Sharpening Your Competitive Edge Through Art

A virtual presentation and roundtable discussion on the arts as a solution to corporate objectives
Partnering Your Way to Success: The Arts as a Solution to Corporate Objectives

- Leveraging the Arts to Achieve Equity, Justice, and Inclusion Goals
  August 11 (Case Studies) & August 18 (Roundtable Discussion)

- Using the Arts to Engage Teams and Inspire Innovation
  October 13 (Case Studies) & October 20 (Roundtable Discussion)

- Sharpening Your Competitive Edge Through Art
  December 10

- Advancing Social Priorities and Creating Vibrant Communities
  February 23, in partnership with CECP
Setting Your Business Apart

45% of companies say that partnering with the arts offers the potential to build market share.

42% of companies stated their decision to contribute to the arts was because it supports strategic business goals.

48% of respondents said that the arts help them reach diverse audiences.

Business Contributions to the Arts, by Americans for the Arts and The Conference Board (2018 and 2019)
82% respondents say that companies that are more creative gain greater business benefits like revenue growth and market share.

State of Create, by Adobe and Foresters (2014)
Founders Brewing Company

Mark Hegedus, *Chief Sales Officer*
Differentiating Healthcare

80% of hospital administrators
Say the arts aid in mental and physical recovery of patients

41% of hospital administrators
Say the arts aid in patients’ physical recovery

68% of Americans
Agree that the arts improve health and healthcare experience


Americans Speak Out About The Arts in 2018: An In-Depth Look at Perceptions and Attitudes About the Arts in America (2018), Americans for the Arts
Summa Health

Dr. David Custodio, President, Summa Akron City and St. Thomas Hospitals

Meg Stanton, Harris Stanton Gallery