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New Hampshire Business Committee for the Arts

*CONNECTING ART AND COMMERCE: FUELING THE CREATIVE ECONOMY*



ANNUAL REPORT

## From the Chair of the Board



With so much change and frankly upheaval in the world, the role of the arts in our lives may be more important than ever. Whether it is dance, music, theatre or the visual arts, each has the ability to transform how we examine contemporary issues, learn to understand one another or appreciate the opportunity to be fully grounded in the present moment. Individual creatives as well as arts and cultural organizations are tremendous assets to our communities as they are invaluable resources for addressing all of these.

At the New Hampshire Business Committee for the Arts (NHBCA), we are working to overcome the perceived and often real obstacles between business and art. Frequently in our society we hear the notorious and limited thinking about “the starving artist” or the sentiment that those who work at nonprofits are content being paid less than their fair market value because they are passionate about what they do. Having passion for one’s work does not pay the bills and the deep-seated notion that creatives don’t need to be or care about being compensated the same way as other professionals

is false. However, because it is such a firmly held belief in our culture, it sometimes also permeates the mentality of those it most impacts. So, what do we do about it? As with anything that needs to change, the first step is to bring it to light by creating an awareness beyond the group that is affected. It is my hope that this letter helps to do just that.

Perhaps one of the greatest challenges to shifting the above perspective is the inherent subjective nature of the arts and creatives’ reluctance to commodifying their artistic expression. Did you know that artists are asked to donate their work, time, and talent, countless times each year in exchange for “exposure”? While it may seem harmless to those doing the asking, especially because most artists are very generous, here is something to think about: Unlike businesses, artists cannot claim their in-kind donations on their income tax so each time they give away the fruits of their labor, whether it is an original work of art or any kind of performance, they are losing money they depend on to live. Most of us wouldn’t dream of asking for a discount let alone a donation from an attorney or medical doctor (or dentist!), and yet creatives who are also experts in their fields are expected to do so. This is why the NHBCA promotes artists as entrepreneurs – to both inform the public that artists are small businesspeople and to provide artists the opportunity to engage with business leaders. Cultivating relationships between these two groups that have been historically thought to have little in common has the potential to reframe how we think and talk about the value of the arts.

As a small nonprofit, we are trying to create change. We never ask artists to donate their work and we do our best to compensate them well for their work. This is possible thanks to our supporters, including organizations such as NH Dance Collaborative that has worked cooperatively with us on several projects to ensure that performers are equitably paid. In our last fiscal year (May 1, 2021 – April 30, 2022), we collaborated with numerous artists, including dancers, musicians, writers, actors, artistic directors, videographers, chefs as well as visual and digital artists, paying out nearly \$30,000 to extraordinarily talented people.

Our commitment to promoting arts and culture has been aptly described as “unrelenting.” It is only with the support of all our members, generous sponsors, dedicated board, friends and community partners that we are able to continue to fulfill our mission and contribute to advancing New Hampshire’s creative economy.

We are deeply grateful for your enthusiastic support of the arts!

Sincerely,

A handwritten signature in black ink that reads "Tom Raffio". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Tom Raffio  
President & CEO  
Northeast Delta Dental



**ABOVE:** Winners of the 38th Annual Arts Awards (l. to r.) Elizabeth Hitchcock, The Factory on Willow (Microenterprise); James Chase (Artrepreneur); Scott Reed, New London Inn (Small Business); Kenneth R. Sheldon, Bank of America (Large Business); Tricia Soule, NHBCA Executive Director; NHBCA Board Chair Tom Raffio, Northeast Delta Dental; Nathan Saller, Bellwether Community Credit Union (Medium Business); Mike Boyle, Andres Institute of Art (Artsbuild Community).

**BELOW, CLOCKWISE:** Culinary artists Lee Frank, Evan Hennessey and Chris Viaud; Theo Martey, NH Artist Laureate and Katy Easterly Martey; Handblown glass bowls by Nathan Macomber presented to the Arts Awards Winners; Dancers Anthony Bounphakhom, Jason Berube, Delaney Inman, Tea Buble and Justin Espailat. PHOTOS: COURTESY ALTHEA HAROPULOS AND ALLEGRA BOVERMAN



## From the Executive Director



Although I've been on the job as executive director for four years, and the New Hampshire Business Committee for the Arts has a long and rich history, I still encounter people who may be only vaguely familiar with our organization or sometimes not at all aware of who we are and what we do. When I suspect this to be the case, I usually ask if they know about the NHBCA before engaging in the primary purpose of our meeting to offer greater context – reassuring them that it is not a leading question! Introducing or re-introducing the business and arts community to the NHBCA is truly a highlight of my role. Honestly, it is what excites me most. I confess that it is not uncommon for my enthusiasm to bubble over as I share our story.

As someone who has spent her professional life working in the fields of sales and development, I know that doing more talking than listening is a big no-no. So, once I paint the picture, I pause – and listen. More often than not, I discover that those I speak with have a creative spark (though many protest this notion) leading to a delightful exchange of ideas. Everyone talks about the inherent value of the

arts in enriching the lives of all. They know how fortunate we are in our small state to have so many outstanding arts and cultural resources, including nonprofit organizations of all sizes, a robust State Arts Council, rural towns and cities committed to highlighting the arts as a key attraction for residents and visitors, as well as many talented artists who are central to flourishing communities.

Over the years, the New Hampshire Business Committee for the Arts has partnered with a number of our fellow arts organizations, creatives and business members to produce events such as our signature Annual Arts Awards Gala where we highlight a mix of artistic genres and recognize companies, artist entrepreneurs as well as nonprofit organizations for their contributions to arts and culture. More recently, we have developed programs, including our Artful Networking events and collaborative projects that embrace new technologies like augmented reality (AR). All of these are designed to provide shared art-related experiences.

At this writing, plans for our next awards event are already in development and we are in the midst of some exciting collaborative projects. In the coming months we will put to work a generous grant provided by TD Charitable Foundation to leverage our NHBCA AR+ art App and elevate artists in partnership with our higher education members, including the Institute of Art & Design at New England College, NHTI in Concord and Southern New Hampshire University. In these AR exhibitions, our App developers will create 3-D digital models of original artworks created by students, alumni and faculty from each school, then render them in augmented reality. Themes for the exhibitions are being developed between the NHBCA and professors at the participating schools. This is a highly unique platform that may serve as an educational resource for artists while also presenting artwork to viewers in a brand-new context. With fewer bricks and mortar art galleries for artists to exhibit due to challenges that accompany operating these small businesses, it is an even more competitive environment than in the past to find representation, especially for emerging and non-traditional artists. AR makes an ideal “alternative gallery” to show art because it defies the need for a physical space.

We will host Artful Networking events with each of our partners to connect the business and arts communities through interactive hands-on demonstrations or in-App artist talks. Together we are creating a supportive environment for up-and-coming artists to engage with audiences that may not otherwise encounter their work. We hope that you will join us to be a part of these innovative encounters with art and learn more about the excellent college art programs here in New Hampshire.

Sincerely,

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

Tricia Soule  
Executive Director

# NHBCA Highlights 2021-22

**Awarded** TD Charitable Foundation grant to further develop the NHBCA's AR+ art App and produce three augmented reality exhibitions in partnership with our higher education members (academic year 2022-2023), including the Institute of Art & Design at New England College, NHTI - Concord and Southern NH University.

**Commissioned** glass artist Nathan Macomber and calligraphy artist Adele Sanborn to produce the 38th Annual Arts Awards.

**Collaborated** to produce a site-specific augmented reality art walk in three locations, including Manchester, Lebanon and Whitefield featuring four New Hampshire artists.

**Curated** Looking Glass: Exploring Art Through Augmented Reality, featuring artists Roger Goldenberg, Nathan Macomber, Laura Morrison and Marta Spendowska.

**Demonstrated** the NHBCA AR+ art App at the Leadership Greater Manchester Arts and Culture Day at The Rex Theatre.

**Honored** by the Business and Industry Association of New Hampshire with its NH Advantage Award for our decades-long effort to support and promote the arts.

**Partnered** with the Laconia Daily Sun to host an Artful Networking event featuring the NHBCA's AR+ art App at the newly refurbished Lakeport Opera House in Laconia.

**Presented** 38th Annual Arts Awards to the following enterprises: The Factory on Willow; New London Inn; Bellwether Community Credit Union; Bank of America as well as the Northeast Delta Dental Arts-build Community Award to Andres Institute of Art and the Bayberry Financial Services Artrepreneur Award to James Chase.

**Produced** Annual Arts Awards Gala at the DoubleTree by Hilton Manchester Downtown featuring three esteemed chefs, four fine artists, five dancers and four musicians with a celebration of the culinary arts.

**Welcomed** 13 new members, including Grappone Automotive; Laconia Daily Sun; New Millennium Studios; Swim with a Mission; The Lancaster Motel; W.S. Badger; Castle in the Clouds; Great Waters Music Festival; Theatre Kapow and artists Barbara Morse; Karina Mitchell; Phyllis Tracy and Studio Verne Fine Art Fused Glass.

## 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, 2021 – April 30, 2022

TOTAL REVENUE	\$177,742
Member/Board dues	\$ 55,103
Awards program	\$ 62,210
Grants	\$ 40,000
Other programs	\$ 1,000
Misc. Income	\$ 19,429
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TOTAL EXPENSES	\$142,907
Other programs	\$ 4,304
Awards program	\$ 19,710
Staff	\$ 85,600
Professional fees	\$ 15,000
Administration	\$ 18,293
Net	\$ 34,835

#### 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

Special thanks to Cindy Foote for designing and Bridge & Byron Printers for printing the 2021-22 Annual Report.

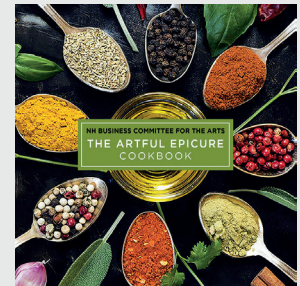
## Giving Thanks



In addition to recognizing the nominees and award winners at our signature Arts Award Gala last spring, we celebrated the culinary arts. The evening was infused with jazz, hip hop dance and the visual arts, providing a dynamic backdrop to three renowned chefs who served artful hors d'oeuvres and desserts inspired by original works of art. As anyone who has planned a major event knows, it takes many "ingredients" to pull together a cohesive program as well as lots of creative energy. Fortunately, for more than two decades, we have had a dedicated volunteer who works with us to design our collateral materials for our biggest event of the year.

**Cindy Foote began volunteering for the New Hampshire Business Committee for the Arts in 1992.** Her commitment to the organization has been steadfast and we are so grateful for her ongoing

support. Cindy has contributed countless hours, creative energy and a good deal of patience, similar to a seasoned chef, to our Annual Arts Awards programs. This year she also managed the significant project of designing *The Artful Epicure*, a sweet cookbook featuring recipes of Evan Hennessey, Chris Viaud and Lee Frank paired with the art that inspired their dishes. Her work resulted in a true keepsake for our guests to take home.



## Board of Directors and Staff (as of April 30, 2022)

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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President & CEO  
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Baker Newman Noyes

**Jennifer L. Parent – Secretary**  
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**Michael Costa**  
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### 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 5/1/21 – 4/30-22).

100 Market Group, Ltd.  
Baker Newman Noyes  
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Bellwether Community Credit Union  
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Business & Industry Association  
Castle in the Clouds  
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Curbstone Financial Management Corporation  
Dartmouth Health  
Devine Millimet  
Doubletree Hilton Manchester Downtown  
Earthly Elan  
Elliot Health System  
Engelberth Construction, Inc.  
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  
Karina Mitchell Art  
Kimball Jenkins  
Laconia Daily Sun  
Lavallee Brensinger Architects  
Lavalley Middleton Building Supply  
League of NH Craftsmen  
Ledyard National Bank  
Manchester-Boston Regional Airport  
Mascoma Savings Bank  
McLane Middleton  
MCPHS University  
Merrimack County Savings Bank  
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Nathan Macomber Art  
NH Dance Collaborative  
Northeast Delta Dental  
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155 Dow Street, Suite 402B, Manchester, NH 03101

Address service requested

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Hooked Wall Hanging by Peg Irish in the Tucson Desert.  
Artwork courtesy of the League of NH Craftsmen Permanent Collection.