



PHOENIX
COMMUNITY
ALLIANCE



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PHOENIX COMMUNITY ALLIANCE LAUNCHES ARTWORKS PHX

Campaign seeks to engage more businesses in partnerships with the arts

PHOENIX – As the election campaign season comes to a close, there's a new and inspirational movement underway with the launch of [ArtWORKS PHX](#), a digital, local campaign driven by [Phoenix Community Alliance](#) (PCA). ArtWORKS PHX focuses on Greater Phoenix businesses partnering with the arts, resulting in vibrant workplaces, economic prosperity, and contributing to the creativity of Phoenix as a major urban city.

PCA is unveiling the campaign to its members and other invited guests at an exclusive event that is being hosted at the [FOUND:RE Phoenix](#) hotel on November 9.

"The timing for launching ArtWORKS PHX couldn't be more perfect," said PCA Executive Director Devney Preuss. "After months of election campaign coverage, people are ready for something different. They need inspiration. The fact that we're launching the campaign at the new FOUND:RE Phoenix, where arts integration is so core to the business model, is ideal. It's a real-life demonstration of an arts partnership that is good for business, good for the local arts community, and great for showcasing the vibrant arts and culture scene that exists in greater Phoenix. We know people are paying attention."

The focal point of ArtWORKS PHX is a website that features dozens of examples of local organizations in the for-profit and nonprofit sectors that are benefiting from arts partnerships. Examples range from an auto repair shop and locally-owned produce company, to healthcare providers, banks and restaurants. By putting these organizations in the spotlight, and showing how it's helped attract employees, inspire creativity, and foster collaboration, PCA is hoping to spark a movement that will result in even more business and arts partnerships.

One of the inaugural local case studies featured on the ArtWORKS PHX website is the [Goodmans Interior Structures GoodART program](#). Each time the office furnishings business completes a project, Goodmans gives the client an opportunity to select a work of art created by one of the children served by Free Arts Arizona, a nonprofit organization that heals abused and homeless children through creative expression. Goodmans frames the art, and makes a donation to Free Arts. According to the Goodmans founder and owner Adam Goodman, this business transaction is meaningful to customers and makes employees feel proud to work at his firm.

"The local business community would be wise to pay attention to the message that ArtWORKS PHX is putting out, in order to retain a competitive advantage while contributing to a more vibrant community," said Goodman. "Today's employees choose to live and work in exciting urban cities, and they aren't willing to settle

for less than they think they deserve, whether it's within the workplace, or in communities where they live. They want to feel inspired, and that's what Goodmans delivers through our arts integration activities."

Through the website, ArtWORKS PHX is seeking stories from local businesses that are partnering with the arts. Local for-profit and nonprofit organizations with arts initiatives in place are encouraged to submit stories and examples via the website's online form. Submissions will be vetted and added to the website throughout the year. The website also provides helpful tips and resources for organizations wanting to get new arts initiatives started.

"ArtWORKS PHX is a business-driven initiative championed by PCA Members who serve on our Arts, Culture and Public Life Committee," said Preuss. "Our business leaders have seen the value of arts partnerships first-hand and can attest to the economic impact. Their momentum already is igniting an exciting and timely movement in Greater Phoenix."

About ArtWORKS PHX

ArtWORKS PHX is an initiative of the Phoenix Community Alliance to convince local leaders that partnerships with the arts is a good for business, good for employees, and good for building a vibrant arts and culture scene in greater Phoenix. ArtWORKS PHX is collaborating with the national [pARTnership Movement](#), an initiative of the Americans for the Art to reach business leaders with the message that partnering with the arts can build competitive advantage. For more information, visit www.ArtWORKSPHX.org.

About Phoenix Community Alliance

Phoenix Community Alliance (PCA) is an affiliate of Downtown Phoenix, Inc. and the premier membership organization for downtown leaders. Through the alliance of a strong and diverse membership, PCA fulfills its mission to activate, advocate, and build the Phoenix we want. [Visit phoenixcommunityalliance.com](http://phoenixcommunityalliance.com).

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