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ArtsWave Announces New Outdoor Parks Concert Series

CINCINNATI (March 25, 2021) – As ArtsWave, the region's engine for the arts, continues its 2021 Campaign efforts to fund the arts, it also announces a series of free, monthly outdoor concerts, Enjoy the Arts @ Parks, presented by Macy's.

Macy's has sponsored ArtsWave's Campaign event activities for more than 15 years, enabling ArtsWave to engage consumers across the region in the arts, while underscoring this time of year when the community comes together to fund the region's arts. This is a critical message for ArtsWave to convey, as the largest community arts fund in the nation, made up of tens of thousands of donations from the region's residents as well as support from hundreds of companies and organizations. Funds from the 2021 Campaign will support 100+ projects and organizations throughout the 15 counties that make up the Cincinnati Region.

The new eight-month series, with multiple performances during each concert, will include partnerships with a diverse set of arts organizations and independent artists as well as park partnerships with Great Parks of Hamilton County, City of Covington (Devou Parks) and Boone County Parks (Boone Woods).

The first concert begins Saturday, March 27, at Devou Park from 1 to 5 p.m., and features gospel-southern rock by Redemption Brothers, melodic lyrics by Tracy Walker & Band, and a fusion of swing, jazz and rock by the Kentucky Symphony Orchestra's Devou Doo Daddies.

New donors to ArtsWave and those increasing their last gift by 10%+ will be able to also receive a free year-long Great Parks of Hamilton County Motor Vehicle Permit that allows for free parking at all Great Parks of Hamilton County throughout 2021.

Concerts are free and more information can be found at artswave.org/parks.
Donations to the arts can be made at artswave.org/give.

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About ArtsWave:

ArtsWave, a nonprofit 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

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 wave 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.

ArtsWave is focused on helping the Cincinnati Region's arts sector weather the coronavirus crisis. The region's arts sector has an economic impact of more than \$300 million annually and includes more than 225 organizations that employ 10,000 individuals as artists, performers, and staff. When venue and performance closures were announced in early March 2020, ArtsWave worked quickly to accelerate \$2.4 million in grant payments for 43 organizations that receive operating revenues, expanded its \$10,000 Working Capital Bridge Loans for eligible arts organizations, provided Emergency Arts & Culture Organization grants to 47 organizations, and administered \$3,700,000 in relief funds at the federal, county and city level to arts organizations and artists. Throughout the year, ArtsWave provided \$750,000+ in support to cultural organizations led by or serving primarily BIPOC audiences. ArtsWave amassed \$13+ million for the arts last year, through a combination its 2020 Campaign and an additional Arts Vibrancy Recovery Fund, focused on getting the arts through this challenging time. This announcement adds to those recovery relief efforts. The public can help fund the Campaign and additional, evolving efforts at artswave.org/give