



ArtsWave Contact: Ryan Strand  
Senior Director, Marketing & Communications  
513.632.0148; [ryan.strand@artswave.org](mailto:ryan.strand@artswave.org)

meetNKY Contact: Maija Zummo  
Senior Manager, Domestic & International Communications  
859-261-4677

### **meetNKY and ArtsWave announce partnership to increase cultural vibrancy in Northern Kentucky**

Thursday March 7, 2024 – At its 2024 Annual Meeting attended by 250 industry professionals, meetNKY, Northern Kentucky's convention and visitor's bureau, announced a new partnership with ArtsWave, the region's engine for the arts. The groundbreaking collaboration is designed to increase cultural vibrancy in Northern Kentucky (NKY) through art and creative placemaking.

The partnership will jointly fund and execute strategies to further define the character and identity of NKY communities. With support from meetNKY, matched in part by a generous gift from Corporex, ArtsWave will hire a Creative Placemaking Director to work primarily in Covington, Newport and other surrounding towns.

"Placemaking projects can boost Northern Kentucky's appeal as a destination for meetings, conventions and tourists," said Julie Kirkpatrick, CEO of meetNKY. "It makes sense to leverage our resources and build upon ArtsWave's capabilities to tie NKY more closely to the region's arts ecosystem."

Initial funding for the program also comes from the annual ArtsWave Community Campaign and its "Stronger Arts for a Stronger Region" early-gift drive. Chaired by P&G President, CEO & Chairman Jon Moeller and retired P&G executive Lisa Sauer, the 2024 campaign has a special focus on growing ArtsWave's investment in NKY and cultivating philanthropic support from NKY residents and businesses. It runs through May 23.

“ArtsWave has funded arts projects and organizations in Northern Kentucky for years. However, dedicated resources raised in the 2024 ArtsWave Campaign will help catalyze even more creative activity there,” said ArtsWave CEO Alecia Kintner.

This increased activity will add to the arts' overall impact in the region, which was recently quantified in a report by the Cincinnati Regional Chamber. They determined that for every \$1 invested by ArtsWave, cultural organizations return nearly \$43 in economic value to the region. Over the last four years, arts and culture contributed \$1.6 Billion to the area's economy and that number is projected to grow to \$2.8 Billion over the next four years with increased investment. This new Northern Kentucky partnership can serve as a model for how ArtsWave engages in other parts of the tristate.

SMU Data Arts ranks metro Cincinnati in the Top 20 large U.S. regions on its Arts Vibrancy Index, an analysis of the economic impact, artistic output and public support in 900 communities.

“Investment in the arts, like the one meetNKY is making, builds the Cincinnati region's reputation as a great place to live, work, stay and play,” said Kintner.

###

#### **About ArtsWave:**

ArtsWave, the local nonprofit arts agency serving the Greater Cincinnati and Northern Kentucky region, is the engine for the arts. Its roots stem back to the late 1920s when the Cincinnati Taft family provided initial investment matched by community support. In the late 1940s, it established the first united arts fund in the nation and, in the mid-1970s, the first organization to initiate workplace giving for the arts. ArtsWave continues to innovate while leading, as illustrated by its No. 1 rank nationally in community arts fundraising, coordination of a sector-wide Blueprint for Collective Action, piloting of new technologies to maximize arts engagement and development of resources for the arts. Each year, ArtsWave raises millions of dollars from tens of thousands of donors — corporations, employees, foundations, residents and others — to support more than 150 arts organizations, projects and artists. 2024's goal is to return to pre-pandemic fundraising levels by surpassing \$12.5 million. Donations can be made at [artswave.org/give](https://artswave.org/give).

#### **About meetNKY:**

meetNKY drives quality of life and economic growth for Northern Kentucky through tourism marketing and destination development. Learn more at [meetnky.com](https://meetnky.com).

