

## RESEARCH

### Record Support from Business to the Arts

Business support to the arts in the United States reached a record level of \$3.32 billion during 2003, according to a recent survey commissioned by the Business Committee for the Arts Inc. (BCA), a national nonprofit organization founded in 1967 by David Rockefeller to bring business and the arts together.

Fourteen percent of the companies participating in the survey anticipate that support to the arts will increase in 2004, 74 percent expected it to remain at the same level as in 2003 and 9 percent anticipate a decrease. In 2005, 19 percent are projecting an increase in support to the arts, 70 percent do not expect a change from the 2004 level and 5 percent reported a possible decrease.

Nearly three quarters (74 percent) of the



companies in the United States contributed to philanthropic causes in 2003. About half (49 percent) of small companies, 40 percent of midsize companies and 11 percent of the large companies contributed to the arts. Following is a summary of the areas companies said they supported:

- Annual campaigns for general operating support (60 percent)
  - Performing arts center programs (54 percent)
  - Theater (53 percent)
  - Public radio and public television (46 percent)
  - Arts education programs (45 percent)
  - Symphony orchestras (43 percent)
  - Literary arts (25 percent)
  - Opera (16 percent)
  - United arts funds (10 percent)
- "Companies realize they can improve the quality of life for their employees but they also enrich the lives of their communities by providing educational opportunities to their employees and their families. It's a win-win situation that has considerable impact on a company," Business Committee for the Arts President Judith A. Johnson said.
- Conducted by Sherry Johnson, a consultant in Bethesda, Md., the survey was based on telephone interviews with executives and owners of 1,000 participating companies. The survey was completed in 2004. For more information, visit [www.bcainc.org](http://www.bcainc.org).

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