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ArtsWave Announces 2019 Goal to Fund the Arts – with a Stretch

CINCINNATI (February 6, 2019) -- Acknowledging the power of the arts to connect communities and drive a vibrant economy, 70th Anniversary Campaign Chair Leigh Fox announced today a goal of **\$12,300,000, with a stretch goal of \$12,400,000**, to be raised between now and April 30 during the 2019 ArtsWave Community Campaign.

Joined by 100 business leaders, volunteers and ArtsWave leadership donors at The Backstage Event Center for a breakfast meeting, Fox, President & CEO of Cincinnati Bell, shared his goals for the campaign which provides indispensable funding for 100+ regional arts organizations and projects every year. “We can’t take the arts for granted,” he said. “I see the competitive difference the arts make in attracting and retaining talent in Greater Cincinnati. We can’t settle for flat in this campaign – only Up is Up.”

ArtsWave’s annual goal is comprised of workplace support from over 400 corporations, businesses, nonprofits and community groups and gifts from nearly 40,000 Greater Cincinnati residents. Reaching the stretch goal in 2019 will enable more artistic collaborations, more beneficiaries of support, and new innovative public events.

Attaining either the base or stretch goal will likely mean that the privately-funded nonprofit community arts campaign remains the largest of its kind in the nation. Still, Fox points out, Cincinnati’s peer and competitive cities are also investing in their arts scenes, to win in the fight for top talent and business attraction. “We can’t be complacent with this,” he cautions. “The arts are a major asset and we can do more to invest in them and leverage them as a regional growth strategy.”

ArtsWave wants all area residents to feel the impact of the arts. Donor benefits have been enhanced so that the more donors give, the more arts experiences they receive. Beyond the ArtsWave Pass, ArtsWave’s tax-deductible donor benefit at \$75 that provides more than 100 arts experiences, ArtsWave will offer two exclusive benefits to BLINK®, one of the largest light-based art and projection mapping events in the nation, happening this October and sponsored by ArtsWave. In addition, the popular ‘Music Hall for Two’ ticket benefit will be offered as well as an array of leadership perks and optional networking and communications groups. New donors to the Campaign at \$75+ or donors that increase their gift by 10%+ will receive a new Team Cincinnati benefit, including a pair of Reds tickets and two tickets to a behind-the-scenes experience with FC Cincinnati.

ArtsWave will roll out its twice-a-month showcase of the arts, ArtsWave Days brought to you by Macy’s with sponsorship from Frisch’s® Big Boy and The Enquirer, starting this Saturday, February 9, and running through April 13. This series will include more than 200 performances and activities that are free and open to the public, showcasing the variety of arts offered throughout the region. Reservations and details on ArtsWave Days can be found at ArtsWave.org/Days.

The 2019 ArtsWave Community Campaign will include a wide range of celebratory events designed to bring the public together around support of the arts. Beyond ArtsWave Days, in April ArtsWave will host the sixth annual CincySings, brought to you by Accenture, as well as a full month of ArtsWave Toast to the Arts, including a “We Are the Arts” beer collaboration with Fretboard Brewing Company and sales of beer, wine and cocktails throughout the region. Young Professionals, Circle of African American Leaders, Women’s Leadership Roundtable, and ArtsWave Pride events are all planned as well as the annual Sach’s Fund Awards Celebration in March honoring a local leader and major contributor to the arts community. Other fundraising events will be announced as the campaign gets underway.

“We are the Arts” is the theme for the 2019 Community Campaign. It takes support from everyone to create the wave of arts that uniquely strengthens and connects the region.

In celebration of the Campaign Kickoff, the “We are the Arts” collaboration beer is being released later this evening (4-7 p.m.) at Fretboard Brewing Company (5800 Creek Road, Cincinnati) at an event that will feature the Kyle Hackett Trio, visual artists, dancers, BBQ and beer. A portion of proceeds from this event, the first in this year’s popular ArtsWave Toast to the Arts series, will be donated to ArtsWave.

For more information or to support the 2018 ArtsWave Community Campaign, visit www.artswave.org. Follow the Campaign on social media, @ArtsWave and #WeAreTheArts, #ArtsWaveDays and #CincySings.

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About ArtsWave:

ArtsWave, a nonprofit serving the Greater Cincinnati and Northern Kentucky Region, is the lead planner, promoter and funder of 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 ripple effect 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 2018, ArtsWave raised more than \$12 million for the region’s arts, marking its fifth year in a row of this funding magnitude. ArtsWave remains the largest community campaign for the arts throughout the country, both in total contributions and number of donors. In addition, the organization partners with the Cincinnati USA Regional Tourism Network to fund an additional \$1 million for arts marketing, grants and services.

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