Update on Public Funding Request
Process Timeline

2011 – Columbus Arts Market Sustainability Analysis
2011 – GCAC establishes Arts Resource Committee
2011 – City creates FRAC
Jan. 2012 – GCAC makes arts case to FRAC
Aug. 2012 – FRAC makes recommendation
2012– Forward – Mayor and City Council act on FRAC recommendations
Public Support for Arts in Columbus **NOT** Keeping Up with Inflation or Peer Cities

**PER CAPITA PUBLIC SUPPORT FOR ARTS (1998-2008) Inflation Adjusted**

<table>
<thead>
<tr>
<th>City</th>
<th>Support Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indianapolis</td>
<td>+ $4.79</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>+ $4.21</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>+ $2.49</td>
</tr>
<tr>
<td>Cleveland</td>
<td>+ $1.71</td>
</tr>
<tr>
<td>Columbus</td>
<td>– $1.75</td>
</tr>
</tbody>
</table>

Source: Sustainability Study, 2011
Trends – Very Unfavorable

-11%  
Total arts revenue fell since 2005

-14%  
Total arts expenses cut since 2005

- Public sector support grew only 2.3% a year – did **NOT** keep pace with inflation
- Few endowments with limited funding
Arts Recommendations to FRAC

10 Year Plan

Shared responsibility for success

- Earned revenue
- Philanthropic community
- Business/corporate sector
- Public sector

New models of responsibility and accountability
Arts Recommendations to FRAC

Current level of public support inadequate
New dedicated funding sources needed
Increased funding → measurement tools
FRAC Agreed with Arts Recommendations

- More funding for arts and culture
- New funding sources are required
- Endorsement of proposed shared responsibility model
FRAC Recommendations for Public Funding

YES Four new revenue options

Seat admissions surcharge
Auto rental surcharge
Off-street parking surcharge
Casino revenues
FRAC Recommendations for Public Funding

YES Reallocation of hotel/motel tax

▶ Only in concert with other revenue sources
FRAC Recommendations

- Alcohol & cigarette surcharge: NO
- Food & beverage surcharge: NO
- County Combined Human Services Levy: NO
Next Steps

1. FRAC report submitted to Mayor and City Council
2. City/County will engage and decide
Arts Contribute to a Growth Economy

- $226 MM in non-profit economic activity
- 8,500 jobs $207 MM in annual wages
- $25.6 MM in state and local taxes

Source: Arts & Economic Prosperity IV; Americans for the Arts, June 2012
Arts Contribute to a Vibrant Columbus

- Attract tourism and conventions
- Recruit and retain talent
- Stimulate entrepreneurship
- Transform neighborhoods
What Can You Do?

Thank FRAC members

Engage letters, e-mail, conversations

Advocate with city/county elected leaders
BE A CHAMPION