

# WHY PARTNER WITH THE ARTS?



Businesses need people and strategies that can respond to an ever-changing, complex world of work. Leveraging the arts to **advance diversity, equity, and inclusion** initiatives creates a platform for **connectivity and cohesiveness**. Let us show you how.

## THE ARTS CULTIVATE DIVERSITY & EMPATHY



Partnering with the arts allows your employees, company, and community to gain better understanding of diverse cultures and ideas and helps build an inclusive workforce.

**57%** OF **COMPANIES**

with less than 100 employees believe that the arts support their corporate objective to create conversation about important issues.

*Business Contributions to the Arts: 2018 Edition*

**73%** OF **POPULATION**

agree that arts "help them understand other cultures better."

*Americans Speak Out About the Arts in 2018*

**50%** OF **COMPANIES**

with more than 25,000 employees say that the arts support their corporate objective to address issues of diversity and inclusion in the workplace.

*Business Contributions to the Arts: 2018 Edition*

“At Ameriprise Financial, we celebrate the arts as a medium that brings people together and enables us to see the world through the lens of diverse cultures and experiences. We support programs, exhibitions, and artists that enrich our communities, inspire new ways of thinking, and share the beauty of art with people from all walks of life.”

**BRIAN PIETSCH**

SENIOR VICE PRESIDENT, COMMUNITY RELATIONS AND PUBLIC AFFAIRS

**AMERIPRISE FINANCIAL**

# PARTNERSHIPS IN PRACTICE

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## ROCHE TISSUE DIAGNOSTICS' **WE ARE HUMAN EXHIBITION**

In partnership with the Arizona Business Committee for the Arts, Roche Tissue Diagnostics used their in-house gallery space to support an employee driven photography project that was designed to deconstruct bias and embrace humanity. Those who participated brought an object or 'cultural artifact' that they felt represented them and took a professional portrait. They were also asked to write five things about themselves. The portraits were displayed on one wall while the 'five things' were displayed on another, giving participants and exhibition attendees the opportunity to have meaningful conversation, learn new things about their colleagues, and explore implicit biases they might have as a result of looking at the photographs.

*Photo credit:  
Portrait from Roche Tissue Diagnostics WE ARE HUMAN Exhibition*

BOOZ ALLEN HAMILTON

## **HOSTS "HIDDEN FIGURES" FILM SCREENINGS**

In honor of Black History Month in February, Booz Allen Hamilton held a series of "Hidden Figures" screenings in theaters across the country. The firm encouraged its employees not just to attend the film, but to start conversations around diversity and inclusion that bridge differences across its social channels. The combination of the poignant film and the panel of local STEM professionals across industries inspired many to continue the dialogue around tactical solutions for removing barriers that impede the advancement of women and people of color in STEM industries.

## FURTHER **READING AND RESEARCH**

### EMBRACE DIVERSITY & TEAM BUILDING FROM THE PARTNERSHIP MOVEMENT

This essay illustrates ways the arts can advance DEI initiatives in business.

### NEIGHBORHOOD DIVERSITY, ECONOMIC HEALTH, AND THE ROLE OF THE ARTS

An exploration of where arts organizations in New York City locate in terms of neighborhood diversity.

For more information on the pARTnership Movement and additional resources and case studies, visit [www.pARTnershipMovement.org](http://www.pARTnershipMovement.org).

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## THE ARTS AMPLIFY EMPLOYEE SKILLS



The arts reveal and enhance the breadth of talent and creativity among employees and teams, cultivating the creative thinking skills your business needs.

**55%** OF **AMERICANS**

say that their job requires them to be creative—either individually or as part of a team—and come up with ideas that are new or unique.

*Americans Speak Out About the Arts in 2018*

**64%** OF THE **WORKING POPULATION**

believe that the arts make them a more creative person, which helps them in the workplace.

*Americans Speak Out About the Arts in 2018*

**59%** OF **BUSINESSES**

said the arts increased employee creativity and growth.

*Business Contributions to the Arts: 2018 Edition*

“Hallmark’s #my5days program offers five accountable work days per year for creative employees to renew, explore, learn, and think differently. This initiative has spurred several product concepts and ideas that we have brought to the marketplace. With #my5days, Hallmark has created a more connected and engaged employee community, as they focus on a continual development of the arts.”

**KRISTI HEENEY-JANIAK**  
CREATIVE CULTURE & TALENT  
DEVELOPMENT MANAGER

**HALLMARK CARDS, INC.**

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## ASPEN SKIING COMPANY

### ART IN UNEXPECTED PLACES

Since 2005, Aspen Skiing Company has used art to fulfill the company's founding mission of making Aspen a place to renew the whole person in mind, body, and spirit. By placing art throughout the work environment—on the mountains, in their restaurants, on their lift tickets, and on their office walls—both employees and guests engage with art in the context of their surroundings. Recent partnerships have included text-based lift ticket art, environmentalism-themed installations on the mountain, and an original Herbert Bayer tapestry on display. To seed conversation, ASC produces blogs for its website and presents employees with talking points—extra tools to engage customers for a unique experience.

*Photo credits:*

*Aspen Snowmass Lift Ticket Artwork by Murakami, photo by Harrison Buck*

*Solo Together—Art in Unexpected Places by Paula Crown, photo by Jordan Curet*

## KOHLER

### ARTIST IN RESIDENCE PROGRAM

Kohler Co. offers artists residencies of two to six months to explore new ways of thinking and working and to create bodies of work that are not possible in their own studios. The value of Arts/Industry to Kohler and the region is manifold: the artists' involvement in the factory and the community energizes the associates, and produces a creative synergy not only with the designers but also with engineers, slip casters, enameling specialists, and others. The cross-pollination leads to innovative ideas and products.

## FURTHER

### READING AND RESEARCH

#### CAPITALIZING ON COMPLEXITY: INSIGHTS FROM THE IBM GLOBAL CHIEF EXECUTIVE OFFICER STUDY

This study, conducted by IBM, is based on face-to-face conversations with more than 1,500 chief executive officers worldwide.

#### READY TO INNOVATE

This survey reflects employers' recognition that building an innovative workforce will depend on developing employees' creative abilities.

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## THE ARTS DRIVE INNOVATION



The arts foster inspiration, empathy, and leadership—all which establish a platform to innovate in an ever-evolving economy.

**60%** OF **AMERICANS**

agree that the more creative and innovative they are at their job, the more successful they are in the workplace.

*Americans Speak Out About the Arts in 2018*

**63%** OF **EMPLOYERS**

who considered creative ability a primary concern in the hiring process preferred the creative employee over the technically skilled individual.

*Ready to Innovate*

**63%** OF **COMPANIES**

promote board service at arts organizations believing that such opportunities provide important talent development opportunities.

*Business Contributions to the Arts: 2018 Edition*

“The arts create conversation. Sometimes challenging conversation. Conversation is how we get to know each other a little bit better...Providing constant and protected space for the exchange of ideas is critically important to the health of our business through the active engagement of our employees...Business leaders need to take intentional steps to create these spaces. Otherwise, we miss the opportunity to develop and unleash the inherent creative talent of our employees.”

**PAUL KINLEY**  
PARTNER

**OPSIS ARCHITECTURE**



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*Photo credit:  
M Powered Strategies improv class with Washington DC's Shakespeare Theatre Company*

## M POWERED STRATEGIES IN **COLLABORATION WITH SHAKESPEARE THEATRE CO**

M Powered Strategies has been a strong supporter of Washington, D.C.'s Shakespeare Theatre Company for many years. In early 2019, MPS' President and CEO became a member of STC's board of trustees. Over the past year, MPS consultants have done in-depth pro-bono work for the theater company, helping them develop and implement wide-ranging strategic changes. MPS staff are offered tickets to all performances of the Shakespeare Theatre Company—a benefit many accept with great enthusiasm. MPS consultants are also encouraged to attend technical rehearsals, improv workshops, and classes, some with a corporate/business focus, further engaging employees in the world of the arts.

## NOKIA BELL LABS' ARTIST IN **RESIDENCY PROGRAM**

Through Nokia Bell Labs' one-year artist residency program, artists become part of the research teams and as a result of such close collaborations, their creativity organically spreads throughout the research community. While some structures for interactions are in place, Nokia Bell Labs' goal is that organic and long-lasting collaborations will ensue. The company encourages employees to engage with the artists because the collaborations can be very rewarding and unique, help establish new research directions, and open up employees' minds to new ways of thinking about the intersection of humanity and technology. The employees state that they enjoy collaborating with the artists (even when it adds more hours to their work week) because they learn so much and the interactions open their minds to new research directions.

## FURTHER **READING AND RESEARCH**

### UNMASKING BUSINESS SUCCESS: EXECUTIVE PERCEPTIONS OF ARTS ENGAGEMENT AND WORKFORCE SKILLS

This study explores the role of arts engagement on workforce skills.

### FOSTERING INNOVATION THROUGH A DIVERSE WORKFORCE

A Forbes Insights report of more than 300 executives seeking to better understand the role of diversity and inclusion in business.

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## THE ARTS SHOW GRATITUDE

The arts offer meaningful, enjoyable experiences and valuable benefits to your employees and their families which keeps employees engaged.

**69%** OF **AMERICANS**

believe the arts "lift me up beyond everyday experiences."

*Americans Speak Out About the Arts 2018*

**75%** OF LARGE COMPANIES (\$25B+)

provide free/discounted tickets, offer release time for volunteering, and provide grants to arts organizations where employees volunteer.

*Business Contributions to the Arts: 2018 Edition*

**92%** OF **COMPANIES**

offer a matching gift program, and 55% of companies match employee gifts to any organization of the employee's choosing.

*Giving in Numbers 2018*

“The arts programs we have make Houston Methodist a great place to work, thus helping with retention. We have heard many times from new employees, ‘when I saw the chamber ensemble in the lobby I knew this was a place I wanted to work,’ or ‘I’m proud to work in a place that would offer me this creative outlet.’ Working in health care can be a uniquely stressful environment, which is why the Arts Enrichment Classes, offered free to employees, allow a creative outlet for daily stressors. The goal of the arts enrichment activities is to support a healthy work-life balance where creativity is used as a vehicle to provide meaning, self-reflection, rejuvenation, and build resiliency.”

**J. TODD FRAZIER**  
SYSTEM DIRECTOR,  
PERFORMING ARTS MEDICINE

**HOUSTON METHODIST**

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Photo credit:  
Turnaround Arts Mentor musician Jake Shimabukuro (and his son) with Kalihi Kai  
Elementary students at a Turnaround Arts Hawai'i event

## HALEKULANI'S **EMPLOYEE ENRICHMENT PROGRAM**

In addition to its arts partnerships that provide unique art and cultural experiences for hotel guests and patrons, Halekulani also initiated a company-wide Employee Enrichment Program as an added value for its staff and employees. A key focus of this program is exposure to, and education about, the myriad venues of arts expressions. The on-going program provides select complimentary access to various arts institutions and venues, including the Hawaii International Film Festival, Hawaii Opera Theatre, Hawaii Symphony Orchestra, and Honolulu Museum of Art. Halekulani also continues to elevate the program by developing educational events and presentations in concert with its arts partners in order to provide a better understanding of art, music, film, and culture for employees and their families.

## GUIDO'S FRESH MARKETPLACE **OFFERS ARTS EXPERIENCES TO EMPLOYEES**

Guido's Fresh Marketplace is an independent, family-owned grocery store with two locations in the Berkshires. For the 2017 market season, they created the #ArtFeedsUs campaign, which partnered with ten organizations across the county. In addition to gifts for customers, each organization provided something for Guido employees (i.e. a rotating membership to the museum, season theater tickets, etc.). As a result, the staff became advocates for the arts, telling customers about their recent experiences. A company-hosted employee art show soon followed. Through partnering with arts organizations, Guido's not only promoted and supported the arts, but they engaged their employees and found a way to thank them and honor their own artistry.

## FURTHER **READING AND RESEARCH**

### QUANTUM WORKPLACE: 2019 EMPLOYEE ENGAGEMENT TRENDS

This aggregate study examines employee engagement levels and key drivers.

### BUSINESS CONTRIBUTIONS TO THE ARTS: 2018 EDITION

This Americans for the Arts annual survey tracks business engagement in the arts.

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# WHY PARTNER WITH THE ARTS?



When businesses partner with the arts, they gain a **competitive edge**. We've identified the best reasons why partnering with the arts **expands market share and creates a healthy workplace**. Let us show you how.

## THE ARTS SET YOUR BUSINESS APART



Leveraging a partnership with an artist/arts organization will help you communicate your company's story by engaging customers and clients, conveying your unique values.

**69%** OF **COMPANIES**

that received national recognition for being a 'best place to work' reported the company fosters creativity.

*The Creative Dividend*

**55%** OF **MANUFACTURING COMPANIES**

view the arts as helping to recruit and retain employees.

*Business Contributions to the Arts: 2018 Edition*

**45%** OF **COMPANIES**

say that partnering with the arts offers networking opportunities and the potential to build market share.

*Business Contributions to the Arts: 2018 Edition*

“ Vehicles are going longer between oil changes and many only need one or two oil changes per year. This makes it easy to forget about your neighborhood Jiffy Lube. By painting murals on the side of our locations, we are giving people an organic reason to talk about and pay attention to our stores. Our business is setting records year after year and our people are excited to be learning and growing as part of this project.”

**STEVE SANNER**  
PRESIDENT

**JIFFY LUBE OF INDIANA**

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Photography by Gia Goodrich, Set by Anthropologie at the 2017 Portland Opera Gala

## ANTHROPOLOGIE STYLES PORTLAND OPERA

In 2017 Portland's Anthropologie store began a partnership with the Portland Opera to support their Resident Artists Program and annual gala. Anthropologie styled the two female Resident Artists for their professional recital debuts. The local store held a private fashion show and shopping event for major opera donors to help them dress for a night out at the opera; the majority of attendees had never stepped foot in an Anthropologie. Anthropologie's visual staff also created a *Vanity Fair*-style set at the gala for a beautiful photo backdrop and donated a private shopping event and gift certificate to the auction. The combination of these engagements yielded an enormous amount of visibility for the store to a completely new audience.

## THE EDWIN HOTEL

### FEATURES LOCAL ARTISTS

The Edwin Hotel, one of Chattanooga, Tennessee's newest hotels, wanted to ensure that it presented a unique and fresh perspective of the Scenic City. Within steps of the Hunter Museum of American Art and knowing that Chattanooga has a growing reputation as an arts town, it set out to be different and recognizable among an emerging movement of art-based hotels nationwide. The Edwin purchased or commissioned work from over 70 local Chattanooga artists in order to curate the largest collection of Chattanooga art in the world. It quickly became a local hotspot, as well as a luxury destination for travelers, hosting live music and art events on a regular basis.

## FURTHER

### READING AND RESEARCH

#### ADOBE STATE OF CREATE 2016

Findings reveal that people and brands who invest in creativity are more successful.

#### THE CREATIVE DIVIDEND: HOW CREATIVITY IMPACTS BUSINESS RESULTS

This survey of senior managers shows how creativity impacts business results.

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## THE ARTS ENLIVEN THE WORKPLACE



The arts stimulate positive company culture and conversation, foster employee well-being, and inspire a healthier work environment through unique and meaningful experiences for human connection.

**76%** OF **COMPANIES**

that invest in creativity have happier employees.

*Adobe State of Create 2016*

**53%** OF **COMPANIES**

say the arts stimulate creative thinking and problem solving.

*Business Contributions to the Arts: 2018 Edition*

MORE THAN **80%** OF DISENGAGED AND HOSTILE **EMPLOYEES**

would prefer the opportunity to have stress-relief breaks.

*Workplace Well-Being*

“Each year, The Standard hosts an employee art gallery in our offices in Portland, Oregon, showcasing visual and textile art, jewelry, and fashion pieces. The gallery was originally designed to foster new connections between co-workers and encourage creativity and innovation in the workplace. What we found is that not only did it meet those expectations, but it also created an environment where employees were more comfortable bringing their “whole selves” to work and felt more pride in their workplace.”

**GREG NESS**

CHAIRMAN, PRESIDENT AND  
CHIEF EXECUTIVE OFFICER

**THE STANDARD**

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## PROCTOR & GAMBLE'S **SINGOFF AND CINCYSINGS**

Proctor & Gamble's (P&G) annual SingOff and vision for CincySings as a region-wide event is an example of engaging employees through creative arts expression inside the workplace, fostering creativity, comradery, and company pride. Former P&G Group President-North America, Melanie Healey, chaired the ArtsWave Campaign in 2014, and decided to challenge the rest of the region to a company singing competition after observing the results of an internal program and the positive energy created inside the company. CincySings engages hundreds of employees from across business units, giving them a chance to express themselves creatively and showcase talents, skill, and their sense of humor for a good cause—all critical to retaining employees. CincySings has gradually expanded to include a semi-finals, online fan voting, and a major sponsor.

*Photo credit:  
Proctor & Gamble's Voices of Destiny Employee Singing Group Competes at CincySings*

## GUITAR CENTER'S **JAM NIGHTS AND GIG LEAVE**

With over 11,000 employees and many of them musicians, Guitar Center focuses on creating internal programs that inspire and support employees to create music of all genres—and enables them to bring their musical passion to work to help customers. The company features employee artists on their internal website, in communications, and at events. Employees are offered music lessons at the workplace, and associates are encouraged to participate in company-sponsored Jam Nights, where they team up to create one-night-only bands and perform for colleagues, families, and friends at a local venue. Additionally, Guitar Center offers "Gig Leave," a unique opportunity where employees can take up to three months off within a year to pursue musical opportunities; such as gigs, recording, playing, composing, or producing.

## FURTHER **READING AND RESEARCH**

### CORPORATE ARTS CHALLENGES EMPLOYEE ENGAGEMENT WORKBOOK

This how-to guide and study looks at ways of creating corporate art challenges.

### 2019 DELOITTE HUMAN CAPITAL TRENDS

This annual study explores trends in global HR and business needs.

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Businesses need communities where employees want to **live and work**. We've identified the best reasons why partnering with **the arts contributes to economic vitality and thriving communities**. Let us show you how.

## THE ARTS ADVANCE CIVIC & SOCIAL PRIORITIES



Partnering with the arts fuels the economy; promotes health, wellness and safety; creates social cohesion and connectivity; and fosters civic engagement.

**68%** OF AMERICANS

agree that, "the arts have a positive effect on my overall health and well-being"

*Americans Speak Out About the Arts in 2018*

**63%** OF COMPANIES

believe the arts contribute to the economy of the community.

*Business Contributions to the Arts: 2018 Edition*

**40%** OF NEIGHBORHOODS WITH THE LOWEST INCOME DISTRIBUTION

that also have many cultural assets enjoy an 18% reduction in the serious crime rate.

*Culture and Social Wellbeing in New York City: Highlights of a Two-Year Research Project*



Our partnership with Socrates Sculpture Park has resulted in amazing benefits for both our company, the Plant Specialists, and the park itself. Before the Community Works Initiative program, which offers job training, the park was constantly vandalized and tagged with graffiti, and the surrounding area had one of the highest unemployment rates in New York City. Since we created the Works Initiative program, we have had little to no problems with vandalizing or tagging, and we have hired 33 people that trained through the program. The park is seen as being owned by the community, and it exists to support the community. This unique training program creates a bond of loyalty between the participants, the company, and the park.

**GRAHAME HUBBARD**  
OWNER

**PLANT SPECIALISTS**



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## SQUARE'S “FOR EVERY DREAM” FILM SERIES

Square created a film series highlighting stories of everyday people chasing extraordinary dreams. By collaborating with organizations such as Cheyenne River Youth Project and Exit12 Dance Company, Square can help fulfill the dreams of business owners across America. These authentic stories of opportunity and healing spread awareness for the arts, while fostering economic empowerment.

*Photo credits:  
Square “For Every Dream” Film Series with the Cheyenne River Youth Project in Eagle Butte, South Dakota, featuring Genevieve Iron Lightening*



NV ENERGY

## USES THE ARTS TO SUPPORT MILITARY FAMILIES

One of NV Energy's employees was an Afghanistan war veteran through her service in the Nevada Air Guard. Returning from her deployment, she worked with local veterans and arts groups to create Combat Paper, a NV Energy-supported initiative where veterans shredded their old uniform and made paper from them. The paper was then turned into art, which told the story of their journey from reconciling their military service, dealing with PTSD, and returning to civilian life. Some of the combat paper was created by families who lost sons or daughters in military conflict.

FURTHER

## READING AND RESEARCH

### ARTS & ECONOMIC PROSPERITY 5: THE ECONOMIC IMPACT OF ARTS & CULTURAL ORGANIZATIONS & THEIR AUDIENCES

A comprehensive study on the economic impact of nonprofit arts across America.

### AMERICAN PLANNING ASSOCIATION: HOW ARTS AND CULTURE CATALYZES ECONOMIC VITALITY

A study highlighting how cultural assets can boost economic vitality.

For more information on the pARTnership Movement and additional resources and case studies, visit [www.pARTnershipMovement.org](http://www.pARTnershipMovement.org).

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## THE ARTS ENRICH COMMUNITY LIFE



The arts are essential to the development of a vibrant and diverse community in which the best employees want to live, work, shop, create, and contribute.

**71%** OF THE **POPULATION**

agrees "the arts have a social impact, improving the quality and livability of my community."

*Americans Speak Out About the Arts in 2018*

**79%** OF **COMPANIES**

believe arts help to improve quality of life in the community.

*Business Contributions to the Arts: 2018 Edition*

**66%** OF **BUSINESS ESTABLISHMENTS**

consider the arts and entertainment as either somewhat or very important for making communities attractive places to work.

*Arts Data Profile: Rural Arts, Design, and Innovation  
Research Brief #4: Local Arts and Entertainment as  
a Draw for Businesses and Their Workers*

“It was a thrill for us to meet the students who had the chance to experience this important musical and to dive deep into this chapter of history through the Hamilton Education Program we were so proud to support. Because the arts bring value to our community, we wanted to make sure students from across the state had the chance to see *Hamilton* on tour.”

**ROB BROUGH**  
EXECUTIVE VICE PRESIDENT

**ZIONS BANK**

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## BANK OF AMERICA **MUSEUMS ON US**

Bank of America believes the arts matter: they help economies thrive, help individuals connect with each other and across cultures, and educate and enrich societies. With the belief that museums are a source of education, emotion, and creative inspiration, the *Museums on Us* program, now in its 22nd year, offers Bank of America, Merrill Lynch, and U.S. Trust credit and debit card holders the opportunity to visit more than 225 of the most popular cultural institutions in the United States free of charge on the first full weekend of every month.

*Photo credit:  
A child partakes in the Bank of America Museums On Us Program at the Golisano Children's Museum in Naples, Florida.*

## YUM! BRANDS FAMILY SERIES

# BRINGS ARTS TO KIDS AND FAMILIES

Initiated by Yum! Brands to encourage family-friendly arts programming and to promote greater access to the arts, the Yum! Family Series allows families outside of the company to experience arts programs at a greatly reduced cost. The sponsorship offers a broad range of access to the arts to families, particularly those individuals who would not otherwise have an opportunity because of economic disadvantage. With an emphasis on education, programs of the Yum! Family Series provide field trips for local students to experience live theatre, all supporting core curriculum. The Yum! Family series also provides quality after-school arts training programs for low-income youth. These programs are creating measurable outcomes, with participants achieving higher grades, better school attendance, and longer-term success than their peers.

## FURTHER

# READING AND RESEARCH

### RURAL ARTS, DESIGN AND INNOVATION IN AMERICA

Research findings from the Rural Establishment Innovation Survey.

### ARTS, CULTURE, AND COMMUNITY OUTCOMES: WHAT FOUR LISC PROJECTS ACCOMPLISHED

A case study of culture in community development.

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