

THE ARTS COMMISSION

INSPIRING A VIBRANT TOLEDO

Local Arts Agencies (LAA)

LAA's operate at the intersection of grantmaking, placemaking, public art, public policy, community health, employment and civic engagement.

Local Arts Agencies (LAA)

They are an essential partner in building and sustaining a local arts and cultural ecosystem.



ART LOOP

- > Community Collaboration
- > Social Cohesion and Engagement
- > Artist Employment and Recovery

Jesse Heider-Ayling, Art Loop Manager



ART IN PUBLIC PLACES

- > One Percent for Art Program
- > Other Public Art Commissions
- > Collaboration

Nathan Mattimoe, Art in Public Places Director



Glass City Center

Public Art Selection and Placement

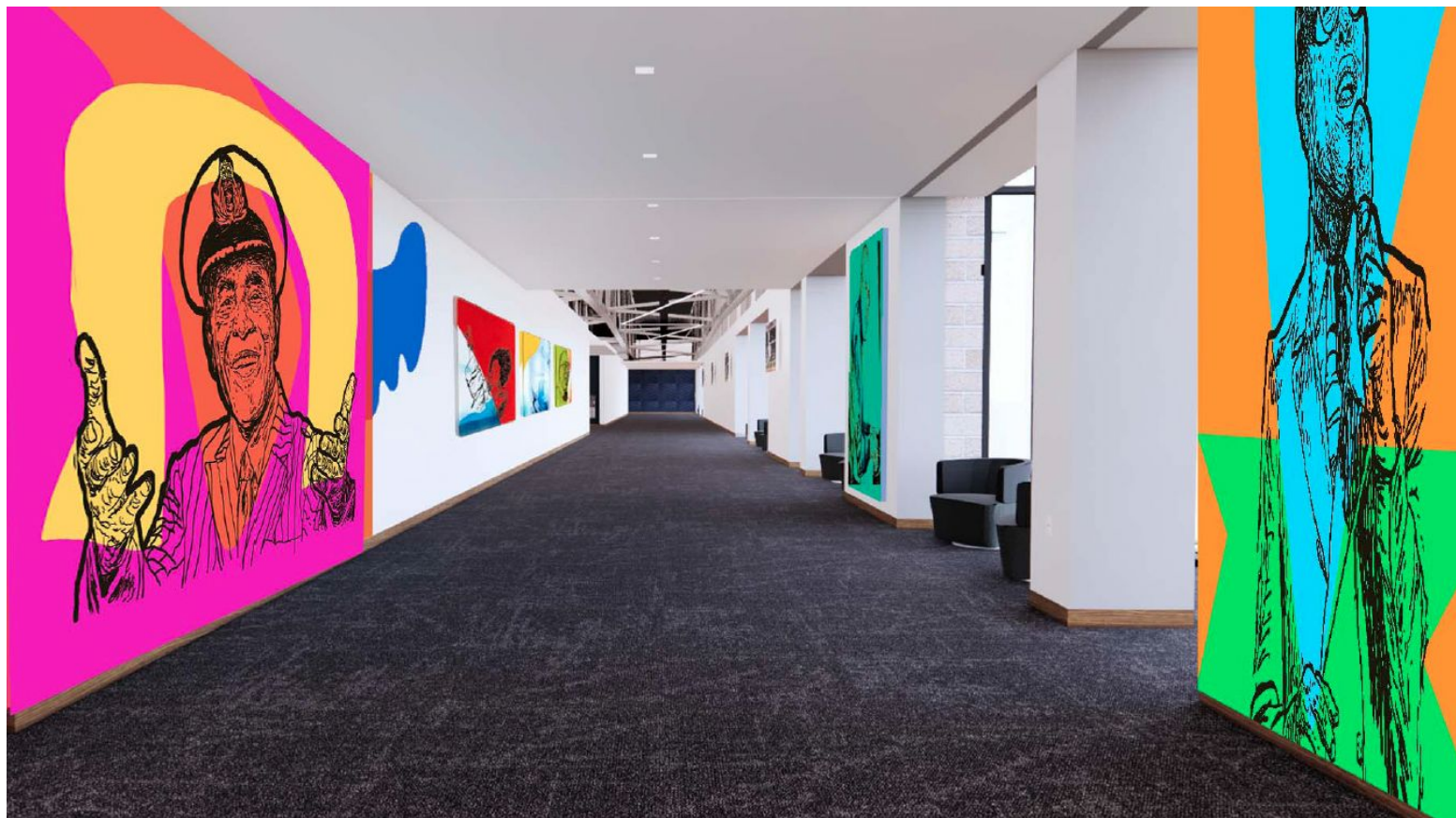


THE ARTS COMMISSION
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Floor Monroe Concourse



Summit Street Concourse Escalator



Summit Street Concourse Escalator



A man with glasses and a beard, wearing a dark blue sweatshirt with a yellow graphic that says "IX Cloud and", is playing a keyboard. He is wearing a patterned scarf and a necklace. The background is a brick wall.

ARTIST SERVICES

- > Toledo Lucas County Relief Grants
- > Accelerator Grants
- > Merit Awards

Andrea Price, Artist Services Manager



CREATIVE PLACEMAKING

- > Culture Trail Framework
- > Community Collaborations
- > Neighborhood Relationships

Lindsay Akens, Creative Placemaking Manager
David Ross, Creative Placemaking Coordinator
Airen Meyer, Creative Placemaking Coordinator



THE ARTS COMMISSION

PROGRAMS ARTISTS PUBLIC ART EVENTS ABOUT SUPPORT

INSPIRING A VIBRANT TOLEDO

THE ARTS COMMISSION

MARKETING

- > Website and Social Media
- > Communicate Opportunity
- > Storytelling

Third Edition Art Box: Pattern & Repetition

DEC 17 - LAST DAY FOR SALES WITH PICK UP

Art Box is a specially selected set of quality art supplies for all ages, skill levels, and interests. This packaged creative experience allows the community to experiment and learn with providing lessons to create and learn with Toledo, OH regional artists.

Become An Arts Hero

GIVE TODAY

Donors like you enable The Arts Commission to continue to provide innovative programming, public art, artist services, inclusive youth programs, and community events that inspire a vibrant Toledo.

LEARN MORE

Hope Hooper, Marketing Manager



MOMENTUM FESTIVAL

- > Interactive artwork
- > Glass Exhibition / IYOG
- > Music and Art

Tess Healy, Momentum Festival Coordinator



YOUTH SERVICES

- > Young Artist at Work
- > Congressional Exhibition
- > Juvenile Justice Programming

Natalie Gray, Youth Services Manager

2022

RECOVERY

[COVID CONTINUES]

**Art is Work & Creative
Capacity Building**

**Enhancing Public Spaces
Through Art**

**Grant Funding &
Administration**

**Deepening Inclusion,
Diversity, Equity and Access
Work**

**Social Cohesion &
Belonging**

**Sustain and Build Local Arts
and Cultural Ecosystem**

**ecosystem - a complex
network of interconnected
systems**

Arts and Culture Community Impact

**Economic Impact /
Creative Industries**

Cultural Tourism

**Recruitment, Retention &
Attraction**

**Quality of Life &
Belonging**

**Equitable Community
Development**

Arts Advocacy and Cultural Policy

**Ohio Arts Council / Ohio
Citizens for the Arts**

**National Endowment
for the Arts**

Americans for the Arts

- **United States Urban
Arts Federation**
- **Board Member**

What are the Creative Industries?

‘Those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property.’

UK Government's Department for Culture, Media and Sport

What are the Creative Industries?

- **Design**
- **Music**
- **Publishing**
- **Architecture**
- **Film and Video**
- **Crafts**
- **Visual Arts**
- **Fashion**
- **TV and Radio**
- **Advertising**
- **Literature**
- **Computer Games**
- **Performing Arts**

Creative Industry Impact

- **2015 - \$3.8 Billion of Economic Impact Across NW Ohio** -*BGSU*
- **2019 - 2,500+ Employed by Arts and Culture Nonprofits in the City of Toledo** -*Arts Commission*
- **2019 - Lucas County 698 Arts Related Businesses Employing 11,468** -*Americans for the Arts / BGSU*

Creative Industries Impact

- **Dissipated Geographic Footprint**
- **Twice as Many Employed by Arts and Culture Nonprofits in the City of Toledo than Libbey Glass**
- **Extend Incentives and Benefits the are Offered to Other Sectors to the Creative Industries**

TOLEDO AREA CULTURAL LEADERS

The Arts Commission

Bowling Green State University

Imagination Station

Mazza Museum

Metroparks Toledo

National Museum of the Great Lakes

Stranahan Theatre

Sauder Village

Toledo Lucas County Public Library

Toledo Mud Hens / Walleye

Toledo Museum of Art

Toledo Opera

Toledo Repertoire Theatre

Toledo School for the Arts

Toledo Alliance for the Performing Arts

Toledo Zoo

University of Toledo

Valentine Theatre

WGTE Public Media

TOLEDO AREA **CULTURAL LEADERS**

Pre Pandemic Impact

+\$200 million combined
annual budgets

+\$5 million marketing
dollars spent annually

+12 million annual visitors

+13,000 activities

+2,000 employees

Cultural Tourism as Economic Driver

- **68% OF TOURISM IN U.S. DRIVEN BY ART** The arts, cultural heritage, and history drive over two-thirds of all of the tourism in the United States.
- **CULTURAL TOURISTS SPEND 2 x MORE** Research shows that cultural tourists spend nearly twice as much while traveling as other tourists do—an average of around \$1,000 versus \$600 per trip—providing important additional economic impacts to destination communities.
- **68% INCREASE IN EMPATHY FOR OTHER CULTURES** Research shows that 68 percent of travelers say that traveling to another culture increases their empathy, and 77 percent say they can communicate better with different types of people after traveling.

Americans for the Arts

ARTS AND CULTURE AS AN ECONOMIC CATALYST

Pre COVID-19 Lucas County Data

- >Employment - 2,799
(43% independent artists,
writers and performers)
- >Non-Profit Revenues
\$62,359,475
- >70% of attendees spend
additional \$31
per person

COVID-19 IMPACT ON ARTS AND CULTURE ECOSYSTEM

COVID-19 Lucas County Impact Data

>Full Shutdown Artist
Losing \$332,405 per week

>Non-Profit Revenue Loss
\$2.5 million per week

>Compound losses to
industries that
economically benefit

COVID-19 IMPACT ON ARTS AND CULTURE ECOSYSTEM

Ohio Labor Market Information, October 2021

- > Arts and Entertainment
20.36%
- > Leisure, Hospitality
8.26%
- > Accommodation and
Food 6.09%

COVID-19 IMPACT ON ARTS AND CULTURE ECOSYSTEM

Business Crisis not an Arts Crisis

- Muted and changed demand
- New customer expectations
- Operational challenges with increased health and safety restriction expenses
- Low financial resilience
- Slim operating margins

COVID-19 IMPACT ON ARTS AND CULTURE ECOSYSTEM

- > First to Close Last to Open
- > McKinsey and Company Report will not return to pre-pandemic until 2024-2025 without major investment
- > John Hopkins University report 36% job loss
- > Just Starting the Path to Recovery



AMERICAN RESCUE PLAN

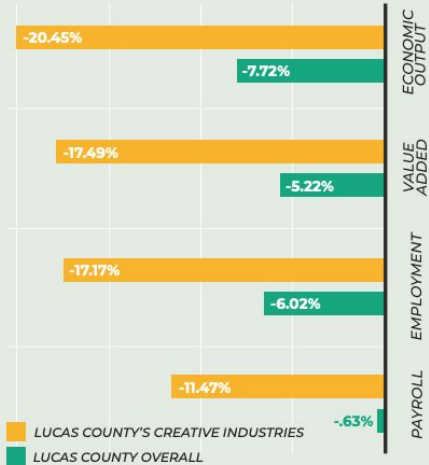
PRESIDENT BIDEN'S PLAN TO PROVIDE DIRECT RELIEF TO AMERICANS,
CONTAIN COVID-19, AND RESCUE THE ECONOMY

ECONOMIC CONTRIBUTION of LUCAS COUNTY'S ARTS & CREATIVE INDUSTRIES

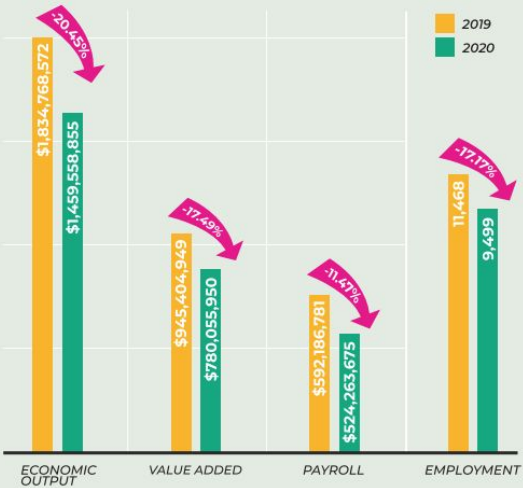


LUCAS COUNTY

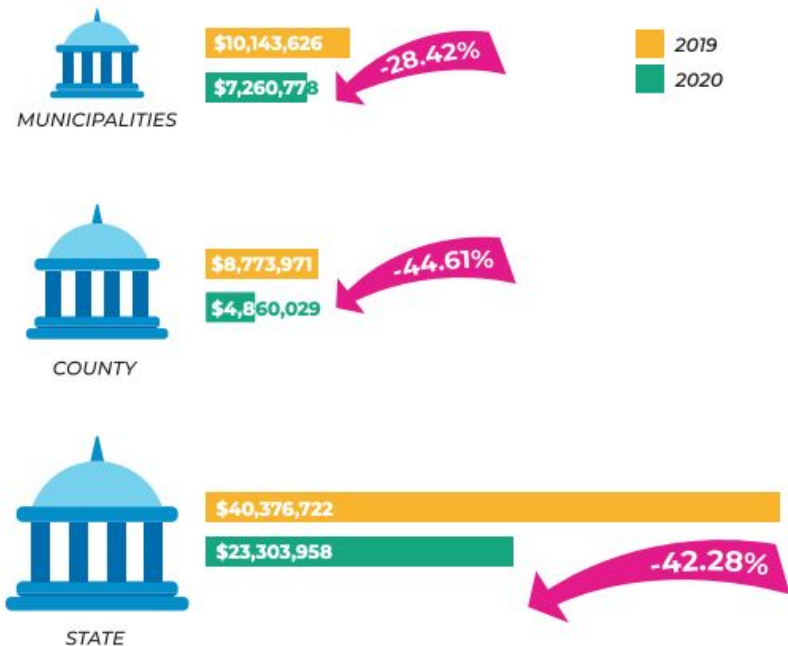
CHANGE IN **ECONOMIC
PERFORMANCE** from 2019
TO 2020



OVERALL **ECONOMIC
CONTRIBUTIONS** from CREATIVE
INDUSTRIES



TAX REVENUE CONTRIBUTION CHANGE from 2019 TO 2020



KEY INDUSTRY CHANGES from 2019 TO 2020

EMPLOYMENT



ECONOMIC OUTPUT



Other Ohio Cities

- **Akron:** GAR Foundation / Knight Foundation
- **Cincinnati:** Arts Wave / Work Place Giving Campaign
- **Columbus:** Hotel-Motel & Tax / Ticket Tax
- **Cleveland:** Cigarette Tax
- **Dayton:** United Arts Fund

Moving Toward the Future

- One Percent for Culture
- Cultural District Improvement Funds
- Film Tax Credits
- ARP Act Data to Drive Policy
- Adapt Existing Policy to Benefit Arts and Culture Sector



Thank you!

www.theartscommission.org