

The image features two hands, palms facing each other, holding the text. The hands are rendered in a light, textured, reddish-brown color, appearing as if they are holding the text in place. The background is a solid, light beige color.

ARTS WISCONSIN
Business & Arts **HANDBOOK**



ARTS WISCONSIN

everyone. everywhere.

Arts Wisconsin is the only organization advocating for EVERY Wisconsin artist and arts organization, leading the way at the intersection of the arts and culture, civic engagement, educational enhancement, and economic advancement.

Arts Wisconsin, a nonprofit membership organization founded in 1993 and formerly known as the Wisconsin Assembly for Local Arts, advocates for the arts in Wisconsin so that everyone in Wisconsin can experience the arts. Arts Wisconsin serves Wisconsin's creative community, and builds and sustains grassroots and statewide support to enliven and invigorate all of the state's communities through the arts, through:

- public policy development, implementation, and activism
- professional and leadership development and training
- research and information
- promotion, visibility and recognition for the arts on the local, statewide, regional and global levels
- strategic alliances, partnerships and coalitions

Our values

- the instinct to be creative is universal
- the arts embrace and celebrate diverse perspectives and distinct and numerous forms of cultural expression
- the arts are integral and must be accessible to the lives of all citizens
- the arts are essential to Wisconsin's economic, educational and civic high standards and continued growth
- the arts and culture are at the core of the quality of life in Wisconsin and all of its communities.

Wisconsin's creative industries encompass over 8,000 businesses and 43,000 jobs, and Wisconsin's nonprofit arts industry has a \$289+ economic impact statewide. Arts Wisconsin enables Wisconsin's artists and arts activists to realize their full potential as community leaders, maximizes the use of the arts as economic, educational and civic assets throughout the state, and work for access to the arts and creative opportunities for everyone in Wisconsin.

Arts Wisconsin (as the Wisconsin Assembly for Local Arts) received the 2004 Governor's Award in Support of the Arts from the Wisconsin Foundation for the Arts on December 2, 2004, presented by First Lady Jessica Doyle on behalf of Gov. Doyle at the Governor's Mansion in Madison.

For more information, contact:

Anne Katz, Executive Director

Arts Wisconsin

Box 1054

Madison, WI 53701-1054

608.255.8316

akatz@artswisconsin.org

www.artswisconsin.org

The Value of the Arts

- **The arts are essential to the quality of life in a community.** The arts, along with educational institutions, health and human services, and housing, help make a community livable and an attractive place to live, visit and work.
- **The arts are a critical component in K-12 education.** The arts increase SAT scores, improve academic performance and problem-solving skills, help redirect at-risk students and help them achieve, and are essential to the development of a skilled and creative workforce.
- **The arts are good for business.** The arts offer opportunities to build customer and client relationships, enhance employee and community relations, and attract and retain employees. The arts also enhance economic vitality by purchasing goods and services and generating sales for other businesses.
- **The arts affirm and celebrate who we are.** Beyond their intrinsic value, the arts stimulate creative thinking and foster an appreciation and understanding of various cultures.

Supporting the arts isn't just good for business – it makes good business sense. It's relatively simple for a business of any size to form a partnership with the arts that yields returns for business and the community. Such a collaboration may enable a business to:

- Advance its strategic goals.
- Reach new customers and markets.
- Assist in training and development.
- Increase customer and employee loyalty.
- Enhance its name recognition and its reputation as a concerned citizen of the community.
- Enrich the quality of life in its operating community.
- Increase its bottom-line.

If you would like more information on getting your business involved with the arts, contact Anne Katz, Executive Director, Arts Wisconsin, 608.255.8316 / akatz@artswisconsin.org.



**Alfred Moore, President
Wausau Benefits, Wausau**

“You judge whether a place is a good place to work by the economic opportunity it offers. You judge whether a place is a good place to live by the cultural stimulation it offers through a broad and lively variety of arts. The central Wisconsin community is a strong supporter of the arts, as is Wausau Benefits. The arts enrich and inspire us by exposing us to beauty in all its forms, pushing us to think beyond the obvious and by touching us emotionally. Without the arts, life would be dull. With them, life has depth and excitement.”



WAUSAU BENEFITSSM
common sense. uncommon results.

Simple Things Your Business Can Do to Benefit from the Arts

In the current economic climate, public and private financial support to arts organizations has leveled off and, in many instances, declined. There are many simple things you, your company and your employees can do to help the arts weather the current economic environment and continue to add to the economic vitality and quality of life of your community:

- Purchase tickets and subscriptions for performances and concerts, and admission tickets and memberships to museums and special exhibitions, and give them as gifts for a:
 - Birthday.
 - Anniversary.
 - Special Holiday - Mother's Day, Father's Day, Valentine's Day.
 - Graduation.
 - Housewarming gift.
 - Promotion.
 - Special Achievement.

- Encourage your employees to include the arts – performances, craft festivals, museums, historic sites, etc. – in their vacation and business travel plans.

- In the workplace:
 - Organize lunchtime programs featuring local arts groups.
 - Organize a lunchtime or after-work dialogue series about the arts or sponsor demonstrations presented by artists from local arts organizations.
 - Hold an arts fair featuring arts organizations and encourage them to provide information about their activities and sell their merchandise.
 - Rent arts spaces, such as a theater, museum (gallery or auditorium) for meetings, company events and holiday gatherings.
 - Organize arts-related events, such as a performance or a behind-the-scenes tour, for employees and their families and friends.

- Encourage your employees to volunteer to help arts organizations with everything from data entry and mailings, to legal and accounting services, to marketing, fundraising and public relations.

- Encourage your employees to share their artistic and creative talents in the classroom, performing, exhibiting and/or teaching students in local elementary, middle and high schools.

- Make your company a catalyst for linking the arts to other organizations and efforts in the community. For example:
 - Help stock the local food pantry by making arrangements with an arts organization to offer a discount on a ticket purchase to those who donate canned foods for the pantry.
 - Celebrate the efforts of volunteers who help build or revitalize low-cost community housing by holding an on-site performance presented by local arts groups.
 - Organize hands-on, creative activities presented by local arts organizations in healthcare facilities, human service agencies, libraries, and schools.
- Organize creative workplace programs to encourage employees to share with others the arts they create, and invite representatives from local arts organizations to be part of this effort.



**Kathi Seifert, President
Pinnacle Perspectives, Appleton**

“The Fox Valley’s economic and community development strategies are all about our outstanding human and cultural resources. Our plans for the region’s future include using the arts and culture as essential tools for economic development, education, and quality of life. I’m proud to be affiliated with the Fox Cities Performing Arts Center, an important part of what makes the Fox Valley such a great place to live, work, visit and enjoy life.”

8 Easy Steps towards Partnering with the Arts

It's easy to form long-term partnerships with the arts that will produce returns for your company, the arts and your community. These partnerships with the arts can take many forms:

Products and Services

By donating products and services to the arts, your company can broaden awareness of what it offers, develop networking and generate sales opportunities. At the same time, this will strengthen the operations of the arts by providing professional expertise and items that arts organizations may not have the financial resources to obtain.

For example:

- Host lectures, workshops and meetings organized by arts organizations in your company's facilities.
- Provide space in your lobby, parking facilities and other public areas for arts events and exhibitions.
- Provide office, meeting and special events space within your company's offices and real estate properties for meetings and special gatherings of arts organizations.

Volunteer Initiatives

By encouraging your employees to volunteer their services to the arts, your company can develop networking and new business opportunities; meet opinion-makers and community leaders; and offer your employees and their families opportunities to become more engaged in community activities. At the same time, your company will help the arts augment their management and professional skills and reduce their operating expenses. Employee volunteers can:

- Assist with fundraising events, phonathons, auctions, dinners, press briefings and other events.
- Design, write and print brochures, invitations, programs, posters and press materials for performances, exhibitions and events.
- Undertake the leadership of a special fundraising project, such as a capital campaign or an endowment fund.
- Serve on the boards of arts organizations.

Marketing, Advertising, Employee and Community Relations Tie-Ins

By creating advertising, marketing and public relations tie-ins, your company and the arts can maximize resources and reach new markets. For example:

- Incorporate artists, arts organizations and works of art as graphic elements and themes in your company's advertising campaign.
- Underwrite the cost of printing an arts organization's tickets for a season and place your company's name on the back of each ticket.
- Develop point-of-sales items, bill inserts, product tags and labels, and Web site banners featuring and promoting the arts.
- Develop an on-site promotion such as special shopping hours during which the arts and other community organizations are showcased. Designate a percentage of sales to donate to an arts organization.
- Use tickets to performances and arts events as premiums to promote products and services.

Financial Assistance

By providing financial assistance to the arts, your company can enhance its presence in its operating areas, increase awareness of its products and services and strengthen its position as a concerned member of the community. At the same time your company will enable the arts to achieve their missions and undertake special projects. For example:

- Purchase tickets for performances and exhibitions and distribute them to your employees, schoolchildren and underserved individuals in the community.
- Encourage your employees to support the arts by offering to match their personal gifts with financial support from your company.
- Assume the sponsorship of a performance, an exhibition or an arts organization's fundraising event, such as a gala, dinner or summer outdoor performance series.
- Sponsor a K-12 arts education program in public schools.

Here are eight easy steps to help you get started:

1. Determine why your company wants to invest in the arts.
 - To help artists, arts organizations, and creative workers achieve their goals and better serve the community.
 - Network with others in your community.
 - Heighten awareness of your company and its products and services.
 - Attract employees and increase job satisfaction.
 - Enhance relationships with existing and new customers.
 - Set your company apart from competitors.
 - Increase the bottom line.
2. Get to know the arts and creative people, organizations and opportunities in your community.
 - Read about the arts in your local newspapers and magazines.
 - Talk with your local arts council and individuals who are involved with the arts to learn about visual and performing arts organizations in your community.
 - Attend performances and exhibitions to learn which organizations interest you and fit your business interests.
 - Ask your employees and customers what arts organizations are of interest to them.
3. Determine which arts organizations are right for your business.
 - Identify arts organizations that reach your present and future customers.
 - Identify those that will enhance your relationship with customers, employees, community and government leaders, educators and other business people.
4. Meet with arts organizations that meet your business objectives.
 - Discuss your company's objectives and ask about the objectives of the arts organization.
 - Explore creative ways your company and the arts organization may work together to achieve mutual goals.

5. Make business decisions.

- Determine how your company wants to structure its partnership with the arts - donated services and products, volunteer initiatives, advertising, marketing and public relations, employee and community relations collaboration or financial assistance.
- Designate a person in the company to manage the partnership.
- Develop ways to incorporate employees, customers and clients in the partnership.
- In a long-term partnership, structure the goals, scope, budget and schedule, and assign responsibilities for organizing and maintaining the partnership.

6. Spread the word.

- Make customers, clients and the community aware of your company's involvement with the arts with media releases, point of sale and promotional materials and by hosting special events in connection with the arts organization or project.
- Incorporate information about your involvement with the arts in company advertisements.
- Develop customer promotions such as ticket give-aways, contests and special incentives.

7. Measure your success.

- Determine the reactions of employees, customers, clients and the community to the arts organization or project your company supported.
- Track increases in new business and sales leads resulting from your involvement with the arts.

8. Think about doing it again.

- Consider continuing your partnership with the arts by undertaking another project.
- Get other non-competitive businesses to join your company in a partnership with the arts.
- Become a spokesperson in your community for business partnerships with the arts.

Would your business like guidance in developing a partnership with the arts? Contact Anne Katz, Executive Director, Arts Wisconsin, 608.255.8316 / akatz@artswisconsin.org.



Erroll B. Davis, Jr.
Chairman and Chief Executive Officer
Alliant Energy Corporation, Madison

“The arts encourage creative expression, promote understanding of diverse cultures and heritage, and foster greater appreciation of the world around us. The arts add to the vitality of our communities and help us to attract and retain a talented and diverse workforce, which is vital in an ever-changing economy. As Chairman and CEO of Alliant Energy and a committed supporter of the arts, I know that the arts are good for people, good for communities and good for business.”



Case Studies

By forming a partnership with the arts, businesses of all sizes and types can achieve business goals, foster growth of the arts and improve the quality of life in their operating communities. Examples of successful business-arts partnerships can be found online at www.artswisconsin.org/advocacy/bizartshandbook/casestudies.

If your company would like assistance in designing or enhancing partnerships with the arts, contact Anne Katz, Executive Director, Arts Wisconsin, 608.255.8316 / akatz@artswisconsin.org.

Resources

Find out more about the benefits and opportunities of partnering with the arts and creative industries with these resources:

Americans for the Arts

www.AmericansfortheArts.org

Arts and Business Council

www.artsandbusiness.org

Business Committee for the Arts

www.bcainc.org

The Rise of the Creative Class and How It's Transforming Work, Leisure, Community and Everyday Life

www.creativeclass.org

Richard Florida Basic Books/A Member of the Perseus Books Group, New York, 2002.

SmartGrowth

www.smartgrowth.org

Fostering distinctive, attractive communities with a strong sense of place.

For more information on resources and opportunities, go to www.artswisconsin.org.



Stephen H. Marcus, President The Marcus Corporation, Milwaukee

“Man does not live by bread alone: and nothing could be more true when it comes to the arts. Great societies have always been defined by the high quality of their arts. Our ability to attract visitors and jobs to our state depends on our ability to differentiate ourselves in Wisconsin by high quality arts and cultural offerings.”



Corporate Art

Corporations began collecting art toward the end of the 19th century to achieve their business goals and enhance the workplace and their operating communities.

By collecting art, companies:

- Add a new dynamic and visual appeal to reception areas, dining facilities, offices and conference rooms, as well as laboratory, manufacturing and technical spaces.
- Promote discussion among employees that often sparks creative thinking and increases productivity.
- Attract and retain employees.
- Extend community relations initiatives by loaning works from the collection to museums and galleries.
- Enhance a public relations strategy by incorporating works from the collection in company ads, annual reports and special publications, as well as posters and calendars that may be given as gifts to customers and clients.

These national organizations provide services to establish and sustain corporate art collections:

Association of Corporate Art Curators
Box 81658-0658
Chicago, Illinois 60681-0658
312.630.9797
Fax 312.630.9009

International Association for Professional Art Advisors (IAPAA)
<http://www.iapaa.org/>

If your company would like to develop or explore new ways to use an art collection, contact Anne Katz, Executive Director, Arts Wisconsin, 608.255.8316 / akatz@artswisconsin.org.

Matching Gifts

A matching gift program for the arts offers a business the opportunity to support those arts organizations of special interest to its employees, directors, retirees and their families.

Matching gift programs:

- Offer employees, directors and retirees an incentive to give to their favorite arts organization(s).
- Offer a benefit appreciated by donors, as well as customers and clients.
- Often generate new and increased support for the arts.
- Increase the presence of a business in a community and demonstrate its concern for the quality of life.

For a list of companies that offer matching gift programs, go to
www.artswisconsin.org/advocacy/bizartshandbook/matchinggifts.

If your company would like to begin or evaluate a matching gift program for the arts, contact Anne Katz, Executive Director, Arts Wisconsin, 608.255.8316 / akatz@artswisconsin.org.

Volunteerism

Providing volunteer services and professional expertise to the arts can enhance your business, as well as the arts.

In addition to serving as a director or trustee of an arts organization, there are several things you and your employees might do:

- Offer arts organizations professional assistance with strategic and financial planning, legal issues, public relations, marketing and advertising strategies.
- Provide writers and designers to help arts organizations develop printed materials - subscription brochures, fundraising materials, and Web site graphics and content.
- Help the arts organize and staff fundraising events such as auctions, galas and phonathons.
- Help the arts organize performances and special programs in the workplace for employees and their families.
- Provide planning and construction management expertise for arts organizations undertaking facility development or expansion.

For assistance in developing volunteer initiatives, contact Anne Katz, Executive Director, Arts Wisconsin, 608.255.8316 / akatz@artswisconsin.org.

Special Thanks for Information:

Business Committee for the Arts, Inc.
www.bcainc.org

Australia Business Arts Foundation
www.abaf.org.au



**Rebecca Ryan, President
Next Generation Consulting, Madison**

“Knowledge workers – the people who solve problems for a living, start new companies, and bring new Ideas to market – rely on their communities’ arts and culture scene to recharge their intellectual and innovation battery. In this way, Arts = Economic Development.”



NEXT GENERATION CONSULTING, INC.