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New Hampshire Business Committee for the Arts

CONNECTING ART AND COMMERCE: FUELING THE CREATIVE ECONOMY

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ANNUAL REPORT



## From the Chair of the Board



In 2022 we were thrilled to see so many of you, as well as new friends, at our in-person events, including the Arts Awards Gala and Artful Networking gatherings. It was an especially welcome change after hosting our signature awards program in front of the camera for two years! We learned from the experience of producing virtual programs, though, and there were definite highlights. By more fully embracing technology, we dramatically increased our reach laying the foundation for us to grow the organization in unexpected ways. In fact, at the end of this last fiscal year, our financial standing is stronger than it has ever been.

This past year we implemented new NHBCA AR+ art experiences with NHTI and the Institute of Art and Design at New England College, offering augmented reality (AR) demonstrations for more than 150 people in classrooms and at events. Partnering with higher education proved to be beneficial for all involved – especially art students who gained real world (paid) experience to help develop tools to strengthen their creative

practices and promote their artwork. We were delighted too that our App developers were subsequently hired to work on a separate project for one of the schools. We aim to foster connections just like this.

Some may recall that five years ago the NHBCA came to a crossroads after 34 years as a leading nonprofit that advocated for the private sector to support the state's arts and cultural organizations. With great success in this area, we wondered if we had fulfilled our mission. In full transparency, we were seeing support for our own organization dwindle and had serious concerns about its viability. There was considerable discussion and reflection at that time. It was not a unanimous decision, but the majority of the board agreed that the NHBCA's work was not done, so the group pulled together to reinvigorate the organization.

Focusing on an entrepreneurial approach to operations, we took a calculated risk and moved forward. We are focused on promoting arts and culture by putting other nonprofit organizations and artists at the forefront of our projects, programs and events. We believe deeply in cross-promotion as a means to uplift everyone. Through our communications, including the ARTS+ Business Newsletter and our social media network, we showcase arts happenings around the state. We know that there is much more to be done which is why your support makes a very big difference to our small organization.

NHBCA executive director Tricia Soule is known for standing on the proverbial soapbox to spread the word about connecting art and commerce. Our message is being heard and continues to gain traction. We know artists to be among the most creative entrepreneurs and while arts and cultural organizations may be nonprofits, they must function like any other business to build sustainable financial futures. Success requires innovation and a strong business acumen. Thanks to the renewed interest and support of our members, sponsors, donors and friends, the NHBCA is thriving. We are grateful to be in a strong position to further develop impactful collaborations between businesses, organizations and individual artists.

In the coming months we will embark on a strategic planning process. We look forward to continued growth in the year ahead as we set our sights on celebrating our 40th Anniversary!

I hope you will be part of this journey. Please sign up for our ARTS+ Business Newsletter at [nhbca.com](http://nhbca.com) to stay informed of NHBCA happenings and other art-related topics and activities here in NH and beyond.

Sincerely,

Tom Raffio  
President & CEO, Northeast Delta Dental



**ELEVATING ARTISTS IN AUGMENTED REALITY (Left to right, top to bottom):** Partners in producing the NHBCA AR+ art project *Drawing Inspiration: A Resource for Artists* (l. to r.): NHTI Adjunct Professor Kiera Reese, Membbit Inc. co-founder Karina Mitchell, NHBCA executive director Tricia Soule, NHTI Adjunct Professor Tom Devaney, NHTI students Noah Tyler, Jonathan Daniel and Valerie DeForge. / Tom Devaney offers feedback to his drawing students at NHTI. / Artful Networking with the Institute of Art and Design at the Roger Williams Gallery. / NHTI first year visual arts student Noah Tyler works from *Drawing Inspiration: A Resource for Artists* from the NHBCA's AR+ art app. / NHBCA AR+ art in-app snapshot of augmented reality (AR) version of Dragon by Institute of Art and Design student Cassie Nercessian glows outside of the Roger Williams Gallery in Manchester. / NHBCA Executive Director Tricia Soule takes a break from demonstrating the NHBCA AR+ art App to give steamroller printmaking a try during the first Manchester Citywide Arts Festival.





## From the Executive Director



**“Life can only be understood backward; but it must be lived forward.”**

Many years ago, I read the above quote from Danish philosopher Søren Kierkegaard. While it has great personal meaning to me, I find it fitting for the work we do here at the New Hampshire Business Committee for the Arts. As I reflect on this past year and the newest partnerships we formed, it is impossible not to take a look at the bigger picture of how our organization has evolved over the past several years and what lies ahead.

Collaboration is at the core of our mission to advocate for the value of the arts in economic, social and community development. You play a vital role in our ability to further advance our efforts to bring together people of all ages and backgrounds to learn from and share in the arts. Whether you are part of our membership program, support our projects and programs as a sponsor or if you participate in our art-forward events as a guest, featured artist or

organization, we value our relationship with you. It is only with your involvement that we have been able to concentrate on elevating our fellow arts and cultural nonprofits as well as numerous artists who live and work in our communities.

On a personal note, I learned firsthand when I owned and operated a gallery in Concord that people are hungry to be part of an arts-centered community. It's hard to believe, but that was more than twenty years ago. Still, the arts remain a mainstay in their ability to connect people. If you look around, you'll notice that just about any thriving town or city has a healthy arts and cultural scene. Others looking to reinvigorate their downtowns know the value of leveraging the arts to enhance economic development and frequently want to incorporate elements of the creative economy into their plans. Consider Concord, Dover, Keene, Lebanon, Littleton, Manchester or Nashua who have made special efforts in the last several years.

It truly inspires me to see many businesses, nonprofits and artists collaborating on new and impactful projects in their communities. On a daily basis, you can read about art happenings in every corner of the state. We too love shining a light on creatives. At this writing we are developing two Artful Networking events where we will feature author and lifestyle artist Matthew Mead in Derry as well as NHBCA members Theatre KAPOW and Kimball Jenkins in Concord. In addition, we recently announced a call for mural proposals. We have raised \$3,000 from several businesses to help NH Hospital commission an artist to create a mural in its staff break room this fall. We are honored to help bring the healing power of the arts to frontline workers who are addressing the nationwide mental health crisis every day here in New Hampshire.

These are among the initiatives I am especially excited about. I am also eager to kick off our strategic planning process. In 2023-24 we will engage NHBCA board members and partners in a thoughtful and collaborative approach to identify and align priorities to create a vision for the future. We hope we can count on your continued involvement as we work to spark creative possibilities.

Sincerely,

*Tricia Soule*

Tricia Soule  
Executive Director

## NHBCA Highlights 2022-23

**Awarded** the 39th Annual Arts Awards to the following enterprises: Summit Supply; Savings Bank of Walpole and McLane Middleton. In addition, the Northeast Delta Dental Artsbuild Community Award was presented to Kimball Jenkins, and Derek Lucci was honored with the Bayberry Financial Services Artrepreneur Award.

**Commissioned** fused glass fine artist Verne Orlosk and calligraphy artist Adele Sanborn to create the 39th Annual Arts Awards.

**Collaborated** with NHTI Visual Arts faculty and students to produce the augmented reality (AR) project *Drawing Inspiration: A Resource for Artists* featuring three-dimensional objects that serve as an interactive tool for artists and students creating original two-dimensional works of art in the classroom or at home.

**Demonstrated** the NHBCA AR+ art App at the Manchester Citywide Arts Festival and in college classrooms.

**Fueled** the creative economy by engaging 20 individual artists and creatives as well as arts organizations for a sum of approximately \$21,000.

**Hosted** Artful Networking events at NHTI and the Institute of Art and Design at New England College to showcase the augmented reality project collaborations at each school.

**Introduced** three new business award categories for our Annual Arts Awards program, including the Boundless Generosity Award, Dyed-in-the-Wool Award and Fanfare Award.

**Partnered** with the Institute of Art and Design at New England College to produce *New Frontiers in Art*, an augmented reality (AR) art exhibition that highlights the school's art programs and students' original artwork in a virtual gallery.

**Produced** Annual Arts Awards Gala at the DoubleTree by Hilton Manchester Downtown featuring Ballet Misha sponsored by NH Dance Collaborative, Concord Community Music School and Lebanon-based artist Roger Goldenberg. In addition, there was an art raffle that included stunning handmade objects by juried members of the League of NH Craftsmen.

**Welcomed** 15 new members, including Annette Brennan Photography, Ballet Misha, Canterbury Shaker Village, Concord Community Music School, Cookson Communications, Culturally Curious, Jane Balshaw Creative Studios, John Wike Art, M & T Bank, Nathan Wechsler & Company, P.A., NH Furniture Masters, NHTI, Nicki French Fine Art Photography, Polaris Direct and Umen Design.

## 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; as well, the NHBCA facilitates people and projects that enhance engagement with the arts.

### Revenue and Expense SUMMARY

NHBCA fiscal year  
May 1, 2022 – April 30, 2023

TOTAL REVENUE	\$174,361
Member/Board dues	\$ 57,060
Awards program	\$ 72,886
Public support	\$ 44,145
TOTAL EXPENSES	\$157,821
Staff	\$ 88,031
Programs	\$ 49,245
Awards program	\$ 19,710
Professional fees	\$ 9,788
Administration	\$ 10,757
Net	\$ 16,540

#### IN-KIND SUPPORT

Provided in part by:

Bridge & Byron Printers  
Business and Industry Association  
Cookson Communications  
Lavallee Brensinger Architects  
League of NH Craftsmen  
New Millennium Studios  
NH Dance Collaborative

*NH Business Review & New Hampshire Magazine*

*Special thanks to Cindy Foote for generously donating countless hours for more than two decades to design our Annual Reports and Arts Awards collateral materials. Thank you, too, to Bridge & Byron for printing the 2022-2023 Annual Report.*





PHOTOS: JODIE ANDRUSKEVICH

CELEBRATING THE 39th ANNUAL ARTS AWARDS (Left to right, top to bottom): Kimball Jenkins Executive Director Julianne Gadoury / CEO of McLane Middleton Steve Camerino / NHBCA Board Chair Tom Raffio, CEO/Owner of Summit Supply Tom Kunysz and NHBCA Executive Director Tricia Soule / Lebanon-based artist Roger Goldenberg creates an improvisational painting in response to classical music and dancers from Ballet Misha at the 39th Annual Arts Awards Gala / NHBCA Board Chair Tom Raffio and winner of the Artrepreneur Award Derek Lucci / Mark Bodin, President of Savings Bank of Walpole. PHOTOS: JODIE ANDRUSKEVICH

## Board of Directors (as of April 30, 2023)

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' commitment to investing in New Hampshire's arts and culture.

**Thomas Raffio – Chair**  
President & CEO  
Northeast Delta Dental

**Jeremy P. Veilleux – Vice Chair**  
Principal  
Baker Newman Noyes

**Jennifer L. Parent – Secretary**  
Partner  
McLane Middleton

**Peter W. Tawney – Treasurer**  
Principal  
Tawney, PLLC

**Gary Barr**  
Market President  
TD Bank

**Michael Costa**  
President & CEO  
Fiduciary Trust of New England

**Dylan Cruess**  
Owner & Chief Operating Officer  
TF Moran

**Dan Cronin**  
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CGI Business Solutions

**Jennifer Gilkie**  
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Officer  
Dartmouth Health

**Peter Giorno**  
Senior Vice President/Regional Manager  
M & T Bank

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**John H. Morison III**  
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Senior Director, Public Affairs  
Fidelity Investments

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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 and Creative Consultant

**Alexander J. Walker**  
President & Chief Executive Officer  
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 a statewide membership organization dedicated exclusively to connecting the business and arts communities. We are grateful to the following individuals, businesses and organizations for being members (as of 5/1/22 – 4/30/23).

100 Market Group, Ltd.  
Annette Brennan Photography  
Baker Newman Noyes  
Ballet Misha  
Bank of America  
Bar Harbor Bank & Trust  
Barbara Morse Art  
Bellwether Community Credit Union  
Brady Sullivan Properties  
Bridge & Byron Printers  
Business & Industry Association  
Canterbury Shaker Village  
Castle in the Clouds  
Catholic Medical Center  
CCA Global Partners  
CGI Business Solutions  
Chinburg Properties  
Cleveland, Waters and Bass P.A.  
Concord Community Music School  
Cookson Communications  
Cornerstone Design  
Culturally Curious  
Curbstone Financial Management Corporation  
Dartmouth Health  
Devine Millimet & Branch  
Doubletree Hilton Manchester Downtown  
Earthly Elan  
Elliot Health System  
Engelberth Construction  
Fidelity Investments  
Fiduciary Trust of New England  
Great Waters Music Festival  
Harvard Pilgrim Health Care  
Harvey Construction Company  
Hitchiner Manufacturing Company  
Hypertherm  
Institute of Art and Design at New England College  
Jane Balshaw Creative Studios  
John Wike Art  
Karina Mitchell  
Kimball Jenkins  
Laconia Daily Sun  
Lavallee Brensinger Architects  
Lavalley Middleton Building Supply  
League of NH Craftsmen  
Ledyard National Bank

Macomber Glass  
Manchester-Boston Regional Airport  
Mascoma Bank  
McLane Middleton  
MCPHS University  
Merrimack County Savings Bank  
Milestone Construction  
Minim Inc.  
Montagne Powers  
M & T Bank  
Myskowski & Matthews, PLLC  
Nathan Wechsler & Company, P.A.  
Nicki French Fine Art Photography  
NH Dance Collaborative  
NH Furniture Masters  
NHTI  
Northeast Delta Dental  
Orr & Reno  
Phyllis Tracy Fine Art  
Piscataqua Savings Bank  
Polaris Direct  
PR Tarbell Fine Art  
Prime Buchholz, LLC  
St. Mary's Bank  
Service Credit Union  
Southern New Hampshire University  
Stephen Procter Studios  
Stibler Associates  
Studioverne Fine Art Fused Glass  
Swim with a Mission  
Tawney, PLLC  
TD Bank  
T. Devaney Fine Art  
TF Moran, Inc.  
The Colony Group  
The Lancaster Motel  
The Palace Theater  
Theatre KAPOW  
Umen Design  
University of New Hampshire  
Upper Valley Business Alliance  
Upton & Hatfield  
Women's Caucus for the Arts – New Hampshire  
Yankee Publishing  
Yeaton, MEP Inc.



New Hampshire Business Committee for the Arts  
155 Dow Street, Suite 402B, Manchester, NH 03101

Address service requested

Is your business or organization an NHBCA member?

Interested in partnering with us to host one of our signature Artful Networking events?

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***Let's talk!***

Contact  
Executive Director  
Tricia Soule

Call (603) 228-4797  
or email  
[admin@nhbca.com](mailto:admin@nhbca.com)



N|H|B|C|A  
New Hampshire Business Committee for the Arts  
**ARTFUL NETWORKING**

**Join us!**

**October 12**  
**The Westbrook Inn**  
**Derry, NH**

**December 7**  
**Kimball Jenkins**  
**Concord, NH**

**Learn more at [nhbca.com](http://nhbca.com)**