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New Hampshire Business Committee for the Arts

CONNECTING ART AND COMMERCE: FUELING THE CREATIVE ECONOMY

ANNUAL REPORT

2019-20

From the Chairman of the Board



Because the New Hampshire Business Committee for the Arts (NHBCA) fiscal year runs from May 1 through April 30, much of the Annual Report is dedicated to 2019. It would be a glaring oversight, however, not to first address the unprecedented challenges all individuals, organizations, and businesses have encountered as the result of the COVID-19 pandemic.

Nonprofits have been hit hard. The arts are among those that have been, and, frankly, by all accounts, will continue to be, suffering the consequences for the foreseeable future – and beyond. More than ever, it is critical that the private sector invests in arts and culture, including individual artist entrepreneurs, if we want creativity to continue to be part of our daily lives, communities, and the economic health of New Hampshire.

The NHBCA works hard to advance our mission to “educate, motivate, and recognize business support of and participation in the arts.” The extraordinary circumstances of our time have the potential to fundamentally undermine the viability of our rich cultural assets. We are leaning into our mission to do our part to further bolster the arts by promoting the intersection of art and commerce. We believe we are all in this together.

The arts almost always depend on groups congregating, so countless programs and events have been cancelled. In turn, millions of dollars of revenue generated by the Granite State’s creative sector have been lost because employees have had to be furloughed or altogether let go. Art fairs serve as the primary source of income for many working artists. The cancellation of these popular events can obliterate their earnings.

In March, as preparations were well underway for our signature Annual Arts Awards Gala, we learned of the State’s stay-at-home orders. Like our nonprofit peers, we took a close look at whether or not to pivot to a virtual event. The NHBCA rose to the occasion to produce a week-long celebration of the arts on the “digital stage.” We decided that it was important to honor those that make significant contributions to New Hampshire’s robust arts and cultural scene. Furthermore, we understand the level of commitment it takes to make a nomination and wanted to be sure that the nominators’ work was not in vain. Moreover, there are a great number of people who make our awards program possible, so we knew that the show must go on.

If you had an opportunity to see any of our unique online event, I suspect that you share my enthusiasm for the results of its innovative approach. We are hopeful that we can gather with you again (at least in small groups) soon, but we are especially looking forward to an in-person Arts Awards in 2021!

In the meantime, we wish you and yours good health.

A handwritten signature in black ink that reads "Tom Raffio".

Tom Raffio
President & CEO
Northeast Delta Dental

NHBCA Highlights 2019-20

SELECTED by Common Impact to collaborate with a team of five volunteers from Fidelity Investments to improve the NHBCA's IT infrastructure and build a new website

AWARDED an \$8,000 project grant from the NH State Council on the Arts for an NHBCA initiative to promote the intersection of art, commerce, technology and cultural tourism at the Manchester-Boston Regional Airport

ESTABLISHED two new categories of membership for arts and cultural organizations as well as artist entrepreneurs

PARTNERED with the Business and Industry Association of New Hampshire to promote Artful Networking events

ELECTED two new directors to the NHBCA Board

WELCOMED eleven new business members including BankProv, Cornerstone PDC, GYK Antler, Harvard Pilgrim, Institute of Art and Design at New England College, Manchester-Boston Regional Airport, Milestone Construction, Minim Inc., Rist-Frost-Shumway Engineering, WIPFLI, and Yeaton Associates

INTRODUCED six arts and cultural organizations and four artist entrepreneur members to the NHBCA community. Those that became members include Kimball Jenkins, League of NH Craftsmen, PR Tarbell Fine Art, Marcia Santore Art, Palace Theatres, Stephen Procter Studios, T. Devaney Fine Art, The Actorsingers, Upper Valley Arts Alliance, and Women's Caucus for the Arts

PRODUCED 36th Annual Arts Awards on the Digital Stage featuring 18 New Hampshire artists including painters, sculptors, dancers and musicians

CREATED the Artsbuild Community and Artrepreneur Awards to recognize an arts or cultural organization and an artist entrepreneur

HONORED B2W Software, Bank of New Hampshire, Clark Todd, Dartmouth-Hitchcock Health, Echo Communications, Rochester Museum of Fine Arts and Kenneth R. Sheldon with the 2020 NHBCA Awards

The NHBCA Mission

The New Hampshire Business Committee for the Arts is a 501(c)3 nonprofit organization that educates, motivates, and recognizes business support of and participation in the arts. The NHBCA advocates for the value of the arts in economic, social and community development, and NHBCA facilitates people and projects that enhance engagement in the arts.

Revenue and Expense SUMMARY

NHBCA fiscal year
May 1, 2019 – April 30, 2020

TOTAL REVENUE	\$119,041
Member/Board dues	\$ 57,510
Awards program	\$ 50,225
Other programs	\$ 11,000
Misc. Income	\$ 306
TOTAL EXPENSES	\$125,419
Fees*	\$ 85,852
Awards program	\$ 31,430
Other programs	\$ 8,137
Net loss	\$ (6,378)

IN-KIND SUPPORT

Provided in part by:

Aery AR by Membit, Inc.

Bridge & Byron Printers

Lavallee Brensinger Architects

NH Business Review, New Hampshire Magazine

*administrative, personnel, and program

Special thanks to Cindy Foote for designing and Bridge & Byron Printers for printing the 2019-20 Annual Report.

From the Executive Director



JODIE ANDRUSKEVICH

At this writing, we are halfway through 2020 and thoughts of 2019 evoke the illusion of a simpler time. This Annual Report serves as an important reminder that despite the many unforeseen challenges due to the pandemic, we have made real progress. In its 36th year of serving as a conduit between the business and arts communities, the New Hampshire Business Committee for the Arts experienced a period of exciting growth with the support of many individuals, businesses, and organizations by leveraging the power of art and technology.

Arts and cultural organizations as well as artist entrepreneurs joined businesses of all shapes and sizes for the first time to become NHB-CA members, further strengthening connections, developing partnerships, and promoting creativity in the workplace. Artful Networking events at Fidelity Investments in Merrimack and the Hood Museum

of Art at Dartmouth College attracted more than 100 people to engage in conversations about why and how companies invest in the arts and to enjoy a behind-the-scenes look at one of the most respected museums in higher education.

Central to our efforts to foster greater engagement between art and commerce has been embracing new technologies. This includes developing and designing an updated website to serve as a central location for highlighting events such as Artful Networking and the Annual Arts Awards, celebrating those who contribute to New Hampshire's robust arts and cultural scene year-round as well as providing the convenience of an e-commerce platform.

The intersection of art and technology was on full display with our members' VIP event at Lavallee Brensinger Architects in February. There, Aery AR introduced an augmented reality app featuring a demonstration that showcased artwork created by renowned studio potter Edwin Scheier from the League of NH Craftsmen's permanent collection and paintings by New Hampshire artists Thomas Devaney and Pamela Tarbell. Little did we know that one month later we would be pivoting to take our Annual Arts Awards online by creating our first virtual event featuring New Hampshire musicians, contemporary dancers, visual artists and a highly unique augmented reality experience. Our signature Annual Gala typically attracts 300 people. We were delighted that our weeklong virtual celebration of the arts had more than 1,800 YouTube impressions!

As we continue to shift perspectives and reimagine the future, we want to express our sincere gratitude to all who have been and continue to be part of the journey!

A handwritten signature in cursive script that reads "Tricia Soule".

Tricia Soule
Executive Director

ART AND INNOVATION: The Creative Economy at Work

Ideas are just that – ideas – until a person or group puts their creativity into action. As the New Hampshire Business Committee for the Arts embraces technology to showcase and promote the intersection of art, commerce, and cultural tourism, we strive to demonstrate the power of innovation in all forms of artistic expression. We thrive on partnering with companies to cultivate the synergy that exists between business and art. It requires a multi-faceted approach and has great potential for the private sector and the arts to support one another. Together, we can make New Hampshire a magnet for a talented workforce to generate economic opportunity, increase diversity, create a sense of belonging, and develop overall resilience. In the year ahead, the NHBCA will continue to encourage collaborative relationships that lead to new and exciting ways of engaging with the Granite State's exceptional arts and cultural assets.



Invitation to VIP event. Artwork above: Thomas Devaney; bottom: Pamela Tarbell; foreground: Edwin Scheier



Lead Curator of the Fidelity Art Collection Patricia Dellorfano talks about a Gary Haven Smith sculpture during Artful Networking with Fidelity Investments.

Thinking back on my 40 years building MARKEM Corporation one characteristic of the company's strategy and personality stands out, and that is INNOVATION. As members of the NHBCA we were exposed to new ideas and creative thinking that fueled value creation in new products and services. Sharing successful experience helped strengthen the success of all members. The arts embody the essence of creative expression which continuously stimulated our innovative spirit and our membership in the NHBCA. Knowing what's happening in the arts is essential for a creative outlook and getting to know artistic people brings new meaning and value to life.

– Thomas Putnam, past NHBCA Board Chair and retired Chairman of MARKEM Corporation



Artist Thomas Devaney's painting shown in augmented reality via the Aery AR app.



Can't Quite Fathom from the Arts Awards presentation courtesy of NH Dance Collaborative. Photo: John Hession



B2W Software received the Medium Business Award for its major investment in the Music Hall including the naming of its Box Office.



The Rochester Museum of Fine Arts was presented with the Northeast Delta Dental Artsbuild Community Award for making art accessible in public spaces around the City.

New Director Profiles

The New Hampshire Business Committee for the Arts welcomed two new board members last October. They bring invaluable experience to the NHBCA that will play a vital role in our ability to continue to strengthen relationships with business and arts leaders around the State.



GARY BARR

is the New Hampshire Market President for TD Bank. Gary's banking career spans over 30 years. As Market President, his responsibilities include the leadership and responsibility for all commercial banking in NH. Prior to his banking career, Gary proudly served for 3 years in the

US Army. He graduated from Southern NH University in 1989 where he majored in Economics and Finance. Through his career, Gary has worked with various organizations, with some of the most recent being TD's Diversity & Inclusion Council, Veterans Count, NH Bankers, and the Krempels Center.



MAUREEN MCLEAN

is Chief Operating Officer at Orr & Reno in Concord. Maureen manages all business functions as well as the overall operations of the Firm. In addition to general responsibility for financial planning and controls, personnel administration, and systems and physical facilities she identifies

and plans for the Firm's changing needs and shares responsibility for strategic planning, practice management and marketing. Maureen arranged for renowned New Hampshire artist Melissa Miller to locate her studio within the law firm, offering the painter expansive views of the City that inspire many of her works.

Board of Directors (as of April 30, 2020)

The New Hampshire Business Committee for the Arts Board of Directors represents some of the State's most respected companies. These esteemed business leaders bring experience from the fields of architecture and construction, design and publishing, engineering and manufacturing, healthcare, banking, and the law. The diversity of our Board demonstrates their personal as well as their organizations' understanding of and commitment to investing in New Hampshire's arts and culture.

Chairman, Thomas Raffio
President & CEO
Northeast Delta Dental

Vice Chairman, Jeremy P. Veilleux
Principal
Baker Newman Noyes

Secretary, Jennifer L. Parent
Partner
McLane Law Firm

Treasurer, Peter W. Tawney
Principal
Tawney, PLLC

Gary Barr
Market President
TD Bank

Michael Costa
President & CEO
Fiduciary Trust of New England

Barbara J. Couch
Chairman, Corporate Social Responsibility
Hypertherm

Dylan Cruess
Chief Operating Officer
TF Moran

Dan Cronin
Founder & President
CGI Business Solutions

Jennifer Gilkie
VP of Marketing & Communications
Dartmouth-Hitchcock Health

Genella C. McDonald
President
Stibler Associates

Maureen McLean
Chief Operating Officer
Orr & Reno

Dianne M. Mercier
President - NH
People's United Bank

John H. Morison III
Chairman
Hitchiner Manufacturing Co.

Joseph R. Murray
Senior Director, Public Affairs
Fidelity Investments

Richard Pizzi
Principal
Lavallee Brensinger Architects

Nathan Saller
President & CEO
Bellwether Community Credit Union

Jon B. Sparkman
President
Devine Millimet

William E. Stevens
President
Harvey Construction Corporation

Arthur W. Sullivan
Owner
Brady Sullivan Properties

Jamie Trowbridge
President
Yankee Publishing, Inc.

Kathryn Underwood
President and CEO
Ledyard National Bank

Michael Wachs
Brand Builder
Creative Consultant

Alexander J. Walker
President & CEO
Catholic Medical Center

Directors Emeriti

Sally W. Crawford

Dr. Sylvio L. Dupuis
Special Assistant
MCPHS University

Thomas P. Putnam

John F. Swope

Thank You to our Valued Members

The New Hampshire Business Committee for the Arts is the only statewide membership organization dedicated exclusively to connecting the business and arts communities. Our members actively support the New Hampshire Business Committee for the Arts' role in promoting and facilitating partnerships that enhance company culture, power economic development, and help to build vibrant, diverse, and prosperous communities. Members include businesses of all shapes and sizes, artist entrepreneurs as well as arts and cultural organizations.

100 Market Group, Ltd.
Annette Mitchell Art
Ann Saunderson Art
Arts4NH
Baker Newman Noyes
Bank of America
BankProv
Bellwether Community Credit Union
Brady Sullivan Properties
Bridge & Byron Printers
Business & Industry Association
C & S Wholesale Grocers
Catholic Medical Center
CCA Global Partners
CGI Business Solutions
Chinburg Properties
Chris Archer Art
Cleveland, Waters and Bass P.A.
Cornerstone PDC
Curbstone Financial Management Corporation
Dartmouth-Hitchcock Health
Devine Millimet
Donna Catanzaro
DoubleTree by Hilton Manchester Downtown
Elliot Health System
Engelberth Construction, Inc.
Fidelity Investments
Fiduciary Trust of New England
GYK Antler
Harvard Pilgrim Health Care
Harvey Construction Company
Hitchiner Manufacturing Company
Hypertherm
Ian Torney Art
Institute of Art and Design, New England College
Jane Balshaw Art
Jessica Fligg Art
Kimball Jenkins
Lavalley Brensinger Architects
Lavalley Middleton Building Supply
League of New Hampshire Craftsmen
Ledyard National Bank
Liberty Mutual Insurance Group
Lincoln Financial Group
Making Matters NH
Manchester-Boston Regional Airport
Marcia Santore Art
Mascoma Savings Bank
McLane Middleton
MCPHS University
Melissa Miller Art
Meredith Village Savings Bank
Merrimack County Savings Bank
Milestone Construction
Minim Inc.
Must Have Flowers and Events
NH Dance Collaborative
Northeast Delta Dental
Orr & Reno
Palace Theatres
Paulette Brace Art
People's United Bank
Piscataqua Savings Bank
Preti Flaherty
PR Tarbell Fine Art
Rath, Young & Pignatelli
Rist-Frost-Shumway Engineering
St. Mary's Bank
Savings Bank of Walpole
Southern New Hampshire University
SNHU Arena
Stephen Procter Studios
Stibler Associates
Tawney, PLLC
TD Bank
T. Devaney Fine Art
Teresa Taylor – Salty Dog Pottery
TF Moran, Inc.
The Actorsingers
The Colony Group
University of New Hampshire
Upper Valley Arts Alliance
Upper Valley Business Alliance
Upton & Hatfield
Wipfli
Women's Caucus for the Arts – New Hampshire
WMUR TV
Yankee Publishing
Yeaton Associates



New Hampshire Business Committee for the Arts
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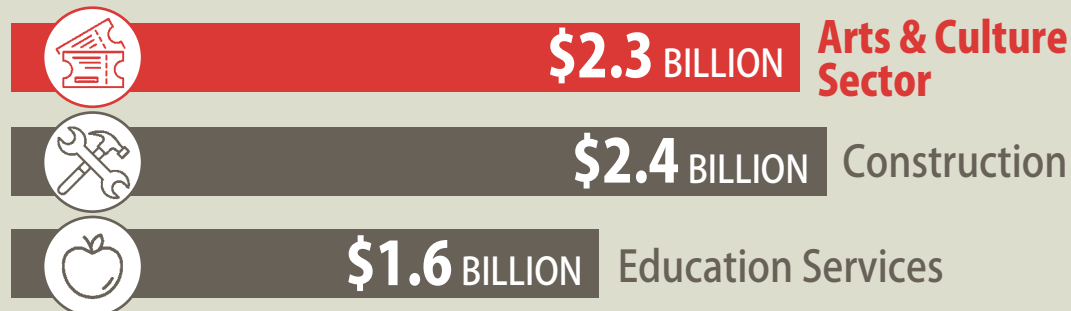
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Creative Culture Makes Great Dollars and Cents, But is Much More Than That – the Arts Community is Everyone’s Community

THE NEW HAMPSHIRE ARTS & CULTURE SECTOR REPRESENTS 3.4% OF STATE’S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$2.3 billion** to New Hampshire’s economy, representing 3.4% of the states GDP – a larger share than some other industries in the state.

Source: [U.S. Bureau of Economic Analysis](#), 2015.



BONUS: In 2015, NH arts and culture jobs grew by 3.2% while the national average was 2.1%.