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### **ArtsWave kicks off its 2021 campaign to jumpstart regional recovery through arts**

CINCINNATI (February 12, 2020) — After a year buoyed by BLINK and then disrupted by the total shutdown of live arts events, ArtsWave, the region's engine for the arts, announced its 2021 campaign goal, as a step toward regaining pre-pandemic momentum for greater community arts involvement.

"Today kicks off our efforts to raise \$11 million for the restart of the arts," says Terry Horan, President & CEO of HORAN and this year's ArtsWave Campaign Chairman. "For our region to rebound from the impacts of COVID-19, it will take economic jumpstarts along with ways to bring us out of isolation. The arts are a way to accomplish both – but only if arts organizations are financially strong and equipped to innovate."

Horan, a long-time arts supporter and architect of an innovative health insurance consortium that covers 1,000 local arts employees and their families, administered by ArtsWave for more than two decades, also announced a \$250,000 Chairman's Challenge Match for Arts Innovation, one of the many ways that donors can support the restart of the arts this year. "Already donors are stepping forward, because they know how important the arts are to getting feet back on the streets and offering all of us inspiration and human connection."

HORAN, ArtsWave and CET have created [video about the restart of the arts](#) and this year's campaign, which is the largest united arts fund in the nation and the largest single funding source for many arts organizations across the Cincinnati Region.

"ArtsWave donors will be central players in the come-back story of our region's cultural heart and soul, our creative economy," said Alecia Kintner, ArtsWave's President & CEO. "They will make the difference in how fast we get artists back to work and how boldly the artistic visions of over 100 arts organizations and arts projects are realized."

[A kickoff celebration will happen this weekend](#), beginning with 50+ community partners – arts organizations, businesses, and community partners – that will light up, tonight and tomorrow from 6-9 p.m., in "ArtsWave red" to create a message of #ILoveTheArts on Valentine's Day weekend and reminder to the community of the importance of the campaign to the region's health. ArtsWave is offering an #ILoveTheArts face mask as a thank-you gift to all donors during the weekend, in addition to its 2021 donor benefits which are cumulative, based on donation amount. ArtsWave will encourage photos of the light displays through a photo contest held on its four social media platforms, which will be judged by a panel of community photo experts, with a winner receiving an iPhone.

The weekend kickoff includes multiple performances, from the Cincinnati Shakespeare Company (two premiere performances of Romeo & Juliet held on Arts Wave's YouTube channel) and a third radio broadcast through WVXU; a series of Red Light Jazz Room performances by Lex Nycole; and the premiere of a Queen City Cabaret production, presented by the Fitton Center for Creative Arts and airing on TV Hamilton.

This year's campaign includes [a new set of events and donor benefits reimagined for 2021 on the theme, For the Arts. For ALL](#). Through a partnership with Great Parks of Hamilton County, and other regional parks, ArtsWave is launching a monthly performance series presented by Macy's in March.

New donors and individuals who donate 10%+ more than their last year's gift (minimum gift \$75) will receive Team Cincinnati & Enjoy the Arts @ Parks benefits, including behind-the-scenes and exclusive experiences with the Cincinnati Reds and FC Cincinnati, and a year-long Great Parks Pass.

Donors who give \$75+ will receive a one-year membership to ArtsWave Pass, which has been modified for the pandemic and beyond, with a variety of special arts experiences, merchandise and the addition of a new monthly Arts4Wellness series. Donors giving at the \$150+ level will receive a guided tour of the Andrew J Brady ICON Music Center, Cincinnati's new state-of-the-art music venue at The Banks, owned and operated by Music & Event Management, Inc. (MEMI), a wholly-owned subsidiary of the Cincinnati Symphony Orchestra. Donors giving at \$250+ will experience Dance at Park's Edge, a preview of the new destination for dance, Cincinnati Ballet's Margaret and Michael Valentine Center for Dance. Donors at \$500+ as well as donors joining ArtsWave's recurring gift program, with monthly credit card payments, will enjoy Arts for Two, an exclusive arts experience planned for this fall. Donor benefits are cumulative.

In addition to donor benefits, ArtsWave offers an array of [networking, communications and affinity groups](#) for its supporters, including Leadership Donors, Young Professionals, Circle of African American Leaders for the Arts, Women's Leadership Roundtable and ArtsWave Pride. Various kickoff events and activities are planned to dovetail the Campaign rollout.

The campaign goal is set based on early commitments from supporters, including some 300 regional businesses that make corporate contributions and run employee campaigns. The 2021 goal is up \$200,000 over last year, which had a result of \$10.8 million. It represents an important step toward restoring the campaign to its pre-pandemic high-water mark of \$12.5 million.

For more information on the 2021 ArtsWave Campaign Kickoff, please go to: [ArtsWave.org/ILoveTheArts](https://ArtsWave.org/ILoveTheArts).

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### **About ArtsWave:**

ArtsWave, a nonprofit 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 evolved to become 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.

Strong funding for the arts has allowed Cincinnati's arts and culture scene to become a national draw and regional asset, creating a wave of economic and community benefits. Each year, ArtsWave supports the work of over 100 arts organizations, school outreach programs, festivals, community centers, neighborhoods and various collaborations through impact-based grants. In 2020, ArtsWave amassed \$13+ million for the arts, through a combination of its 2020 Campaign and a separate Arts Vibrancy Recovery Fund, designed to ensure the solvency and a vibrant return of the region's arts assets in the wake of the unprecedented health and economic crisis.

ArtsWave is focused on helping the Cincinnati Region's arts sector weather the coronavirus crisis. The region's arts sector has an economic impact of more than \$300 million annually and includes more than 225 organizations throughout Cincinnati, Northern Kentucky and Southeastern Indiana that employ 10,000 individuals as artists, performers and staff. The sector was hit at the onset of the coronavirus crisis, when venue and performance closures were announced in early March. ArtsWave has accelerated \$2.4 million in grant payments for 43 organizations which receive operating revenues, expanded its \$10,000 Working Capital Bridge Loans for eligible arts organizations, and has provided Emergency Arts & Culture Organization grants to 47 organizations. It's also administered \$3,700,000 in relief funds at the federal, county and city level to arts organizations and artists. The public can help fund these and additional, evolving efforts at [artswave.org/give](https://artswave.org/give).