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**EMBARGOED UNTIL 10AM, JANUARY 16**

**Greater Cincinnati's arts sector had \$1.6 BILLION in total economic impact over four years according to new study**

**CINCINNATI, OH (January 16, 2024)** — At a press conference on January 16, ArtsWave, the Cincinnati Regional Chamber, Mayor Aftab Pureval, Hamilton County Commissioners, and 200+ others, representing the arts and business communities, unveiled an all-new study on the arts' impact in Greater Cincinnati from 2019-2023. Authored by the Cincinnati Regional Chamber's Center for Research and Data, the report found that over that four-year span, **Cincy's arts and culture sector had a total economic impact of \$1.6 Billion.**

"Intuitively our team knew that the impact was large," says Brandon Rudd, Director of the Center for Research & Data, "but after doing this study, we now know for sure that ArtsWave and a vibrant arts sector are vital to the Cincinnati region's economy."

Recent national studies validate this. The Cincinnati region ranked **11<sup>th</sup> among the 20 most arts-vibrant large communities in the country**, while only being the 28<sup>th</sup> most populous metro area. In addition, the region's arts sector has a 1.48 industry location quotient, meaning it has **48% more jobs in the industry than would be expected** for a region of its size.

The strength and vibrancy of Cincinnati's arts reflect nearly a century of community support through ArtsWave, something unique to our region. "Support from the annual ArtsWave Community Campaign provides a strong foundation from which the arts can benefit our communities in myriad social and educational ways," says Alecia Kintner, ArtsWave President & CEO. "With this report, we also affirm the significant economic impact that the Cincinnati region's arts organizations make through their direct

expenditures, ancillary revenue created by that spending, employment, and taxes generated.”

Chamber President & CEO Brendon Cull describes the report as a clarion call: “arts and culture in the Cincinnati region can drive our growth in the future,” he says. “Our region’s arts and culture industry has proven to be a catalyst for innovation and growth, propelling Cincinnati onto the national stage as a hub where culture and commerce converge.”

Among other analyses, the study looked at the economic impact of the ten largest organizations led by or predominantly for Black, Brown, Indigenous and People of Color (BIPOC). While the total economic impact of these organizations was about \$15 million in 2022, the underlying context is one of outsized growth. Over the four years included in the study, **these BIPOC organizations’ total impact grew by 26%, compared to 19% for all arts organizations, and the number of jobs created or supported grew by approximately 53% during that same period – much higher than the 7.4% growth for all arts organizations.** With time and investment, more of these organizations could become household names for generations of Cincinnatians to come.

Although these are all encouraging numbers, the report also makes clear that the ArtsWave Community Campaign needs to grow faster and reverse a downward trend in the number of donors to deliver the same value to the community over the next century. The report projects that over the next four years, the total amount raised in inflation-adjusted, 2023 dollars will actually decrease. Maintaining a robust arts campaign is vitally important so that grants outpace inflation and stimulate further growth and innovation in the ecosystem, resulting in an ever-greater impact.

The public is invited to join nearly a century of community support for the arts as tens of thousands across the Cincinnati region come together for the 2024 ArtsWave Community Campaign, which kicks off on February 6. This year, citizen-funded grants will be invested in 150+ organizations and artists that drive economic vibrancy and social connectivity.

For more information about the report and its findings, please contact ArtsWave or the Cincinnati Regional Chamber.

**RESOURCES: [Download the report or view it online here.](#)**

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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](https://artswave.org/give).

**About Cincinnati Regional Chamber:**

The Cincinnati Regional Chamber's mission is to grow the vibrancy and economic prosperity of the Cincinnati region. The Chamber team is working on behalf of member businesses to ignite business resiliency and inclusive growth, to invest in the people who call this region home, to lead regional connectivity through collaboration, and to champion the region's unique advantages. The Chamber is powered by inclusion, regional thinking, data, policy, and relationships. The Chamber's vision is that the region embodies the Future City, where business growth delivers the economic platform that accelerates opportunity for everyone who calls this region home. For more information, visit [cincinnati-chamber.com](https://cincinnati-chamber.com).