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## How the Arts Affect US

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# **How the Arts Affect Us**

Allison Hines

## **HONORS PROJECT**

Submitted to the Honors College  
at Bowling Green State University in partial  
fulfillment of the requirements for graduation with

## **UNIVERSITY HONORS**

March 1, 2014

Aimee Reid, Theater Department \_\_\_\_\_ Advisor

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*Do the arts make an impact?*

*Has the Greater Toledo Area successfully created a community*

*where artists can thrive?*

## Executive Summary

Throughout my paper I will be demonstrating the significant impact that the Arts and Arts-related industries have on a national, state, and local level here in Northwest Ohio. In a comprehensive study done by Bowling Green State University it was determined that the industries involving the arts and culture generate more than \$2.4 billion in economic activity in Northwest Ohio (“BGSU”). The study was conducted by Dr. Michael Carroll, an economist and the director of the Center for Regional Development at Bowling Green State University. The study also found that for every dollar that is spent by the arts and culture industries it creates a \$1.62 for the economy in Northwest Ohio (“BGSU”). The article later touched on the importance of improving the arts and culture industries in Northwest Ohio and how it can be done.

I have chosen to specifically focus on the Greater Toledo Area because of its close proximity to Bowling Green. However, when you look at the impact of the arts on a national level they also have a large impact. Americans for the Arts, a national leader and advocate for the arts, conducted a study that measured the impact of the arts and found that this industry generates \$166.2 billion in economic activity every single year and it supports 5.7 million jobs (“Americans for the Arts”).

Not only is this industry producing a large revenue stream back into the economy, it is also growing at an increasing rate. Between 2000 and 2005 the industry grew 24 percent from \$134 billion to \$166.2 billion. Spending by organizations within this industry grew 19 percent from 2000-2005 (“Americans for the Arts”). Another way that the arts stimulate the economy is through their audiences. A large amount of revenue from this industry is related to event spending by audiences which then affects the surrounding local businesses such as restaurants,

parking, hotels and shops. It was found that 94.78 percent of arts related attendees spend \$27.79 per event in addition to the cost of admission. This added up to around \$103.1 billion dollars in revenue to local businesses and the surrounding communities in 2005 alone (“Americans for the Arts”).

Due to the impact that the Arts can have on a national level and have had on a local level, creating an environment where artists can thrive in the Greater Toledo Area is vital to the enhancement and revitalization of Toledo’s economy. I believe that there is a successful and growing community in this region supporting artists and who strive to ensure that the arts thrive and grow. Through the continued support of the Arts Commission of Greater Toledo, I believe that the arts will always have a presence in Toledo and Northwest Ohio. Now, they wouldn’t be able to accomplish this without the support and funding from the Ohio Arts Council and the National Endowment for the Arts.

## Creative Industries

Throughout my paper I will be referring to creative industries. I will be using the same classification as Americans for the Arts. They classify creative industries as, “businesses involved in the production or distribution of the arts [they] are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and advertising companies” (“Americans for the Arts”).

Some Examples of Organizations that fall under this classification are:

- Arts
- Councils
- Government Agency e.g.  
Department of Cultural Affairs
- Museums
- Arts or Science Center
- Art Gallery, non-commercial
- Art School, non-commercial
- Symphony Orchestra
- Summer Theater
- Opera Company
- Theatrical Company
- Performing Art Center Production
- Community Theater Production
- Ballet Production
- Dance Studios, Schools and Halls
- Theater Building, ownership and operation

(“Americans for the Arts”)

## Economic Impact

It is hard to ignore the impact the Arts and Culture Industries make on the economy. In the latest study done by Americans for the Arts it was found that this industry generates \$166.2 billion in economic activity every year. Not only is the national impact through dollars alone significant, but this industry also supports 5.7 million jobs across the country (“Americans for the Arts”). Below is a chart to better chart out the specifics of the economic impact of this industry.

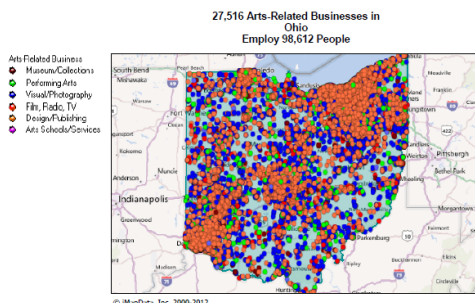
**ECONOMIC IMPACT OF THE NONPROFIT ARTS & CULTURE INDUSTRY**  
(expenditures by both organizations and audiences)

Total Expenditures	\$ 166.2 billion
Full-Time Equivalent Jobs	5.7 million
Resident Household Income	\$ 104.2 billion
Local Government Revenue	\$ 7.9 billion
State Government Revenue	\$ 9.1 billion
Federal Income Tax Revenue	\$ 12.6 billion

(“American for the Arts”)

A study performed in 2012 by Americans for the Arts found that there are 905,689 arts related businesses nationally. In Ohio alone there are 27,516 arts-related businesses and 98,612 people are employed through these businesses. The map below displays where the creative industries are located throughout Ohio. Each dot represents one business. Arts related businesses account for 3.73 percent of the total businesses in the state and employ 1.65 of the workforce (“Americans for the Arts”). The Americans for Arts collaborated with Dun & Bradstreet to collect the data

**Comment [SAY1]:** Is there any way you could make an acronym for this like AFA? You mention it a lot which is fine, it just gets a little clogged with typing that all out everytime.



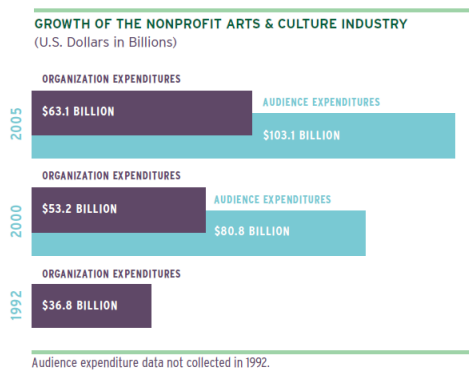
(“Americans for the Arts”)

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found.

The Arts and Culture Industry has also experienced a large amount of growth over the past few years. In 2000, the industry contributed \$134 billion to the economy which grew 24 percent in 5 years to \$166.2 billion. Spending by organizations within the industry had also increased by 19 percent from \$53.2 billion in 2000 to \$63.1 billion in 2005. Below is a chart which shows the growth of the industry from 2000- 2005 (“Americans for the Arts”).



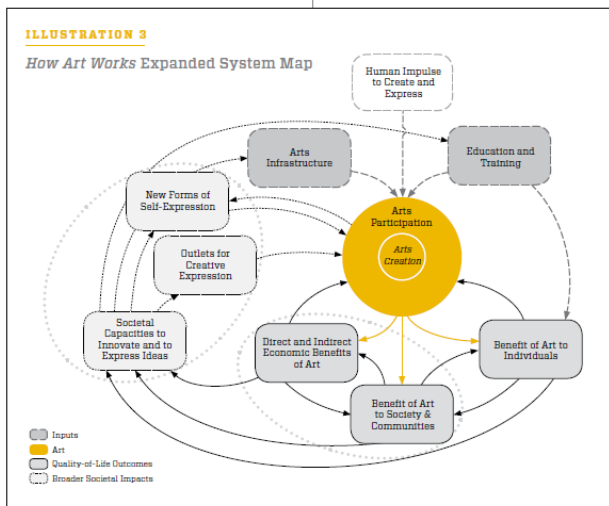
(“Americans for the Arts”)

In the fall of 2012, The National Endowment for the Arts (NEA) created a Five Year Research Agenda to help accomplish their main goal of their 2012-2016 strategic plan. Their core goal for the document was to, “Promote Knowledge and Understanding about the Contributions of the Arts.” After the completion of the research the NEA hopes to have a better understanding of how art works in American Life.

**Comment [SAY2]:** Rearrange, maybe, “The National Endowment for the Arts (NEA) created a blah blah in the fall of 2012”

**Comment [SAY3]:** These supposed to be capitalized too?

This document was created to benefit the National Endowment for the [Arts, Arts;](#) however it was also open to the general public, researchers, arts practitioners, and policy makers. Due to the complexity of the arts industry, the NEA decided to create a systems map to show the interactions and entries into the industry. Below is the systems map that they created to, “understand markets, value chains, the birth of new sectors, and how information flows within the industry” (*How Art Works*).



(*How Art Works*)

The NEA further dissected each of the segments to determine the measurement and evaluation criteria for each of the areas of the industry. I have included the Economic Benefit of Art, the Benefits of Arts to Individuals and the Benefit of Art to Society’s and Communities measurements in Appendix A, B, C.

## Community Impact

The Arts can also have a significant impact on the communities around them. In 2005 a study was conducted in Chicago to measure the leverage of assets for neighborhood improvement. For the study they interviewed individuals and organizations throughout the city. They focused primarily on groups that had budgets that ranged from \$0 to \$100,000. To really understand the total scope and impact on the community they also interviewed three groups with budgets over \$100,000 (Warr). From their interviews they concluded that arts activities leverage assets for neighborhood improvement in three major ways. They provide access to resources, enable problem solving and build social relationships. Under each major category there are more specific, qualitative reasons on how the arts improve and impact communities. A detailed list can be found in Appendix D.

The Ohio Arts Council is an organization that provides support and advocates for artists and arts organizations throughout the state of Ohio. One of their resources is the Making the Case- The Arts Part of the Solution. These are testimonies of the impact that the Ohio Arts Council has made throughout the state. They highlight their work in economic development, downtown revitalization, 21<sup>st</sup> century education, creativity and imagination, cultural participation, building audiences and bringing unity to communities (“Making the Case”). You can look up testimonies by county in Ohio. When you look up Lucas County, where Toledo is located, they focus on the efforts of the Arts Commission of Greater Toledo in transforming downtown Toledo through economic development and downtown revitalization. The testimonial touches on the impact the programs that the Arts Commission puts on have and the impact they have had on the community. Further details on

their programs will be presented later in the paper. The rest of the testimonial can be found in Appendix E.

## **Arts Organizations**

In order to effectively evaluate and understand the arts community and the impact that the arts have, I decided to research organizations at a local, state, and national organizations that support and advocate for them. The organizations I have decided to focus on and research are The Arts Commission of Greater Toledo, The Ohio Arts Council, ~~The~~and The National Endowment for Arts and Americans for the Arts.

### **The Arts Commission of Greater Toledo**

The Arts Commission is a nonprofit organization based in downtown Toledo. Since 1959 the Arts Commission has improved and promoted the visual, performing and literary arts in Northwest Ohio and Southeast Michigan (“The Arts Commission”). The Arts Commission ~~has~~ always~~has always~~ been an advocate for the arts and believes that they can make an impact in the community. Over the years they have participated in multiple economic impact studies that measure the influence of the arts on Toledo and Ohio.

Purpose: to strengthen our community, foster creativity and celebrate life through art.

Mission: The Arts Commission supports, promotes and connects visual, performing and literary artists, arts organizations and businesses; and administers the City of Toledo’s “1% for Art” ordinance.

Vision: “Toledo is a nationally- known model for artistic & cultural community development”

Values:

- **Access** - We are inclusive, open and embrace diverse ideas, art forms and communities.
- **Advocacy** - We champion the arts and artists in our community.
- **Collaboration** - We are committed to working with others to bring together artists, patrons and communities. Partnerships lead to great accomplishments.
- **Creativity** - We encourage freedom of expression, innovation and imagination.
- **Fun** - It's everywhere and a by-product of what we do. We pride ourselves on being an engaging and enthusiastic organization.
- **Professionalism** - We pride ourselves on operating our organization with the highest level of excellence, integrity and responsiveness.

Philosophy:

- The arts should be accessible to everyone
- Creativity fuels life and enriches a community
- Appreciation of art is nurtured by exposure and education
- The arts are key economic and social drivers for our community
- Art contributes to community image and civic pride
- Creative expression takes diverse forms
- A legacy of art is critical for future generations

They are:

- An information clearinghouse & single point-of-contact for anything related to art and cultural activity in the greater Toledo area
- A source for funding and re-granting through an United Arts Fund or other approach
- A model resource for building the capacity of the arts and & cultural community
- An incubator for creation or replication of arts programs & arts-related businesses
- A source of support for individual artist

("The Arts Commission")

They are able to work ~~towards reaching~~towards reaching their mission and goals through the support of their Board, their community partnerships, donations from the public, and by revenue raised from their fundraisers.

The Arts Commission of Greater Toledo also put on a variety of programs for the public and local artists. Their programs fall under four major categories:

#### Art in Public Places

The Arts Commission has always had an impact on Toledo's community. However, the most significant impact was in 1977 when legislation was passed which created the City of Toledo's 1% for Art program ("The Arts Commission"). The program allocations part of the City funds to public art. The project is managed by The Arts Commission's Art in Public Places Committee. This was the first program like this in all of Ohio and one of the first in the nation. Today, the project has supported and displayed public art from over 40 local, national and international artists and their pieces are in every neighborhood in the city. Their current public art projects include: ABC's of Public Art, Collingwood Islands Project, You Are Here, Artist

Designed Bike Racks Phase 2, Toledo Digital Billboards Art Project, and Art in Public Buildings (“The Arts Commission”).

ABC’s of Public Art is an alphabet book featuring Toledo’s public art collection over the last forty years. The Collingwood Islands Project is a project that was created in configuration with the re-pavement and design of Collingwood Ave. A series of sculptures will be displayed in the medians along the street. The Arts Commission is working with the City of Toledo to complete this project. This project was a result of the One Percent for Art Program.

The You Are Here project is a series of 100 dots throughout the City of Toledo to help create a sense of place and location. Each dot represents a different part of Toledo and ~~are~~is designed to represent the area/place it was located. This project was entered ~~and recognized~~and recognized as an Outstanding Achievement winner in the HOW International Design Awards.

The Artist Designed Bike Racks is a project where artists designed and created functional but artistic bike racks that were installed throughout the City of Toledo. The bike racks are designed to represent Toledo and are created by local artists. Twenty bike racks are currently installed and located in both Warehouse District and Uptown areas of Toledo and the Arts Commission is currently looking for more applicants to create bike racks for the downtown area.

Toledo Digital Billboards Art Project was designed to help grow and foster Toledo’s reputation as a place for creativity and culture. Usually, when someone thinks of a billboard they think of as a type of advertising for company, but these billboards were created for a completely different purpose. The focus of these billboards wasn’t to promote any programs or advocate for the arts; they simply were designed to enhance the beauty of Toledo eight seconds at a time. The program has been successful for the last two years with 98 submissions from 40 different artists.

**Comment [SAY4]:** Just sounds weird, I might just say “...create functional bike racks to be installed blah blah” because then you later explain what it is

Art in Public Buildings has been a public art program since 1979 and has acquired over 100 works of art for the city (“The Arts Commission”). Currently, works are displayed at the Mayor’s Office, City Council, the Toledo Municipal Court, the Department of Parks and Forestry and in various city departments.

### Live Work Create Toledo

The focus of the Live Work Create Toledo programs is to help rejuvenate and refresh downtown Toledo while supporting and growing the local arts scene. The Arts Commission uses artists from the area to create these works of art. To complete these projects, the Arts Commission works alongside real estate agents, developers, businesses, artists, arts organizations, and homeowners in the communities. In 2007 the Arts Commission created the Arts Zone (“The Arts Commission”). The Arts Zone is an area along the shore of the Maumee River and acts as a central area to promote, “the arts, arts-related events, organizations and businesses and artist live-work.” They also provide a variety of current programs that focus on promoting the local arts scene including Artomatic 419!, Art Walk, Gallery Loop and Soundtrek.

Artomatic 419! is a biennial program that features more than 500 visual, literary and performing art (“The Arts Commission”). It’s one of the region’s largest multimedia arts events and this last year took over the former CYO church. It is a three weekend long event that usually draws around 10,000 guests to view the various sculptures, installations, live entertainment and 2D art (“The Arts Commission”). Artomatic 419! also strives to bring together Toledo’s creative community to foster new networking opportunities for artists and to expose the general public to artists around the area. The event was created in 2006 and is held in a new location every time.



In addition, it is usually held in warehouses or buildings that are under-used and could benefit from this event.

The Art Walk Series started in 2008 and held every 4<sup>th</sup> Thursday of each month from May to September. These walks were created as an opportunity for the public to get to know the galleries along the Arts Zone, the Warehouse District, Uptown, and surrounding Downtown neighborhoods. To put on these walks, the Arts Commission partners with local business, galleries, and artists. The event brings together almost thirty venues that participate in this event each time. The Gallery Loop & Holiday Loop programs are very similar to the Art Walks that are put on during the summer. However, for the Loop programs they create routes that busses can take participants to and from.

SoundTrek is a live music event that brings together musicians from a wide variety of genres from the local and regional area. The event takes places during the summer along Adams Street in the Uptown area of Toledo in ten different venues. The event draws around 1,500 visitors and its focus is to present and display Toledo's heritage through live music ("The Arts Commission").

### Youth Services

The Arts Commission realizes how important it is to expose the youth to the arts and to foster their creativity. The Arts Commission currently has two youth programs that they put on. These include the Young Artists at Work program and the Ninth Congressional District Invitational Art Exhibition. Young Artists at Work is a six week long summer internship opportunity for youth between the ages of 14 and 18 in Toledo. The program was started in 1994 and this upcoming summer will be celebrating its 20th year ("The Arts Commission"). The purpose of the program

is to, “to provide an intensive arts experience that fosters artistic self-expression and a quality work ethic that can impact the youth throughout adulthood” (“The Arts Commission”). Once accepted into the programs the apprentices are assigned to a variety of art projects. These projects include: painting a community mural, writing poetry, designing and updating websites, brochures, and posters for the Young Artists at Work program, and creating saleable works of art in the form of ceramics, bronze casting, photography, printmaking, and sculpture (“The Arts Commission”).

The Ninth Congressional Art Competition is an exhibition put on by the Arts Commission and Congresswoman Marcy Kaptur (“The Arts Commission”). Students are nominated for the show from high schools within the Ninth District by their teachers. The artworks in the show then have the chance to win awards from a jury of art educators, local artists and representative from the sponsors of the event. The Congressional First Place Award winner will have their artwork displayed in the Capital Building in Washington D.C. for a year and the second place winner will have their art displayed in Marcy Kaptur’s office (“The Arts Commission”). ~~Another aspect In 2006 that was- an additional added to the~~ show and awards ~~in 2006 was added to the exhibition~~. Students were encouraged to explore commercial arts and surface design. The artist that won this award would then get their designed produced on a short run of Libbey glassware.

### Community Services

The last and final area of programs that the Arts Commission puts on is focused on offering services and additional resources to those who are interested and involved in the arts. These

programs include the Well-Fed Artist Workshop, Toledo Art News e-newsletter and an Online Local Arts Directory. The Well-Fed Artist Workshop is a series of workshops that discuss a variety of topics to help artists develop their entrepreneurial skills. Toledo Art News e-newsletter is a monthly email that is sent out to those who subscribe and informs them of the upcoming events that the Arts Commission is putting on and other arts related events in the community. An Online Local Arts Directory is also offered to community members to help ~~connect~~ [artistsconnect artists](#) and the Arts Commission.

#### Fundraisers

The Arts Commission puts on a variety of fundraisers to help support and raise money for their programs and services. Their main fundraisers include Chefs For Children, Art of Fine Living, Hot Glass and the Mix (“The Arts Commission”). Chefs For Children is a fundraiser in collaboration with ProMedica Toledo Children’s Hospitals. At this event chefs from around the country come and prepare meals for participants. Donors purchase tickets to attend the event and also can participate in a silent auction and live auction. Art of Fine Living takes place every other odd year. This event is a combination of a live and silent auction. Items featured in auction are donated from business and individuals in the community. This event is extremely successful for the Arts Commission and usually raised more than \$80,000 (“The Arts Commission”). Hot Glass, started in 1990 is put on during the years in between the Art of Living event. The event brings together glass artist that are local, national and international. The pieces received for the event are displayed in a four week long exhibition and are featured in a one night gala auction event. The Mix is a fundraiser that is put on every year and focuses on the artists who have chosen to build their careers in Toledo. The event involves a mixture of live entertainment,

interactive activities, a silent auction of pieces by local artists and a catered by local restaurants that create dishes that relate to the theme that year.

### Staff

- Marc D. Folk - Executive Director
- Jennifer Jarrett - Deputy Director
- Mary Jo Bukowski - Controller
- Nathan Mattimoe - Art in Public Places Coordinator
- Michelle Carlson - Programs Coordinator
- Ryan Bunch - Performing & Literary Arts Coordinator
- Emily Finkel - Office Manager
- Rachel McCartney - Community Engagement Specialist

(“The Arts Commission-Home”)

### Personal Experience

This summer I interned at The Arts Commission of Greater Toledo as a development intern. I interned there from June 10<sup>th</sup> to August 29<sup>th</sup>. My primary focus was on helping with the Chef For Children event. For this event the Arts Commission partnered with Toledo Children’s Hospital Foundation. The event is in its 3<sup>rd</sup> year and in 2012 raised over \$150,000 to support the Arts Commission. The majority of the funds raised from this event go to the Young Artists at Work program that they put on every summer.

My responsibilities for this event included acquiring donations from business and individuals in the community. As well as coordinating and arranging delivery of donation items and form collection, I also was in charge of maintaining and updating the donor database online.

Throughout the summer I also helped out with other projects or events happening in the office. I often helped out the administrative assistant update their development software after events. This consisted of updating ~~volunteer~~, ~~volunteer~~, ~~artist~~, ~~artist~~, and donor information. I

also was able to help out with their annual Friends Campaign by sending out letters all the “friends” of the Arts Commission and their Board of Directors. I also got to experience the affect that the arts commission has on the community and the work they are doing to increase the arts in Toledo. I saw this primarily through their help with the Ohio Theater in Toledo. They were contracted through a grant the theater received. Their main objective with helping the Ohio Theater was to help create 3-5 partnerships, ~~within, within~~ the community ~~or by or by attracting~~ ~~groups attracting groups~~ and ~~event that event that~~ could rent and use the theater. They focused a lot on creating programming and opportunities for the theater.

Comment [SAY5]: Re-word

Towards the end of my internship I started to help with the promotion of their Color Me Rad event they are having in the September at University of Toledo. For this event they are collaborating with Scrap 4 Art and the Habitat for Humanity of Maumee Valley. After learning and being a part of the different programs and events that the Arts Commission works on, I realized they do a lot of collaboration. I think that this is important and really beneficial to them. By doing this, they now have the ability to reach potential donors that might not have known about them or their services. As well as increased resources and additional expertise in different areas that can help with the event. The Arts Commission may be small but it definitely gets a lot done. Before I started I really didn’t have a clue about what happened there or what exactly they did. However, after being here ~~this summer~~ this summer I am truly amazed at everything they accomplish and the impact they have on the community. They are always adding more fundraising events and seeking out opportunities in the community. I think that this internship has exceeded my expectations and has definitely taught me a lot. I was able to apply the information I was taught in my arts management class which I really appreciated. I also worked

independently on a lot of the projects I was given and I feel that it helped me to work on my problem solving, time management and to take the initiative.

## **Ohio Arts Council**

The Ohio Arts Council was founded in 1965 to help ensure the development of the arts and the preservation of Ohio's cultural heritage (8). They support artists, arts organizations, schools and cultural programming through funding from the National Endowment for the Arts and by offering a variety of programs to support the arts. The Ohio Arts Council understands the importance of the arts and the impact that they can have on the community ~~and economy and~~ economy. So much so that they have dedicated their latest strategic plan to address and develop the creative economy.

Mission- The Ohio Arts Council is a state agency that funds and supports quality arts experiences to strengthen Ohio communities culturally, educationally and economically.

Vision- Providing leadership and voice for the arts to transform people and communities.

### Strategic Plan

This strategic plan was first conceived during a time of economic downturn in the state of Ohio which resulted in huge cuts in funding and an overall downsizing at the Ohio Arts Council. The purpose of this plan was to find more effective ways to accomplish their mission under their new current circumstances. Below are the main goals and objectives of the plan.

#### **Goal 1-** Protect Ohio's Quality of Life

- Invest in Ohio's rich arts and cultural resources

- Preserve Ohio’s cultural heritage
- Promote job creation and economic development through creative economy
- Secure new revenue sources to meet the artistic and cultural needs of Ohio citizens and communities
- Leverage the Ohio Arts Council’s resources for greater effectiveness and efficiency

**Goal 2-** Connect Ohioans to Arts and Culture

- Cultivate strategic partnerships to promote arts and culture
- Engage citizens in ongoing dialogue about the arts and the work of the Ohio Arts Council
- Raise public awareness of the value of the arts in every Ohio community

**Goal 3-** Help Citizens of All Ages Learn and Thrive Through the Arts

- Cultivate creativity and imagination in preK-12 learning
- Ensure arts learning opportunities for citizens of all ages
- Pursue policy initiatives to strengthen arts education in schools

**Goal 4-** Establish Arts and Culture as a Partner in Community, Regional and State Development

- Contribute to the development of local state and regional cultural policies
- Develop a statewide and/or regional cultural vitality index
- Encourage local communities to engage in community planning

**Goal 5-** Develop Leadership for Arts and Culture

- Develop new and emerging leaders in Ohio’s arts and cultural sector

- Cultivate leadership for arts and culture through ongoing education and relationship-building
- Support organizational capacity- building and constituent professional development

\*Additional information on The Ohio Arts Council's Strategic Plan can be found in Appendix F.

## Staff

### Executive Office

- Executive Director- Julie S. Henahan
- Deputy Director- Mary Campbell-Zopf
- Executive/Special Project Assistant- Missy Ricksecker

### Public Information, Programs & Services Office

- Riffe Gallery Director- Mary Gray
- Public Information Office Director- Elizabeth Weinstein

### Grants Programs & Services

Program coordinators are assigned based on regions. Each coordinator works within their region to provide services and oversee programs in these various areas including; Sustainability, Arts Access, Project Support, Building Cultural Diversity and Artists with Disabilities Access programs.

### Grants Administration & Operations

- Grants Office Associate- Brianna Dance
- Grants Office Director- Dia Foley
- Research and Program Development Director- Dan Katona
- Information Systems Assistant- Carla Oesterle
- Grants Office Associate and ADA/504 Coordinator – Kim Turner



(“Ohio Arts Council”)

## **National Endowment for the Arts**

In 1965 Congress established the National Endowment for the Arts (NEA) with the purpose of supporting artists, creativity and innovation in the field and that bring value to individuals and communities (“NEA”). The NEA is an independent agency from the government and focuses on their partnerships within the philanthropic sector. The National Endowment for the Arts has definitely made an impact since its conception in 1965. They have awarded more than 145,000 grants to support performances, exhibitions, festivals, artist residencies, and other arts related projects around the country (“NEA”).

Their philosophy- “Art Works” This philosophy is broken down then into three different elements that together, drive everything that the National Endowment for the arts does and strives to improve for artists and our communities.

“ ‘Art Works’ refers to works of art themselves—the performances, objects, and texts that are the creation of artists. It reminds us of the ways that art works on audiences to change, confront, challenge, and inspire us; to allow us to imagine and to aspire to something more. It is a declaration that with two million full-time artists and nearly six million arts-related jobs in this country, arts jobs are real jobs that are part of the real economy. Art ~~workers~~workers’ pay taxes, and art contributes to economic growth, neighborhood revitalization, and the livability of American towns and cities” (“NEA”).

Mission- The National Endowment for the Arts is an independent federal agency that funds and promotes artistic excellence, creativity, and innovation for the benefit of individuals and communities.

(“NEA”)

Grants and Funding:

The National Endowment for the Arts provides grants to nonprofit organizations and arts agencies at the state and jurisdictional level. They also provided grants to regional arts organizations to support the artists and projects in their communities. Applications for grants are evaluated based off the artistic excellence and artistic merit of the project or program. The applications are reviewed by a variety of levels and then the chairman of the NEA awards the grants.

Funding is separated into two different categories, Grants for Arts Projects and the Our Town grant program (“NEA”). The Grant for Arts Projects can be broken down into two subcategories, Art Works and Challenge America Fast-Track. In order to apply for the Grants for Arts Project support an organization must be a non-profit, tax-exempt 501(c)(3), have three years of programming and meet all of the other reporting requirements. The Art Works category was created to support the, “creation of art that meets the highest standards of excellence, public engagement with diverse and excellent art, lifelong learning in the arts, and the strengthening of communities through the arts” (“NEA”) Grants within this area usually range from \$10,000-\$100,000. Challenge America Fast- Track grants were created to support smaller organizations that strive to create arts related opportunities in their communities(“NEA”). Projects can include; festivals, exhibits, readings, performances, screenings, or broadcasts that feature guest artists in community settings; the development of professionally directed public arts projects such as murals, sculptures, or environmental art; cultural district revitalization; cultural tourism; and design activities for new or existing cultural facilities or civic spaces” (“NEA”) Grants within this area are all \$10,000 (“NEA”).

The Our Town grants go to supporting programs and organizations that work towards transforming and improving their communities through the arts. Projects that are funded include, “arts engagement, cultural planning, and design activities and should represent the distinct character and quality of their communities. These projects encourage creative activity to enhance community identity and a sense of place, and to revitalize local economies” (“NEA”). These grants require there to be a partnership between a non-profit organization and a government agency. These grants can range \$25,000 to \$200,000 (“NEA”).

**Grant Opportunities for these areas:**

- Accessibility
- Artist Communities
- Arts Education
- Dance
- Design
- Folk & Traditional Arts
- International
- Literature
- Local Arts Agencies
- Media Arts
- Museums
- Music
- Opera
- Presenting & Multidisciplinary Works
- Research & Analysis
- State & Regional
- Theater & Musical Theater
- Visual Arts

(“NEA”)

Research

The NEA also focuses on research and creating publications to benefit artists and arts related organizations. Their current research publications include: *Valuing the Art of Industrial Design, How a Nation Engages with Art, The Arts and Aging, How Art Works, The Arts and Achievement in At-Risk Youth, The Arts and Human Development, Live from Your Neighborhood, Audience 2.0: How Technology Influences Arts Participation, Artists in the*

*Workforce: 1900-2005, and The Arts and Civic Engagement: Involved in Arts, Involved in Life* (“NEA”). All of these publications are free and available to the public to view at any time.

In 2012, the NEA Office of Research and Analysis awarded grants for research surrounding the value and impact of the arts in the nation. They awarded fifteen grants that totaled \$ 250,000 to grantees in 11 states (“NEA”). The projects will explore three areas, “the impact of the arts on local and national economic development; the health and viability of arts and cultural organizations; and the links between arts engagement and cognitive, social, civic and behavioral outcomes” (“NEA”). The Office Research and Analysis also has done its own research about the impact of the arts and has developed a five year plan to determine a better way to evaluate and measure the impact of the arts in their *How Art Works* publication (“NEA”).

### Partnerships

The National Endowment for the Arts has partnerships both at the state and regional and government. Their state and regional partnerships are focused on providing organizations with these regions with support to successfully accomplish programs that benefit their communities. Their government partnerships span over 20 federal agencies and focus on providing large audiences with arts related experiences and programming. Some of their major government partnerships are with the Department of Education, Department of Housing and Urban Development, Department of Defense, Department of State, and Department of Health and Human Services (“NEA”). More specific programs that have been created from their partnerships include:

- Arts & Human Development Task Force
- Blue Star Museums

- Jazz Masters Live
- Poetry Out Loud
- Arts Education Partnership
- Design
- NAHYP Award
- Shakespeare in American ~~Communities~~Communities
- The Big Read
- International
- NEA/ Walter Reed Healing Partnership

#### Staff

#### **NEA Discipline Directors**

- Folk and Traditional Arts- Barry Bergey
- Accessibility- Beth Bienvenu
- Music and Opera- Wayne Brown
- Acting Museums and Visual Arts- Wendy Clark
- Arts Education- Ayanna Hudson
- Research and Analysis- Sunil Iyengar
- Challenge America and Local Arts Agencies- Michael Killoren
- Media Arts- Alyce Myatt
- International Activities- Pennie Ojeda
- Presenting and Artistic Communities- Michael Orlove
- Theater and Musical Theater- Ralph Remington
- State and Regional Partnerships- Laura Scanlan
- Design- Jason Schupbach
- Literature- Ira Silverberg
- Dance- Douglas Sonntag

(“NEA”)

## **Americans for the Arts**

Our mission is to serve, advance, and lead the network of organizations and individuals who cultivate, promote, sustain, and support the arts in America. Connecting your best ideas and leaders from the arts, communities, and business, together we can work to ensure that every American has access to the transformative power of the arts.

The vision of Americans for the Arts is that the arts are recognized as integral to the lives of all people and essential to the health and vitality of communities and the nation. (“American for the Arts”)

In 2012 in response to the recession in the previous years, Americans for the Arts create and launched the pARTnership Movement. This movement was focused on bringing the arts and businesses together to create partnerships. The main focus is to reach business leaders and educate them on the benefits of collaborating with the arts and the affect they can have in the workplace. They believe that the arts can be used to inspire employees, stimulate innovation and foster creative collaboration. Through the movement they have educated more than 13,000 people and, “72 percent of the companies that participate or partner with the arts agree that it stimulates creative thinking, problem solving and team building” (“Americans for the Arts”).

In 2012 Americans for the Arts also published their fourth *Arts & Economic Prosperity* report which creates a national, industry-wide representation of the role of the nonprofit arts and culture sector. They also use this report to educate legislators and arts advocates on the benefits of the arts on their local communities and where their communities stand against other

communities and the nation as whole. This report is compiled by Americans for the Arts research staff, local partners and data collected from around the nation.

The final major project they completed in 2012 was The Arts Index. The Arts Index is done both on a national level and on a local level on a yearly basis. It was created to measure the economic impact of the arts on the economy. National, the Arts Index, “quantifies key issues, such as the growing number of artists and arts organizations, changing audience demand, the impact of technology, and personal participation” (“The Arts Commission”). On the local level it,” provides a framework for relating arts and culture to community priorities and aspirations, such as economic development and revitalization through jobs or infrastructure, youth, education, and health concerns” (“The Arts Commission”). This index can be a great resource for arts organizations around the nation, as well as for arts advocates.

Their current strategic plan is, “Building Strategy to Ensure the Every American Has Access to the transformative Power of the Arts” (“The Arts Commission”). They have broken down their plan into four primary goals in order to complete and accomplish this plan. Those goals include:

1. **Strengthening an Informed Leadership-** lead and serve individuals and organizations to help build environments in which the arts and arts education thrive and contribute to more vibrant and creative communities.
2. **Increasing Resources and Meaningful Policies for the Arts-** generate meaningful public and private sectors and more leaders and resources for the arts and arts education

**3. Advancing the Value Proposition for the Arts-** Build individual awareness and appreciation of the value of the arts and arts education.

**4. Ensuring organizational Sustainability-** Ensure the operational stability of the organization and its ability to creatively respond to opportunities and challenges.

(“Americans for the Arts”)

They believe that through these areas that they can make the biggest impact. Their primary goal is to, “ensure that the ARTS always play an important part at the decision table. The transformative power of the Arts will always be a catalyst to set innovation into motion” (“The Arts Commission”). They bring these goals to action by advocating, researching and connecting communities, individuals and corporations.

#### Advocate

Americans for the Arts realize the impact that advocating can make, have it be on a local, state or federal level. They believe that the arts can be a solution to the problems that we are currently facing. Through their members, research and legislation, they try to educate our law makers and communities on the positive affect that the arts can make. One of their biggest campaigns is the Arts Advocacy Day. This year it takes place on March 24-25 in Washington, D.C. Americans for the Arts hosts this event along with their 85 plus cosponsors (“The Arts Commission”). Through this event they encourage all arts advocates, individuals and organizations, to come together and show members of Congress the importance of issues relating



to arts. This year they are focusing on issues such as education policy, the charitable tax deduction and funding for the National Endowment for the Arts.

### Research

Americans for the Arts' website is a great resource for researching a variety of areas. You can either search by topic or location. They provide information on every state in the United States as well as some countries internationally. Americans for the Arts believe that when communities are armed with the right information they can make an impact locally. They primarily focus on their social, economic and educational impact. Below is a more specific list of topics you can choose from on their website.

- Advancing Arts Locally
- Arts & Business
- Arts & Economy
- Arts Education
- Arts & Healing
- Arts Marketing
- Arts Policy
- Cultural Districts
- Culture & Communities
- Disaster Preparedness
- For Artists
- Funding Resources
- Grant making
- Professional Development
- Public Art
- Social Change
- Strategic Partners
- United Arts Funds
- Volunteerism
- Young Arts Professionals

("Americans for the Arts")

### Connect

Americans for the Arts strive to create a community of artists, professionals and advocates to come together and receive professional development and educational opportunities

to help make an impact in their communities. You can connect with others by joining and becoming a member of the organization or through their multiple social media outlets. You can connect with Americans for the Arts through their: Facebook, Twitter, ~~LinkedIn~~[LinkedIn](#), Instagram, YouTube or by signing up for their E-News Letter.

### Strategic Partners

This organization has a long history of partnering with a wide variety of partners with individuals and organizations from grass roots to large corporations. They have partners in a wide variety of sectors including government, business, philanthropy, and entertainment. Below is a more detailed breakdown of their partners.

- Arts Supporting and Enabling Organizations
- Citizens Activists and Advocacy Partners
- Influencers-Grass Tops Partners
  - Artists Committee
  - Leader Spotlights
- Cause Marketing Partners
- Strategic ~~Alliances~~[Alliances](#)
  - Government Partners (Public Sector)
    - The United States Conference of Mayors
    - National League of Cities
    - National Associations of Counties
    - National Conference of State Legislatures
    - National Lieutenant Governors Association
    - National Governors Association
  - Private Sector Partners
    - Business Civic Leadership Center of the National Chamber of Commerce Conference Board

- Destination Marketing Association International
- Aspen Institute
- Sundance
- Independent Sector
- Grant Makers in the Arts
- Committee Encouraging Corporate Philanthropy
- American Planning Association
- Craft Emergency Relief Fund
- The Association of American Cultures
- Arts Education Partners
  - State Education Agency Directors of Arts Education
  - National Association of Music Merchants
  - National Guild for Community
  - John F. Kennedy Center for the Performing Arts
  - Arts Education Partnership
  - National PTA
  - ASCD

## **Staff**

The Americans for the Arts is organized into ten different departments. These departments include:

- Executive Office Department
  - President, CEO, COO
- Development Department
- Finance Department
- Government and Public Affairs Department
- Leadership Alliances Department
- Local Arts Advancement Department
- Marketing, Communications and Technology Department
- Operations Department

- Private Sector Initiatives Department
- Research and Policy Department

(“Americans for the Arts”)

## Northwest Ohio and Toledo

Throughout my project I refer to Northwest Ohio which consists of the counties below.



- Allen County
- Crawford County
- Defiance County
- Erie County
- Fulton County
- Hancock County
- Hardin County
- Henry County
- Huron County
- Lucas County
- Ottawa County
- Paulding County
- Putnam County
- Sandusky County
- Seneca County
- Van Wert County
- William County
- Wood County
- Wyandot County

(“Center for Archival Collections”)

## **Toledo**

The City of Toledo was founded in 1833 and is located along the Maumee River on the northern border of Ohio (“Toledo, History”). Toledo is known as ‘The Glass Capital of the World’ because of its history of innovations within the glass industry (“Toledo, History”). Toledo is also often recognized for its large community of the arts, culture and entertainment that are offered to its residences and visitors. Toledo has always strived to support and sustain the arts, education and culture; which is evident through their support of The Arts Commission of Greater Toledo and the Toledo Museum of Art. Toledo is close to many large cities such as Columbus, Detroit and Cleveland and is often a stop for many travelers. Manufacturing is also a larger industry in Toledo and has a large effect on its economy. There are around 1,000 manufacturing facilities located in Toledo including, automotive assembly and parts production, glass, plastic, and metal parts (“Toledo, History”). Multiple corporations also have their headquarters located in Toledo including The Andersons, Dana Corporation, Libbey, Inc., Libbey-Owens-Ford Company, Owens Corning, Owens-Illinois, and Seaway Food Town (“Toledo, Ohio”). The city has had its economic set back throughout the years but has always stayed resilient and is always trying to improve conditions for its residences. Below are a few statistics on the current economic situation in Toledo (“Toledo, Ohio”).

### Overview

Metro Population: **650,200**

Major Industries: **Health care,**

**Financial services**

Gross Metro Product: **\$29.9 B**

Median Household Income: **\$43,457**

Median Home Price: **\$80,300**

Unemployment: **8.2%**

Job Growth (2012): **1.7%**

Cost of Living: **13.7% below ~~nat'l~~Nat'l avg**

College Attainment: **23.5%**

Net Migration (2012): **-1,760**

### Employment

Job Growth **1.7%**

Projected Annual Job Growth **1.4%**

Unemployment **8.2%**

Median Household Income **\$43,457**

Household Income Growth **-1.0%**

High-Tech Employment **2.4%**

### Housing

Median Home Price **\$80,300**

Home Price Change **7.9%**

Housing Affordability **390**

### Education

High School Attainment **89.1%**

College Attainment **23.5%**

Graduate Degrees **9.5%**

Top Colleges **Bowling Green State University and University of Toledo**

### Quality of Life

Cost of Living **13.7%**

**below the ~~nat'l~~Nat'l avg**

Average Commute **20 minutes**

Crimes per 100,000 Residents **5,021**

Net Migration (2012) **-1,760**

“Toledo,OH”

## **The Arts in Toledo- Past**

In 2003 the mayor put together a task force to create a Strategic Plan for the Arts and Culture to assess and create a plan for the arts community in Toledo. The plan focused on five main areas: collaboration, leadership, prosperity, visibility, and spaces and facilities (*Greater Toledo's Strategic Plan for the Arts and Culture*). The mayor brought together an assortment of community members through their various town hall meetings and a group of 35 representatives from business, government, education, arts and cultural organizations to meet monthly to develop and create this plan (*Greater Toledo's Strategic Plan for the Arts and Culture*). Together they created the mission and vision for the future of Toledo's Art and Culture community.

Mission- Greater Toledo enriches life, work and play for all by fostering the arts and culture as the heart of an attractive, progressive and prosperous city and region.

Vision- Greater Toledo aspires to be a world-renowned community that supports high quality arts and cultural experiences that are affordable and accessible to all. Greater Toledo seeks to be:

- A community with close collaboration among arts and cultural organizations
- A workplace with strong partnerships among the arts, education, technology, business and government
- A home to internationally-recognized arts and cultural institutions
- A stage for signature public arts and cultural events
- A destination with lively downtown, neighborhood and regional arts districts
- A model of sustained financial and marketing support for a diverse arts and cultural community



- A region with a broad mix of arts and cultural facilities
- A center of innovation in arts and technology
- A leader in recognizing and supporting local artists and their creations
- A place where involvement leads citizens to integrate the arts and culture into their daily lives

*(Greater Toledo's Strategic Plan for the Arts and Culture)*

Each major subset of the plan also created goals that they wanted to accomplish to increase the success of the plan. Goals included:

#### Collaboration

- Build on existing community strengths in the arts
- Leverage resource opportunities among local organizations
- Explore technology as a tool in creating new forms of art and culture
- Foster integration of the arts into education
- Advance social understanding and tolerance through the arts

#### Leadership

- Developing an appropriate local leadership structure for the arts that is endorsed by the Mayor and other key stakeholders
- Promoting visibility for the arts wherever possible
- Consistently communicating support for the arts in Greater Toledo

#### Prosperity

- Recognize that the arts play a major role in economic development
- Obtain City of Toledo support for a budget allocation to the arts and cultural activities

- Implement fiscal policies and business models that will provide ongoing support for the arts
- Establish Economic Development Forums and ~~grantwriting~~ grant writing workshops for organizations and individual artists

#### Visibility

- Advances audience development by promoting the value of the arts and culture, improving accessibility and encouraging cultural tourism
- Promote local, national and international visibility for existing arts and cultural organizations
- Establishes a comprehensive arts and cultural event Web site, including a community arts and cultural calendar
- Persuades for-profit media and businesses to provide greater exposure to arts and cultural events and organizations
- Includes developing an existing or new event into an internationally-recognized arts activity

#### Spaces and Facilities

- Coordination with elements of the Downtown Toledo Master Plan
- Building connections among signature buildings, spaces and events
- Increasing the number of affordable work spaces for artists and arts organizations
- Strengthening the arts and cultural activities in neighborhoods and throughout the region, especially where there is a lack of diversity among participants

I included the complete strategic plan in Appendix G. (*Greater Toledo's Strategic Plan for the Arts and Culture*)

## **The Arts in Toledo- Present**

Since the previous Strategic Plan for Arts and Culture in Toledo was last published in 2003, the City of Toledo felt the need to update and revitalize the plan to the current state of Toledo. The plan is set to be finished by the end of 2014. The plan was developed in order to, “support cultural vibrancy, economic revitalization, and to connect and grow the rich network of creative” in Toledo (“The Arts Commission”). The Arts Commission of Greater Toledo is heading the project and is working in collaboration with the Local Initiatives Support Corporation (LISC), Toledo Community Foundation and other stakeholders in a variety of sectors in the community. The plan will be focusing on eight neighborhoods in the city including: East Toledo, Warehouse District, Olde North End, Old West End, Uptown, Old South End, the Dorr Street Area and the Cherry Street area. (“The Arts Commission”) All members of the community are encouraged to be a part of the plan by attending community meetings, focus groups, online surveys and interviews. The plan is still currently in the research stage.

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**Appendixes**