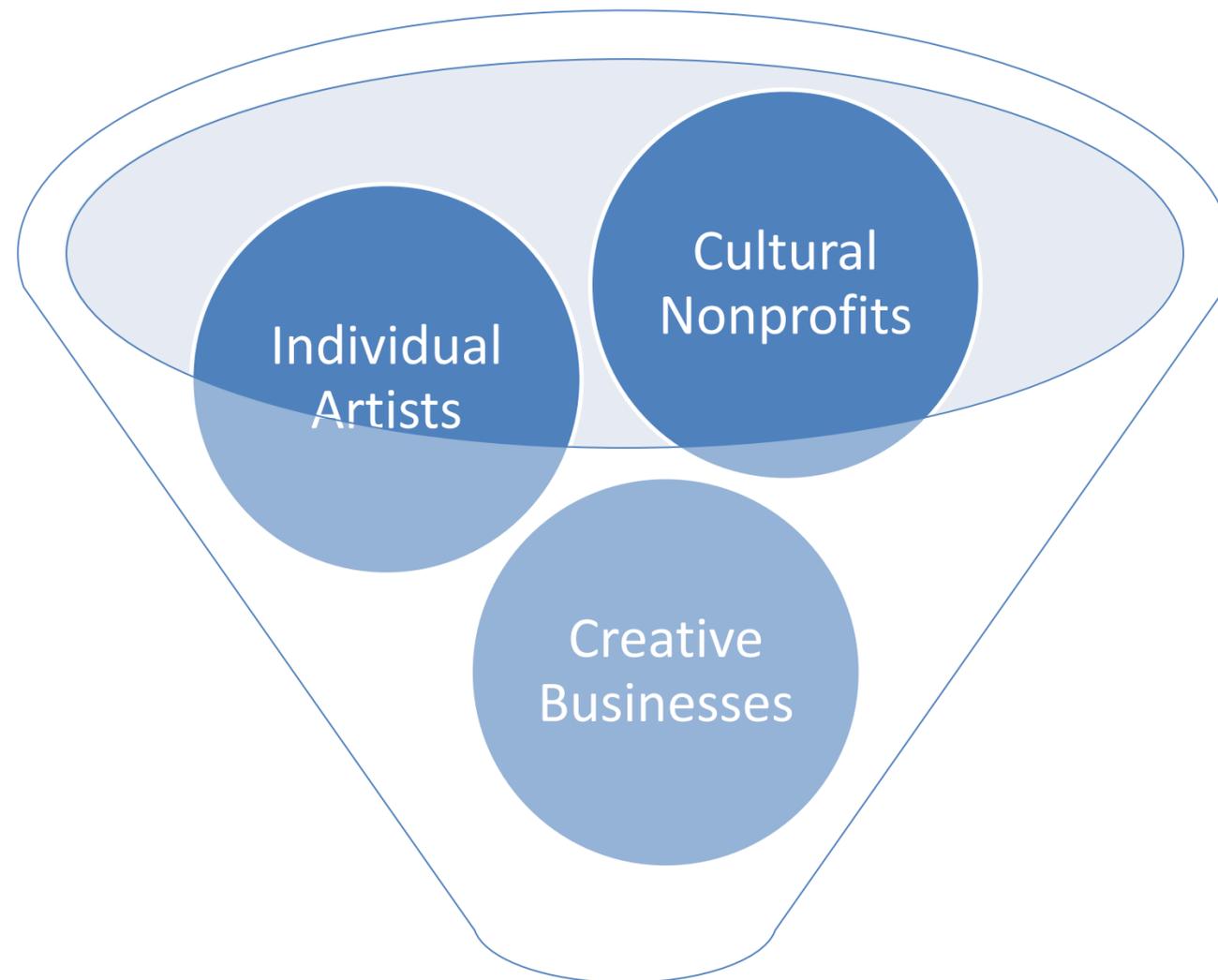




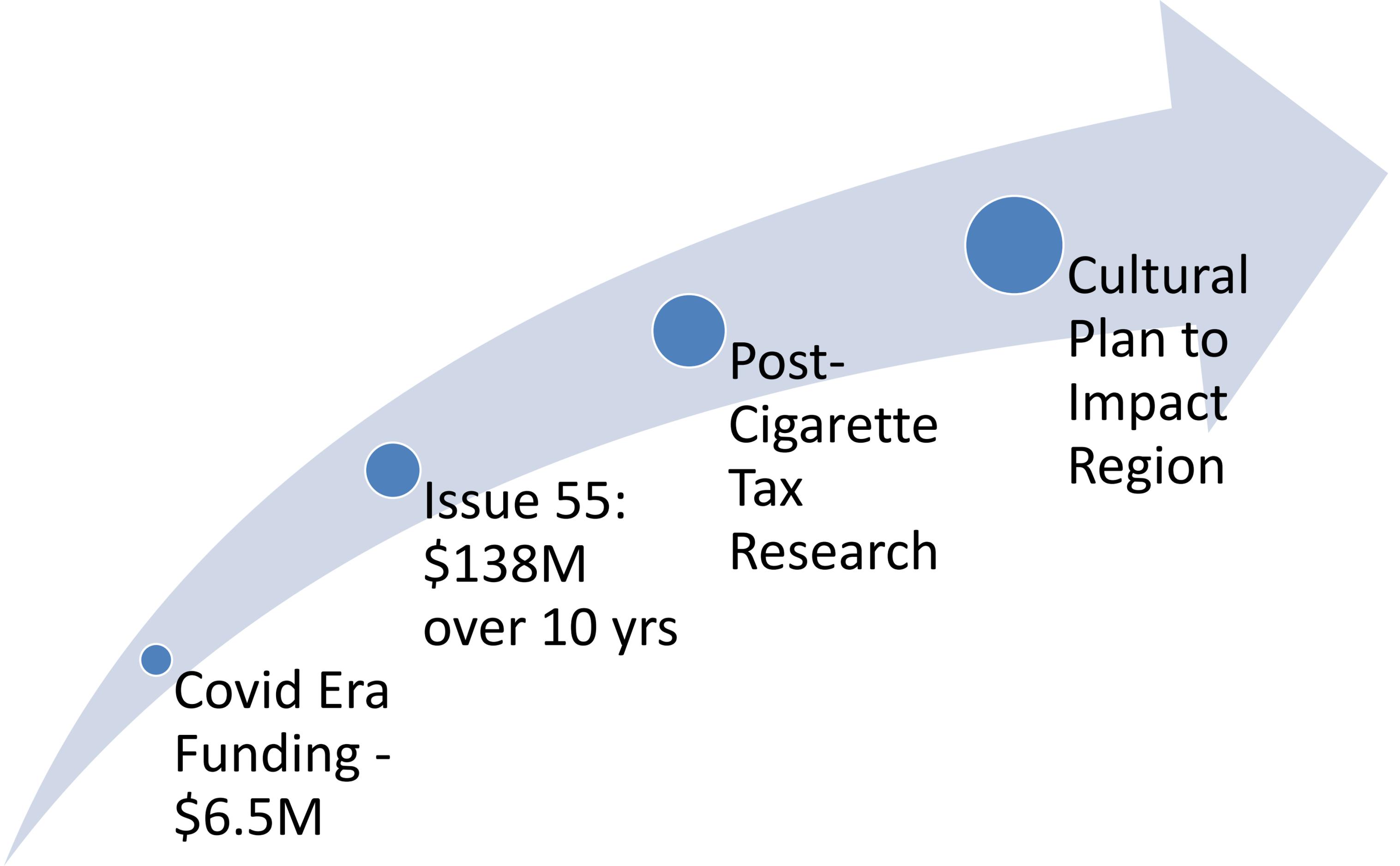
Civic Infrastructure for Cleveland's Creative Economy

Presentation to the Health, Human Services & the Arts Committee
Jeremy V. Johnson, President & CEO, Assembly for the Arts

February 8, 2025



**Greater Cleveland's Creative
Economy**



Covid Era
Funding -
\$6.5M

Issue 55:
\$138M
over 10 yrs

Post-
Cigarette
Tax
Research

Cultural
Plan to
Impact
Region

Data



Creative Ohio



SMU
DataArts



Americans
for the Arts™

NIVA

**NATIONAL
INDEPENDENT
VENUE
ASSOCIATION**

Cleveland's Creative Economy

Employment: 26,436 jobs

Labor Income: \$2.23B

Value Added (equivalent to GDP contr.): \$3.98B

Total Economic Output: **\$7.59B**



Notable Trends Among Cultural Nonprofit



Strong post-pandemic growth

- Revenue gains and operating surpluses outpace national averages
- Organizations expanded expenses and staffing since 2021, bucking national declines.

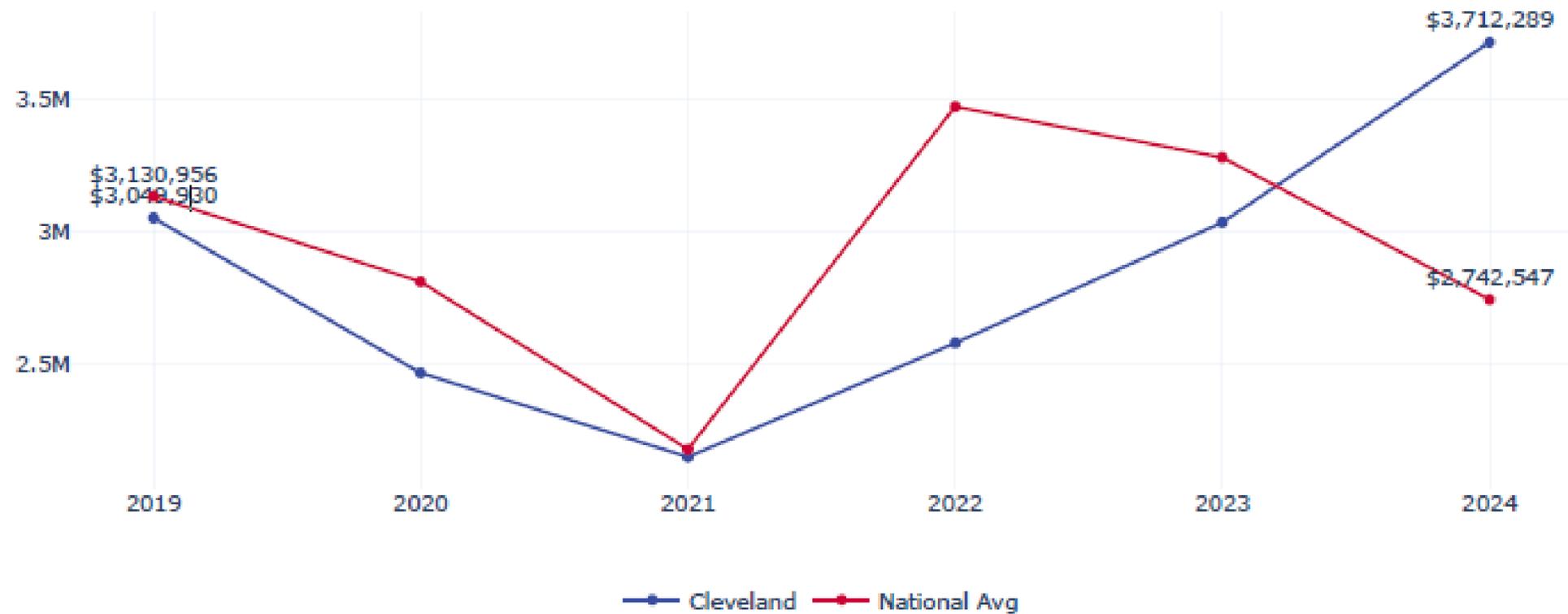
However:

- Audience attendance remains below the national average
- Local government funding lags significantly behind national levels (3% vs 7% of expenses).

Notable Trends Among Cultural Nonprofit (Cont.)



Average Total Expenses



Average Personnel Expenses as % of Total Expenses

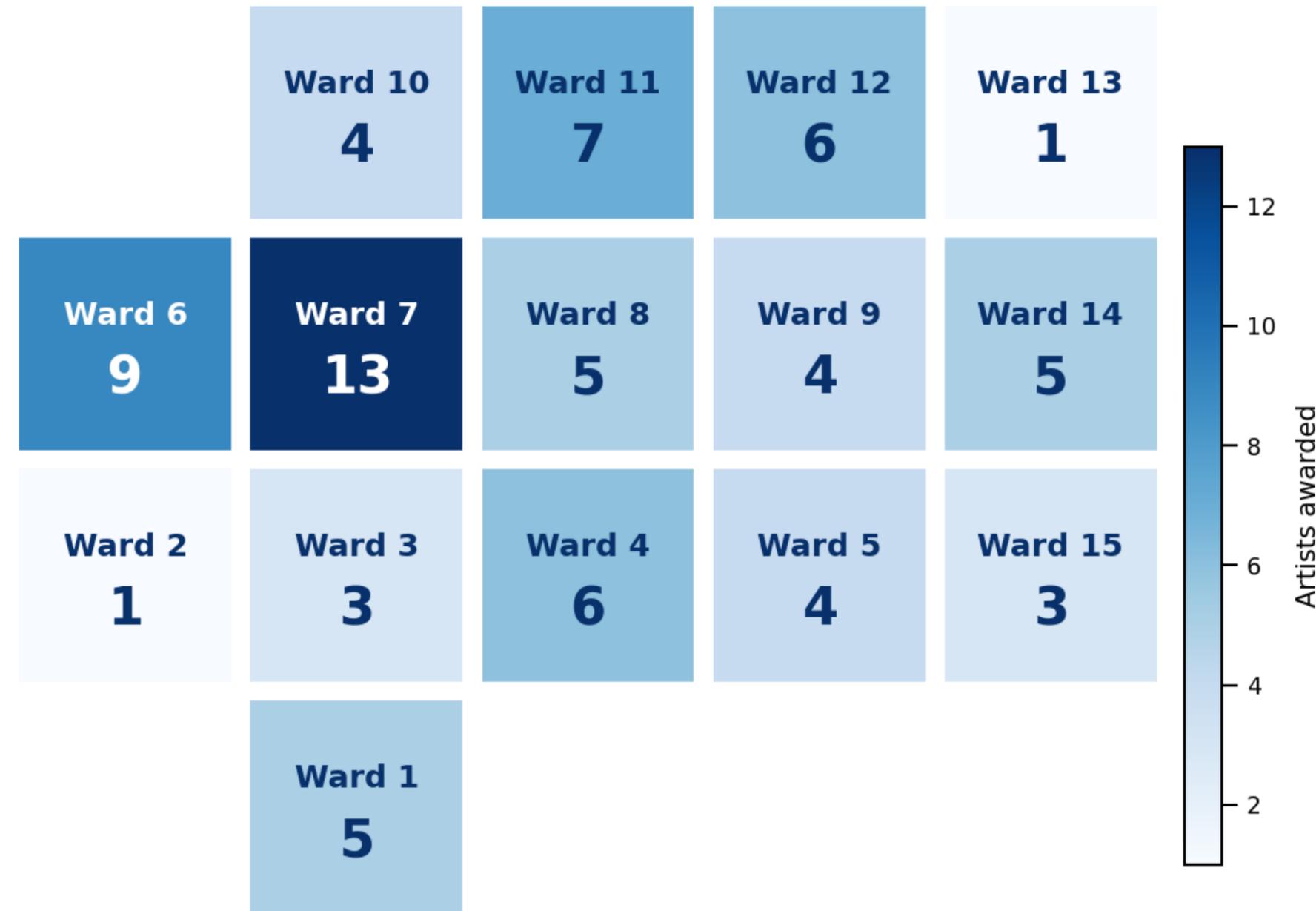
For-profit trends



Just 20 percent of Ohio's independent venues turned a profit last year, a study released Wednesday by the National Independent Venue Association found. Nationally, that number is 36 percent. Assembly is partnering with Cuyahoga Live! in 2026 to amplify support among venues and musicians.

Individual Artists

Every ward in Cleveland benefited in 2025 when 72 creatives won Assembly-distributed awards, ranging from \$1,500 to \$10,000 each, via random-selected and competitive programs. The programs will continue in 2026 with support of CAC.



Note: Additional SfA25 awards are outside the City of Cleveland or not ward-assigned.



Artist as an Entrepreneur Institute

- COSE and Assembly co-present program for creative entrepreneurs
- Navigating the business side of the arts: Marketing, Accounting, Finance, Pitch Deck, Building Business Plan and more
- Cohort of 30 artists attend 8 sessions over 4 weeks
- January 12 to February 4; Mondays 4-7pm and Wednesdays 9am-12pm
- Free to participate; apply today at www.cose.org/aei (deadline to apply Wednesday, December 17)

Midtown Collaboration Center





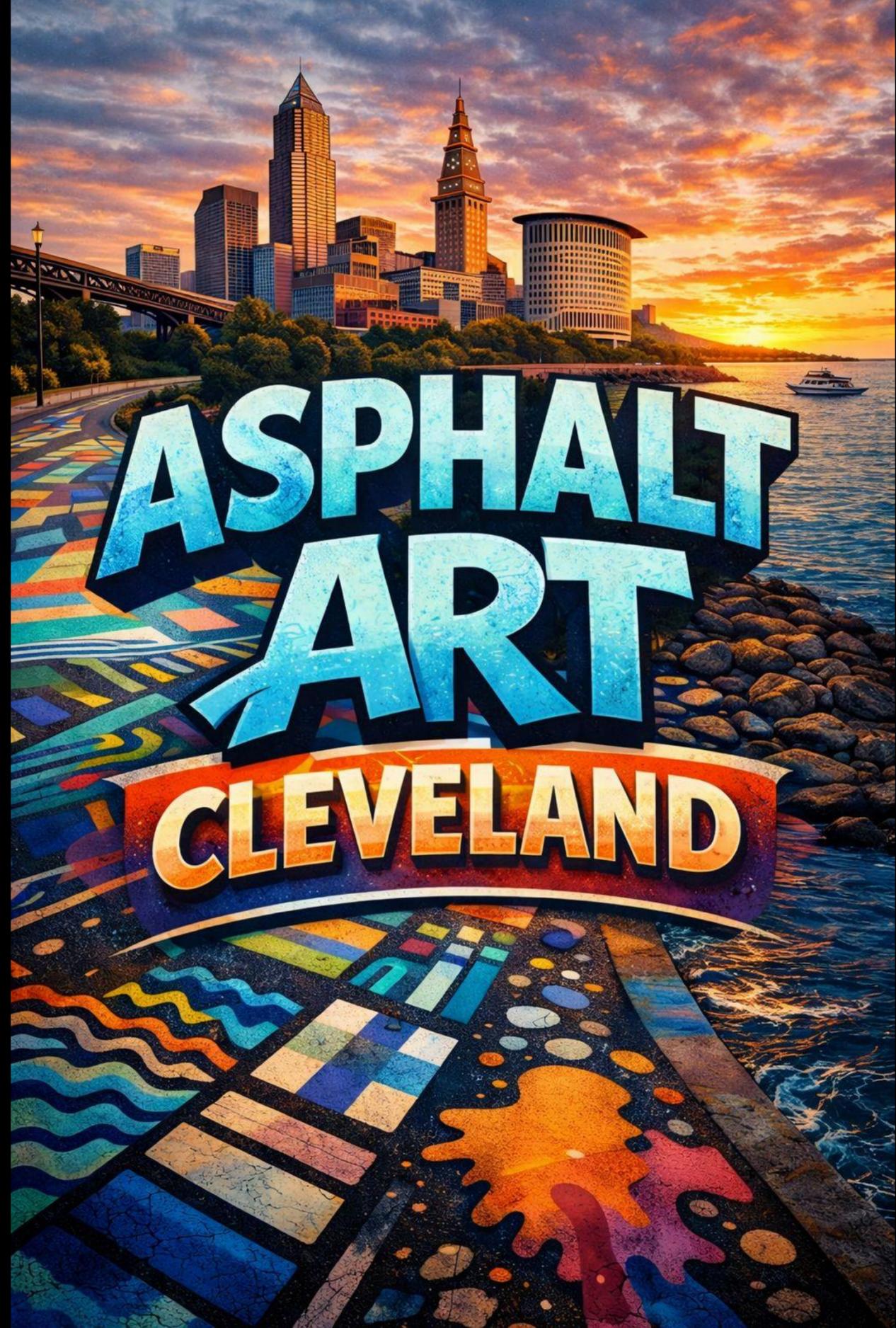
"For Those Who Call Here Home"

Lead Artist: Jordan Wong

Institutional Partner: Sculpture Center

City of Cleveland's Transformative Arts Fund
Seven Projects

<https://www.clevelandohio.gov/city-hall/office-mayor/taf/projects>



ASPHALT ART CLEVELAND



Partnering with:



Councilman Kevin Conwell, Ward 9

Instrument Drive

for the benefit of the Play It Forward!® Cleveland free music program for 3rd-12th grade youth.



Collection Date:
October 14

Drop-off Locations:

Center for Arts-Inspired Learning
(10917 Magnolia Dr., Cleveland, OH 44106)

Rock & Roll Hall of Fame
(1100 E 9th St, Cleveland, OH 44114)

Donation Open from 10:00am-3:00pm

Instruments needed:

- Acoustic Guitars
- Clarinets
- Violins
- Keyboards (not pianos)
- Snare Drums (not full drum sets)

Have an instrument to donate?

Click the button below to go to the donation form.

[VISIT FORM](#)

Don't have an instrument to donate?

Donate monetarily instead to go towards repairs and the purchase of instruments!

[GIVE HERE](#)

Assembly for the Arts partners with the Center for Arts Inspired Learning and partners to expand access to music instruments for youth in Cleveland neighborhoods through the Play It Forward!® Cleveland Instrument Drive. Assembly supports outreach and visibility efforts.

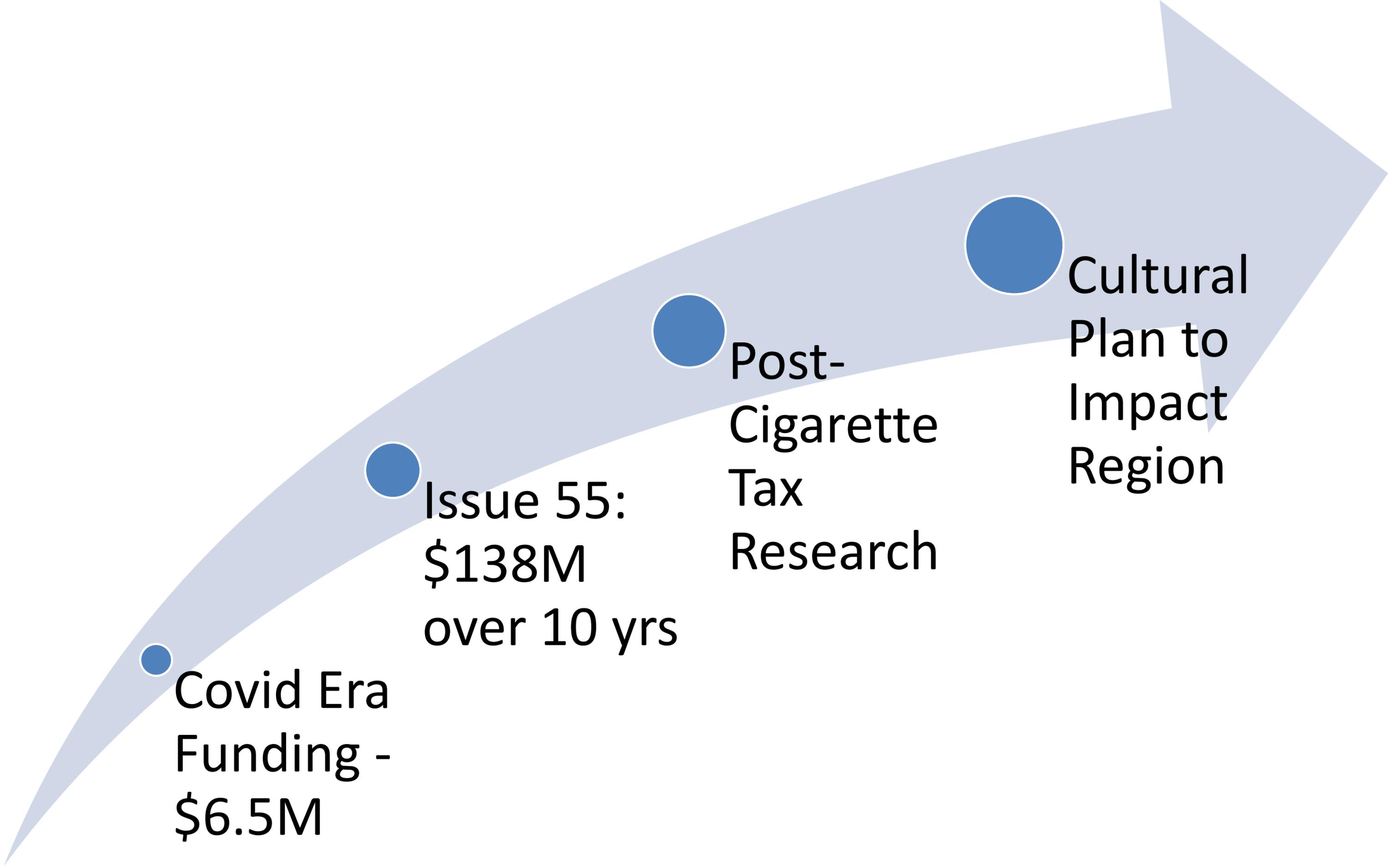


Thank you for supporting us with your donation!



2026-2028 Priorities & Announcements

- Long-Range Sustainability for the Creative Sector
 - Preparing for a Cultural Plan for Cleveland
 - Research of national models for sustained public investment in arts and culture support in 2035 and beyond
 - Cuyahoga Live! and cross-disciplinary partnerships
- Artist Funding Programs
 - Awarded \$500K from CAC to continue Boost Fund & Creative Impact Fund





Questions and Answers