creating community through the Arts

- The nation’s first and largest united arts fund
- More than 42,000 individuals, foundations and corporate donors contributed $12.25 million in 2015
- Community campaign supported more than 100 arts organizations in 35 communities across the Greater Cincinnati region last year

For more information, visit www.theArtsWave.org
ArtsWave creates an environment where the *growing impact of the arts* is felt and celebrated by the entire community.

**GOAL**

To be a more competitive region for talent attraction by leveraging arts experiences perceived as extraordinary.

**BLUEPRINT**

Greater Cincinnati’s innovative arts scene attracts talent, visitors, and business to the region.

In a 2012 study commissioned by the U.S. Department of Commerce, more than two-thirds of American adult travelers say they included a cultural, arts, heritage, or historic activity/event while on a trip of 50 miles or more.

Introduced in 2015, the Blueprint for Collective Action will provide a focus for ArtsWave’s community investments and strategic initiatives for the next ten years.

**ARTS PUT CINCINNATI ON THE MAP**

Residents who are engaged in the arts—whether as volunteers, artists, or audience members—have a stronger and more positive connection to the community.

The 2015 Agenda 360/Skyward Regional Indicators Report shows that Greater Cincinnati/Northern Kentucky ranks 8 out of 12 among peer regions in percentage of young professionals in the population. Increasing the number of young professionals in our region is a high priority for the region’s business community as they seek to build a more competitive, innovative workforce.

**ARTS DEEPEN ROOTS IN THE REGION**

Community arts centers, galleries, and theaters serve as vital hubs for neighborhood activity that supports local business and builds civic pride.

A three-year study by the Knight Foundation found that community attachment is higher when residents agree that their communities provide the social offerings and aesthetics that they enjoy.

**ARTS BRIDGE CULTURAL DIVIDES**

When the arts reflect and celebrate the diversity of our community, residents build a greater understanding and appreciation of cultural differences.

A 2012 survey conducted by ArtsWave found that 57% of Greater Cincinnatians have a strong interest in the arts and cultural customs of their ancestors and 55% seek out activities that will expose them to a broad range of world cultures.

**ARTS ENLIVEN NEIGHBORHOODS**

The arts have the power to transform education both by improving learning of core curriculum and teaching essential skills like creativity, collaboration, and critical thinking.

In a survey by the Corporate Board, 72% of business leaders ranked creativity among the top five skills they seek in new employees, yet 85% of these employers can’t find the creative applicants they seek.

**ARTS FUEL CREATIVITY & LEARNING**

To promote cross-cultural understanding by increasing the availability and accessibility of arts experiences that include and represent all races and ethnicities.

To promote the development of 21st century skills by ensuring that all youth in the region, particularly those that are underserved, have access to meaningful arts opportunities.