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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!](#)

Arts & Business Spotlight: TD Bank "Greenifies" NYC with Art for Trees

Last month, [TD Bank](#) paired up with [MillionTreesNYC](#), a borough-wide effort to secure urban forests, by planting and maintaining a million trees throughout the city. A group of ten artists commissioned by the bank and selected by art curator Bridgette Mayer have created original tree-inspired works to be displayed in the windows of New York's 115 branches.

The campaign is a creative way for TD Bank to reiterate its commitments to environmental sustainability. Targeting environmentalists, artists, and of course, New Yorkers, Art for Trees is a way for TD Bank to engage and enhance the community.



ClaraFialho's After All, It Was You and Me (2014)

...continue reading on the [pARTnership Movement!](#)

2015 BCA 10 Nominations!

Know of a Business with Outstanding Arts Partnerships? Let Us Know!

The [BCA 10: Best Businesses Partnering with the Arts in America](#) recognizes

businesses of all sizes for their exceptional involvement with the arts that enrich the workplace and the community. Companies like past New York City BCA 10 honorees [Brookfield](#),

[Scholastic](#), [Deutsche Bank](#), and [UBS Wealth Management](#) (to name a few) demonstrate the power of arts and business partnerships and set examples for other businesses to follow. Nominations are open now and will close December 19, 2014. For more information on eligibility requirements and to nominate an outstanding business, visit www.AmericansForTheArts.org/BCA.



Calling all Business Volunteers!

Are you business person looking to become more involved in the arts in New York City? Interested in using your skills to make an impact in a creative field?

Join the Arts & Business Council of New York (ABC/NY), along with arts organizations from across the city, for an evening of volunteer matching in the arts! We will feature all types of volunteer opportunities from disciplines including dance, theater, music, and visual arts.

Hear from local arts organizations about volunteer projects that you can sign up for on the spot! Learn more about their mission and find a placement where your skills or interests overlap.

Tuesday, November 18th, 2014
6:00 – 9:00 p.m.

[WIX Lounge](#)
[235 West 23rd Street, 8th Floor](#)
New York, New York 10011

This event is free! Please RSVP by emailing Caleb Way, ABC/NY Program Coordinator at cway@artsandbusiness-ny.org.

Thank you to our sponsor [WIX.com](#) for hosting us at the [Wix Lounge](#). Wix.com enables you to build a free and professional online presence, just the way you want it, by providing the tools to launch and manage your online presence. So what are you waiting for? Create your own beautiful Wix website now!



Hack the MET with ELNYA!

Join the [Emerging Leaders of New York Arts \(ELNYA\)](#) as they team up with [MUSEUM HACK](#) for a very special New York City arts experience! The evening will consist of a VIP tour of the Metropolitan Museum of Art. Celebrate the arts at this world-class organization for a discounted price!



The Metropolitan Museum of Art
[1000 Fifth Avenue](#)
[New York, New York 10028](#)
Friday, November 21, 2014

6:30 p.m. -9:30 p.m.

Tickets are \$47.41 per person and only 30 tickets are available! Secure your spot and learn more [HERE](#).

Is it Summer Yet?

Every summer, the [Arts & Business Council of New York](#) brings students from around the country to New York City for the [Multicultural Arts Management Internship Program](#). We match interns with local arts organizations whose needs or projects align with the student's skills or interest and pair them with a mentor from the business community. The program has proved to be a very rewarding and impactful experience for participants. We continue to hear stories about the how the program positively influenced the trajectory of an intern's future plans or even helped an arts organization achieve some crucial summer goals.



If you are an arts organization that would like to hear more about hosting an ABC/NY intern this summer and participating in the Multicultural Arts Management Internship program, please reach out to Caleb Way, cway@artsandbusiness-ny.org for more details about the application process!

Giving Time & Treasure to the Arts - A Recap

In case you missed last week's blog salon on ARTSblog, "[Giving Time & Treasure to the Arts](#)", check out the recap below! The salon featured posts from



philanthropists, arts education advocates, emerging leaders, Business Volunteers for the Arts managers, and more.

Americans for the Arts (AFTA) Board Chair, Abel Lopez, and AFTA Board Member and Business Committee for the Arts Executive Board Chairman, Edgar Smith, kicked off the blog salon with a joint post on why the arts are so important, and that there are a multitude of ways one can give both "time" and "treasure" to supporting the cause. [Read more](#)

StubHub's Head of Corporate Social Responsibility, Emma Leggat, gave us a post from the perspective of a business supporting the arts, explaining why StubHub chooses to focus their energies on the arts sector. [Read more](#)

One of several posts from United Arts Fund around the country, Kyle Dlabay of the United Performing Arts Fund in Milwaukee wrote about the organization's Ride for the Arts

program, a massive bike ride that raises funds for the local arts community. [Read more](#)

Katie Kurcz of the Arts & Business Council of Chicago told the story of how they recently placed pro bono business professionals with the Chicago Arts Orchestra, which enabled the organization to build a three-year strategic plan that may not have been possible otherwise. [Read more](#)

Nora Orphanides, a stalwart supporter of the arts for many years, contributed to the blog salon with a post on the importance of championing your cause, and being an ambassador to encourage others to do the same. [Read more](#)

There are numerous ways we can support the arts, whether it's by donating our money, volunteering our time, providing our professional expertise, contributing to the advocacy of the arts, and beyond!

Coming Up with Patron Technology

Two Free Audience Development Events!

Workshop: Audiences Everywhere



Monday, November 17, 2014

[Lark Play Development Center's BareBones Studio](#)
[311 West 43rd Street \(between 8th & 9th Avenues\), 5th Floor](#)

2:00 p.m. - 5:30 p.m.

Discover a whole-organization approach to understanding your audience – and using those insights to blow away conventional wisdom, energize new ways to advance your mission and inspire innovation at every level of your organization.

Presented by Matt Lehrman
Principal, Audience Avenue LLC

Register [HERE!](#)

Meet Your Patrons!

Monday, November 17, 2014

[Lark Play Development Center's BareBones Studio](#)
[311 West 43rd Street \(between 8th & 9th Avenues\), 5th Floor](#)

5:45 p.m. - 7:15 p.m.

An unscripted panel discussion with five real live arts patrons, discussing their reactions to your marketing, moderated by Matt Lehrman. This free-form discussion will feature actual arts patrons providing reactions and feedback to marketing programs, brochures, ads, social media, subscription campaigns, and much more!

Register [HERE!](#)

Want More?



Stay connected to the [Arts & Business Council of New York](#) in between newsletters!

Access more arts and business partnership stories or catch up on ones you may have missed. Visit the [events section](#) to stay up to date on upcoming professional development opportunities, networking events, webinars, and blog salons. Read more about our current programs, our board, and our advisory council!

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](#)

Links We Like

[Skills-Based Volunteering](#): More impactful, less newsworthy? Check out some interesting facts about the trend!

"[Corporate giving](#) has been late to the game to be recognized as a business driver", says Nancy Mahon of Estee Lauder while talking about how the practice is being revolutionized.

See how [the art of dance](#) transformed this CEO's approach to business and ultimately became a contributor to his success!



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