatre Fund (moderator)

[Battery Dance Company](#) aims to connect the world through dance; performing, teaching, presenting, and advocating for the medium. The organization has partnered with local and international companies that provide support in the form of funders, volunteers, board members, and patrons. They have turned funders into board members and engage their funders internationally as the company travels.

[Rooftop Films](#) aims to engage and inspire diverse communities by screening films through New York City. The organization produces movies, teaches filmmaking to youth, and rents low-cost equipment to the arts community. They are best known for their summer series film screenings. The organization partners regularly with local businesses throughout New York City to garner support for screening events, and forges partnerships with large corporations to bolster grant making initiatives.

[Rosie's Theater Kids](#) is an arts education organization dedicated to enriching the lives of children through the arts, serving students who lack access to arts education. The organization hosts volunteer programs for large corporations, cultivates young executives in junior council and junior board roles, partners with local businesses for galas and programs, and hosts business professionals as mentors.

[Chavon Sutton](#) has several years of experience in the financial services industry, as well as in financial media. She began her finance career as a credit analyst covering financial institutions within Bank of America's Global Corporate & Investment Bank before joining RBC Capital Markets as an associate corporate banker. She followed this experience with earning a Master's degree in journalism, during which time she covered global markets, personal finance, and economics as a writer for Forbes.com, Reuters News America, and CNNMoney.com. She was also featured in the BBC's report *Global Business: Press Under Pressure*. Prior to joining J.P. Morgan, Chavon completed the remaining credits of NYU's full-time M.B.A. program at IESE Business School in Barcelona, Spain. She is Series 7 and Series 63 certified.

[Bruce Whitacre](#) has expanded theater access programs on Broadway and across the country, and managed a successful sponsorship program that has brought over \$8 million in benefits to

theaters, including media, luxury goods and financial services partnerships. [National Corporate Theatre Fund](#), which represents 20 outstanding resident theaters and is supported by over 40 corporations and firms, forges strong and productive partnerships between the not-for-profit theater community and corporate America.

Wednesday, October 30, 2013  
10:00 - 10:30 a.m. Networking  
10:30 a.m. - 12:00 p.m. Program

Playwrights Horizons  
416 W. 42nd St., 5th Fl., North Room Studio  
New York, NY 10036

Registration fee: \$20  
Register [here](#).

*This program 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 Volunteers for the Arts®

ABC/NY's Business Volunteers for the Arts® (BVA) program has just connected an IT consultant with an orchestral organization. The consultant will help the organization build a website to allow archived symphonic performances to become publicly accessible.



We have a number of skilled professional who can help *your* nonprofit arts organization. Is your organization seeking a business consultant to help with marketing matters? Could you use a global marketing and communications professional to help with your messaging? Do you need a finance consultant who can advise on increasing earned revenue? Are you seeking legal advice to help with strategic planning? We can help!

Please fill out an [application](#) with your project details and ABC/NY will work to make a match for you. To learn more about working with volunteers, please visit the [pARTnership Movement](#) website.

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## Success Stories Webinar

Join us on November 21 to learn from some of the companies honored at this year's [BCA 10](#) awards event for their exceptional partnerships 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](mailto: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. This program 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.*

## **Governance Challenges in Tough Times**

You can't seem to pick up a newspaper without reading about a scandal at a not-for-profit. And you certainly don't want it to be an organization you're associated with. Come learn how to "smell a rat" and then get rid of it.

ABC/NY has a few complimentary seats available for [Governance Challenges in Tough Times](#), a workshop presented by the Financial Women's Association.



Thursday, November 7, 2013  
5:45 – 8:00 p.m.  
1 E. 53rd St.  
New York, NY 10022

FREE (regular price \$40), but only if you register with ABC/NY by emailing your name, title, and organization to [sdockery@artsandbusiness-ny.org](mailto:sdockery@artsandbusiness-ny.org) no later than Monday, November 4 at 5:00 p.m. Please put "Nov. 7 event" in the subject line. Availability is limited, so we may not be able to accommodate all requests.

*Your registration will not be complete until you receive confirmation from ABC/NY.*

## **Links We Like**

[Which Side of Your Brain is More Dominant?](#)

Are you more right-brained or left-brained? Take this 30-second quiz to find out!

[Singing Changes Your Brain](#)

Group singing has been scientifically proven to lower stress, relieve anxiety, and elevate endorphins

[Why Creativity Is Like Karaoke](#)

Everyone is born creative, but schools and jobs and the hegemony of the conventionally minded steamroller it out of us. How can companies tap this undeveloped human resource?



## **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](#)

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*"The chief enemy of creativity is 'good' sense."*

—Pablo Picasso

Please help us continue our work to facilitate and promote creative partnerships between arts and business—[make a tax-deductible contribution](#) today!

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**DONATE NOW**