



**Jan-Michele Lemon Kearney**  
*Councilmember*

202101626

April 30, 2021

## MOTION

WE MOVE for City Council to allocate \$14.6M in 2021 and \$14.5M in 2022 from the American Rescue Plan Act to Arts-Centric Community Solutions Grounded in Equity.

WE FURTHER MOVE that this funding is allocated in the following manner:

- \$8M to arts organizations via competitive grants based on a formula related to pre-pandemic revenue, designed to shore up and rebuild;
- \$7M for performing arts;
- \$1M for museums;
- \$500K to re-establish the Cincinnati Arts Access Fund initially created by Councilmember's Kearney Office in 2020, for competitive grants for individual artists based on lost earnings due to the pandemic and requiring that artists "pay back" the funds by sharing their art with the community in some way;
- \$450K for individual grants to 300-400 artists;
- \$50K for workshops, business training, other support that help move Cincinnati toward being a city where artists can thrive;
- \$1M for Neighborhood Arts Grants—competitive arts or culture-based project grants proposed by neighborhood organizations—determined with volunteer community panels, that help the neighborhood resume vibrancy and bring people together;
- \$1M for Neighborhood Arts Center Grants—\$100K capacity-building grants for 10 existing or emerging neighborhood arts centers;
- \$2.1M for RestART Cincy Arts Grants and Umbrella Marketing Campaign competitive grants for arts organizations to undertake projects that wouldn't otherwise be done due to cost, and that draw tourists and audiences to Cincinnati's dynamic arts scene in 2021 and 2022;
- \$1M for BIPOC Arts Grants—competitive grants and fellowships for artists, cultural leaders and arts organizations, matched with \$500K each year by ArtsWave, to continue to build an inclusive arts city; \$1M for Public Art—development of a citywide public art master plan, Art Trail, preservation and maintenance including the BLM mural, and key commissions;
- \$1M for BLINK 2022

  
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## STATEMENT

Travel and tourism experts say arts attendance will not return to pre-pandemic levels until 2024. We need to shore up the arts sector for the next several years. Cincinnati arts and entertainment nonprofits have lost 36% of jobs due to the pandemic, more than losses in any other nonprofit sector. Ohio's Creative Industry suffers from the highest unemployment rate among all sectors. Per the Ohio Labor Market, in Feb. 2021, Ohio's Arts and Entertainment Sector's unemployment rate was 26%.

According to data received from ArtsWave, prior to COVID-19, Cincinnati's Arts Sector generated an economic impact of \$300M and supported nearly 10,000 jobs, adding \$14.2M to local government revenue. "The arts stimulate spending at restaurants, bars, hotels, shops, parking garages, and more," states Alecia Kintner, Executive Director of ArtsWave. "Cincinnati's nonprofit arts sector has been decimated by the pandemic, with \$130MM in lost ticket and contract revenue estimated. Losses are even greater if you take into consideration the livelihoods of thousands of independent artists. 76 percent of all U.S. leisure travelers participate in cultural or heritage activities. These travelers spend 60% more on average than other leisure travelers. 72 percent of Americans attend arts or cultural events, such as the theater, museum, Zoo, or a musical performance. Arts attendees spend \$31.47 per person, per event, beyond the cost of admission (meals, retail, and lodging)—vital commerce for local businesses."

Kintner adds, "Three out of four Americans (72%) believe the arts can unify us, regardless of race, ethnicity, or age. Four out of five Americans (81%) believe the arts are a positive in a troubled world." ArtsWave is the established and trusted mechanism to distribute arts restart funds equitably, efficiently, and strategically.

Three out of Four Americans believe the arts can unify us, regardless of race, ethnicity or age. Americans for the Arts



REVISED

## **10% for Arts: Cincinnati Arts Stimulus** Arts-Centric Community Solutions Grounded in Equity

\$14.6M in 2021

\$14.5M in 2022

### ARTS RELIEF (x2 years)–

1. **\$8M Arts Organizations** competitive grants based on formula related to pre-pandemic revenue, designed to shore up and rebuild
  - a. \$7M for performing arts
  - b. \$1M for museums
2. **\$500K Cincinnati Arts Access Fund** competitive grants for individual artists based on lost earnings due to pandemic
  - a. \$450K for individual grants to 300-400 artists
  - b. \$50K for workshops, business training, other supports that help move Cincy toward being a city where artists can thrive

### CINCINNATI RECOVERY THROUGH ARTS (x2 years)–

1. **\$1M Neighborhood Arts Grants** – arts or culture -based project grants proposed by neighborhood organizations, that help the neighborhood resume vibrancy and bring people together; these are competitive grants determined with volunteer community panels that are representative and diverse
2. **\$1M Neighborhood Arts Center Grants** – \$100K capacity-building grants for 10 existing or emerging neighborhood arts centers
3. **\$2.1M -RestART Cincy Arts Grants + Umbrella Marketing Campaign** competitive grants for arts organizations for exciting NEW projects that wouldn't otherwise be undertaken due to cost, and that draw tourists and audiences to Cincinnati's dynamic arts scene in 2021 and again in 2022

### ARTS OPPORTUNITY –

1. **\$1M BIPOC Arts Grants** – competitive grants and fellowships for Black & Brown artists, cultural leaders and BIPOC-led arts organizations, matched w/ \$500K each year by ArtsWave, to continue to build Cincinnati's arts diverse ecosystem and build a more inclusive city and region
2. **\$1M Public Art** – development of citywide public art master plan, Art Trail, preservation/maintenance (incl BLM mural), and key commissions
3. **\$1M BLINK 2022** – one-time