

“WIN-WIN-WIN IN ARTS & BUSINESS”

KEYNOTE PRESENTATION, CHRISTEN BOONE

EDAWN ARTS & BUSINESS LUNCHEON

9.12.2019



Good afternoon! Excited to talk with you today about one of my favorite topics
Let's start with an quick arts history quiz.

What is the subject in the painting behind me?

Who is the artist? Do you know the story?

One of the most iconic examples of arts and business partnership.

In 1962, Campbells commissioned Andy Warhol to celebrate the 100 year anniversary of Campbells tomato soup.

Warhol created a series of paintings that have become some of the most famous of the last century and Campbell's soup became the top selling soup of all time.

Incredible foresight by Campbells soup to create one of the most successful arts & business partnerships of all time. True story?

No... 1962 – Andy Warhol 1897 – Campbells first soup can

Warhol was searching for subjects to paint, it was a friend's suggestion that he paint something everybody recognised, "like Campbell's Soup", which gave Warhol his subject.

But if Campbells had thought of this – it would have been brilliant. Right?



Why do I say Arts IS business -

Nationally, the nonprofit arts and culture industry generated \$166.3 billion of economic activity — \$63.8 billion in spending by arts and cultural organizations and an additional \$102.5 billion in event-related expenditures by their audiences. This activity supported 4.6 million jobs

Arts & Business partnerships – becoming even more important

How many of you have heard of the Triple bottom line –

Business Roundtable (membership of the top CEOs in the country) just announced the release of a new Statement on the Purpose of a Corporation signed by 181 CEOs who commit to lead their companies for the benefit of all stakeholders – customers, employees, suppliers, communities and shareholders.

Since 1978, Business Roundtable had endorsed principles of shareholder primacy – that corporations exist principally to serve shareholders. With this announcement, the new Statement supersedes previous statements and outlines a modern standard for corporate responsibility.

The arts are a powerful partner in generating revenue for shareholder, but also INCREDIBLE benefits for employees, customers, and communities.



A little about me – working in the creative and or social profit sector for more than 20 years. From Louisville to New York, Atlanta to Cincinnati. Fund for the Arts - \$8.5 million in private sector support – invest in arts, culture and access in our schools, neighborhoods and communities. Now the privilege of working with professionals from around the country leading the Private Sector Council – all focused on arts and business partnerships. Partnership – is the key – the win-win for the business and the arts



Lets start with Arts For Business - I want to tell you a few stories and share some data points along the way



Jiffy Lube of Indiana

For many years, like every other business in the automotive industry, they focused their marketing and branding on men and sports. Even though over half of their “guests” were women – and we know the majority of household decisions are made by women. In 2015, Jiffy Lube made a conscious decision begin speaking directly to women. They wanted women to know they could trust us to handle their maintenance needs and that they wouldn’t be subjected to chauvinistic or condescending mechanics. Also they had been challenged by new Signage regulations that diminished their ability to use traditional means to attract attention to their retail operations.

Began commissioning local artists to create murals on their stores –Huge hit – Increasing sales and revenue, attracting new customers and dramatically increasing customer loyalty, Beautifying the neighborhoods in which we live and work, building strong neighborhood bonds ... and increasing employee retention

Jiffy Lube owner said, “We were surprised at how many artists we have working for us. Our employees are now showing off their own talents through sketches, vehicle graphics, and tattoo designs. We are planning museum tours and art classes, understanding that this will help drive creativity in our own business. Employee retention is a huge issue for many businesses these days, and we are no exception. People want to be proud of who they work with and they care more than ever about the mission and purpose of their employer. As employers, we have to do more than just provide work. We need to enrich lives. The longer we can keep people feeling proud of where they work, the longer we will be able to benefit from their efforts.”

They have completed more than a dozen murals on their stores and more are in the works.



Kohler Company - 144-year-old company, headquartered in Kohler, Wisconsin—employs over 35,000 people across 6 continents. Artist in residence program at company since 1974; Over 600 artists in plants all around the globe; Working alongside associates in foundrys sharing design ideas, Building new skills for the artists and new product and innovation for the company.



There is no other artist residency program where artists' studios are located right on the production floor of a manufacturing facility. Artists are introduced to bulk materials, such as slip-cast clay and cast metal, and techniques that give them a new way of thinking and working creatively.



Associates have remarked that working with these artists has helped them think more creatively about their own work to push the limits beyond what they thought possible



The partnership with Churchill Downs has many components.

Opening Night with Fund for the Arts attracts 30,000 people to the track on one night – 200 artists around every turn. Churchill Downs saw attendance increase three-fold on opening night. More people attended and they stayed longer, extending the experience for their guests. They have begun scheduling artists to perform at the track other nights of the year.

Many Churchill Downs employees serve on local arts boards – building leadership experience and broadening their and the companies network, while contributing their own expertise to the benefit of the groups.

The company hosts a united arts campaign encouraging employees to give to the arts through payroll deduction.

And, the company invests heavily in the community and in children. Churchill Downs is the presenting sponsor for the Cultural Pass providing free admission for our community's children to museums, zoos, history centers and arts venues all summer long to help keep children learning year-round. Last year more than 40,000 passes were distributed with free admission to more than 59 different arts and culture venues, including a launch at family day at Churchill Downs



And there are other ways to leverage the arts to help your brand/product stand out. Local artist created the artwork for Woodford Reserve commemorative bottle. Ironically the artist was an employee at Brown-Forman.



Many other ways to bring the arts to work for your business and support the arts and artists of this community
Marketing partnerships and sponsorships to build brand alignment.

Positioning with the markets you want to align. Arts audiences are traditionally more educated and earn a higher income.



Create new business development opportunities



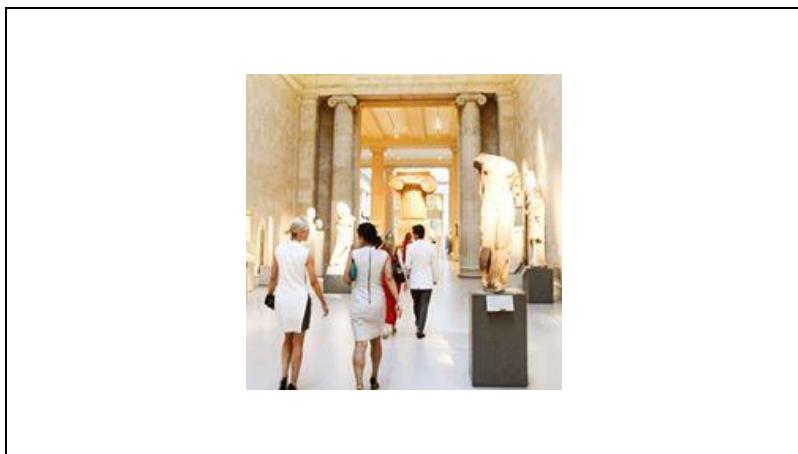
Not just traditional arts but range of opportunities



Local artist helped to launch Perrier waters new flavors



Unique client experiences -- things your clients/customers cannot buy - create loyalty and deepen relationships



Deepen client engagement



Meet Rollie Nation, a company that made artist collaborations integral to the company's brand from the beginning. And the company has leveraged these partnerships and influence for good. They began working with [McGrath Foundation](#), a breast cancer support and education organization, Rollie created a cheeky, bold collection that would fight the stigmas surrounding women's bodies and breast cancer, while supporting the foundation helping those affected by it. The collaboration leveraged the arts to create conversation and emotional connection to the message, the brand, the product, and the people..



Driving Innovation

Employee Engagement

Creating a fun, inclusive, Culture



According to a recent PWC [survey](#), 77% of CEOs struggle to find the creativity and innovation skills they need. I love this example of an employee gallery – easy way to bring art into the workplace

At the entrance to the gallery, a sign reads: "Because we exist outside the roles we play here at Griffin, we've established G Gallery—an evolving collection of art created by the people who work here. G Gallery is a bold statement about the power of making things. Because whether we're here at work, or at home in a studio, or up on a stage, we are so much more than our job titles & team responsibilities. We are what we create."



Earlier this year, The Conference Board [polled over 800 CEOs](#) about the biggest business challenges they expect to face in 2019. CEOs cited the ability to attract and retain quality workers as their top internal concern. This comes as no surprise - during this time of record-low unemployment, people are [leaving their jobs](#) at the highest rate since 2001. We need to place even more emphasis on building and maintaining a strong company culture. And to make organizations attractive, enticing places to work. Departures can take a real toll on the bottom line: When a worker leaves, it costs employers [an average of 33 percent](#) of the worker's annual salary to hire a replacement.



So what are the fun ways companies are leveraging the arts in their business?

One of my favorite - Forklifts Dance Company with Austin Energy

PowerUP showcased 50+ linemen, electrical technicians and Austin Energy employees in a choreographed full-length dance with cranes, bucket and field trucks, a set of 20 utility poles, and an audience of 6,000+ people!

Goals outlined for the project:

to educate Austinites about the vital but often invisible work of AE employees and thereby increase the public's appreciation of them,

to improve morale and pride in the job of AE employees,

Results were overwhelming in all of these objectives

I want to share a few quotes

"PowerUP was a unique opportunity to show how great our team is to the community and our customers, an opportunity for them to see us in a different way," explains Chief Operating Officer. "Our clients and customers now have a more personal connection to the people who work here and, more than that, an appreciation for the people who do the work. It created a fan base for us."

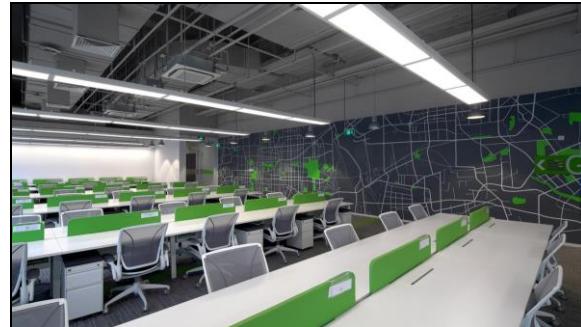
"The benefits are a boost in morale and community image. It generated camaraderie between people from the different silos in the organization. By engaging our employees, we're also improving the way we satisfy customers.



You don't have to put on a full public performance – there are other easy ways to bring arts into business – simply provide artistic workshops – ways for employees to learn new things and have fun alongside their co-workers.

76% of companies that invest in creativity have happier employees. - [Adobe State of Create 2016](#)

69% of companies that received national recognition for being a 'best place to work' reported the company fosters creativity. - [The Creative Dividend](#)



As simple as using art to help create warm, energetic, environments



Bring creativity and inspiration to both client and employee spaces



Battle of the Bands - Just having Fun together, building stronger teams across departments



I love these guys



Creative ways to use the arts to train in leadership and teamwork.

This is our local orchestra conductor leading the Pres CEO of our local chamber, Pres CEO of our tourism agency and our top philanthropist – just plain fun.



Theatre can be a powerful tool for Diversity Equity & Inclusion

Cultural understanding can be developed by hearing and/or telling your story on stage

Facilitating courageous conversations

Great opportunity for Employee or Business Resource Groups



Creating empathy and understanding – by putting yourself in someone else's shoes



When businesses partner with the arts they get more **inspired and engaged employees**.

Encourage your employees to Get involved and Give Back

Those that are more involved in community and supported by their companies are more likely to stay and grow with your company.

Examples include:

Serving on local arts boards, volunteer with local arts groups

Employee giving campaigns

Ticket programs, employee tours of museums, behind the scenes

Skills-based volunteering

Matching grants



Third leg of the stool - Arts & Business for social impact – connect to your corporate philanthropic goals and connect your employees to your values. Whatever your corporate community goals, Arts can be a powerful partner. For example - Health and wellness



Or education



Education and workforce pipeline

Children that are highly engaged in the arts are more creative, disciplined, collaborative, confident AND 4 times more likely to graduate high school



Or Community development



Economic impact



I encourage arts leaders to really work with your business partners to find out what their business and philanthropic objectives are. And, I encourage business leaders to work with your arts leaders to create win-win-win partnerships for your business, your employees and the community in which you live and work.



For a brighter today and a stronger tomorrow

Thank you – loved being with you today – congratulations to all the nominees and award winners. I cannot look forward to hearing about the partnerships you will build in the years to come and if I can be helpful in any way, you can find me on twitter at christenboone or on LinkedIn.

CONTACT INFORMATION:

Christen Boone

President & CEO, Fund for the Arts

President & Founder, The Boone Group Consulting

cboone@fundforhearts.org

502-727-7782

LinkedIn at christenboone.