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ArtsWave Kicks off its Annual Community Campaign for the Arts with a call to be the largest ever

CINCINNATI, OH (February 6, 2024) — At a press conference in Music Hall's Wilks Studio today, leaders kicked off the 2024 ArtsWave Community Campaign — the primary way the Cincinnati region funds its arts, and the largest such community campaign in the nation.

2024 ArtsWave Campaign Co-Chairs Jon Moeller (Chairman, President & CEO of P&G) and Lisa Sauer (retired P&G executive) announced a community-wide goal to surpass the campaign's high-water mark of \$12,449,053, reached in 2017. "We need to set our sights high so that the arts continue to thrive and deliver the same value to the region over the next decade as they have over the last one, and so that our investments keep pace with inflation," explains Moeller. "The arts are not a luxury; arts are integral to making the region a compelling location for employees and visitors."

The co-chairs announced that dozens of individuals, businesses and foundations have created early momentum through gifts to the Chairpersons' Kickstarter. These donors helped exceed an initial \$1 million goal. These contributions will support four ArtsWave programs designed to increase connection of lesser and underserved communities to consistent arts engagement; provide 50,000 kids with arts field trips; bring more local residents together through ArtsWave's affinity groups; and partner with top executives to invest in a more vibrant economy through the arts. More than 60 local CEOs agreed to make early gifts of \$5,000 or more as part of this challenge.

The campaign's 2024 theme, "Stronger Arts for a Stronger Region," builds on the recently released [Economic Impact of the Arts & Culture in the Cincinnati Region report by the Cincinnati Regional Chamber](#), which revealed that the local arts sector had a

\$1.6 billion impact from 2019 to 2022, and this impact is projected to rise to \$2.8 billion over the next four years.

ArtsWave President & CEO Alecia Kintner told business leaders, donors, government officials and arts professionals that this economic news is actually a clarion call for continued investment in the region, "Ever since Charles and Anna Sinton Taft's original 1927 public challenge to secure the future of the arts, our community has come together each year to build a stronger region through the arts. This history has produced a strong return on investment: [for every \\$1 invested through the ArtsWave Community Campaign, our arts partners leverage more dollars and generate nearly \\$43 in economic value for greater Cincinnati.](#) Our arts drive our region forward in a quantifiable way."

Moeller and Sauer have assembled a cabinet of 43 volunteer leaders from an array of business sectors [list follows]. Sauer is excited to work with these leaders around a common goal, remarking, "Our cabinet comes from across the business and philanthropic community, and what we all have in common is our desire to see our region attract and retain the best talent, connect through shared experiences, and fuel creativity and learning. The arts are key to accomplishing this."

Today's event also featured a tribute to and comments by departing Cincinnati Symphony Orchestra Music Director Louis Langrée as he wraps up his final season in his current role and transitions to Music Director Laureate.

ArtsWave Campaign dollars will be invested in 150+ arts organizations, projects and artists. Special events, workplace giving campaigns in some 200 regional companies and requests to the community through mail and media will support the fundraising effort. ArtsWave is partnering with the Cincinnati Reds and FC Cincinnati to provide tickets and special experiences as thank-you gifts to donors. The workplace battle of the bands experience, CincyJams, will return to the Hard Rock Café on May 10.

The 2024 ArtsWave Community Campaign runs through May 23. Donate at www.artswave.org/give.

Cabinet Members

Vice Chair: Jill P. Meyer, The O.H.I.O. Fund
Shawn Baker, Merle Norman Cosmetics
Gale Beckett, P&G Retiree
Tysonn Betts, P&G
Archie Brown, First Financial Bank
Kevin Canafax, Fidelity Investments
Lee Carter, ArtsWave Life Trustee
Nicole Crone, P&G
Dan Cunningham, Cunningham Institute for Growth

Dan Fales, Keating Muething & Klekamp PLL
Molly Flanagan, P&G
Kay & Jack Geiger
Sean Givler, Cincinnati Insurance Companies
Samantha Godskind, P&G
Michael Habel, BHDP Architecture
Amy Hanson, Amy Hanson Advisory Services
Barbara Hauser, P&G
Deborah Hayes, The Christ Hospital Health Network
Brian Hodgett, P&G
Pramila Kamath, Kroger Co.
Alexis Krulcik, Thunderdome Restaurant Group
Rob McDonald, Taft Stettinius & Hollister LLP
Candace McGraw, Cincinnati / Northern Kentucky International Airport
Karla Meyer, Arthur J. Gallagher Risk Management Services, Inc.
Gregory Olson, Urban Sites
Christopher Owens, Taylor Oswald
Jorge Perez, YMCA of Greater Cincinnati
Jim Price, Brand Lab Ventures
Andrew Quinn, Bardes Corporation
Maribeth Rahe, Ft. Washington Investment Advisors, Inc.
Jackie Reau, Game Day Communications
Scott Robertson, RCF Group
Cheryl Rose, Constellation Wealth Advisors
Rosemary Schlachter, 25th Hour
David Singer, The Evelo | Singer | Sullivan | Bruegge Group, Merrill Private Wealth Management
Tracey Stofa, Ft. Washington Investment Advisors, Inc.
Joel Stone, Fifth Third Bank
Kitty Strauss Rosenthal
Chad Summe, eGateway Capital
Marcus Thompson, TriVersity Construction Company
Jeremy Vaughan, EY
George Vincent, Dinsmore & Shohl LLP
Kelly Wittich, FTB Financial Services / UBS Financial Services Inc.

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About ArtsWave:

ArtsWave, the local nonprofit arts agency 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 established 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. Each year, ArtsWave raises millions of dollars from tens of thousands of donors — corporations, employees, foundations, residents and others — to support more than 150

arts organizations, projects and artists. 2024's goal is to return to pre-pandemic fundraising levels by surpassing \$12.5 million. Donations can be made at artswave.org/give.