



In our steady climb for a competitive advantage, we are all wired to create.

To catalyze **a new framework**^{*} to innovate by investing in and connecting the **creative economy**⁺⁺ to the business community through programs that foster an **immersive exchange**.⁺⁺⁺

+A NEW FRAMEWORK

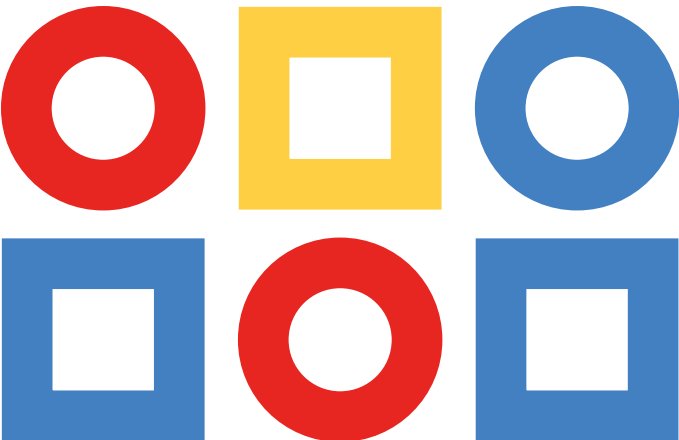
Explore our approach to innovation with four measurable markers of creativity: Empathy, Leadership, Connectivity, and Inspiration.

++CREATIVE ECONOMY

Discover our region’s exciting creative advantage, from world-class art, design, and culinary talent to entertainment, data science, and technology resources.

+++IMMERSIVE EXCHANGE

Experience our original leadership, innovation, and social impact programs and apply your skills to meaningful projects and partnerships.



Helping Leaders Unlock the Art of Innovation

A movement to integrate designers and artists with business and civic leaders is gaining momentum.

Harvard Business Review recently dedicated a full issue to the “Evolution of Design Thinking,” the M&A rate of creative agencies and startups is climbing, top graduate programs are merging design, art, and humanities into core curricula, and governments and nonprofits are leveraging creativity to reimagine public benefits.

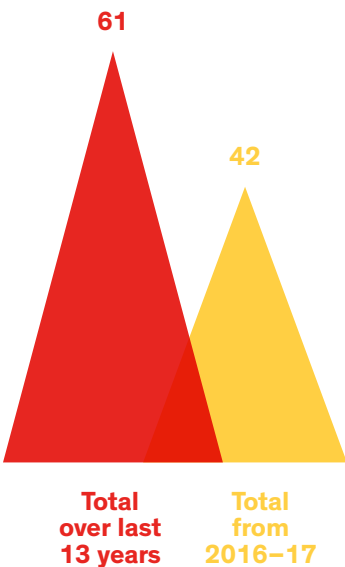
Now this movement is happening here in Philadelphia and bringing with it a competitive advantage that thriving leaders, organizations, and economies need to drive innovation and impact.

Why it matters...

Collaboration with creative agencies, including designer-founded startups, is driving better experiences for customers, clients, and community members.

CREATIVE AGENCY ACQUISITION RATES ARE INCREASING

From 2004 to 2017, 61 creative agencies and designer-founded startups were acquired by large companies worldwide. 42 of those were acquired in the last two years alone.*



* John Maeda's #DesignInTech Report 2017 + 2018

** Critical Thinking, The pARTnership Movement, Americans for the Arts

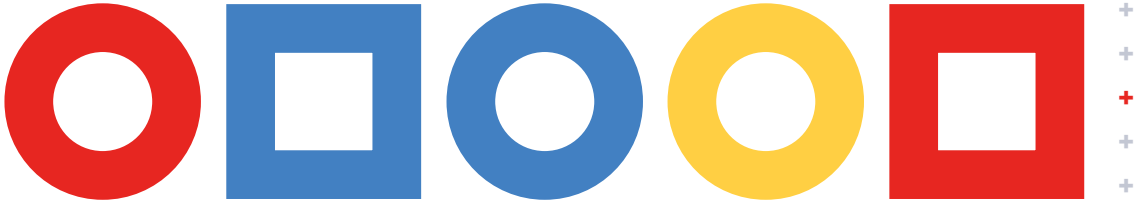
As of 2017



of U.S. business executives agree
that creativity is becoming more
important in the workplace**

Our framework for
developing your creative
advantage meets you
where you are on your
innovation journey to
spark a renaissance of
economic opportunity
and creative leadership.





EMPATHY

Understand what people need and want.

LEADERSHIP

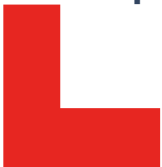
Acuity to see beyond the obvious
and embrace diversity of thinking.

CONNECTIVITY

Engage a network of diverse organizations
to solve challenges in new ways.

INSPIRATION

Exposure and awareness of the
possibilities driving motivation to excel.



Advancing Your Creative Competence

We have decades of experience in bringing together top innovators from the creative and business communities.

Our original programming brings vetted, cutting-edge learning to busy people and teams who want to grow through a creative framework. Programs, projects, events, and more spark new ideas, solve pressing challenges, and shape an innovative and impactful region.



74%

OF BUSINESSES

say the arts offer networking opportunities to develop new business and build market share.*

78%

OF BUSINESS EXECUTIVES

say that a rise in consumer power makes creativity increasingly important.**

* Put Your Company in the Spotlight, The pARTnership Movement, Americans for the Arts
** Ready to Innovate, Americans for the Arts

Business On Board



A complete professional experience to prepare you for nonprofit board participation, from teaching leadership skills and best practices to matching organizations with future board members.

+ LEADERSHIP
+ EMPATHY
+ CONNECTIVITY

Creative Xchange



Teaching leaders and teams to think creatively, using empathy-driven design thinking methods to support innovation at work.

+ EMPATHY
+ LEADERSHIP
+ INSPIRATION

Designing Leadership



Helping creative leaders incorporate lessons learned from the business sector, enabling them to achieve sustainable growth for their organizations and the region.

+ LEADERSHIP
+ CONNECTIVITY

Awards Celebration



By spotlighting thriving creative leaders, organizations, and partnerships, we amplify and energize the region as a hub for new innovation and economic opportunity.

+ LEADERSHIP
+ CONNECTIVITY

Volunteers for the Creative Economy



Turnkey channels that make it easy to contribute your unique skills to support artists and creative entrepreneurs in the region while being introduced to new fields and driving impact.

+ EMPATHY
+ CONNECTIVITY

Defining Innovation Global Speaker Series



Join the conversation with global thought leaders like Malcolm Gladwell, Sheryl Sandberg, and Clayton Christensen to share brand new work and connect with communities on the cutting edge.

+ INSPIRATION
+ CONNECTIVITY

From Ideation to Impact

150+

**GRADUATES
EACH YEAR**

Leaders who graduate from our leadership series each year with skills to manage the work of the future.

2K+

**GLOBAL
CONNECTIONS**

2,000+ “structure” and “process” people will connect with global thought leaders and return to their organizations as “idea” people through our citywide event series.

800+

**GRADUATES
ON BOARDS**

Graduates of Business On Board who have joined boards at regional arts and culture nonprofits.

CREATING AN INVENTIVE WORK ENVIRONMENT

86% OF EMPLOYERS AGREE

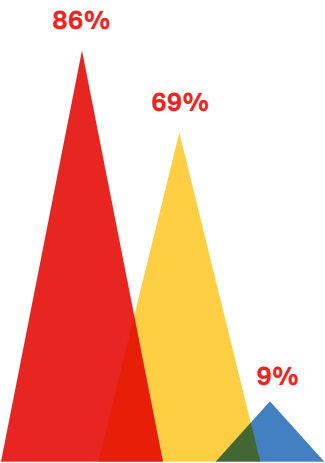
that employees working in departments other than their own is an activity that developed creativity. *

69%

of those employers offered that activity on an "as-needed" basis.

9%

of those employers said they made that experience possible for all employees.



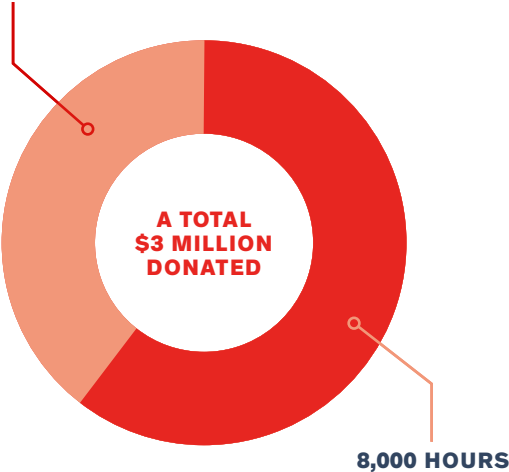
72%

Of companies that give to the arts recognize that it stimulates creative thinking, problem solving, and team building.

2.5x

Organizations in the top quartile on employee engagement achieved two and a half times the revenue growth of organizations in the bottom quartile. **

250 PROJECTS



\$3 MILLION
DONATED,
THAT'S
#GOODBIZPHL

Each year, the ABC community contributes over 8,000 hours of professional services on over 250 volunteer consulting projects to arts + culture nonprofits in the region.

* Ready to Innovate, Americans for the Arts

** Engage Employees, The pARTnership Movement, Americans for the Arts

The Upside on Creativity in the Economy

Our innovation ecosystem is inclusive of both people and perspectives, and comes together greater than the sum of our parts.

Our tribe of artists, designers, chefs, restaurateurs, technologists, and more transforms culture and commerce every day with new ideas, experiences, and opportunities. What we bring to the table is more than \$4 billion in GDP, 55,000 jobs, and 10 million visitors. We bring the keys to unlocking our creative advantage as a region.



55K

FULL-TIME EQUIVALENT JOBS

throughout the Philadelphia region are supported by arts + culture.*

\$4.1

BILLION DOLLARS

is the combined impact that Southeastern Pa's cultural organizations and their audiences have on the region's economy.*

???

THE TOTAL IMPACT

of the creative economy is unknown. However, we would like to undertake a report to support investments and policies in this critical sector.



A strong creative advantage means more jobs, economic growth, and a global culture to enjoy and to inspire. We harness the power of the creative economy to drive innovation and impact in the region.

This is who we are.



Communicators

Advertising
Audio Services
Graphic Design
Marketing
Print Production
Public Relations
Publishing
Social Media
Video Production

Software + Hardware Designers

Augmented Reality
Education Technology
Health IT/Medical Devices
Mobile Applications
Responsive Environments
Robotics
Software Development

Designers

Architecture
Engineering
Industrial Design
Making
Manufacturing
Textiles
Urban Systems

Data Scientists

Big Data
Big Sensor
Embedded Computing
Parallel Computing
Pervasive Computing
Telecommunications

Entertainers

Animation
Culinary Arts
Education IT
Film & Digital Media
Gaming
Post-Production
Theme Parks + Recreation
Toys

Creative Industry Supporters

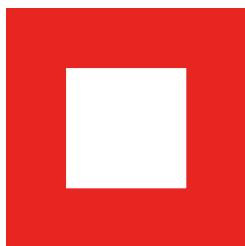
Consulting
Corporate R&D
Co-Working Spaces
Government R&D
Incubator/Accelerators
Post Secondary Education
Professional Societies
Selected Business Services
Trade Associations
University R&D
Venture + Seed Capital

Fine Artists

Arts Organizations
Arts Venues
Interactive Arts
Museums + Galleries
Music
Performing Arts
Visual Arts

The movement
is happening.
Get involved.

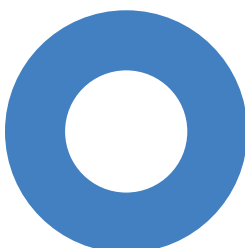
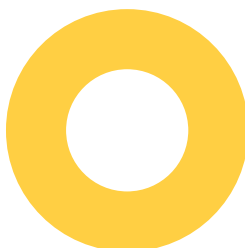




LEAD

Showcase your expertise in our experiential leadership trainings.

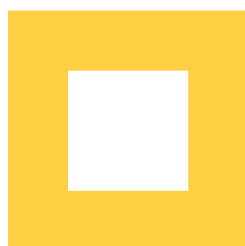
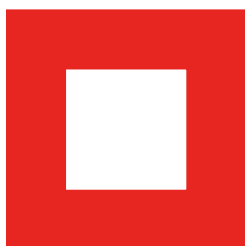
During Designing Leadership, for example, thought leaders from partner organizations present expert content to leaders and teams from across the region. These opportunities provide access to current and emerging leaders in the creative economy and corporate world.



SERVE

Demonstrate your commitment to corporate social responsibility through our turnkey pro bono platform.

Join together with hundreds of top professionals who are contributing time and expertise to drive social impact in the arts and elevate the quality of life in Philadelphia and the region to new heights.



INSPIRE

Amplify your thought leadership onstage with global innovators.

ABC events attract thousands of attendees from various business sectors, ranging from the business and start-up fields to the creative economy. Previous guests have included Clayton Christensen, Malcolm Gladwell, Sheryl Sandberg, and Arianna Huffington. Moderate the conversation or share your own case studies as part of the event's "Strategy Salon."



Connect with Us Today

Partnering with the Arts + Business Council positions your company as a thought leader on innovation, creativity, and the modern workplace.

Be a part of the work we do to bring world-class speakers to the region, provide leadership training for leaders and teams, and drive high impact projects across the nonprofit sector. We do far more for your organization than merely putting your logo on another website.



CONTACT US

To learn more about how your organization can benefit from a leadership role at the Council, please contact us at info@artsbusinessPHL.org or 215-790-3833.

MAKE A DONATION

Make a tax-deductible charitable contribution to support the work of the Arts + Business Council through our regional foundation, a 501(c)3 organization.

FOLLOW US

Check out our Twitter, Facebook, Instagram, and LinkedIn to stay up to date on what's next. [@artsbusinessphl](https://twitter.com/artsbusinessphl)

VISIT ARTSBUSINESSPHL.ORG

Visit our website for a calendar of upcoming event, program, and partnership opportunities.



