

# THE CLARK HULINGS FUND

 For Visual Artists

## Objective:

Advance social & economic change  
At the nexus of business & culture.

### CHF Executive Briefing: Corporate Responsibility

#### Making Cities Prosperous

**Corporate responsibility that brings measurable impact** will leverage the core business, specifically its local and regional presence, engage talent throughout the company, and rely on deep partnerships on the ground to accelerate existing change. Advancing the economic prosperity and financial capabilities of global cities relies on inclusive growth.

*"The innovative cities of the coming age will develop a creative union of technology, arts and civics."*  
–Sir Peter Hall, renowned geographer & authority on the economic, demographic, cultural & management issues facing cities

#### Local Impact Has Global Consequences

**Advancing our cities** increases global capacity, for the economy itself, and for the vanguard of corporate actors.

**Kindling new opportunities** promotes the financial health of our communities.

**Developing small businesses** and fostering new skills for work is an investment in our economic growth.

**Removing economic hurdles** that hold back people in target markets ensures mutual prosperity.

#### The Impact Model Matters

**Deep partnerships** with local leaders in all sectors promotes inclusive growth.

**Developing community leaders** in existing markets ensures adoption.

**Building long-term relationships** on the ground accelerates change that's already happening.

**Data-driven models** for impact, cultured by analytics, secures robust philanthropic investment in social finance.

Selecting the goals of corporate responsibility to align with the goals of the *entire company* is key to drawing talent from throughout the organization. Employee engagement is elevated when it pairs with core professional goals and outcomes.

#### Efficacy Drives Attitudes & Adoption

# 29%

Of the market finds corporate responsibility more credible when it impacts or involves employees.

# 36%

Are believers in the corporate mission when it aligns with or impacts business operations.

# 66%

Think corporate entities can substantially impact the world to create real and meaningful change.

**This moment is pivotal:** Innovation is robust, movement between communities is accelerating, and there is incredible interest in supporting local communities with a distinct local advantage. There has never been a greater opportunity to succeed in practical, visible, demonstrable economic development than now.

"In the next decade, the most successful companies will be those that integrate sustainability into their core businesses." – Jim Owens, CEO Caterpillar

"We know that the profitable growth of our company depends on the economic, environmental, and social sustainability of our communities across the world." – Travis Engen, CEO, Alcan

"Ethics is the new competitive environment." – Peter Robinson, CEO Mountain Equipment Co-op

## Creative Economies are Strong Economies

Arts create an all-inclusive atmosphere of neighborhood revitalization, tourism draw, and attraction of economic investment and commercial enterprise. The arts and artists create jobs, subsidize the local economy, and promote expansion of other business domains in and around their commercial sphere. Look at any thriving local or regional economy, and there are artists on the ground, actively making connections between key stakeholders, participating in municipal events, and drawing visible attention to the area. The correlation is so pronounced that there is virtually no thriving economy without thriving artists. Artists are local businesses in their own right who primarily need two things to thrive: business skills and growing community engagement that results in a robust network of professional relationships, not the least of which is commercial enterprise.

"I believe that creativity will be the currency of the 21st century." – Gerald Gordon, Ph.D., President/CEO, Fairfax County (Virginia) Economic Development Authority.

"The rapidly evolving global economy demands a dynamic and creative workforce. The arts and its related businesses are responsible for billions of dollars in cultural exports for this country." –Charles Segars, CEO of Ovation

## CHF's Vision Has a Recognized Name

The Clark Hulings Fund for Visual Artists (CHF) is a 501(c)(3) nonprofit organization that promotes the legacy of American painter *Clark Hulings* (1922 - 2011) by equipping working visual artists to be self-sustaining entrepreneurs.

Founded in 2013, CHF showcases Hulings' life and work as an example to today's artists, and offers them a comprehensive art-business education so that they can thrive as he did. We deliver a suite of integrated learning services continually, both virtually and in-person—via live events, digital channels, and portable media formats—and build professional networks of opportunity.

## Mentoring Centers of Innovation



Elizabeth Hulings, Executive Director of CHF, earned her stripes working on Fortune-500 mergers at the predecessors of Citigroup, Cendant, and Verizon, and creating seismic change in cooperation with municipal and

community leaders at organizations like the International Development Exchange and Human Rights Watch.

## Vision + Structure and Support

Vital programs need structure, and leadership needs support. You provide the vision and priorities for community activation. CHF provides that support by effectively drawing the link between art and innovation, helping you motivate and engage the other stakeholders in the ecosystem, and turn your intentions into action. CHF goes even farther, fulfilling on key components of those intentions with proven programming and facilitation, data acquisition and reporting, and applying organizational development to fostering ecosystems of 'shareholders' in the process so that the effort is distributed and adopted more quickly. Innovation is attracted to action, and CHF helps you get from ideation to action faster.

## CHF Provides Corporate Responsibility Support

- ❑ Navigate the ecosystem of the local creative economy.
- ❑ Understand what is needed to bring the parts together.
- ❑ Motivate & engage stakeholders & participants effectively.
- ❑ Get the right people onboard for your vision.
- ❑ Bring a broader business-art-civics ecosystem into being.
- ❑ Turn your vision into impactful local action.
- ❑ Assemble robust reporting and meaningful analytics.
- ❑ Win constituent stakeholders AND the outcome you want.
- ❑ Have a continuous partner in accountability & momentum.

## CHF Builds Bridges

CHF brings together business, arts, and tourism organizations, creative professionals, and corporate entities with municipalities and their constituents to foment thriving centers of innovation at the local and regional level. We believe the effective heart of such initiatives is equipping the creative professionals in this space to prosper and thereby produce an environment that attracts new industry, visitors, and affluent consumers to the local marketplace of commerce, ideas, and culture.

## Building Business-Art-Municipal Ecosystems



The key to bringing about an effective mix of leadership, collaboration, support, and skills training and adoption is bringing together the *existing* local ecosystems into a broader collaboration that finds common cause and overlapping interests. This is where CHF excels.

### A Proven Track Record of Success

**Fredericksburg:** City of Fredericksburg, Spotsylvania County Department of Economic Development & Tourism, Stafford County Virginia Department of Economic Development and Tourism, University of Mary Washington, Central Rappahannock Regional Library

**Santa Fe:** Santa Fe Convention Center, Santa Fe Community College, TOURISM Santa Fe, Downtown Albuquerque Arts & Cultural District, Institute of American Indian Arts, Santa Fe Arts Commission, Wells Fargo, Office Depot, AV Systems Santa Fe, Santa Fe Community College, Santa Fe County, Small Business Development Center of New Mexico, Tourism Santa Fe, Santa Fe Business Incubator, Santa Fe Community College Foundation, Hotel Santa Fe, Startup Santa Fe

**Rockville:** Maryland State Arts Council, Rockville Economic Development, Inc., Arts Council of Anne Arundel County, Giant Food, Cambria Hotel, The Art League of Alexandria, Maryland Federation of Art, Artists & Makers Studios

**Ft. Lauderdale:** Broward County Office of Economic and Small Business Development, Broward County Cultural Division, Broward County Board of County Commissioners, Broward Cultural Council, ArtServe, Wells Fargo

**Dallas:** City of Dallas Public Arts Department, The Dallas Women's Forum, East Dallas Chamber of Commerce, Brookhaven College (Dallas Community College District), Creative Arts Center of Dallas, Oak Cliff Society for Fine Arts.