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ArtsWave Arts x Tech, Arts Sector Collaborative Happens October 19-21, with Innovator Keynote, Doug Hall, Slated

CINCINNATI (September 20, 2018) — ArtsWave Arts x Tech, brought to you by Fifth Third Bank, is back for its third year, with keynote speaker Doug Hall kicking off the event with a fireside chat, followed by a weekend filled with creative problem solving aimed at solving several arts sector-wide challenges.

The weekend event, following Startup Week (October 8-12) and supporting the startup community and StartupCincy, is ArtsWave's groundbreaking and annual collaboration between the arts, startup, and innovation communities. During these two days, ArtsWave will bring together strategists, developers, artists, marketers, and many more to solve key challenges within Cincinnati's art sector.

Keynote speaker Doug Hall is founder of Eureka! Ranch Innovation Engineering Institute and Brain Brew Custom Whisk(e)y. Hall will have a fireside chat with Chris Ostoich, Founder of the event concept and Co-Founder of tech startup LISNR, will discuss how innovation and arts come together, uniquely and powerfully connecting us all and ultimately creating a vibrant region.

Below are some of the challenges, suggested by a cross-section of the region's arts organizations, that will be addressed throughout the weekend:

1 - Event Calendars and Data Entry: Arts Organizations

Arts organizations face big challenges in having to enter the same information into multiple calendars (ArtsWave Guide, Cincinnati.com, CincinnatiUSA.com, etc.), creating a huge workload. Typically, arts organization don't have the resources to dedicate to data entry. How can we help arts organizations get their event data into ArtsWave Guide, the sector's largest events calendar, and then for ArtsWave Guide to push information out to all other calendars? What are the all the calendars out there we need to have linked into this one-entry portal? Does ArtsWave Guide have all the fields and information needed for these communications and if not, what modifications are needed?

2 - Recruiting a Diverse Talent Base

How can arts organizations literally change the face of their staffs and audiences? Reaching a diverse audience begins with getting the message out. Where should these jobs be shared? What organizations? What job sites? How can ArtsWave.org/Jobs, the region's most comprehensive job database, be used as the database to push these out elsewhere? Besides technology, how can you help us develop strategies to build diverse and inclusive arts organizations? What are the suggestions we give for hiring? What are the strategies to attract new audiences?

3 - Creating a SmART Kiosk Machine

How might you use SmartKiosk technology, thanks to our sponsor, SmartLINK, to raise awareness and money for the region's arts and culture organizations? These are street corner digital billboards – blank canvases for arts and arts stories! What images and/or information would you display on the monitors? What interactions (quizzes, maps, ticket sales, coupon codes) would you build into these mini-businesses to generate revenue, activity, awareness and buzz? How might you encourage social media sharing? How would you promote the kiosks? Where would you locate them? How would you drive traffic to them? What would success for this venture look like?

4 - Arts Ecosystem Communication

ArtsWave supports hundreds of arts organizations in Cincinnati, and yet, there is no one place for all of these organizations to collaborate spontaneously. What system could be used or developed to help the numerous arts organizations communicate more effectively? How should it be organized. How would this be implemented and communicated so it's not labor-intensive?

At the end of the weekend, a winning team will be chosen, with team members each receiving an Apple iPhone X as prizes. In addition, all participants will receive drinks and hors d'oeuvres at Friday night's fireside chat and Sunday's awards presentation, as well as lunch and dinner Saturday, and lunch and dinner Sunday. Team members will receive event and technological giveaways as part of the program.

ArtsWave Arts X Tech will be held at Over-the-Rhine's Union Hall, located at 1311 Vine St. The event has a suggested donation of \$20 and begins at 6:30 p.m. Friday, October 19, with registration beginning at 6:00 p.m. and ends Sunday evening at 7:30 p.m.

The fireside chat, featuring the two keynote speakers along with the announcement of challenges, will be held from 6:30 – 9:00 p.m. and can be attended by itself with a suggested donation of \$10. All proceeds will go to ArtsWave, the Greater Cincinnati region's nonprofit planner, promoter and fundraiser of the region's arts.

Fifth Third Bank's sponsorship of ArtsWave Arts x Tech stems from its own innovative history, including the fact that more than 40 years ago, the company introduced the first shared ATM network in the U.S. Fifth Third continues to be one of Greater Cincinnati's largest employers of technology professionals, as well as a leading supporter of the arts and ArtsWave. "We are proud to sponsor ArtsWave Tidal: Arts x Tech, because it aligns with our corporate interest in encouraging creativity and providing the latest technology in banking." said Teresa Tanner, Fifth Third Bank executive vice president and chief administrative officer. "Fifth Third also has a long commitment to the arts in Greater Cincinnati."

"Our established arts sector and growing tech-entrepreneurial sector are complementary to one another, putting Cincinnati on the map. ArtsWave is excited to bring these two parts of our region's economy together to attract talent, new jobs, and tourists," said ArtsWave President and CEO Alecia Kintner.

For more information about ArtsWave Arts x Tech or to register to participate, please visit: <https://ArtsWave.org/ArtsxTech>

About ArtsWave:

ArtsWave, a nonprofit serving the Greater Cincinnati and Northern Kentucky Region, is the lead planner, promoter and fundraiser 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.

About Fifth Third Bank:

Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. As of June 30, 2018, the Company had \$141 billion in assets and operated 1,158 full-service Banking Centers and 2,458 ATMs with Fifth Third branding in Ohio, Kentucky, Indiana, Michigan, Illinois, Florida, Tennessee, West Virginia, Georgia and North Carolina. In total, Fifth Third provides its customers with access to approximately 54,000 fee-free ATMs across the United States. Fifth Third operates four main businesses: Commercial Banking, Branch Banking, Consumer Lending and Wealth & Asset Management. Fifth Third is among the largest money managers in the Midwest and, as of June 30, 2018, had \$368 billion in assets under care, of which it managed \$37 billion for individuals, corporations and not-for-profit organizations through its Trust and Registered Investment Advisory businesses. Investor information and press releases can be viewed at www.53.com. Fifth Third's common stock is traded on the Nasdaq® Global Select Market under the symbol "FITB." Fifth Third Bank was established in 1858. Deposit and Credit products are offered by Fifth Third Bank. Member FDIC.