



**AMERICANS
for the ARTS**

Courtesy of the Americans for the Arts

The Arts are good for business!

8 Reasons to Partner with the Arts

1) Recruit Talent

Employees want to live and work in a vibrant community.

2) Put Your Company in the Spotlight

The arts help you build market share, enhance your brand and reach new customers.

3) Advance Corporate Objectives & Strategies

The Arts help you get your message across in engaging ways.

4) Foster Critical Thinking

Did you know that creativity is among the top applied skills sought by employers?

5) Engage Your Employees

The arts challenge employees to be their best.

6) Embrace Diversity & Team Building

The arts create an environment that blends backgrounds, ethnicities and cultures.

7) Say Thanks

The arts are a great way to show you appreciate your employees.

8) Contribute to the Economy & Quality of Life

When you partner with local arts, you partner with the whole community.