



An affiliate of the Greater Philadelphia Chamber of Commerce and a chapter of the national Arts & Business Council, Inc.

NEWS RELEASE

FOR IMMEDIATE RELEASE:

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ARTS & BUSINESS COUNCIL LAUNCHES REDESIGNED WEB SITE

www.artsandbusiness-phila.org

Improved interactivity will efficiently deliver services and ease access to resources for business professionals and arts and cultural organizations

PHILADELPHIA – **May 11, 2004** – The Arts & Business Council of Greater Philadelphia announced today that it has launched a completely redesigned web site (with a new URL: www.artsandbusiness-phila.org) that uses cutting-edge technology and offers a wealth of information and resources for business and arts professionals.

With a new style and improved navigation and functionality, arts managers now have easy, online access to the myriad of Council programs including software-training classes for which they can register, donated furniture that can be reserved (with photos to boot!), and reports they can readily complete. Business people can easily apply online for our leadership and hands-on volunteer programs and keep the Council informed as they progress with projects. In addition, the web site has access to over one hundred web resources, reports and studies that will provide benefit to not only arts managers and their boards, but also business leaders in the community.

The re-design of the Council's web site also specifically improves the navigation structure of *The Technology Connectors™* program, including content to help business executives and arts groups more effectively use the site for program information and registration. The new site includes secure server access to accept registration and application fees, data collection interface, online application forms to receive the services of the program, and a proprietary technology volunteer management section.

The redesigned web site was made possible through strategic partnerships. A grant from The William Penn Foundation helped fund the development of the enterprise-wide site, Craig Hodges, a Council "tech connector" volunteer, guided the vendor selection process and Electronic Ink, a leading web development firm in the Greater Philadelphia Region, managed design, functionality, and navigation elements of the upgrade.

The Arts & Business Council of Greater Philadelphia fosters and builds partnerships between business and the arts that are mutually beneficial and contribute to the economic and cultural vitality of the Greater Philadelphia Region. Since its inception in 1981, the Council has provided services to the arts and cultural community and led broad initiatives valued at over \$18 million by engaging more than 1,000 business employees from 150 area businesses. The Council is a chapter of the national Arts & Business Council, Inc. and an affiliate of the Greater Philadelphia Chamber of Commerce. For more information visit www.artsandbusiness-phila.org or call 215.790.3620.

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