



The BCA Report:
2007
**NATIONAL SURVEY OF BUSINESS SUPPORT
TO THE ARTS**

October 3, 2007



BUSINESS CONTRIBUTIONS TO THE ARTS



	2006	2003
Percent contributing to the arts in 3 year period (cash/non-cash)	42%	36%
Median contribution to the arts per business	\$800	\$800
Total dollar amount contributed to the arts	\$3.16 Billion	\$3.32 Billion
Percent change from 2003	-5%	-
Percent the arts received of total contributions	13%	21%*

*Adjusted calculation from 2003



BUSINESS CONTRIBUTIONS TO THE ARTS BY SIZE OF COMPANY

	Less than \$1 Million		\$1-\$49.9 Million		\$50+ Million	
	2006	2003	2006	2003	2006	2003
Percentage of businesses in the U.S.	90.2%	90.3%	9.5%	9.3%	0.3%	0.4%
Percent contributing to the arts (cash/non-cash)	29%	34%	42%	46%	57%	58%
Median contribution to the arts per business	\$500	\$500	\$2,000	\$2,600	\$25,000	\$15,800
Total business contributions to the arts	\$1.63 Billion	\$1.63 Billion	\$1.00 Billion	\$1.32 Billion	\$.53 Billion	\$.38 Billion
Percentage change from 2003	0%	-	-24%	-	+36%	-



PERCENT OF TOTAL BUSINESS CONTRIBUTIONS TO THE ARTS BY COMPANY SIZE

	2006	2003
Less than \$1 million in annual revenues	52%	49%
\$1 million - \$49.9 million in annual revenues	31%	40%
\$50+ million in annual revenues	17%	11%



BUSINESSES THAT CONTRIBUTED TO ANY PHILANTHROPIC CAUSE

	2006	2003
Contributed	69%	74%
Did Not Contribute	31%	26%

Base: All companies in survey



ALLOCATION OF BUSINESS CONTRIBUTIONS TO THE ARTS

	Total	
	2006	2003
Theater	56%	53%
Other Music	54%	46%
Performing Arts Center Programs	46%	54%
Public Radio and Public Television	46%	49%
Other Types of Museums	35%	39%
Symphony Orchestras	34%	30%
Art Museums	33%	36%
Arts Education Initiatives	33%	48%
Dance	28%	33%
Literary Arts	21%	25%
Opera	11%	16%
United Arts Fund	10%	10%

GEOGRAPHIC ALLOCATION OF BUSINESS CONTRIBUTIONS TO THE ARTS

	2006	2003
Local Arts Projects	92%	93%
National Arts Projects	7%	5%
International Arts Projects	1%	2%



SOURCE OF BUSINESS CONTRIBUTIONS TO THE ARTS

	Total	
	2006	2003
Marketing/Sponsorship Budget	43%	30%
Annual Contributions Budget	39%	51%
Advertising Budget	35%	42%
Executive Budget	16%	22%
Company Foundation	11%	12%

REASONS BUSINESS SUPPORTS THE ARTS

	Total	
	2006	2003
Good thing to do	55%	59%
Tied to business goals	15%	15%
Both	28%	24%
Don't know	2%	2%



INFLUENCES ON AMOUNT OF BUSINESS CONTRIBUTIONS TO THE ARTS

	Total	
	2006	2003
Perceived need in operating communities	57%	65%
Senior-level executive interest in the arts	52%	58%
Company profitability	50%	51%
Employee interest in the arts	38%	40%
Strategic business goals	35%	35%
Pressure to fund other areas such as education and social services	30%	41%

Percent indicating that each is a "very important" or "somewhat important" reason in deciding to support the arts.



REASONS FOR SUPPORTING SPECIFIC ARTS ORGANIZATIONS

	Total	
	2006	2003
Having an existing relationship with someone at the arts organization	79%	N/A
Offer arts programs to reach the underserved	76%	72%
Offer opportunities for company recognition such as signage, product displays, program listings, and promotional tie-ins	73%	61%
Offer arts education initiatives	68%	72%
Tie the arts to social causes such as hunger, violence or homelessness	63%	61%
Offer sponsorship opportunities linked to a company's products and services	58%	43%
Have company employees serve as volunteers	50%	46%
Provide tangible employee benefits such as discount tickets or free admission	49%	49%
Provide tangible company benefits such as use of arts venues and workplace programs	37%	44%

Percent indicating that each is a "very important" or "somewhat important" reason in deciding to support the arts.



HOW INVOLVEMENT WITH THE ARTS CAN ENHANCE BUSINESS

	Total	
	2006	2003
Can increase its name recognition	77%	67%
Can stimulate creative thinking, problem solving and team building	69%	N/A
Offers networking opportunities and the potential to develop new business	69%	63%
Has the potential to increase its bottom line	51%	41%
Offers special benefits for employees	45%	40%
Can help to recruit and retain employees	38%	31%

Base: All companies in survey.
Percent indicating they "agree strongly" or "agree somewhat."



IS THERE INCREASED CONCERN ABOUT EVALUATING RETURNS FROM CONTRIBUTIONS TO THE ARTS?

	Total	
	2006	2003
Yes	20%	29%
No	80%	69%
Don't know	0%	2%

Base: Only companies that support the arts.



REASONS BUSINESSES MIGHT INCREASE CONTRIBUTIONS TO THE ARTS OR BEGIN SUPPORTING THE ARTS

	Current Arts Contributors		Non-arts Contributors	
	2006	2003	2006	2003
There is a proven need for the contribution	69%	74%	60%	59%
Profitability improved	63%	63%	62%	58%
Could also support other social causes by giving to the arts	62%	59%	58%	49%
A direct impact on a company's bottom line can be shown	62%	53%	55%	57%
A direct tie-in to the company name or products	51%	50%	50%	46%
Could specify how the contribution is used	46%	54%	57%	43%
Helped with employee recruiting, satisfaction and/or retention	40%	41%	32%	29%



REASONS FOR NOT CONTRIBUTING TO THE ARTS (UNAIDED)

	Total	
	2006	2003
Education, health care, youth and/or social causes or other organizations are more of a primary concern	30%	28%
Never been asked about contributions from Arts organization	20%	17%
Doesn't suit our interests/not a priority	17%	8%
Only support local community organizations	11%	14%
Budget constraints/lack of available funding	10%	14%
Lack of arts organizations in the area	5%	N/A
Don't have enough revenue/profit	4%	15%
Must allocate funds to numerous different organizations	2%	N/A

Numbers may add to more than 100% because multiple answers were accepted.



IMPORTANCE OF REASONS FOR NOT SUPPORTING THE ARTS (AIDED)



	Total	
	2006	2003
Prefer to focus on other areas such as education and social services	58%	47%
Limited cash and non-cash resources	45%	52%
Give primarily to organizations where there is an existing relationship	42%	N/A
Does not fit strategic business goals	29%	31%
Lack of measurable business benefits from arts contributions	17%	21%
Lack of employee interest in the arts	17%	16%
Lack of senior-level executive interest in the arts	15%	15%
No perceived need for arts contributions	14%	16%

Percent indicating that each is a "very important" reason in deciding not to support the arts.
 Numbers may add to more than 100% because multiple answers were accepted.



WAS COMPANY EVER ASKED TO CONTRIBUTE TO THE ARTS?



	Total	
	2006	2003
Yes	30%	33%
No	64%	61%
Don't know	7%	6%

Base: Only companies that do not support the arts