



February 4, 2014

In This Issue:

2014 CEO Challenges Report

Arts-Business Partnership Spotlight

What is Employee Engagement and Why Does it Matter?

ELNYA Warms Up in 2014

Multicultural Arts Management Internship Program

Nominate Outstanding Arts Partnerships

Now Hiring: ABC/NY Program Coordinator

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. [View our upcoming events!](#)

2014 CEO Challenges Report

The Conference Board has just released its [2014 CEO Challenges Report](#). CEOs, presidents, and chairmen from more than 1,000 companies around the world were asked to identify and rank the most pressing challenges they face and their strategies for addressing each. **Worldwide, Human Capital—how best to develop, engage, manage, and retain talent—was named the leading challenge among ten choices, as it was the previous year.**

THE CONFERENCE BOARD
Trusted Insights for Business Worldwide



Americans for the Arts President and CEO Robert L. Lynch [blogged](#) about the [2013 report](#) last August, noting that, "as companies seek new ways to build their competitive advantage, they are increasingly finding that the arts are the key to driving true innovation, ultimately reaching their business goals." Although the rankings of the top challenges has changed slightly in 2014, it remains the case that the arts can help address

these challenges in innovative ways. The arts are good for business!

ABC/NY is dedicated to helping businesses work with the arts and helping arts organizations connect with businesses for mutual benefit. [Contact us](#) if you'd like to find out how we can help you!

Arts-Business Partnership Spotlight

The [Clemente Soto Vélez Cultural & Educational Center](#) cultivates, presents and preserves Puerto Rican and Latino culture in its Lower East Side home. The center promotes artists and performance events that reflect the cultural diversity of its location. Named for a poet, journalist, and activist, the building fulfills the passions of Clemente Soto Vélez, who founded literary and community organizations, with a specific emphasis on community empowerment. The building that houses such performances and community connectivity was formerly P.S. 160, at 107 Suffolk Street.



Around the corner at 100 Norfolk Street, GMH Acquisitions will be constructing a glass, cantilevered condominium building that will be a neighbor to Clemente Soto Vélez Cultural & Educational Center. [Douglas Elliman](#) Real Estate has been tasked with selling the building's units. Established in 1911, Douglas Elliman is the region's largest real estate company and the fourth largest in the nation, primarily operating in New York and South Florida, and has a vast international presence in over 43 countries across six continents.

After corresponding with CSV Center a few years ago to inquire about development plans for their parking lot, GMH Acquisitions discovered that CSV Center was not just another Lower East Side building, but rather a historic location and a vibrant community center. After touring the building, [Ariel Tirosh](#) of Douglas Elliman was eager to partner with the organization in a way that benefited both parties. Tirosh identified CSV Center's parking lot as the perfect location for a satellite "display gallery" in which to showcase the upcoming 100 Norfolk condominium. The gallery will be housed within a custom-made, geodesic dome, 44 feet in diameter and 22 feet high, creating an architecturally dramatic space that will attract potential condominium buyers. This weatherproof and temperature-regulated structure will serve as a sales office for 100 Norfolk, and will provide potential buyers with a depiction of the neighborhood as a future home. It will also be used by CSV Center as an additional space for seated dinners and cultural events. Tirosh believes the partnership "reflects very well on [reasons for] developers to show interest in the community, and to work towards benefitting the community while conducting business in the neighborhood. It is very human to improve the neighborhood while developing real estate." While using the parking lot space, GMH Acquisition also plans to renovate CSV Center's fence and first-floor restroom facilities, a space their clients will be using. Once all units are sold, the geodesic dome will be left to CSV Center. In total, the remodeling services and dome donation will make an overwhelming difference to the organization.

Jan Hanvik, executive director of CSV Center, is particularly excited about the dome acquisition, since the dome will bolster their presentation of dance and music

performances as well as the visual art and theater performances for which CSV Center is perhaps best known. Hanvik sees the dome as a way to create “possible demand and appeal for the neighborhood, as community members have already approached the center about using the dome for fundraisers and community events.” There is a high demand for space for arts activities, and the dome will provide more opportunities for the center to expand its programs and increase venue rentals.

Both Ariel Tirosh of Douglas Elliman and Jan Havik of Clemente Soto Véllez Cultural & Educational Center have discovered a way to beautify the neighborhood, develop the community, and increase their audiences by strategically implementing this win-win partnership.

Do you know of or have an arts-business partnership in NYC? We'd love to hear about it and share it with our local and national audiences. [Send us your stories!](#)

What is Employee Engagement and Why Does it Matter?

According to [this article](#), employee engagement describes the relationship between an organization and its employees. An "engaged employee" is one who is fully involved in and enthusiastic about his or her work. An engaged employee takes pride in his work, is committed, usually exceeds duty's call, and often takes positive action to strengthen the organization's reputation and interests. He's emotionally connected with the organization and wants it to succeed. It is well known that employee engagement and positive business outcomes are correlated.



Employee engagement can be strengthened through things like recognizing employees (saying “[thanks](#)” can mean a lot), helping employees develop, and encouraging camaraderie and collegiality. The arts can help with all of those, and more. And ABC/NY can provide your business with a whole menu of opportunities to engage your employees through the arts, from individual and team volunteer opportunities to bringing the arts to your workplace with arts-based training and more.

If you're a business that would like to explore employee engagement through the arts, or if you're an arts organization working with a business to help them achieve their employee engagement goals, we'd love to talk with you. [Contact us!](#)

ELNYA Warms Up in 2014

This article has been contributed by Lauren Shoolman, an Emerging Leaders of New York Arts (ELNYA) Fellow:

Last Monday, January 27, Emerging Leaders of New York Arts (ELNYA) kicked off 2014 with a networking by candlelight Happy Hour event at New York's gorgeous Astor-era cocktail lounge, The Library at The Public Theater. Thanks to ELNYA's committed board, a new cohort of 2013-2014 Fellows, and dynamic ELNYAns, the event was a huge success, attracting over 100 guests, including entrepreneurs, artists, arts administrators, architects, and business leaders from organizations such as MoMA,



Signature Theater, BAM, NextRound Productions, and Sotheby's. This high-energy mix of members made introductions, explored business partnerships and artistic collaborations, and made plans to attend a music, art or theatre event in NYC together. It was the kind of good fun that inspires creativity and elevates our field.

ELNYA's monthly networking Happy Hours, Creative Conversations, and Culture Club events attract 20- and 30-something artists and arts lovers to meet, mingle, network, and to experience the city's exciting cultural landscape.

Come in from the cold and find out for yourself why *Time Out New York* highlighted ELNYA as the place where "creative souls" can take part in events. On Wednesday, February 19, ELNYA will host a Culture Club event at [The Cornelia Street Café](#). Join Make Music New York founder Aaron Friedman and tabla player Samir Chatterjee for a discussion about music in Afghanistan before, during and after the country's ban on music and performances by Samir Chatterjee. Hang out afterwards and enjoy post-show conversation in the Café's cozy back room.

Wednesday, February 19, 2013

6:00 p.m. performance

7:15 p.m. post-show chat

\$8 at door includes one FREE drink and 20% off additional drinks and food.

Limited seating available.

[RSVP to reserve your seat](#) by Wednesday, February 12.

[Join ELNYA](#) today (it's free to join!) to stay connected and get updates on events and opportunities.

ELNYA is supported in part by public funds from the New York City Department of Cultural Affairs in partnership with the City Council.

Multicultural Arts Management Internship Program

Last summer, ABC/NY interns completed projects including revamping an arts organization's marketing and social media, analyzing data to track attendees, researching and cultivating corporate and individual donors, organizing community outreach events, [and more](#). Would your arts organization like to have a smart, savvy intern to help with a project like that this summer?

ABC/NY's [Multicultural Arts Management Internship program](#) promotes diversity in arts management and provides college students with hands-on

experience working in the business fields of the nonprofit arts sector. Each summer, ABC/NY matches select undergraduate students with dynamic arts organizations and business mentors who can guide their personal and professional growth. During the ten-week program, interns complete clearly defined projects for their host arts organizations of various disciplines throughout NYC. Interns' projects are typically in the marketing, communications, fundraising, social media, and community and audience development fields. Ten students will be selected for this summer's program, and they will each receive a \$2500 stipend and MTA transportation.



2013 program participants on the rooftop at Clemente Soto Véllez Cultural and Educational Center

Applications are now being accepted for the 2014 program, which will run from June 2 - August 8, 2014.

[Arts host applications](#) are due by this Friday, February 7, and [intern applications](#) are due by Friday, February 14.

For more information, please [email Karen Zornow Leiding](#).

The Multicultural Arts Management Internship Program is sponsored by Con Edison. Additional support is provided by the Milton & Sally Avery Arts Foundation and by public funds from the New York City Department of Cultural Affairs in partnership with the City Council.

Nominate Outstanding Arts Partnerships



Know of a business with outstanding arts partnerships? Work for one? Nominate them for Americans for the Arts' [BCA 10: Best Businesses Partnering with the Arts in America](#)! The BCA 10 recognizes businesses of all sizes for their exceptional involvement with the arts that enrich the workplace, education, and the community. These companies set the standard for others to follow. Winning companies will be honored at the 2014 BCA 10 Gala in New York City.

The deadline for nominations (February 14) will be here sooner than you think, so [nominate](#) now, and celebrate those outstanding arts-business partnerships in your community!

Now Hiring: ABC/NY Program Coordinator

Here is your chance to work with the Arts & Business Council of New York (ABC/NY), a division of Americans for the Arts, to strengthen our New York-specific initiatives within the private sector. We are hiring an ABC/NY Program Coordinator based in Americans for the Arts' NYC office. The ABC/NY Program Coordinator oversees programs and communications that promote creative partnerships between the arts and business communities, such as Business Volunteers for the Arts and employee engagement through the arts, Emerging Leaders of New York (ELNYA), the Multicultural Arts Management Internship program, and professional development workshops and webinars for the arts and business communities. For more information and to apply, visit [this link](#) at [AmericansForTheArts.org](#).

Links We Like

[The Ultimate Key to Business Success](#)

It's a bigger predictor of success than intelligence is. It can be learned. And it happens best at the intersection of disciplines.

[8 Powerful Ways to Improve Your Body Language](#)

Dancers and actors use these techniques all the time. Here's how you can use your body language to your advantage.



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](#)

"There is a very real relationship, both quantitatively and qualitatively, between what you contribute and what you get out of this world."

- Oscar Hammerstein II

At ABC/NY, we are committed to developing mutually beneficial creative partnerships between the arts and business communities. Please show your support of our work by [making a tax-deductible contribution](#) today!

DONATE NOW