15 years and more than 30 studies. Consistent findings about Columbus nonprofit arts and cultural sector:

- Receive **less public funding** than their counterparts
- Are far **underfunded in operations and endowments**
Art & Culture: Vital to Jobs and Economy

Annually, the nonprofit arts and cultural sector generates:

- $412.3 million in economic activity
- $373 million in household income
- $46.8 million in state and local tax revenue
- And supports 14,980 jobs
Art & Culture: Vital to Education & Quality of Life

- Arts Council grantees provide more than 750,000 learning opportunities for school children annually.
- Attendance at nonprofit arts and cultural events is 1.6x that of all professional and college home sports.
- More than 1.5 million people attend FREE arts and cultural events, venues, festivals and galleries every year.
Estimated Per Capita Funding to Arts & Cultural Organizations (City & County)

- Columbus (68 orgs): $6.85
- Baltimore (83 orgs): $7.97
- Minneapolis (87 orgs): $9.28
- Cleveland (105 orgs): $13.72
- Portland (78 orgs): $15.88
- Pittsburgh (102 orgs): $22.41

Source: DataArts, FY2016. Summary data analysis of nonprofit arts and cultural public funding sources in Columbus and five other peer cities.
Comparison of national vs. local museum support

**NATIONAL**
- Public Funds: 20%
- Earned Revenue: 26%
- Endowment: 21%
- Contributions: 33%

**CMA**
- Earned Revenue: 27%
- Contributions: 62%
- Public Funds: 5%
- Endowment: 6%

Source: American Association of Museum Directors

Source: Columbus Museum of Art
2012 Funding Review and Advisory Committee Results

• Arts Council’s portion of the bed tax increased from 1.5% to 1.68%

• Recognition of need to identify sustainable additional public funding source for the arts.

• #1 recommendation for consideration was an admissions fee.
THE NEED REMAINS

• The Arts Council runs out of available funds for artist grants by mid-year
• Current funding pool is not sufficient for sustainability of anchor arts organizations and their facilities
• Project support needs additional funds to help small and mid-size organizations and artist-led efforts
RESEARCH 2013-2017

- Burges & Burges/Saperstein Associates
  - 40 civic leader interviews, 7 listening sessions,
  - 550 telephone polls, two focus groups,
  - 1500+ internet poll responses

- CPA Diana Ferguson conducted independent financial analysis and budget projection of 14 anchor arts institutions to verify funding gap

- Vetted 12 different public funding sources
RESEARCH RESULTS

- 76% of Franklin County residents believe public support for the arts is a good idea
- 82% believe funding should be county-wide
- Ferguson analysis indicates need for at least $15 million more for the arts annually
- Top reasons cited for support: arts and culture are an economic driver, provide educational benefits to the community and contribute substantially to quality of life
## Peer City Admission Taxes

<table>
<thead>
<tr>
<th>City</th>
<th>Tax Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cincinnati</td>
<td>3%</td>
</tr>
<tr>
<td>Cleveland</td>
<td>8%</td>
</tr>
<tr>
<td>Charlotte*</td>
<td>7.25%</td>
</tr>
<tr>
<td>Louisville*</td>
<td>6%</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>5%</td>
</tr>
<tr>
<td>Nashville</td>
<td>9.25%</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>10%</td>
</tr>
<tr>
<td>Kansas City*</td>
<td>6%</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>5%</td>
</tr>
<tr>
<td>St. Louis*</td>
<td>5.45%</td>
</tr>
</tbody>
</table>

*Admissions included in a sales tax expansion implemented by city/county and/or state. Nonprofits generally exempted in these cases. Admissions are not currently taxed by either the State of Ohio or Franklin County.
7% TICKET FEE

$10  $0.70
$25  $1.75
$50  $3.50
THE PROPOSAL: A 7% fee on tickets and admissions in the city of Columbus

ANNUAL ADMISSIONS REVENUE
Approx $200 million ($197.4 million)

DISTRIBUTION of Ticket Fee proceeds
70% Arts and cultural sector
30% Nationwide Arena

49% Columbus Blue Jackets and concerts at the Arena, Schottenstein Center and Ohio Stadium
51% Nonprofit arts organizations, Clippers, Ohio Expo Center and Convention Center events, concert venues, movie theaters and golf courses
WITHOUT THESE FUNDS

- Arts and cultural organizations lay off workers, shorten hours/days open, potentially close entirely
- Loss of education and outreach programs and less access for underserved constituents
- No contribution to the city’s national or international profile
- Loss of economic impact and jobs in the region
- Significant negative impact on the Arena district neighborhood
- A city that is much less attractive and cannot compete against peer cities for business, tourism and new residents
WITH THESE FUNDS

- A 7% admission fee will enable the Arts Council to more than double available grant dollars for current and new applicants.
- A solid foundation of support is established—arts and cultural organizations are stabilized and contribute more to the economy and artists receive more grants.
- Education, access and community outreach programs expand.
WITH THESE FUNDS

- Arts and culture’s contribution to Columbus’ national and international profile continues to grow and thrive
- The vibrant Arena district neighborhood attracts more visitors and conventions
- Columbus is a stronger competitor for new residents, business and tourism