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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. [View our upcoming events!](#)

The Ask is Everything

Americans for the Arts COO Mara Walker recently returned from a trip to Hong Kong, where she participated in the International Arts Leadership Roundtable organized by the Hong Kong Arts Development Council. As with many countries around the world, the arts and culture organizations in Hong Kong are often funded 70, 80, or



90% by the government. They need to diversify their funding pool and are looking to the United States as a model. Walker was the only American among other arts representatives from Australia, Canada, England, Singapore, Japan, Korea, and many others from Hong Kong itself—all envious of **our perceived high degree of private sector resources going to the arts**, our ongoing ROI on public sector support, and the existence of Americans for the Arts to advance all of the arts for all the people in this country.

As Walker reported to the international audience, "*The ask, whether for funding or partnering, is everything.* Positioning the arts as a solution provider that builds employee creativity and retention and strengthens the community is key. We have seen the power of collaboration time and time again, which is why we feature [success stories](#) on our website, recognize where partnerships have been effective through our [BCA 10 awards](#) and communication vehicles, and share ideas for creative partnerships at conferences and gatherings."

Read more at <http://www.partnershipmovement.org/news/p/fostering-a-culture-of-giving-in-hong-kong/>.

Arts-Business Partnership Spotlight

According to the [2013 BCA National Survey of Business Support for the Arts](#), 66% of businesses who do not currently support the arts report that *they have never been asked* to do so. [ProjectArt](#) an organization aiming to close the "access" gap in youth arts education, has taken that lesson to heart and is now celebrating an innovative and successful partnership with [Jacques Torres Chocolate](#) for holiday and Valentine's Day promotions that resulted from taking that crucial initial step: ProjectArt *asked*.



Children and candy are a natural link, and the giving season is the perfect time to advocate for ProjectArt's programs, which include art instruction, promoting art access through public libraries, and gallery exhibitions for their pupils, largely from low-income areas. Signage attached to containers of the Jacques Torres malt balls promote that "[this box = one art class](#)," meaning that by purchasing this product, consumers are providing one free art class to a child through ProjectArt.

Affectionately known as "Mr. Chocolate," Jacques Torres founded his company in New York City in the year 2000. In 1988, he emigrated from France and became the corporate pastry chef for the Ritz-Carlton, then served as executive pastry chef at Le Cirque from 1989-2000. Jacques Torres Chocolate is headquartered in New York, and the chocolate is manufactured in Brooklyn, establishing him as the quintessential American dream. A supporter of New York nonprofits, Jacques Torres has a personal passion for supporting youth initiatives, making ProjectArt's proposal a perfect fit.

The arts-business connection was made through Jacques Torres Chocolate's marketing department. After conducting market research and establishing metrics for their assets and achievements, the ProjectArt team reached out to Jacques Torres Chocolate, using their metrics to tell the story about how their organization impacts children affected by the arts education gap. After Jacques Torres Chocolate positively responded to their pitch,

ProjectArt reviewed the company's specific funding interests and suggested a collaborative product idea. In October, they decided to orchestrate a rush promotion for the December holiday period. According to Marion Prely of Jacques Torres Chocolate, the company was inspired to "share the love" for the organization and the children they aid.

The original price point of the malt balls was raised from \$20 to \$25, allowing the company to donate \$5 from each sale to ProjectArt. The malt balls were sold in all four of Jacques Torres Chocolate's New York locations (DUMBO, Amsterdam Avenue, Rockefeller Center, and Hudson Street) and in the company's two holiday pop-up shops on the Upper East Side. The product was easily recognizable, as the malt balls were adorned with large, colorful tags promoting the partnership. The company was active in using social media to spread the word, and ProjectArt engaged the public relations firm FleishmanHillard to work on the initiative *pro bono*.

Because of the first initiative's success, Jacques Torres Chocolate and ProjectArt saw theirs as an enduring and mutually beneficial partnership. Jacques Torres Chocolate agreed to repeat the promotion for February as a Valentine's Day push, this time using Hugs and Kisses chocolate biscuits. The success of the December holiday initiative has led to an expansion that will include online sales for the Valentine's Day initiative.

The partnership continues to grow, as Jacques Torres has donated a cooking class for five individuals for ProjectArt's upcoming gala. The promotion has resulted in press coverage in [The New York Times](#) and [local news features](#), new audiences learning about ProjectArt's work, and local businesses volunteering to similarly donate a percentage of sales to the organization.

ProjectArt executive director Adarsh Alphons thinks the partnership was successful because "it is easily replicable and scaleable." For Jacques Torres Chocolate, the partnership has brought positive press coverage, built customer loyalty, and shows that the company actively gives back to the community. Adarsh Alphons wrote a note about ProjectArt on the Jacques Torres website, so both entities have helped one another in generating visibility and uniquely advocating for the arts.

"Most Dramatic Shift We've Ever Seen"

As reported by [Forbes](#) last week, the 2013 report [Snapshot: Trends and Strategies to Engage Employees in Greater Giving](#) "points towards a pronounced sea change in corporate giving, a vital channel for nonprofits that raises \$3 billion every year. Giving is also an increasingly important tool for employee engagement, one that workers (especially Millennials) have come to not only expect, but expect to be administered with creativity and advanced technology..."

"One of the report's conclusions is that in order to be effective with their employee-directed corporate philanthropy, companies need to consolidate their efforts. Forget about the old way of doing things, where volunteering, giving, pro bono work and engagement were all separate buckets spread out over the company. Businesses now recognize that all of these practices fall within the same camp and need to function as



a coordinated effort.”

ABC/NY now offers a menu of options to help businesses coordinate their efforts in all of those areas, from individual and team volunteering to bringing artists to the workplace and much more. Check out our [8 Reasons to Partner with the Arts](#), and [let us know](#) how we can help your business or your arts organization develop mutually beneficial partnerships!

9 Ways a Theatre Degree Trumps a Business Degree

First of all, we'd like to point out that *any* degree is a good one; the key is that people incorporate the arts into their lives and work! As the business mentors in our [Multicultural Arts Management Internship program](#) demonstrate, it's possible to work in a non-arts career and still be involved in the arts both at work and in your free time.

Additionally, [this article](#) makes a similar point to [one of our most-clicked newsletter articles](#) of all time.

Finally, we love this comment on the article:

"Theater people know how to bring fun into the workplace. The creativity needed to build teams and help employees have some fun is invaluable! Example-my company wanted each department to celebrate Quality Month with a big kick off around Halloween...we had the presentations coincide with our Halloween party. There were poems and essays-then there was me dressed up as Suzy Q- the Q stands for quality-in a 1950's poodle skirt with an embroidered 'Q' on my shirt (*a la* Laverne from "Laverne and Shirley"). I shocked everyone when I got up and sang a song to a karaoke tape about quality (I changed the words to "Baby Love"). Every year after that was filled with songs, skits, dance numbers-departments got together months ahead of time to plan their presentations. The fun spread to other kick offs and promotions and created a fun atmosphere, teamwork and a sense of camaraderie. Much better than memos, meetings and speeches. It spread to other areas of our division and became part of our culture. And it took a theater mind to start it!"



Multicultural Arts Management Internship Program

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



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

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.

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

[Intern applications](#) are due by February 14th, and [arts host applications](#) are due by February 7th.

For more information, please [email Stephanie Dockery](#), ABC/NY program manager.

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!

Congratulations, Stephanie!

[Stephanie Dockery](#) is now the Arts and Business Council of New York Program Manager. Among her many duties, Stephanie is responsible for our Emerging Leaders of New York, Multicultural Arts Management Internship, and Business Volunteers for the Arts® programs and is developing and implementing professional development programs in establishing arts and business partnerships and employee engagement programs in New York. Congratulations, Stephanie, and thank you for all your hard work!



Links We Like

[The Least Creative Place You Can Be](#)

New and creative ideas are not likely to come if you are in this place. Watch this short (1:46) video from Noah Scalin of [The Alternative Speakers Bureau](#) to find out how you can change your environment to increase your creativity.



[Yes, And... Improv Techniques To Make You A Better Boss](#)

Business leaders can benefit from incorporating improvisation techniques into their leadership style.

[Friday Is the New Tuesday, and Other Observations on the "New Normal" in the Nonprofit Arts Sector](#)

Great article by Eileen Cunniffe, Director, Business Volunteers for the Arts and Business On Board at [Arts & Business Council of Greater Philadelphia](#), including stats on arts funding and details on funders who appreciate the larger implications for society of investing in the arts, e.g. "[The Kresge Foundation](#) sees 'arts and culture as central to discussions of rebuilding and reinvigorating metropolitan areas as land use, housing, transportation, economic development and other more traditional disciplines.' ...artists and arts organizations are vital to communities. [Creative placemaking] fosters collaboration between arts organizations, and sometimes between arts groups and other sectors, like small businesses."

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](#)

"The arts are essential to building strong communities and successful companies. Through the arts, we expand our horizons; we learn to communicate more effectively and to appreciate diverse ways of thinking—critical skills in today's world. The arts also help us think more creatively, which can lead us to greater innovation in our more technology-focused pursuits. Science, technology and business would be the poorer without the arts."
- Jim McNerney, Chairman, President and CEO, The Boeing Company

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

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