

“The economic benefits of the arts greatly transcend and **outlive any of the normal cycles....**

That is why business invests in the arts -- even when times are tough, and when there is increased pressure to manage money carefully.”

- John D. Ong, Chairman Emeritus, The BF Goodrich Company

Press Release

Boerne, Texas (July 12, 2011) - The next Business Committee for the Arts (BCA) Event will be a Speaker's Lunch at Ye Kendall Inn in Boerne on **Thursday, September 29th**.

For this Quarterly Speakers Series, the topic will be *The Tale of Two Cities – Austin and San Antonio, Cultural Master Plans and their Economic Value.*

The BCA is featuring two members of their Board of Governors: Felix Padron of the Office of Cultural Affairs in San Antonio and Janet Siebert, the Civic Arts Program Consultant for the City of Austin who is currently managing the *Create Austin Cultural Master Plan.*

They'll discuss the Cultural Master Plans for their cities, their purpose and their impact.

Whether for a community or for a company, this program will present strategies from two cities who are both widely diverse and widely respected for their expertise. Go to www.HCCArts.org for more information and to buy tickets.

About the BCA and its San Antonio Background

The BCA is one of the programs of the Americans for the Arts, who will be in San Antonio in 2012 for their National Convention.

Then-Mayor of San Antonio, Lila Cockrell had invited Mr. David Rockefeller, the founder of the BCA (New York) to meet with San Antonio's top CEO's in the early 1980s. Lila believed that Rockefeller's vision for the BCA and its benefits could enhance San Antonio's ability to attract new business, industry and employees and drive tourism for the next stage of growth and development. Over 100 corporations supported the work of the San Antonio BCA in it's first decade. Over the past year the BCA has been re-building a foundation and re-introducing BCA tools and resources.

Contact: Sonja Howle

bca@hccarts.org

210-364-7381



**Business Committee
for the Arts**

A Division of **Americans for the Arts**

San Antonio, Austin and the Hill Country

