

#### **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	
Indianapolis	+ \$4.79
Minneapolis	+ \$4.21
Cincinnati	+ \$2.49
Cleveland	+ \$1.71
Columbus	<b>- \$1.75</b>

Source: Sustainability Study, 2011



#### Trends – Very Unfavorable







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

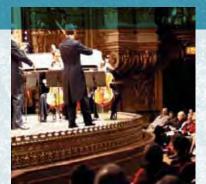
New models of responsibility and accountability

### 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



Only in concert with other revenue sources



### **FRAC** Recommendations

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

## **Next Steps**

FRAC report submitted to Mayor and City Council

City/County will engage and decide

#### **NON-PROFITS**



## 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









