



# creating community through the Arts

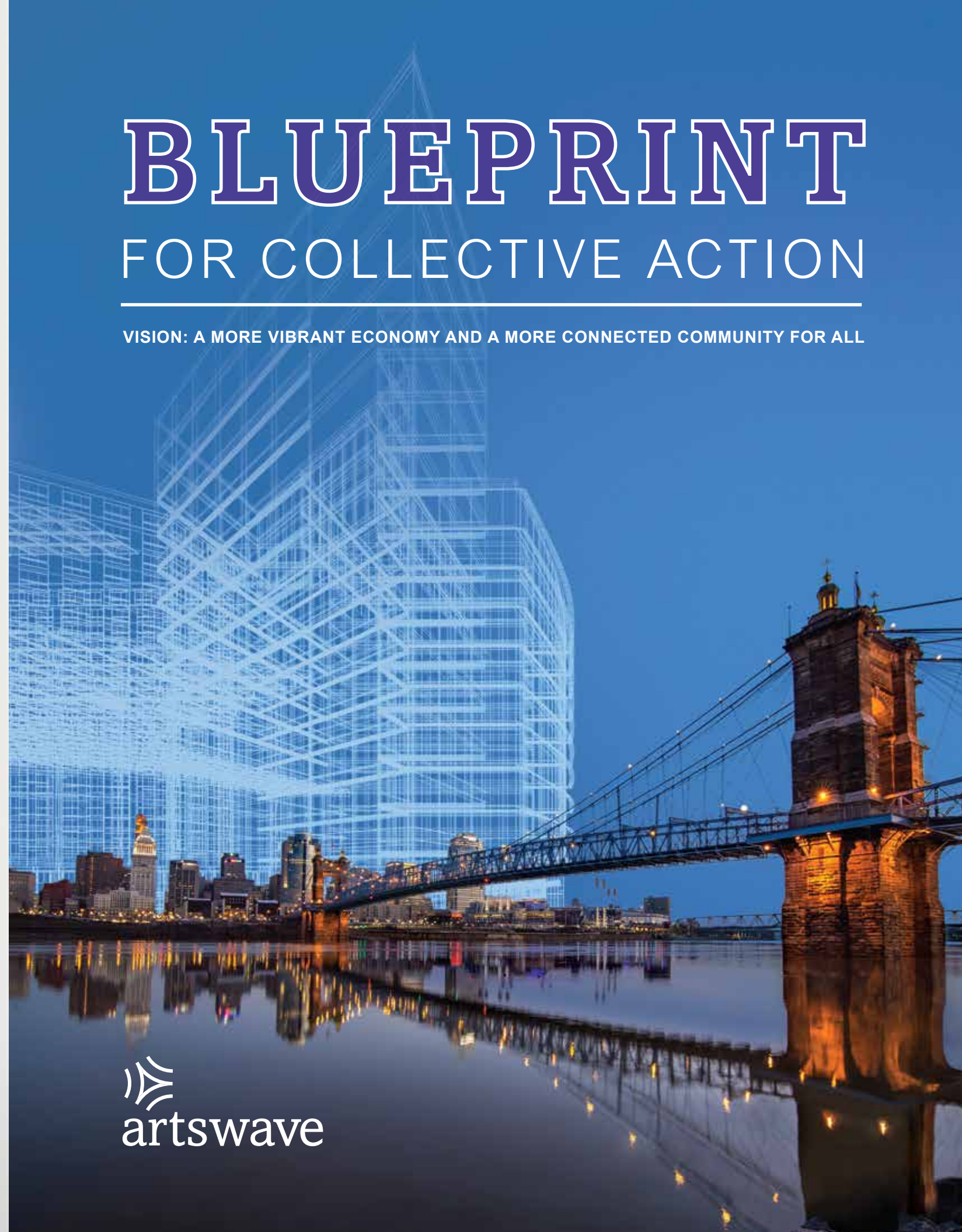
- The nation's first and largest united arts fund
- More than 42,000 individuals, foundations and corporate donors contributed \$12.25 million in 2015
- Community campaign supported more than 100 arts organizations in 35 communities across the Greater Cincinnati region last year

**For more information,  
visit [www.theArtsWave.org](http://www.theArtsWave.org)**



# BLUEPRINT FOR COLLECTIVE ACTION

VISION: A MORE VIBRANT ECONOMY AND A MORE CONNECTED COMMUNITY FOR ALL



# BLUEPRINT

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



## ARTS PUT CINCINNATI ON THE MAP

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.

## GOAL

To deepen feelings of engagement and connection to the community by widening participation in arts experiences for all, especially those that resonate with adults age 40 and younger



## ARTS DEEPEN ROOTS IN THE REGION

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.

## GOAL

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



## 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.

## GOAL

To enhance the vibrancy of communities, in particular those that are underserved and/or undergoing revitalization, by increasing the accessibility and availability of arts organizations and experiences across the region



## ARTS ENLIVEN NEIGHBORHOODS

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.

## GOAL

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



## ARTS FUEL CREATIVITY & LEARNING

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.