

# N·H·B·C·A

NH Business Committee for the Arts  
49 South Main Street, Suite 205  
Concord, NH 03301

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## NH BUSINESS COMMITTEE FOR THE ARTS

CONNECTING CULTURE, COMMERCE, AND CREATIVITY

# ANNUAL REPORT

2016-17

# Join Us in Connecting Business and the Arts

## A CREATIVE WORKFORCE

The arts and the creative thinking they inspire are fundamental to our culture and economy. Increasingly, success in all walks of life comes to those who innovate, who can imagine alternatives and envision better solutions; the same creative problem solving skills fostered by the arts.

The New Hampshire Business Committee for the Arts is our state's most effective advocate for businesses to connect to and support the essential role of the arts in our lives. It represents the collaboration of many of New Hampshire's most successful business leaders, united by their knowledge that creativity is the essence of our emerging economy, and that the arts enhance our wellbeing through inspiration and understanding.

The businesses of today and tomorrow require a creative workforce. New Hampshire must compete regionally and globally for the thought leaders, visionaries, and creative problem solvers who will drive our economy forward. And, the arts are essential to the cultural experiences and educational opportunities needed to attract and retain talent.

Come join your fellow business leaders; those who are artfully negotiating today's challenges and positioning their businesses and our state for enduring success.

The NH Business Committee for the Arts is proud to be a key partner in promoting New Hampshire's creative economy by connecting culture, commerce and creativity!

## ECONOMIC IMPACT

Music. Theater. Dance. Art. Literature. Together they make a powerful and thriving force known as the Creative Economy which is good for business!

- Direct and ancillary spending from arts patrons and arts organizations throughout New Hampshire is responsible for an estimated \$120 million impact on the state's economy.
- Nationally there are over 4.6 million jobs supported by the nonprofit arts and cultural community. Here in New Hampshire that translates to 3,851 full-time equivalent jobs. And for every 100 jobs created by new demand for the arts, 62 additional jobs are created outside the industry.
- Patrons attending arts events invest in the local economy significantly above the cost of tickets or admission, with non-local attendees spending \$47.57, while local attendees spend \$23.44.
- Nonprofit arts organizations are civic-minded business citizens, who participate in local chambers of commerce, use local goods and services, and promote their region.

The numbers back up what the arts and cultural community has long suspected – that more than 82% of Americans overwhelmingly believe that the arts are important to the quality of life, business and local economy. Clearly the arts keep communities alive, revitalize downtowns, contribute to the tax base, support local businesses, boost tourism and help raise property values.

## Current NHBCA Members

Baker Newman Noyes  
Bank of America  
Bank of New Hampshire  
Bellwether Community  
Credit Union  
Brady Sullivan Properties  
Bridge & Byron Printers  
C & S Wholesale Grocers, Inc.  
Catholic Medical Center  
CCA Global Partners  
Chinburg Properties  
Citizens Bank  
Cleveland, Waters and Bass, P.A.  
Concord Hospital  
Concord Trust Company  
Coughlin, Rainboth, Murphy & Lown  
Devine Millimet  
The Duprey Companies

Eastern Bank  
Eckman Construction  
Elliot Health System  
Elliot Physicians Network  
FairPoint Communications  
Fidelity Investments  
Granite Investment Advisors  
Harvest Capital Management  
Harvey Construction Corp.  
Hitchiner Manufacturing Co.  
Hypertherm, Inc.  
Jumpin' Jays Fish Café  
LaBelle Winery  
Lake Sunapee Bank  
Lavalley Brensinger Architects  
Lavalley Middleton Building Supply  
Left Bank Films

Liberty Mutual Insurance Group  
Lincoln Financial Group  
Manchester-Boston Regional  
Airport  
Mascoma Savings Bank  
Mason + Rich  
McGowan Fine Art, Inc.  
McLane Middleton  
MCPHS University  
Nathan Wechsler & Company  
New Hampshire Mutual Bancorp  
Northeast Delta Dental  
Northland Forest Products, Inc.  
100 Market Street  
Orr & Reno  
People's United Bank  
Piscataqua Savings Bank

Radisson Hotel Manchester  
Rath, Young & Pignatelli  
RiverStone Resources LLC  
RMC Research Corporation  
St. Mary's Bank  
Savings Bank of Walpole  
Sheehan Phinney Bass + Green  
SNHU Arena  
Southern NH University  
Stibler Associates  
Tawney & Associates  
TD Bank  
TFMoran, Inc.  
University of New Hampshire  
Upton & Hatfield LLC  
WMUR TV  
Yankee Publishing, Inc.

# Committed to the Arts

The New Hampshire Business Committee for the Arts educates, motivates, and recognizes business support of and participation in the arts, advocates for the value of the arts in economic, social, and community development and facilitates people and projects that enhance engagement in the arts.

As a membership organization of leading companies our members are united in their commitment to the arts, promoting the link between cultural vitality, creativity and innovative success, while supporting the many ways the arts contribute to thriving communities.

We hope you take a moment to review this Annual Report which summarizes our highlights, membership list, board of directors, and modest and efficient budget. If you are a member we thank you for your support; if not contact us – we look forward to welcoming you!



Michael A. L'Ecuyer  
Chairman



Joan Goshgarian  
Executive Director

NHBCA, 49 South Main Street, Suite 205, Concord NH 03301

Telephone: 603 224-8300

Email: joan@nhbca.com

## Revenue and Expense Summary

NHBCA fiscal year May 1, 2016 – April 30, 2017

TOTAL REVENUE	\$123,356
Member/Board dues	\$ 63,400
Awards Program	\$ 50,950
Misc. income	\$ 9,006
TOTAL EXPENSES	\$111,448
Fees*	\$ 90,391
Awards program	\$ 21,057
Net Gain	\$ 11,907

**INKIND SUPPORT**  
Bridge & Byron Printers  
Lincoln Financial Group  
The Duprey Companies

\*administrative, personnel, and program

# NHBCA Highlights

## RECENT YEARS

**PRODUCED** the 33rd Annual Business in the Arts Awards gala to recognize and honor businesses for their support of the arts and to showcase the arts in the state.

**SELECTED** twice as a mentor for the NH Center for Nonprofits' Hoffman Hass Fellowship program which strives to populate NH nonprofit boards with new leaders.

**PARTICIPATED** in regional NH Creative Economy efforts. Member of NH Creative Communities Network. Provided information to business leaders on the impact of cultural arts as an economic sector. Made periodic presentations. Consulted with community start-up groups.

**SERVED** as a judge for the Rising Star Awards, a program of Stay Work Play NH, a collaborative initiative that promotes New Hampshire as a favorable place to live for young workers and recent college graduates.

**PROVIDED** models of businesses incorporating creativity in the workplace and served on the committee of Arts Alive! to develop the Creativity Toolkit.

**FOUNDED** "Coffee, Culture and Conversation" gatherings in Concord, Manchester and Portsmouth with current and potential members to share individual perspective and experiences of the importance of the arts.

**EXPANDED** social media to include Facebook and Twitter. Updated nhbca.com to include a comprehensive list of museums, performing arts organizations/schools and galleries.

**PARTICIPATED** as a judge in the Poetry Out Loud high school contest with the NH Arts Council, the NEA and the Poetry Foundation.

**CONVENED** board meetings and showcased an artist or cultural facility each time to highlight diversity of geography and disciplines.

**CREATED** a 30-year time line PowerPoint highlighting 30 years of NHBCA and presented to business and NHBCA gatherings.

**ELECTED** vice president of the community advisory board of NH Public Television and selected to work on the station's rebranding effort.

**FOUNDED** the NHBCA formed Lawyers for the Arts partnership with UNH School of Law clinic to refer artists and arts organizations for pro bono legal assistance. Co-partner on the Art, Culture and the Law conferences and Culture OneStop.

**STRATEGIZED** with arts organizations on securing funders; made presentations to various groups including the World Affairs Council.

**PUBLISHED** e-newsletters for NHBCA members, economic developers, arts organizations and policy makers highlighting national and statewide business and arts news, research, and creative economy information with links to various resources.

**IDENTIFIED** and placed business members with expertise in finance, law, insurance, IT, marketing and HR to projects and boards of directors of arts organizations. Met with a variety of arts organizations' board nominating committees.

**UTILIZED** and promoted data from the national Americans for the Arts statewide survey, for which the NHBCA secured the funding, to measure the statewide economic impact of culture in NH.

## PREVIOUS YEARS

**SERVED** as a NH Center for Nonprofits board member for 20 years. Began as member of Granite State Association and continued on committee to reform as NHCN. Chaired seven annual statewide nonprofit summits. Also chaired the sector report, Essential: A Portrait of the Nonprofit Sector in NH. Member of the advocacy committee and NonprofitNext platform committee.

**PARTICIPATED** annually on panel of Giving Matters, joint project of NH Charitable Foundation and NH Public Radio to present the positive face of nonprofits and increase awareness of this sector work in the state.

**MAINTAINED** connections from the Arts in Healthcare Symposium for healthcare leaders and professionals that shared best practices and evidence-based information about the role of art in healing and wellness.

**ATTENDED** an Art in Airport conference for ideas on increasing art in NH airports and other public buildings.

**SELECTED** to participate in various initiatives including the Southern NH Planning Commission's leadership team for its statewide Granite State Future and for the strategic planning process for the Business and Industry Association.

**PARTICIPATED** on task force convened by NH Department of Cultural Resources to make case to legislators on the economic impact of culture. Secured funding for statewide participation in the Americans for the Arts survey.

**CREATED** Your Business Can Creatively Keep the Arts Alive in NH, a collection of suggestions and strategies of creative ways to keep companies involved in and actively supporting the arts in challenging economic times.

**ORGANIZED** seminar on Corporate and Individual Art Collecting with the Currier Gallery of Art, the NH State Council on the Arts and Fidelity Investments.

**DEVELOPED** ArtSavers, the NHBCA discount ticket program that promoted arts events to member company employees. Currently includes arts and cultural events on e-newsletters and on extensive list of cultural organizations on nhbca.com.

## Board of Directors (as of May 2017)

### Chairman

Michael A. L'Ecuyer  
Bellwether Comm. Credit Union

Ronald W. Reed  
Lincoln Financial Group

### Vice Chairman

Jeremy P. Veilleux  
Baker Newman Noyes

Alan L. Reische  
Sheehan Phinney Bass + Green

Kenneth R. Sheldon  
Bank of America

### Secretary

Jennifer L. Parent  
McLane Law Firm

Jon B. Sparkman  
Devine Millimet

### Treasurer

Peter W. Tawney  
Tawney & Associates

William E. Stevens  
Harvey Construction

Arthur Sullivan  
Brady Sullivan Properties

### Members

Barry L. Brensinger  
Lavallee Brensinger Architects

Jamie Trowbridge  
Yankee Publishing, Inc.

Peter F. Burger  
Orr & Reno

Alexander J. Walker, Jr.  
Catholic Medical Center

Barbara J. Couch  
Hypertherm, Inc.

Richard Wallis  
Piscataqua Savings Bank

Stephen M. Duprey  
The Duprey Companies

Steven C. Webb  
TD Bank

Mark W. Huddleston  
UNH

John F. Weeks III  
Harvest Capital Management

Genella C. McDonald  
Stibler Associates

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Sally W. Crawford

Dianne M. Mercier  
People's United Bank

Sylvio L. Dupuis O.D.  
MCPHS University

John H. Morison III  
Hitchiner Manufacturing Co.

Thomas P. Putnam  
John F. Swope

Joseph R. Murray  
Fidelity Investments

**Executive Director**  
Joan Goshgarian

Thomas Raffio  
Northeast Delta Dental

**CREATED** Guide to Non Profit Incorporation and made it available at nhbca.com with links to it from the NH Division of Charitable Trusts and NH Center for Nonprofits. Updated it in 2012.

**CONDUCTED** a Performing Arts Attendance Survey to support the nonprofit arts to become more effective in audience development efforts by learning more about the interests, preferences and behaviors of attendees of performing arts events in major population areas of the state.

**CONDUCTED** five Leadership Arts Series for participants in business and the arts. Guest speakers and panelists presented a variety of arts and business related issues. Presented at other state leadership programs.

**COLLABORATED** on various statewide projects and programs including the NH Visual Arts Coalition, MacDowell Celebration and the Smithsonian Folklife Festival.