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Reston, VA based Prospective, Inc. Selected for National BCA 10 Award for Outstanding Arts Support.

Americans for the Arts to honor Joseph L. Ritchey of Prospective, Inc.
on October 6th, 2015 at New York City Gala Event.



Fairfax County, VA - Americans for the Arts, the nation's leading nonprofit organization for advancing the arts and arts education, announced today that **Prospective, Inc.** has been named a **BCA 10: Best Businesses Partnering with the Arts in America honoree for 2015.**

Prospective, Inc. is a commercial real estate brokerage company representing Boston Properties which is leasing the office component of Reston Town Center. The thriving arts scene in Reston Town Center is part of Prospective's brand and integrated into marketing and business activities. Ritchey believes that the arts can transform virtually all components of the built environment.

"I believe that a community's economic vitality and quality of life are directly proportionate to its commitment to and investment in arts and culture. Pedestrian-friendly and aesthetic public spaces, permanent and temporary public art, galleries, concerts, arts festivals, and theatre all enrich communities. Frequently under-recognized but equally important is the impact of the arts on demand for office, retail, and residential real estate, resulting in higher valuations of

commercial and residential properties and increased tax revenues to local, county and state government. Based on my urban development experience, I have seen first-hand how investment in the arts provides a powerful economic return.”

— Joe Ritchey, Principal, Prospective, Inc.

Ritchey has supported the arts since its inception in 1992 donating over \$1.1 million to arts-related non-profit organizations. He is currently serving as chairman on the Board of Directors at the Arts Council of Fairfax County and the Initiative for Public Art – Reston (IPAR). Ritchey founded IPAR in 2007 and his company underwrote IPAR’s initial funding and the cost for a consultant team to aid with the creation of the Public Art Master Plan. This resulted in Reston becoming the first non-incorporated jurisdiction in the United States to complete a public art master plan in 2008. The plan is now a part of Fairfax County’s Master Development Plan for Reston, and is having a profoundly positive effect on Reston’s public spaces and urban center. Ritchey has served on the arts boards of the Greater Reston Arts Center (GRACE), Wolf Trap Foundation, and multiple committees including as Co-Chair on the Fairfax County Master Art Plan Task Force.

“We are so excited to see Joe Ritchey and his company Prospective, Inc. being honored this fall with a national award. His vision, support of the arts, and outstanding civic leadership are a stellar example of what it means to be a catalyst, community builder, and connector. His ongoing legacy will benefit our Fairfax communities for many generations to come.”

— Linda S. Sullivan, president & CEO, Arts Council of Fairfax County

Presented every year by the Business Committee for the Arts (BCA), a division of Americans for the Arts, the BCA 10 awards honor ten U.S. companies for their exceptional commitment to the arts through grants, local partnerships, volunteer programs, matching gifts, sponsorships, and board membership.

“We are grateful to honor these 10 businesses for their exceptional involvement in ensuring that the arts thrive in their communities,” said Robert L. Lynch, president and CEO of Americans for the Arts. “These businesses provide the arts with significant financial and in-kind support, and they incorporate meaningful arts-related programs into their employee, customer, and community relations activities. They enrich the lives of millions of Americans and truly set a standard for other businesses to follow.”

The national BCA 10 Awards will be presented by Americans for the Arts on October 6, 2015, at a black-tie gala at the Central Park Boathouse in New York City. The 2015 honorees are:

- Ameriprise Financial (Minneapolis, MN)
- AutoZone, Inc. (Memphis, TN)
- BNY Mellon (New York, NY)
- Corning Incorporated (Corning, NY)
- GE’s FirstBuild (Louisville, KY)
- NV Energy and the NV Energy Foundation (Reno, NV)
- Prospective Inc. (Reston, VA)
- Spec’s Wines, Spirits & Finer Foods (Houston, TX)
- The Trust Company of Kansas (Wichita, KS)
- U.S. Bank (Minneapolis, MN)

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NOTE: High resolution photos are available upon request.

Image: : Joseph L. Ritchey with Dennis Heimbach's 2005 sculpture Fidelity of Form in the background.

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About the Arts Council of Fairfax County

Founded in 1964, the Arts Council of Fairfax County, Inc. is a 501(c)3 non-profit organization designated as Fairfax County's local arts agency. It is the only umbrella organization serving and representing all forms of art in Fairfax County. The Arts Council of Fairfax County is the voice of the arts, dedicated to fostering dynamic and diverse local arts, ensuring that arts thrive by providing vision, leadership, capacity building services, advocacy, funding, education, and information.

The Arts Council is funded in part by Fairfax County, corporations, foundations, individuals, Virginia Commission for the Arts, and the National Endowment for the Arts.

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