

ANNUAL REPORT

2000 – 2001

NEW HAMPSHIRE BUSINESS COMMITTEE FOR THE ARTS

MEMBERSHIP LIST

Anthem Blue Cross Blue Shield of NH
Autofair Automotive Corporation
Bank of New Hampshire
BAE Systems
Bedford Granite Group, Inc.
Berry, Dunn, McNeil & Parker
Bottomline Technologies, Inc.
Business New Hampshire Magazine
Cambridge Trust Company Of NH
Catholic Medical Center
Center of New Hampshire-Holiday Inn
Central Paper Products Company
CIGNA Healthcare Co.
Citizens Bank
Dartmouth Hitchcock Medical Center
Devine, Millimet & Branch
Ernst & Young
EQ
Fidelity Investments
Fisher Scientific
Fleet Bank
Frisbie Memorial Hospital
Highlander Inn
Hitchiner Manufacturing Company
Jefferson Pilot Financial
Lavallee/Brensinger P.A.
Liberty Mutual Insurance Group
Markem Corporation
McGowan Fine Art, Inc.
McLane, Graf, Raulerson & Middleton
MCT Telecom
Monadnock Paper Mills, Inc.
Nelson, Kinder, Mosseau & Saturley
Northeast Delta Dental
Northland Forest Products, Inc.
Notre Dame College
Orr & Reno, P.A.
PC Connection
Peerless Insurance Company
Peter Powell Real Estate
Prince Communications
Providian National Bank
Public Service of New Hampshire
RMC Research Corporation
Sanders & McDermott
Scudder Kemper Investments, Inc.
Shaheen & Gordon
Sheehan, Phinney, Bass & Green
Sheraton Harborside Portsmouth
Shorty's Mixican Roadhouse
Sitesurfer Publishing LLC
Speedy Printing
Southwest Air
State Street Global Advisors
Stibler Associates
Story Land-Heritage NH
Sulloway & Hollis
Tillotson Healthcare Products
Tyco International
Verizon
Vertical Market Ventures
Wayfarer Inn
White Mountain Investment, Inc.
White Pines College
wunderkind studios

THE YEAR IN PERSPECTIVE

Since 1985, the New Hampshire Business Committee for the Arts has provided an important resource to enhance the business community's support of the arts and to recognize not only the many ways the arts enrich our lives, but also the economic benefits the arts bring to our communities.

The NHBCA has been excited to work with the New England Council, the country's oldest regional business organization, on a project that confirms this connection between the arts and the economy. The New England Council's report on its recently conducted study, "The Creative Economy Initiative," reinforces that our arts and cultural activities not only increase quality of life but also play a major role in the economic health and competitiveness of our region.

Specifically, the study finds that the arts and culture industry provides jobs for 245,000 New Englanders, generates more than \$4.4 billion in payroll, and surpasses other traditionally recognized leading industry sectors such as healthcare technology, software, and communications services in number of jobs and rate of growth.

Likewise, New Hampshire's economy sees wide-ranging benefits from the arts, spanning from employing some 18,000 residents in the industry, to helping to bring in about \$460 million a year in cultural tourism.

The Creative Economy Initiative is unique in that it takes a very comprehensive view of the impact of arts and culture on the economy by including in its study nonprofit and commercial enterprises, as well as individual artist-entrepreneurs. Perhaps most importantly, the study demonstrates that business support of the arts is not an "us vs. them" proposition; rather, it is about building on the common and continuing thread between the two to make our economy stronger and our communities better places in which to live.

In today's global economy, both companies and workers can locate virtually anywhere in the world. We're seeing that businesses and entrepreneurs are increasingly basing location decisions on quality of life issues, seeking the attributes that will help attract their most important asset: a highly educated and skilled workforce. The characteristics they seek include a beautiful setting, a convenient commute, diverse recreational opportunities—and culturally rich and vibrant communities.



Robert A. Wells, *Chairman*



Joan Goshgarian, *Executive Director*

MISSION STATEMENT

The New Hampshire Business Committee for the Arts was formed in 1985 to educate, motivate and recognize business support of and participation in the arts. It maintains about 70 dues paying members and operates a variety of programs and projects to encourage and involve businesses in the arts. It is affiliated with the national Business Committee for the Arts headquartered in New York.

HIGHLIGHTS

Participated on the New England Council task force for the Creative Economy Initiative. Hosted New Hampshire presentations to engage and educate business leaders on the impact of cultural arts as an economic sector.

Conducted a Performing Arts Attendance Survey to support the nonprofit arts sector of New Hampshire to become more effective in its audience development efforts by learning more about the interests, preferences, and behaviors of people who attend very few performing arts events in major population areas of the state.

Co-Organized a technology exhibit for the New Hampshire re-staging of the 1999 Smithsonian Folklife Festival in Washington. Worked to promote the state's high tech industry as the "tradition of the future" and to connect its story of growth to the communities and characteristics of the state.

Identified and placed business people with expertise in finance, law, insurance, information systems, marketing and human resources to projects and boards of directors of arts organizations.

Founded Lawyers for the Arts/New Hampshire, that, in its eleven years of existence, has referred more than 100 artists and arts organizations to attorneys who have provided hundreds of hours of legal assistance on a reduced or no fee basis.

Promoted audience development through the continuation of ArtSavers to member company employees.

Showcased arts and performances utilizing or influenced by high technology through the sixteenth annual Business in the Arts Awards. Commissioned "Robodance" featuring a dance of robots with humans.

PROGRAMS

Business in the Arts Awards honors outstanding business support of the arts. New Hampshire companies are nominated by artists, businesspeople and arts administrators for specific projects and overall support of the arts. A distinguished panel of judges selects four companies and one business executive as the winners. The winners are announced at a gala evening banquet that also serves to showcase performing and visual arts. Four hundred fifty arts and business leaders attended the 2000 awards program.

ArtSaver organizes a discount cultural coupon program with New Hampshire's arts groups to promote audience development within the businesses supportive of the arts. The arts organizations each create a discount on tickets; the NHBCA prints and distributes coupons three times a year to 20,000 employees of member companies.

Business Resources for the Arts contacts business volunteers with expertise in various areas (legal, marketing, finance, technology) to match requests from arts organizations. Assistance is provided in locating business people to join not-for-profit boards as directors. Volunteers are also found for short-term projects such as media strategy and technology assistance.

Consulting Services provides a direct resource to business on how to incorporate the arts into business projects such as marketing, employee activities and public relations. Consulting is also held with arts groups to assist them in modifying proposals, packaging new programs and approaching companies for support.

Lawyers for the Arts/New Hampshire maintains a resource bank of 300 volunteer lawyers and processes referrals for no fee and fee reduced arts-related legal assistance to those artists and arts organizations in all creative fields who cannot afford private counsel. Periodic seminars have been conducted for lawyers on arts-related legal issues.

Leadership Arts Series is a statewide program of arts leadership development and training designed to enhance the partnership between business volunteers, board members, and the arts community in New Hampshire. The program provides training and awareness of the arts through a series of quality classes, expert resource speakers and exposure to the needs and operations of various levels of arts organizations.

Publicity distributes periodic newsletters featuring member company arts information, NHBCA activity and arts sponsorship information. It also provides speakers for panels and conferences and responds to inquiries from the media on business support of the arts.

STATEMENT OF INCOME AND EXPENSES

For the Fiscal Year Ended April 30, 2001

INCOME:	Membership Dues	\$52,000
	Banquet/Awards	53,475
	Leadership Arts	0
	Lawyers for the Arts	125
	ArtSaver	450
	Interest	9,602
		<u>\$115,652</u>
EXPENSES:	Personnel	\$64,312
	Utilities	2,149
	Office Supplies	221
	Computer	299
	Travel	909
	Other	4,510
	Banquet/Awards	18,798
	Leadership Arts	0
	Lawyers for the Arts	175
	ArtSaver	751
	Accounting	290
		<u>\$92,414</u>
	INCREASE IN FUND BALANCE	\$23,238
	FUND BALANCE — MAY 1, 2000	34,848
	FUND BALANCE — APRIL 30, 2001	\$58,086

BOARD OF DIRECTORS

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