

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

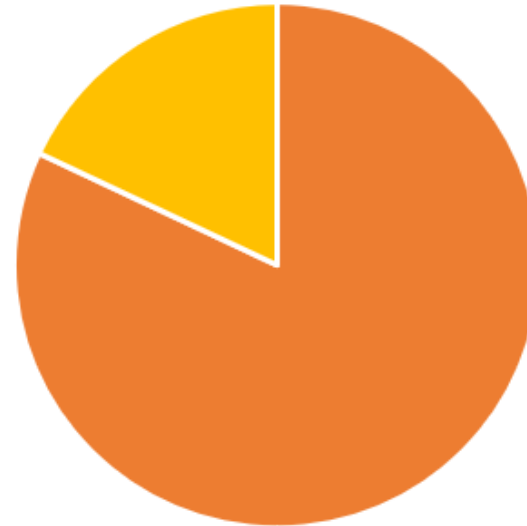
Business Contributions to the Arts, by Americans for the Arts and The Conference Board (2018 and 2019)



Setting Your Business Apart

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

Sonke, Jill & Rollins, Judy & Brandman, Rusti & Graham-Pole, John. (2009). The state of the arts in healthcare in the United States. Arts & Health. 1. 107-135. 10.1080/17533010903031580.

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*

