



arts  
wave

Funding Arts. Fueling Community.

discover  
together

Sustaining Impact  
Welcome to FY26

stronger  
arts for a  
stronger  
region



# Agenda

- **Welcome:** Meet the ArtsWave Staff
- **Part 1:** Marketing Recognition, Cincy A&E and The ArtsWave App | *Ryan Strand & Jeni Barton*
- **Part 2:** Overview Requirements | *Ray Gargano*
- **Part 3:** Questions | *Lori Burkhardt*



# ArtsWave Staff



**Jeni Barton**  
Director of Digital Products



**Mahmoud Said**  
Manager,  
Community Campaign



**Ray Gargano**  
Vice President, Community  
Investments



**Sam Cribbet**  
Chief Financial Officer



**Zach Moning**  
Manager, Marketing &  
Communications



**Holly McGowan**  
Coordinator, Donor Benefit  
Services & Engagement



**Ryan Strand**  
Senior Director, Marketing &  
Communications



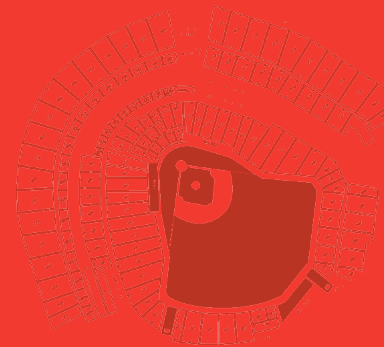
**Lori Burkhardt**  
Manager,  
Grant Programs

# Marketing and More



**Ryan Strand**

*Senior Director, Marketing & Communications*



# Why Doing this **Together** Matters

- Not a formality, it's how we show **shared impact**
- Demonstrates **public value**
- Ensure consistency across the region, amplifying the **collective power of the arts**.



#### SUPPORT

CCAC Gala  
Donate  
Donors  
Friends of CCAC  
Volunteer

#### ABOUT

Mission, Vision &  
History

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Funding Arts. Fueling Community.

Ohio Arts  
COUNCIL



# Core Requirements at a Glance

- ✓ Use ArtsWave Logo in all possible marketing materials
- ✓ Include support line in public written materials including newsletters, releases, event wall text, emails, etc.  
*XYZ is supported by the tens of thousands of people who give generously to the annual ArtsWave Campaign, the region's primary source for arts funding.*
- ✓ Acknowledge ArtsWave with at least the support line in curtain speeches, remarks, tours, talks, etc.
- ✓ Logo, spoken or written recognition in ads on all mediums
- ✓ Full page of ad space in programs when possible
- ✓ Tag @ArtsWave and use #CincyArts on social
- ✓ Upload all public experiences and ArtsWave Pass offers to Cincy A&E

**IMPORTANT:**  
When **appropriate**  
and **possible**



# Recognition Examples:

## General Operating Support

The Cincinnati Art Museum is supported by the generosity of tens of thousands of contributors to the annual ArtsWave Campaign, the region's primary source for arts funding.

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The Cincinnati Art Museum acknowledges the following partner companies, foundations and their employees who generously participate in the annual ArtsWave Campaign at the \$100,000+ level. Thank you!

**\$2 million+**  
P&G

**\$1 million to \$1,999,999**  
Fifth Third Bank and Fifth  
Third Foundation

**\$500,000 to \$999,999**  
GE Aerospace

**\$250,000 to \$499,999**  
altafiber

**\$100,000 – \$249,999**  
Cincinnati Open  
Cincinnati Reds  
Dinsmore & Shohl LLP  
Duke Energy  
The E.W. Scripps Company and  
Scripps Howard Foundation  
The Enquirer@Cincinnati.com  
Greater Cincinnati Foundation  
The Kroger Co.

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**Cincinnati Shakespeare Company**

PRESS RELEASE

## Cincinnati Shakespeare Company Kicks off the 2025-2026 Season with *The Play That Goes Wrong*

*Cincy Shakes brings back a crowd favorite with the highly requested comedy that is*

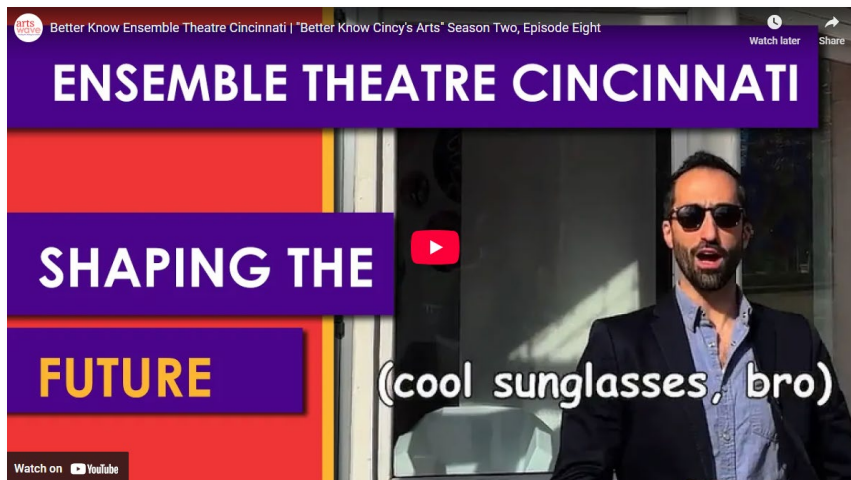
National Endowment for the Arts in partnership with Arts Midwest; The Shubert Foundation; ~~Maureen and John Bridgeland, Cindy Bridgeland Crilley, and Debby and Jim Mason in honor of~~ Jim Bridgeland; Lightborne, and the tens of thousands of people who give generously to the ArtsWave Community Campaign.

###



# Beyond Requirement is Partnership

- Active participation in ArtsWave Social Media requests.
- **We** are highlighting **YOU** too!





# More Partnership

 [artswave.org/howto](https://artswave.org/howto)

- ✓ Upload all events, performances, exhibitions, etc., **as they become public.**

Deadline for Fall-Spring 25/26: **August 1.**

- ✓ Provide 50%-off offers to all events, performances, exhibitions, etc., **as can be reasonably accomplished.**
- ✓ Not Required (*but you're gonna want to!*): Provide **free and last-minute deals** at any point!



## Need More Help?



**Holly McGowan**

Coordinator, Donor Benefit  
Services & Engagement

[513.632.0133](tel:513.632.0133)

[holly.mcgowan@artswave.org](mailto:holly.mcgowan@artswave.org)

# The ArtsWave App



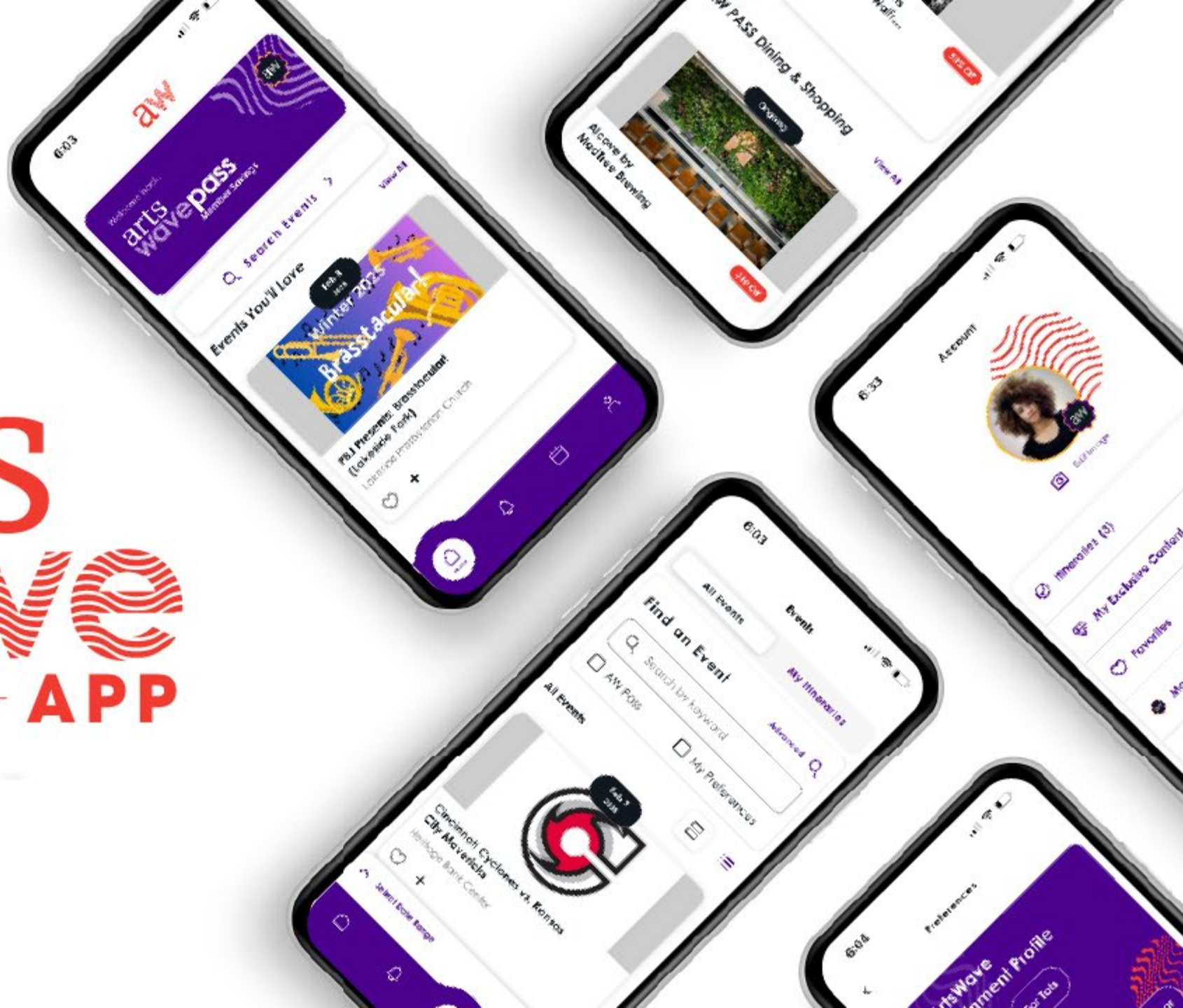
**Jeni Barton**

*Director, Digital Products*





# arts wave APP



# Visibility, Reach & Results



- 16,000+ app downloads since October 1
- 20,000+ average Cincy A&E monthly sessions
- 350–450 daily active users
- 600% increase in ticket redemptions year over year
- Over 4,000 ticket offers redeemed since launch



# Curated Discovery Drives Attendance!

- Personalized event feeds for each user
- Curated homepage based on user interests
- More eyes on your events — from people who want to go
- Easy access to full calendar for exploration





# Free & Flash Offers That Work

- 400+ free ballet tickets claimed in under 2 hours
- Push notifications drive immediate attention
- Use free & flash offers to boost underperforming shows



# Curated Discovery Drives Attendance!

- Personalized event feeds for each user
- Curated homepage based on user interests
- More eyes on your events — from people who want to go
- Easy access to full calendar for exploration



# The ArtsWave Campaign



**Mahmoud Said**

*Manager, Community Campaign & Engagement*



# ArtsWave Campaign 2026

**Campaign Runs: Feb 1 – May 20**

Mark your calendar and join us:

Kickoff on **Feb 4**

Finale on **May 20**



2026 Campaign Chair  
James Zimmerman  
Partner-in-Charge at Taft/



# ArtsWave Campaign: We Can't Do It Without You!

- ✓ **Promote the campaign:** Curtain speeches, Program books and promotional flyers, Social media, etc.
- ✓ **Run an employee campaign:** focus on participation
- ✓ **Ask your board members to support of ArtsWave**
- ✓ **Participate in campaign activities:** (CincyJams-Sept 25, kick off, finale)
- ✓ **Recruit enthusiastic staff to make presentations**
- ✓ **Provide tickets** or other incentives for use in community-wide employee campaigns *(By August 31: need some for this fall)*
- ✓ **Offer of venues** for Campaign-related activities
- ✓ **Volunteer Opportunities:** If you have any, let us know



# Thanking ArtsWave Partners:

Employee and Corporate giving \$100K +

- Recognition at appropriate level
- Include the recognition list in your program book
- Provide discounted venue rental for a campaign event
- Invitation to a special event or series
- Other ideas are welcome

## ArtsWave Partners

(Organization Name) acknowledges the following partner companies, foundations and their employees who generously participate in the annual ArtsWave Campaign at the \$100,000+ level.

### Thank you!

\$2 million +  
P&G

\$1 million to \$1,999,999  
Fifth Third Bank and Fifth Third Foundation

\$500,000 to \$999,999  
altafiber  
GE Aerospace

\$250,000 to \$499,999  
Cincinnati Children's Hospital Medical Center  
The Cincinnati Insurance Companies  
Western & Southern Financial Group

\$100,000 – \$249,999  
Carol Ann and Ralph V. Haile, Jr. Foundation  
Cincinnati Business Courier  
Cincinnati Reds  
Duke Energy  
The E.W. Scripps Company and Scripps Howard Foundation  
The Enquirer | Cincinnati.com  
Great American Insurance Group  
Greater Cincinnati Foundation  
The H.B., E.W. and F.R. Luther Charitable Foundation, Fifth Third Bank, N.A., Trustee  
The Kroger Co.  
Messer Construction Co.  
PNC  
U.S. Bank

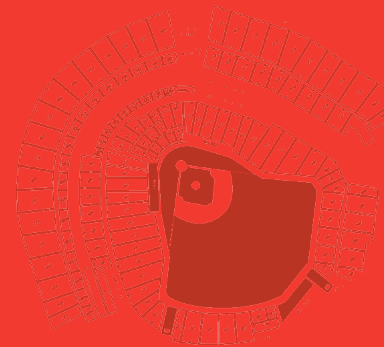
\*\*Listed in order of size of donation

# The ArtsWave Campaign



**Ray Gargano**

*Vice President, Community  
Investments*





# Your Data: Staffing

- Full-time Admin Staff: **444**
- Part-time Admin Staff: **448**
- Full-time Artistic Staff: **468**
- Part-time Artistic Staff: **1,621**
- Volunteers: **5,464**



**2024:**  
47 Sustaining  
Impact  
Organizations

# Your Data: Programming

Fiscal Year	PAID	Arts Education	Community Outreach	TOTAL EXPERIENCES
FY2017	2,341,607	495,371	2,335,688	5,172,666
FY2018	1,157,643	370,842	2,027,294	3,555,779
FY2019	2,015,008	334,255	495,498	2,844,761
FY2020	NA	278,701	454,183	732,884
FY2021	402,863	163,970	457,674	621,644
FY2022	787,019	203,858	302,034	1,292,911
FY2023	751,214	193,004	2,352,059	2,545,063
FY2024	657,194	19,352	4,628	681,174
<b>TOTAL</b>	<b>7,455,354</b>	<b>2,040,001</b>	<b>8,424,430</b>	<b>16,765,708</b>

**2024:**  
47 Sustaining  
Impact  
Organizations

# Your Data: Programming

Fiscal Year	\$ In person	\$ Virtual	Arts Education Students Served	Community Outreach People Served
FY2021	\$2,123,628	\$177,934	163,970	457,674
FY2022	\$17,575,781	\$59,143	203,858	302,034
FY2023	\$22,668,446	\$22,683	193,004	2,352,059
FY2024	\$22,642,485	\$23,472	262,135	1,203,319
<b>TOTAL</b>	<b>\$65,252,585</b>	<b>\$283,232</b>	<b>822,967</b>	<b>4,315,086</b>

**2024:**  
47 Sustaining  
Impact  
Organizations



# Your Data: DEIA

Across the 47 organizations, **significant progress** has been made in advancing diversity, equity, inclusion, and accessibility initiatives.

- Organizations have **collectively increased BIPOC representation** in leadership, staff, artists, and audiences.
- Many have **implemented formal DEIA policies, training programs, and feedback mechanisms** to ensure continuous improvement.
- **Accessibility enhancements** include physical modifications to facilities, sensory-friendly programming, ASL interpretation, and digital accessibility improvements.

**Financial barriers** remain a challenge for many organizations seeking to provide equitable compensation and remove participation barriers.

Despite these challenges, organizations have demonstrated **creative approaches to expanding access** through free and low-cost programming, transportation assistance, and targeted outreach to underrepresented communities.



**2024:**  
47 Sustaining  
Impact  
Organizations

# Your Data: Blueprint

While challenges remain, particularly around sustainable funding and equitable access, the organizations have demonstrated remarkable resilience and creativity in advancing their Blueprint goals. Their collective impact extends beyond individual artistic achievements to strengthen the social, economic, and cultural fabric of the Cincinnati region.

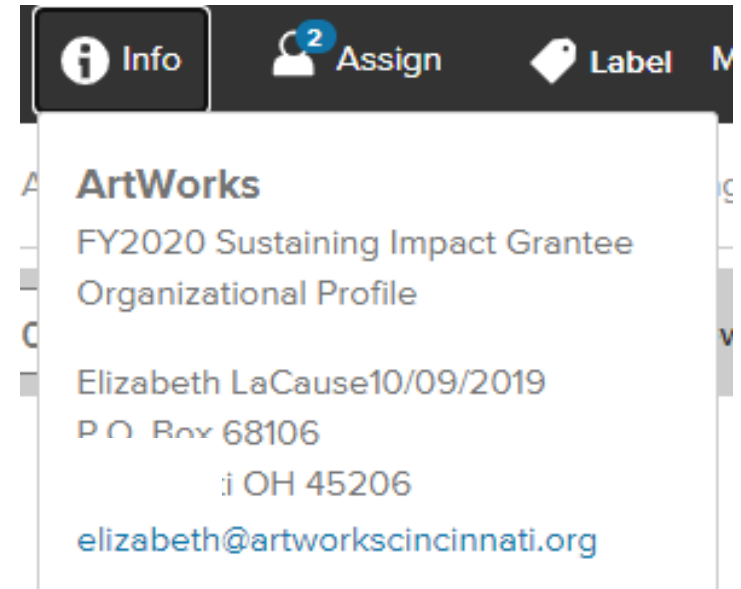
- **Enhanced Cincinnati's reputation** as an arts destination through innovative programming and artistic excellence
- **Strengthened community connections** through participatory arts experiences that *engage diverse audiences*
- **Bridged cultural divides** through inclusive programming that celebrates the region's diversity
- **Revitalized neighborhoods** through community-centered arts initiatives and public art
- **Expanded educational opportunities** that develop creativity and 21st century skills



**2024:**  
47 Sustaining  
Impact  
Organizations

# Submittable.com

- One account per organization
- Information goes to email listed in account
- AW does NOT have access to personal information
- New authentication/pw reset



The screenshot shows the 'Info' tab of a Submittable account for 'ArtWorks'. The account is a 'FY2020 Sustaining Impact Grantee'. The contact information listed is: Elizabeth LaCause, dated 10/09/2019, P.O. Box 68106, Cincinnati, OH 45206, with the email address [elizabeth@artworkscincinnati.org](mailto:elizabeth@artworkscincinnati.org). The interface includes navigation tabs for 'Info', 'Assign', 'Label', and 'More'.



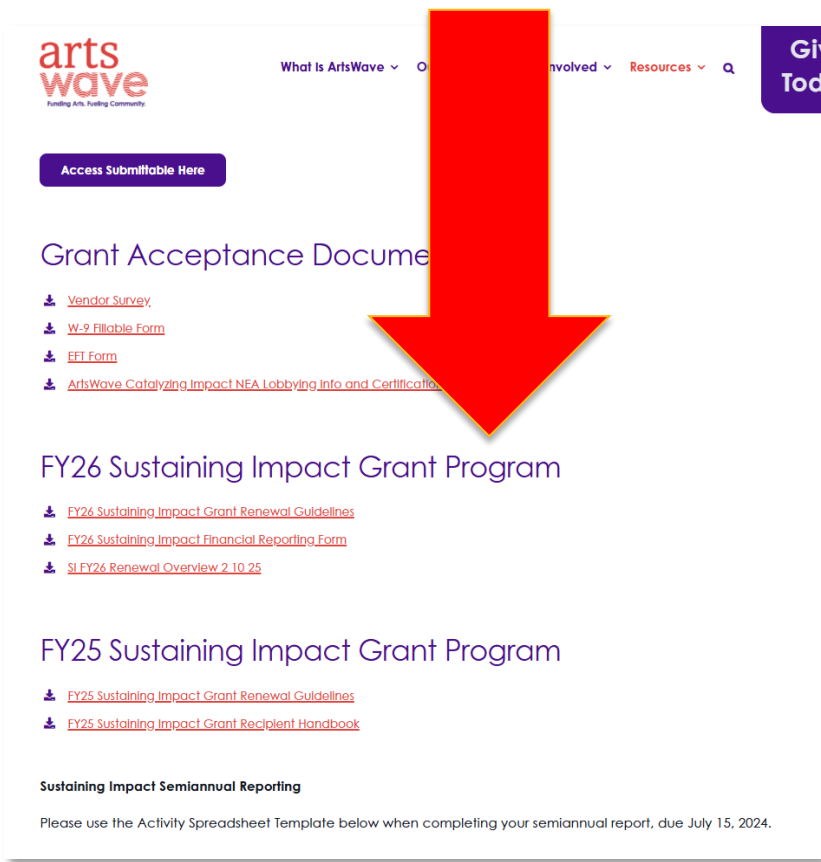
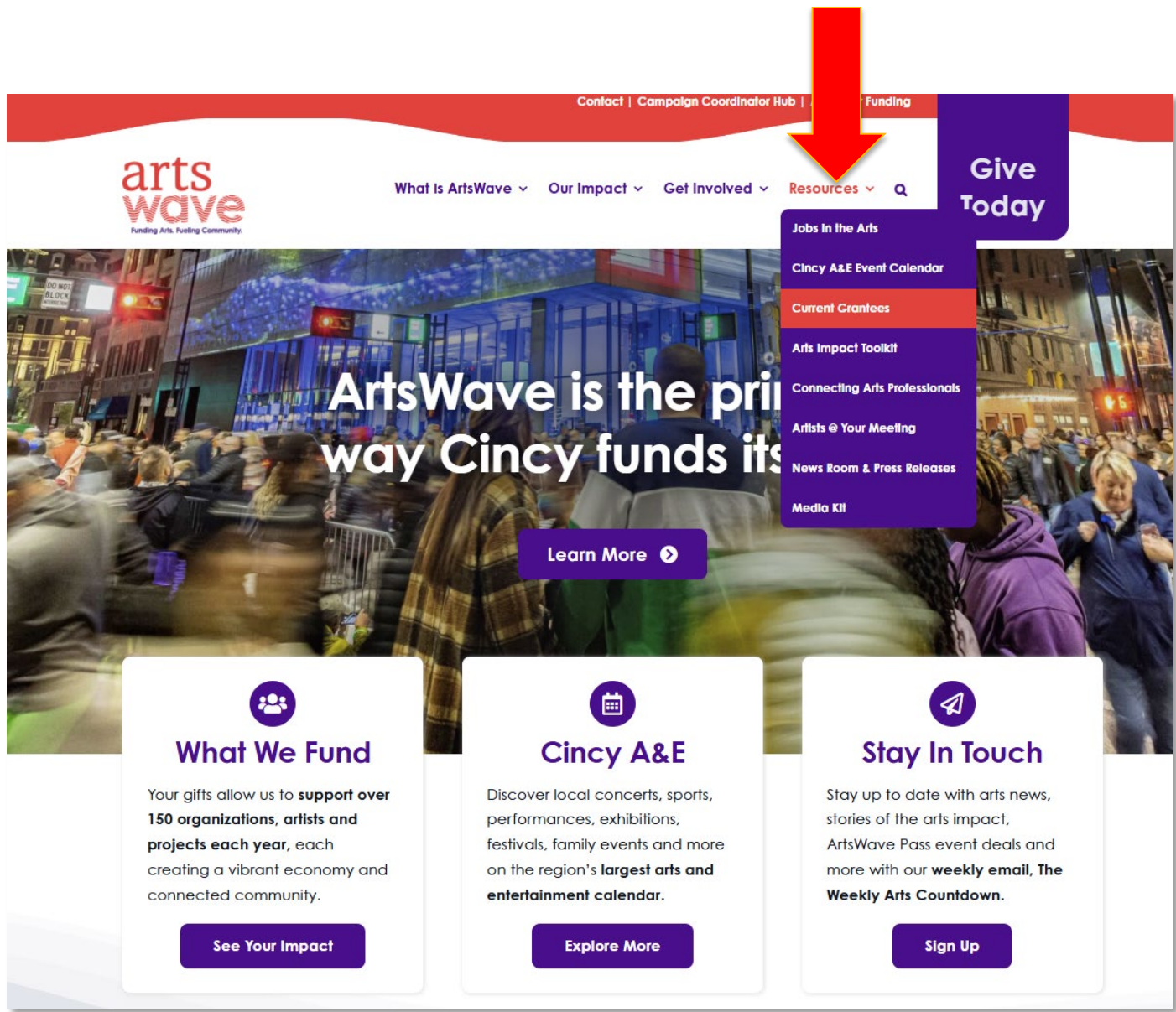
Can't find what you're looking for?

Send us a message anytime. Our business hours are 9am - 5pm MT.  
We aim to respond within 24 business hours.

[Email Support for Technical Help](#)



# FY26 Handbook and Resources: NEW WEBSITE



# SI Handbook FY26

1

## **Grant Recognition Guidelines**

*Please include logo where it fits among your contributors  
Name and Brandmark Usage  
Recognition: print, electronic, oral, etc.*

2

## **Campaign and Contacts**

*Please list MAIN GRANTEE CONTACT  
Campaign Contacts  
February 1-April 30 Public Campaign  
Kickoff: Feb.4 Finale: May 20*

3

## **Collaborative Marketing**

*Cincy A&E  
ArtsWave Pass and other ticketing opportunities  
Exclusive Content*

4

## **Reporting**

*Semiannual reports, site visits  
Impact Stories  
Annual Review*



# A year in the life of SI Reporting

## **REQUIRED:**

FY2026 Organizational Profile: August 1, 2025

### **THIS IS HOW WE PAY OUT YOUR GRANT Quarterly**

*Includes updated contact for campaign, update board list and demographics, Impact Story, updated budget (approved if possible)*

## **REQUIRED:**

Semiannual report 1: Jan 15, 2026

Semiannual report 2: July 15, 2026

*Includes Activity Sheet, Outcomes update, Photographs to Share on Social Media, Marketing Recognition*

## **REQUIRED:**

New Cycle FY27-30

*Details to come*



## Sustaining Impact Grant Recipient Handbook Checklist

### REMINDERS

- ☑ **SECTOR MEETING** July 23, 2025 at 11:00 am
- ☑ ArtsWave Community Campaign runs February 1-April 30, 2026
  - **Kick Off:** February 4, 2026    **Finale:** May 20, 2025
- ☑ Please recognize ArtsWave gift in category range that matches other gifts
- ☑ Please recognize ArtsWave Partners who contribute \$100,000+, using Appendix B
- ☑ Please provide one grantee contact who will share all information with your organization

### DEADLINES

___ AUGUST 1, 2025	FY26 Organizational Profile Due (Submittable)
___ AUGUST 1, 2025	Campaign Tickets for Fall campaign kickoffs
___ AUGUST 1, 2025	Fall 2025–Spring 2026 events (CincyAE backend)
___ AUGUST 15, 2025	ArtsWave Pass 50% Off offers (CincyAE backend)
___ DECEMBER 1, 2025	Campaign Tickets for remaining campaigns
___ JANUARY 15, 2026	Semi-Annual Report 1 DUE
___ JULY 15, 2026	Semi-Annual Report 2 DUE

### OPTIONAL

**Fill seats by offering last-minute or alternate discounted/free tickets through the app.**

- At least one free ticket offer per quarter (CincyAE Backend)
- At least one last-minute offer per quarter (discounted OR free) (CincyAE Backend)



# Optional Opportunities

## Professional Development:

Bob Allen Lunches  
Roundtables +  
Shared Marketing Lunch & Learns

## Campaign Presentations



## Payment Cycle

October 15, 2025  
January 15, 2026  
April 15, 2026  
July 15, 2026





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Questions?

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