



COVID-19 ARTS VIBRANCY RECOVERY FUND

Greater Cincinnati arts organizations have been devastated by the impacts of COVID-19. Using data collected from 60 nonprofit arts organizations, ArtsWave estimates that:

- \$14 million has been LOST in earned revenue since the early March ban on mass gatherings and school closures; and
- losses will surpass \$30 million in the arts by end of summer.

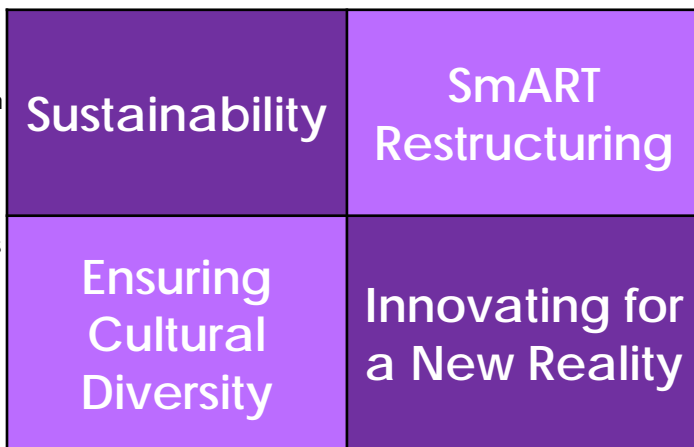
Like other business sectors, Greater Cincinnati's arts sector is a vital part of the economy. The local nonprofit arts sector – comprised of over 200 small businesses -- has an economic impact of more than \$300 million annually and employs 10,000+ people.

Over 250 arts events have been canceled through August. 400 professionals have been laid off, furloughed or seen their pay reduced. Hundreds more performing and teaching artists have lost contracts. These creative workers in our community typically work multiple jobs in other hard-hit sectors and are without safety nets. *The region's return to vibrancy must include a plan to sustain and restore the arts sector.*

2:1 Challenge to Recover Arts Vibrancy

To ensure the solvency and vibrant return of our region's arts assets in the wake of this unprecedented crisis, **ArtsWave will match every \$1 contributed to a strategic Arts Recovery Fund with \$2 from board-designated "rainy day" endowment reserves, up to \$2 million.** Donations can be designated to four key areas:

- Offsets revenue losses, including the ArtsWave Campaign
- Keeps cultural anchors strong
- Funds new African American Arts grants
- Sustains and scales programs serving and led by people of color
- Supports cultural traditions and celebrations in neighborhoods



- Drives new efficiencies across the arts sector
- Strengthens small and mid-sized arts
- Supports post-crisis ideas for arts engagement and related new technologies
- Recognizes changes to patterns arts participation

This challenge is inspired by history and reflects Cincinnati's long-time support of the arts. In 1927, Charles P. and Anna Sinton Taft challenged the public to match their million-dollar gift to preserve and protect the arts for future generations. Their challenge was met in a matter of months, and the resulting endowment became what is today known as ArtsWave. Help us fund the arts and fuel our community's recovery.

contact 513.632.0146
artswave.org/recovery