



**sabca**  
SOUTHERN ARIZONA  
BUSINESS COMMITTEE  
*for the* **ARTS**  
an affiliate of Americans for the Arts

# BUSINESS & ARTS INTEGRATION



WHEN ARTS AND BUSINESSES PARTNER, EVERYONE PROFITS

**There's a movement afoot across the country. Businesses are using the arts to inspire employees, stimulate innovation and foster creative collaboration.**

The mission of the Southern Arizona Business Committee for the Arts (SABCA) is to develop creative partnerships between the arts and business communities in in our region that promote innovation in business development practices, developing our creative economy, and branding local commerce through creative connections to our arts and cultural communities.

The Southern Arizona Business Committee for the Arts offers integrated arts programming in partnership with local businesses, as well as programming in volunteerism, leadership, and professional development, while promoting the arts' role in economic revitalization.

**BECOME A MEMBER  
AND TAKE ADVANTAGE  
OF THE BENEFITS  
TODAY!**

DEVELOPING CREATIVE PARTNERSHIPS  
BETWEEN ARTS AND BUSINESS COMMUNITIES

AJ's Sponsorship at the Devour Culinary  
Classic & Savor Food & Wine Festival



# EMPLOYEE DEVELOPMENT



## SAY THANKS

Inspire your employees by providing access to art experiences that show your appreciation for their contributions.

**How can your organization utilize arts partnerships as a means to reward employees and motivate them to perform to the best of their capabilities?**

## ENGAGE YOUR EMPLOYEES

The arts can strengthen employee engagement by encouraging personal growth, providing opportunities to develop new leadership skills, and by inspiring employees to innovate and collaborate on solving problems.

**How can your organization leverage arts partnerships as a means to inspire and engage employees so that they are able to achieve their full potential and help companies achieve success?**



## FOSTER CRITICAL THINKING

By partnering with the arts, businesses can help employees stimulate the critical thinking needed to advance business goals. Innovation is a prerequisite for progress.

**How can arts partnerships can help a company encourage critical thinking and thereby boost innovation among employees?**

## EMBRACE DIVERSITY & TEAMBUILDING

Arts partnerships facilitate the creation of a strong corporate culture fostering creativity while helping employees strengthen interdepartmental relationships, exchange ideas, and broaden networks.

**How can arts partnerships can help your company celebrate diversity, encourage teamwork, and strengthen interdepartmental networks?**



HOW DO THE ARTS FACTOR INTO YOUR BUSINESS?

# COMMUNITY DEVELOPMENT

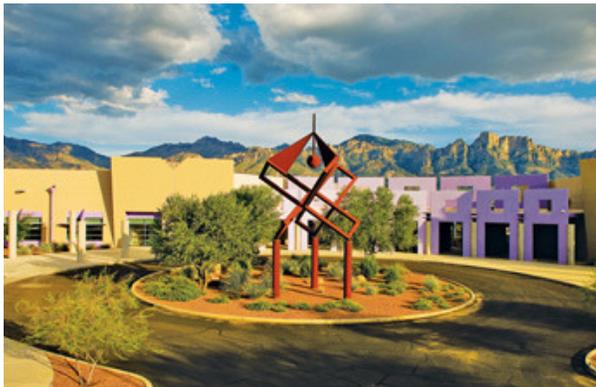


## CONTRIBUTE TO THE ECONOMY & QUALITY OF LIFE

The arts create jobs, spur urban renewal, attract new businesses, generate tourism revenue, and foster an environment that appeals to a skilled and educated workforce. By partnering with the arts, you can strengthen the health and vitality of our neighborhoods, cities, state and nation. Since businesses are part of the fabric of life in these communities, a thriving arts scene can also help the businesses that operate in that community.



**What reputation does your community have today for arts and culture?  
What sort of reputation would you like our community to have 5 or 10 years from now?  
What role can your business play in helping your community reach those goals?**



## CREATIVE PLACEMAKING

Creative Placemaking is an evolving field of practice that intentionally leverages the power of the arts, culture and creativity to serve a community's interest while driving a broader agenda for change, growth and transformation in a way that also builds character and quality of place.

In creative placemaking, partners from public, private, non-profit, and community sectors strategically shape the physical and social character of a neighborhood, town, city, or region around arts and cultural activities.

Indeed, music, film, the visual arts, and even design tend to get us gathering and talking together, frequently in the same place. Sometimes they reinforce a shared sense of culture; sometimes they provoke us (and others) to think of our communities in new ways; sometimes they are just fun. (Do not discount happiness as important to sustainability.) Often they create vital, new identities or "brands" in cities, towns, and neighborhoods.

# BRANDING & DEVELOPMENT

HOW DO THE ARTS FACTOR INTO YOUR BUSINESS?

## PUT YOUR COMPANY IN THE SPOTLIGHT

How can an arts partnership help strengthen your company's brand?

You probably already know that branding is important, but have you ever stopped and tried to define what your "brand" actually means?



## ADVANCING CORPORATE OBJECTIVES AND PRIORITIES



Businesses can use partnerships with the arts to communicate important messages to customers, employees and other stakeholders. To grow a business and attract new customers, your message must stand out.

Art communicates in a way that is catchy, memorable and accessible and can play an important role in helping you achieve this. (visual arts, music, dance, theatre, and film)

Whether you are trying to change behaviors or tell an audience what your company stands for, the arts can help you get those messages across loud and clear in a way that has a lasting impact by appealing not just to the intellect, but also to emotions—not just to the head, but also to the heart.

**In an age of information overload, how can businesses make themselves heard with this message when their audiences are bombarded with voices?**



# BECOME A MEMBER

THE **SOUTHERN ARIZONA BUSINESS COMMITTEE FOR THE ARTS**, ADMINISTERED BY THE SOUTHERN ARIZONA ARTS AND CULTURAL ALLIANCE, ESTABLISHES GROUNDBREAKING ARTS AND BUSINESS INTEGRATION THROUGH THE DEVELOPMENT OF KEY BUSINESS AREAS.

THE SOUTHERN ARIZONA BUSINESS COMMITTEE FOR THE ARTS IS AN AFFILIATE MEMBER OF THE NATIONAL BUSINESS COMMITTEE FOR THE ARTS.

As local to international businesses have restructured their financial resources to weather the changing economic climate, an interesting bottom line has surfaced – the arts help businesses thrive and businesses help the arts build community.

Partnerships between the arts and the private sector continue to step outside of the box and are leaning more towards mutually beneficial relationships. With billions of dollars invested in the arts, private businesses, individuals and organizations have become the foundation beneath the health and vitality of the nation's arts. With the recent and continuing changes to the business landscape, the arts can play a pivotal role in enhancing business practices, increasing employee engagement and improving creative thinking skills.



# BASIC MEMBERSHIP

## SOUTHERN ARIZONA BUSINESS COMMITTEE FOR THE ARTS

### CULTURAL CONCIERGE

Provide your employees with unique Arts encounters and experiences that only the Arts can provide. From leadership arts based training, group arts centric outings and employee gatherings at the theatre, concerts and performing arts experiences. Your basic membership provides you with one complimentary arts integration consulting session, building you customized recommendations to help you leverage the arts to power your business goals.

### ARTS & CULTURAL RESOURCE DIRECTORY ACCESS

Your business will receive access to thousands of local artists: musicians, bands, visual arts and more. Utilize these artists for company parties, networking events and employee incentives.

### ART @ WORK

Arts partnerships facilitate the creation of a strong corporate culture that fosters creativity while helping employees to strengthen interdepartmental relationships, exchange ideas, and broaden their networks. We provide you with customized suggestions for arts based professional development classes and programs that can cultivate innovation.

### TICKET DISCOUNTS

All SABCA Members receive 10% off tickets for all of their employees, to SAACA annual events and programs.

### LISTING

Business Name listed on SAACA Website & annual printed Undercover Arts program.

### UNDERCOVER ARTS MAGAZINE

Distributed at each of SAACA's annual performing arts and cultural events and throughout Southern Arizona, the Performing Arts Magazine is an effective way to gain exposure to exclusive audiences and supporters in our community. Members receive 30% off rack advertising rates in the program.

## MEMBERSHIP RATES

**INDIVIDUAL / ARTIST (1 PERSON)**  
\$75 ANNUALLY

**SMALL BUSINESS (LESS THAN 40 EMPLOYEES)**  
\$200 ANNUALLY

**MEDIUM BUSINESS (40-200 EMPLOYEES)**  
\$400 ANNUALLY

**LARGE BUSINESS (200+ EMPLOYEES)**  
\$600 ANNUALLY

**NONPROFIT AFFILIATE MEMBERSHIP**  
\$50 ANNUALLY

# CUSTOM PARTNERSHIP

SOUTHERN ARIZONA BUSINESS COMMITTEE FOR THE ARTS

## COLLABORATE TO INNOVATE

The Southern Arizona Business Committee for the Arts understands the need for a custom built partnerships, that best suites your business goals and needs. Let us build a community partnership that reflects you and your goals.

Build your own custom partnership based on your business goals. An investment in the arts will pay dividends, and deliver on your business goals today.

## EMPLOYEE DEVELOPMENT PROGRAMS

- Artist facilitated professional development sessions for marketing professionals, executives, team building, art thinking and creative innovation. (\$150-\$300 per hour)
- Employee Art Gallery Exhibition
- Battle of the Bands & Live Music Series \$1,000-\$2,000
- Art Making Classes \$300-\$500 per session
- Culinary Based Instruction \$200-\$300 per session
- Arts & Cultural Education Classic (Featured Artist / Maker Classes) \$250-\$500 / 2 hour
- Free Employee Arts Experience, Behind the curtain tours & free Ticket programs (1 for 1) \$200-\$1,000 depending on employee size
- Employee Community Engagement Project \$1,500-\$4,000

## CREATIVE PLACEMAKING / CREATIVE COMMUNITIES INVESTMENT

- Create a custom signature event - local art festivals, public art installations, film series, culinary events, creative writing showcases, theatre showcases, performance events, community arts education projects and free live music series. \$3,000-\$25,000
- Creative co-working and non-profit centers for the arts.
- Multidisciplinary youth arts programming. \$350-\$700 per session
- Transform public and business spaces into venues to showcase performance and visual artists, community gallery \$2,500-\$10,000

## BUSINESS DEVELOPMENT / EXPOSURE / BRAND DEVELOPMENT

- Arts & Cultural Event Sponsorship \$2,500-\$10,000
- Customized networking and outreach events \$1,000-\$2,000
- Host an event in your business space or feature local artists works on display including live music series, artist residency program, or one-of-a-kind signature event to support your brand or host a showcase exhibition \$1,500 per event
- Launch a branding campaign utilizing a local emerging or established artist to be featured in the campaign - let your product or service be differentiated in your sector \$1,000-\$7,000
- Exhibit space at a community arts and cultural event \$250-\$400

**Your business goals, our our challenge. Partnering with the Arts is a cost-effective way to achieve your goals, while supporting your employees, your customers and our community.**



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**ALL ACROSS THE COUNTRY, TODAY'S MOST INNOVATIVE  
BUSINESSES ARE USING THE ARTS TO HELP THEM MEET SOME OF  
THEIR MOST DIFFICULT AND VITAL OBJECTIVES**

**THE ARTS ARE  
AMERICA'S SECRET  
WEAPON IN  
DEVELOPING  
OUR COMMUNITIES  
AND CITIES**

*— Robert Lynch, President and CEO of Americans for the Arts*

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# OUR PARTNERS

SOUTHERN ARIZONA BUSINESS COMMITTEE FOR THE ARTS

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## CUSTOM PARTNERSHIPS

VENTANA MEDICAL SYSTEMS, INC  
RADIOLOGY LTD.

COX COMMUNICATIONS

FISHKIND, BAKEWELL & MALTZMAN

TUCSON ELECTRIC POWER COMPANY

TANQUE VERDE DENTAL

VESTAR - ORO VALLEY MARKETPLACE, TEMPE MARKETPLACE, DESERT RIDGE & WEST GATE  
GENERAL GROWTH PROPERTIES - TUCSON MALL & PARK PLACE

WADDELL & REED

COMCAST

THE FOUNTAINS AT LA CHOLLA (A WATERMARK COMMUNITY)

MACERICH: LA ENCANTADA, CASA GRANDE PROMENADE, KIERLAND COMMONS  
SPLENDIDO

JW MARRIOTT STARR PASS TUCSON RESORT & SPA

THE LODGE AT VENTANA CANYON

WESTIN LA PALOMA TUCSON

BANK OF THE WEST

## MEMBER PARTNERS

RBC WEALTH MANAGEMENT  
HUGHES FEDERAL CREDIT UNION  
GLACIER BEVERAGE COMPANY  
WESTWARD LOOK RESORT  
GROUP MANAGEMENT SERVICES  
TUCSON LOCAL MEDIA  
ZOCALO  
EDIBLE BAJA ARIZONA  
SCRIPPS  
ARIZONA DAILY STAR  
TUCSON HAPPENINGS

TUCSONTOPIA  
LOVIN LIFE AFTER 50  
KXCI  
GREEN LIVING MAGAZINE  
TUCSON FOODIE  
FOX 11  
ORO VALLEY VOICE  
YELP  
LOCAL FIRST ARIZONA  
TUCSON ORIGINALS RESTAURANTS  
COMMUNITY FOOD BANK OF  
SOUTHERN ARIZONA

HISPANIC CHAMBER OF COMMERCE  
WIST  
LOCAL FIRST ARIZONA  
FINLEY DISTRIBUTING  
BREAKTHRU BEVERAGE GROUP  
MONARK PREMIUM APPLIANCE CO.  
SYSCO ARIZONA  
HENSLEY BEVERAGE COMPANY  
TUCSON BOTANICAL GARDENS  
COMPOST CATS  
MUSEUM OF CONTEMPORARY ART



# HOW DO WE BUILD AN ARTS PARTNERSHIP?

## WHAT ARE SOME OF YOUR INTERNAL EMPLOYEE BASED DEVELOPMENT GOALS?

Professional development, Employee Engagement, Incentives, Networking, Teambuilding

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## ARE YOU LOOKING TO EXPAND YOUR BRAND, PRODUCT, SERVICE OR EXPOSURE IN THE COMMUNITY?

List some of the services, messages, products or major goals in the coming year you are looking to bring attention to.

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## WHAT TYPE OF COMMUNITY DEVELOPMENT INITIATIVES DOES YOUR BUSINESS WANT TO BE INVOLVED IN?

List some of the services, messages, products or major goals in the coming year you are looking to bring attention to. What story do you want to tell to your potential customers and potential clients.

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## WHERE DOES YOUR BUSINESS HOPE TO SEE THE MOST GROWTH?

What aspect of your unique business would you like to see the most growth in?

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Let us leverage local arts and cultural resources to build a customized partnership with your company and help you reach all of your business goals this year!

## CUSTOMIZED BUSINESS PARTNERSHIP WORKSHEET

A successful partnership or collaboration can be characterized where all parties benefit -- a business/arts partnership is no different. The trick is to find common goals or outcomes where everybody comes out a winner.

