



August 6, 2013

## In This Issue:

**How Do You Find the Right Fit?**

**The Role of Culture in the Next Administration**

**Pro Bono Arts Consulting**

**Intern Program Update**

**Be an ELNYA Fellow!**

**5 Ways to Make Next Season an Online Success**

**Links We Like**

**Want More?**

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.

## How Do You Find the Right Fit?

Arts organizations know that partnering with businesses creates a wide variety of mutual benefits. But how do you find the right fit?

- Make a list of potential partners. Consider small and midsize businesses you deal with regularly, contacts from your board and business supporters, members of business networking groups and your local chamber of commerce, or supporters of other nonprofit arts organizations.
- Learn more about their businesses goals and think about how partnering with your organization can help them achieve these goals.
- Get to know owners and executives of businesses to *establish a relationship*. Get to know their products and services and their customer base.



You can [read more, and find other helpful tips here!](#)

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

## The Role of Culture in the Next Administration

Last week, One Percent for Culture, Teacher's College Columbia University, and Young Audience New York presented a conversation about the future of education and the role that the arts, culture, and arts education play in shaping New York City.

Speaking to a room of over 800 attendees in individual conversations with moderators Kurt Anderson and Leonard Lopate from WNYC New York Public Radio, candidates discussed the role that education, the arts, and culture play in shaping New York's future.

Candidates varied on their answers to questions such as: would it be feasible to devote one percent of the city's municipal expense budget to cultural organizations; should Board of Education members include educators and artists; and how can the city ensure artists aren't priced out of neighborhoods they helped build.

When asked if they would restore or increase dedicated arts funding in the budget effectively guaranteeing that a portion of city funds are devoted to arts education every year all 14 candidates present expressed their support of the policy goal.



Moderators Leonard Lopate (L) and Kurt Anderson (R)

Heather Woodfield, Executive Director, One Percent for Culture, said, "This was the first mayoral forum where the candidates answered questions about the role of culture in the next administration. New York City nonprofit culture creates jobs, spurs economic development, provides supplemental education to New Yorkers of all ages, and plays a vital role in community development and sustainability. One Percent for Culture looks forward to seeing how the next mayor of New York City will support the cultural community and utilize this resource to benefit all of our neighborhoods. "

You can read more about the event [here](#) and [here](#), and read Twitter highlights on Storify [here](#).

*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*

## Pro Bono Arts Consulting

ABC/NY is offering free consulting to arts organizations in areas including project management, law, accounting, budgeting, marketing, event planning, and more! Our business consultants are eager to lend their expertise to our 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

As we're approaching the end of the ten-week Multicultural Arts Management Internship program, we've been visiting the remaining arts host organizations to learn about their work in the arts and business communities. Intern Ana Keusch hosted a visit at the Bronx Museum of the Arts that started with a tour of [Bronx Calling: The Second AIM Biennial](#), which features the work of 73 emerging artists engaged in the [Artist in the Marketplace program](#). The multi-site Biennial exhibition is being presented at the Bronx Museum of the Arts, Wave Hill, and UBS's 1285 Avenue of the Americas Art Gallery, through September 8. Ana is working in the external affairs department, and one of her colleagues, Momo Ishiguro, is an ABC/NY intern program alumnus (class of 2012)! Ana has been assisting with grant researching, writing, and reporting, and she is working to develop a new outreach program.

At [American Documentary/POV](#), intern Andrew Craig presented a clip from [American Promise](#), then hosted a talkback with the film's married producer/directors, Joe Brewster and Michele Stephenson. This film offers a rare look into the lives of two middle class Black families as they navigate the ups and downs of parenting and educating their sons. Joe and Michele's Brooklyn-raised, African-American son spent 13 years at The Dalton School (an elite private school on Manhattan's Upper East Side), as part of a "diversity initiative." Their home and family experiences are dutifully and emotionally chronicled as the film grapples with race in America, the achievement gap, methods of education, and the perception of black men in American society. Andrew is working in the development department, researching funding sources to create and activate programming. He's also been writing and proofreading documents, writing newsletter articles, helping with event planning, and organizing, all with a view to creating sustainable work that will continue past his tenure at the organization.

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.*



*Top: interns exploring an interactive exhibit at the Bronx Museum of the Arts  
Bottom: Joe Brewster, Michele Stephenson, and Andrew Craig at American Documentary/POV*

## Be an ELNYA Fellow!

The [ELNYA Fellows Program](#) is an opportunity for young professionals in the creative industries to play a structured, season-long role in the organization. Through this program, you will build your skill set and expand your networks while directing your talents toward the growth and continued success of ELNYA and your career. We're looking for Fellows who are in-the-know and of-the-moment, engagers and connectors who have the enthusiasm, talent, and follow-through to create real impact across sectors as arts advocates.



The Fellows program is a 16-month fellowship, spanning September 2013 through December 2014. The first four months will overlap with 2012/2013 Fellows, allowing you to learn and work with them before this year's cohort takes over.

As a Fellow, you should be prepared to commit about 15 hours a month to ELNYA activities: board meetings, committee meetings, networking opportunities, and a bunch of fun events. This year's Fellows will serve on one or more specific committees during the course of their fellowship: Career Day Symposium, Digital Media/Communications, Happy Hours/Culture Club, Creative Conversations. (You'll find much more detail about each committee in the application.)

In general, we're looking for awesome, forward-thinking people who care about the arts community in NYC. Maybe you work for a theatre company; maybe you work at an investment bank but you're also a dancer in your free time; maybe you just really like to go to the opera — whether arts is your profession, your passion, or both, you could be a great ELNYA Fellow.

To apply, fill out the application questions in [this Word document](#) and send it, along with your resume, to [elnyafellows@gmail.com](mailto:elnyafellows@gmail.com) no later than August 19, 2013.

*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.*

## 5 Ways to Make Next Season an Online Success



Are your technology tools serving you well or getting in the way? It's hard enough to run an arts organization, but when your technology is holding you back it's like running with weights on your legs. [Read more](#)...and then check out how you can [ditch those weights](#)!

## Links We Like

### [7 Ways To Boost Your Creativity](#)

The man behind some of the best advertising of all time, including Levi's "Launderette" and "Vorsprung Durch Technik" for Audi offers tips on amplifying your creativity.



### [Are You Making the Second Ask?](#)

In the [2013 BCA National Survey of Business Support for the Arts](#), two-thirds (66%) of companies that do not currently support the arts reported that they had never been asked to support the arts. But there's more to generating business support than just asking. Are you making the crucial second ask?

### [18 Easy Conversation Starters For Networking Events](#)

Tips on how you can connect with others in social situations.

## 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](#)

*"If you want creative workers, give them enough time to play."*  
—John Cleese

And encourage them to engage with the arts! ABC/NY's mission is to help develop creative partnerships between arts and business. Please consider supporting our work—[make a tax-deductible contribution](#) today!

**DONATE NOW**

This e-mail was sent  
from Arts & Business  
Council of New York  
Immediate removal  
with PatronMail®  
[SecureUnsubscribe.](#)

patronMAIL