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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



Like all nonprofits, the New Hampshire Business Committee for the Arts (NHBCA) has had to adapt to meet the challenges of COVID. New Hampshire arts groups have developed new technical skills, including livestreaming performances, giving online demonstrations, hosting virtual events, and holding remote board meetings. For NHBCA and many other organizations, these new technical skills will continue to play a major role in our work as we move forward.

Two years ago, the NHBCA established a collaborative relationship with augmented reality (AR) entrepreneurs Karina Mitchell and Jay Van Buren to produce AR art exhibitions and installations that showcase the arts here in New Hampshire and far beyond. Once an original artwork is made into a 3-dimensional augmented reality model, it can be displayed using an AR App in homes, offices, or public spaces. One of our first exhibits, in cooperation with the League of NH Craftsmen, allowed travelers at the Manchester-Boston Regional Airport to use their iPhones, iPads, or other iOS devices to “see” the crafts in the airport, and at their final destination. Because the NHBCA began embracing this new technology well before the pandemic ended live events, we were able to offer our members and the general public opportunities to engage with the arts even though they could not visit in person.

The evergrowing field of AR is the ideal tool to create experiences that weave together arts, tourism, commerce, and technology for people of all ages and backgrounds. That is why the NHBCA Board of Directors enthusiastically endorsed acquiring our own branded AR+ art App in April of 2021. AR+ art allows NHBCA to take #NHArtAnywhere. For instance, the AR+ art App allows patients to see healing art from the walls of Dartmouth-Hitchcock on their own walls at home. And I can personally attest to the awesome experience of using AR+ art to display art in the Northeast Delta Dental offices! As NHBCA continues to add AR exhibitions featuring New Hampshire arts and culture, #NHArtAnywhere will continue to become richer and richer.

AR+ art is a calculated risk because it is such a cutting-edge technology, but we are committed to taking #NHArtAnywhere to reach more people than we ever could without it. Although the year ahead will certainly have challenges for all, the NHBCA is eager to develop new collaborative projects with diverse partners and to continue to promote the arts for their positive impact on the state’s workforce and community development.

We are grateful for all the generous support we have received this past year and always.

Sincerely,

A handwritten signature in black ink that reads "Tom Raffio". The signature is fluid and cursive.

Tom Raffio
President & CEO
Northeast Delta Dental



CLOCKWISE: At Concord Community Music School, staff members Nicole Laurin and Becca Sprano view the augmented reality artwork of NH potter Edwin Scheier / C. Robin Marcotte performs at Hidden in Plain Sight during the 37th Annual Arts Awards / Executive Director Tricia Soule and Board Chair Tom Raffio at Studio Lab in Derry / Jodi Stewart shows an oil painting by Nick Paciorek at the ribbon cutting ceremony for Dartmouth-Hitchcock's new Ambulatory Surgical Center / Christina Soule views the NH Art and Craft Take Off in Augmented Reality exhibition / Presentation of the TD Bank Artrepreneur Award to artist Richard Haynes / NH Business Review Best of Business Award presented to the NHBCA for Most Unrelenting Promotion of Arts and Culture in NH.



From the Executive Director



The past year was memorable in many respects. This was true at the New Hampshire Business Committee for the Arts (NHBCA) which recently held its 37th Annual Arts Awards. We are a nimble organization which has served us well. We were fortunate to navigate our way through the global pandemic and managed to stay on track to pursue new approaches to elevating the arts in NH. It was not without challenges, but pulling together with our partners, we were able to shine a spotlight on how the arts shape the state's economy and well-being of its residents.

I believe for many who do not work in the arts industry or have a close connection with someone who does, this was quite an eye-opening year, especially as performing arts venues, museums and other cultural organizations had to close down. These trying times made it more evident just how integral the arts are to the fiscal viability of healthy, thriving communities. The term creative economy has been around for about two decades, but it is sometimes challenging to define. Simply put, it is where creativity, culture, economics and technology intersect to generate revenue, jobs and goods or services. This provides a strong foundation for engaging people from diverse backgrounds in the arts to improve quality of life and create a sense of belonging in our communities.

Through projects, programs and events, the NHBCA works to "show not tell" how working in tandem with our partners can impact social, community and economic development. It is incumbent upon us to bring business and arts professionals together so that they may have conversations and learn from one another. These interactions are proven to break down barriers and provide a forum for arts leaders, makers, audiences and those interested in investing in the arts to establish impactful relationships. They may discover that they think quite differently from one another, but herein lies the potential for creative thinking and complementary talents. There is ample opportunity for synergy between stakeholders to make exciting things happen in NH. As we keep discovering new and innovative approaches to enhance engagement with the arts, we hope that you will continue with us on the journey.

We are grateful to all who have supported our efforts, including our Board of Directors, valued members, generous sponsors and many friends. Thank you, too, to the Governor's Office for Emergency Relief and Recovery for providing important funding through the Nonprofit Emergency Relief Fund as well as the State Council on the Arts for the grant via the National Endowment for the Arts. This support was critical to us and many organizations around NH.

Sincerely,

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

Tricia Soule
Executive Director

NHBCA Highlights 2020-21

CURATED two augmented reality (AR) art exhibitions which feature objects from the League of NH Craftsmen's permanent collection and artwork installed at Dartmouth-Hitchcock Health's Ambulatory and Surgical Center in Manchester.

HONORED with the 2021 Best of Business Award from NH Business Review for "Most unrelenting promotion of arts and culture."

INTRODUCED nine arts and cultural organizations and four artist entrepreneur members to the NHBCA community. Those that became members include Concord Community Music School, Cornerstone Design: Adele Sanborn, Earthly Elan, Exeter Fine Crafts, The Wise Collection: Joanne Wise, Lakes Region Art Association, Megan M. Burns Studio and Designs, Nathan Macomber Glass and NH Dance Collaborative.

INVESTED in a NHBCA-branded App AR+ art (developed by Membit, Inc.) to bring #NHArtAnywhere through augmented reality art exhibitions.

PARTNERED with The Factory on Willow to establish its Artist-in-Residence (AiR) program, which hosts two artists for three months at a time.

PRESENTED 2021 NHBCA Arts Awards to Concord Pediatric Dentistry; Mark Stebbins – who died on June 17, 2021 – and Jeff Johnston; Performing Arts Venues Group; Richard Haynes; Ruffner Real Estate; Service Credit Union and Tiny Bully.

PRODUCED 37th Annual Arts Awards, a livestream event, featuring 32 New Hampshire creatives including dancers, actors, filmmakers, mixed-media artists, painters, sculptors and musicians

WELCOMED five new business members, including Davis Wealth Advisors, Montagne Powers, Myskowski & Matthews, PLLC, New Millennium Studios and Prime Buchholz.

The NHBCA Mission

The New Hampshire Business Committee for the Arts is a 501(c)3 nonprofit membership 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, 2020 – April 30, 2021

TOTAL REVENUE	\$151,970
Member/Board dues	\$ 54,595
Awards program	\$ 64,000
Other programs	\$ 21,125
Misc. Income	\$ 12,250

TOTAL EXPENSES	\$128,067
Other programs	\$ 6,410
Awards program	\$ 20,361
Staff	\$ 84,861
Professional fees	\$ 8,365
Administration	\$ 8,070
Net	\$ 23,903

IN-KIND SUPPORT

Provided in part by:

Bridge & Byron Printers
Manchester-Boston Regional Airport
Membit, Inc.

Lavallee Brensinger Architects
NH Business Review & New Hampshire Magazine
New Hampshire Public Radio
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Special thanks to Cindy Foote for designing and Bridge & Byron Printers for printing the 2020-21 Annual Report.

FRESH AiR AT THE FACTORY

Early in 2021 the New Hampshire Business Committee for the Arts developed a partnership with the newly established Artist-in-Residence (AiR) program at The Factory on Willow (The Factory) in Manchester. The Factory is a “community of creators, innovators and entrepreneurs” making it an ideal setting for emerging artists to pursue their work.

Entrepreneur and founder of The Factory and the AiR program, Elizabeth Hitchcock, explains her vision: “The arts are integral for creating a sense of belonging in the Greater Manchester Area. They tend to be the center of a thriving community, a talking point for visitors and tourists and give a sense of place unique to each town.” The AiR program hosts two artists working in any medium for three months at a time and provides a generous stipend for them as well as live/workspace so they may concentrate solely on creating. New career artists are often faced with the challenge of getting their footing as creatives while balancing other demands.



To learn more about these talented artists and the AiR program, visit factoryonwillow.com.

Hitchcock says she wanted to alleviate those pressures. “I’m excited for the opportunity we’ve created for the artists to interact and collaborate with their fellow AiRs and other residents of the Factory (including accountants, computer programmers and electrical engineers). It is mutually beneficial for residents and artists – sharing ideas and impromptu conversations that will spark their imagination.”

AiR celebrates the arts inherent value. The first two participating artists demonstrated the critical role of the arts in our daily lives as an important means of communication and self-expression. They crafted stories (through various media) about the social, cultural and personal struggles of marginalized people. These issues can be difficult to approach, but the artists’ careful examination, knowledge and ability to visually express deep-seated concerns, offers an opening for difficult conversations to take place.

Anthony Peyton Young is a Boston-based artist born and raised in Charleston, WV. He earned his MFA from the School of the Museum of Fine Arts/Tufts University and BA in Studio Art from West Virginia State University. His work is included in the collection of the Museum of Fine Arts in Boston and Juliette Art Museum in Charleston, WV.

Julia Kwon earned her MFA at the School of the Museum of Fine Arts/Tufts University and BA in Studio Art at Georgetown University. Her work is included in the collection of the Smithsonian American Art Museum and Renwick Gallery in Washington, DC and the Museum of International Folk Art in Santa Fe, NM.

Board of Directors and Staff (as of April 30, 2021)

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.

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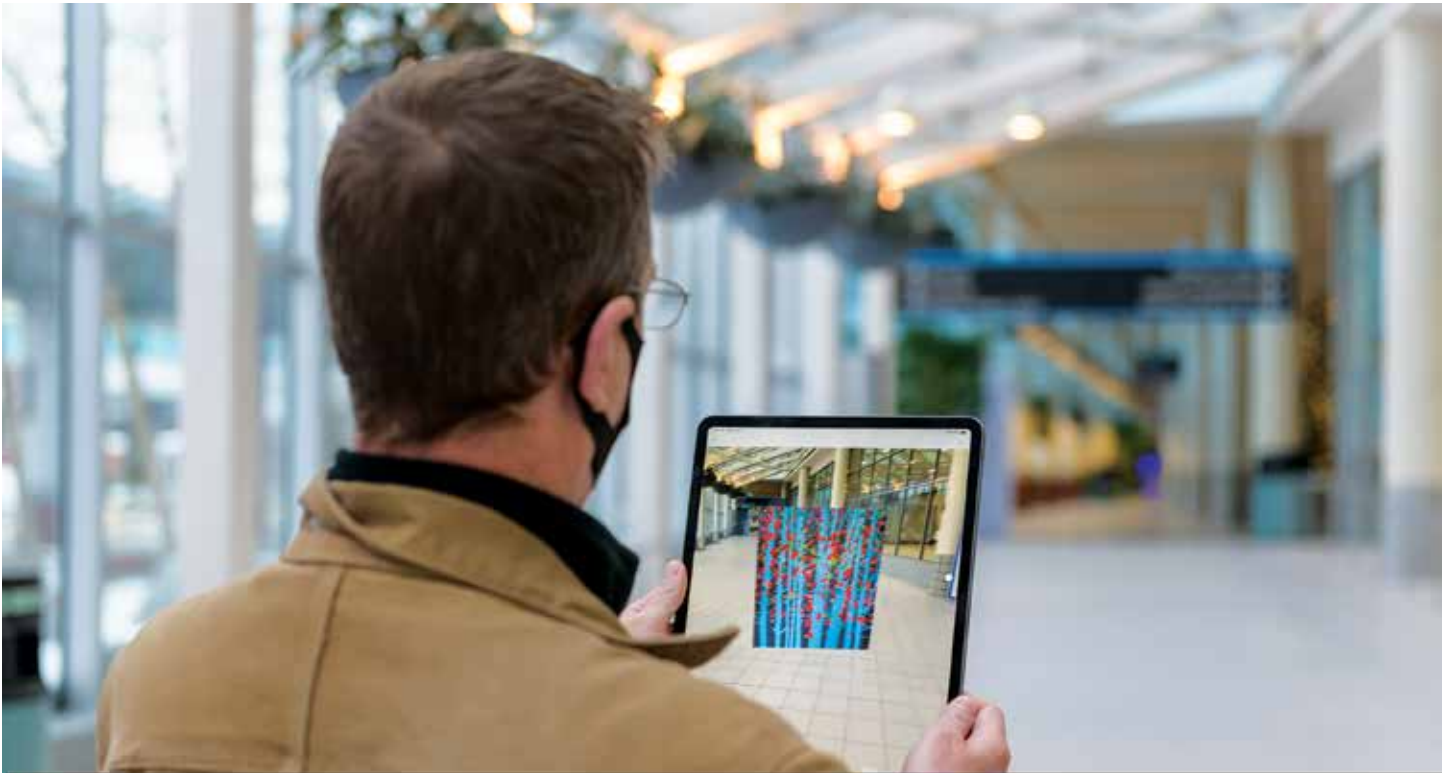
The New Hampshire Business Committee for the Arts is the only statewide membership organization dedicated exclusively to connecting the business and arts communities. Our members actively support the New Hampshire Business Committee for the Arts' role in promoting and facilitating partnerships that enhance 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.

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