



COLUMBUS

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

Indianapolis	+ \$4.79
Minneapolis	+ \$4.21
Cincinnati	+ \$2.49
Cleveland	+ \$1.71
Columbus	– \$1.75

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

NO Alcohol & cigarette surcharge

NO Food & beverage surcharge

NO County Combined Human Services Levy

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

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

arts
MOTIVATE^{US}

gcac.org

BE A CHAMPION

