

**NEWS RELEASE**

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## **ARTS & BUSINESS COUNCIL RELEASES FINDINGS REGARDING BUSINESS SUPPORT OF THE ARTS IN THE REGION**

**PHILADELPHIA – March 29, 2007** – During a time when corporate contributions to the arts in the region has come under fire, the Arts & Business Council of Greater Philadelphia released the results of an independent study entitled *The Value of Partnership: A Report of Business Professionals and Their Involvement in the Arts*. The study, conducted for the Council by Mercer Human Resources Consulting, identified the direct, positive results that emerge when business professionals increased their support for the arts as a result of their engagement with the Council's programs. Additionally, the study, the first of its kind in more than a decade, identified numerous positive reverberations on the corporate side when business executives take their skills-based volunteer experience back to their workplace.

"The results culled from this study are certainly profound and significant and they definitively point to a dramatic impact," said Karen Davis, president and CEO of the Arts & Business Council of Greater Philadelphia. "What the numbers cannot illustrate or measure is the true effect that the activities of these volunteers, year after year, have on the region as a whole, its economic growth and the attractiveness of it as an arts and cultural hub in this country. Giving to the arts happens everyday in this region, in many more ways than monetary contributions, and this study simply scratches the surface of that giving."

The study conducted for the Council surveyed business professionals from the Greater Philadelphia Region, including Delaware and South Jersey, each of whom had participated in at least one Council program. Participation in each of the Council's core programs elicited slightly different results and benefits reaching well beyond those directly involved.

Significant impact was identified in four important areas:

### *Increasing support for arts and culture*

- 75% of respondents increased their financial support to arts and cultural organizations up to \$1,000, with 29% giving more than \$1,000.
- 56% increased their frequency of attendance at arts and cultural events.

### *Building key business skills*

- 52% of middle and upper management program participants reported they strengthened their team-building skills by working with a diverse set of opinions to build consensus.
- 51% of middle and upper management program participants said they learned to work more effectively within a limited budget or with other limited resources to fund a solution.

### *Connecting with creativity*

- 49% of respondents reported they take greater advantage of arts and culture as an entertainment venue for their family and friends.
- 43% expressed they have made arts and culture a more significant part of their personal lives.

### *Advancing the local economy*

- 68% indicated they were more aware of the importance of arts and cultural organizations to the local economy.
- 57% believed more emphatically that a stronger arts and cultural community makes a stronger business community.

### **About the Arts & Business Council of Greater Philadelphia**

The Arts & Business Council of Greater Philadelphia, an independent affiliate of the Greater Philadelphia Chamber of Commerce and a chapter of the national Arts & Business Council of Americans for the Arts, is the region's only nonprofit organization dedicated to cultivating mutually beneficial relationships between business and the arts and cultural institutions located in Southeastern Pennsylvania, Southern New Jersey and Northern Delaware. Since its inception in 1981, the Arts & Business Council has partnered with the business sector to generate more than \$24 million in contributed goods and services for the region's arts and cultural institutions and has trained and placed more than 2,000 business professionals in a variety of leadership roles within arts and cultural organizations. For more information, visit [www.artsandbusinessphila.org](http://www.artsandbusinessphila.org) or call 215.790.3620.

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