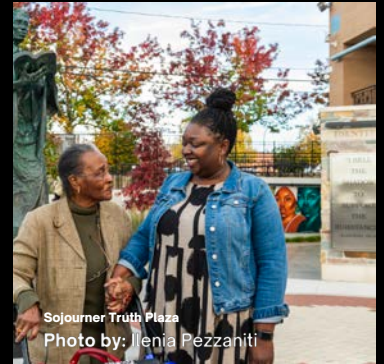


ARTSNOW

Impact Report

CONNECTING ARTS,
CULTURE AND
COMMUNITY IN
SUMMIT COUNTY



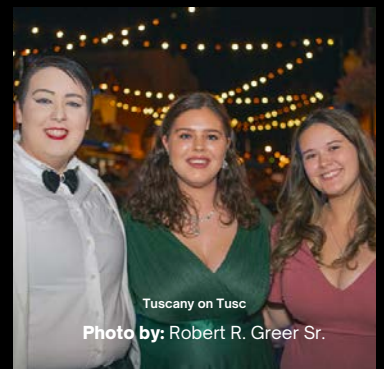
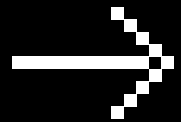
Sojourner Truth Plaza
Photo by: Jenia Pezzaniti



Akron Art Museum
Photo by: Dale Dong



Summit Metro Parks
Photo by: Robert R Greer Sr.



Tuscany on Tusc
Photo by: Robert R. Greer Sr.

Our Voice. Our Future.

ArtsNow works to leverage the arts and culture sector in Summit County to support and strengthen the region’s economic and social vibrancy. We do this by connecting, collaborating, and supporting the arts, culture, and environmental resources in our region and reaching out across sectors to thread creativity throughout our communities.



Akron-Summit Cultural Plan: Together, we engaged in a community-wide, collaborative cultural planning process set to evaluate existing arts, cultural, and environmental resources while also examining the needs and desires of all residents.

- Creative Economy in the Akron MSA
- ArtsNow Programming
- Community Pulse Report
- ArtsForward
- Strategic Communication Report
- SEEN
- Contractor Survey
- Future Outlook

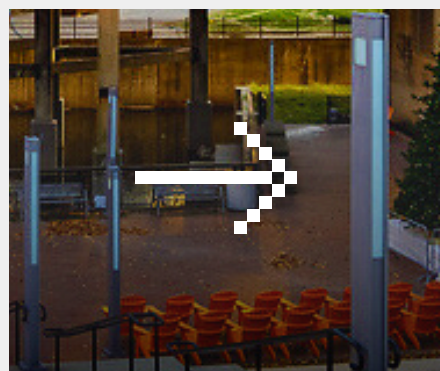
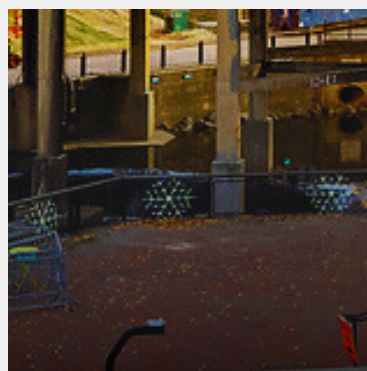
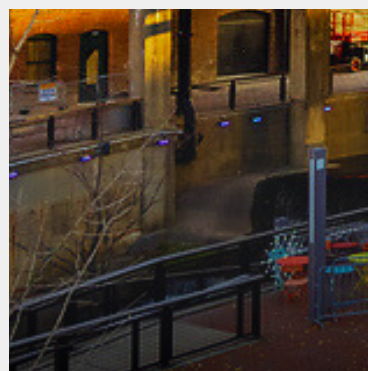
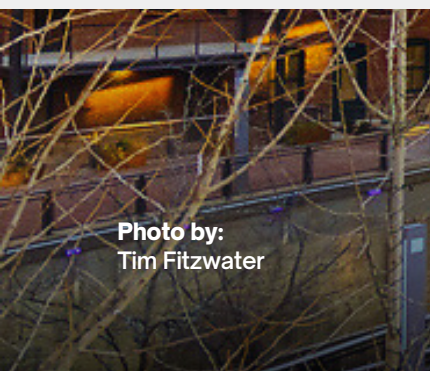
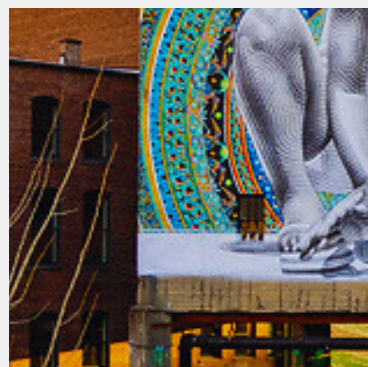


Photo by:
Tim Fitzwater

Creative Economy in the Akron MSA



The creative industries in the Akron MSA

▶▶ Created

\$2.957
billion dollars

for our local economy



▶▶ Supported:

15,572
JOBS



▶▶ And generated

\$954
million dollars

in labor income for workers in the region.



▶▶ Generates

\$295
million

in total tax revenues annually

Ohio's Creative Economy 2024: Adding Value Through Creativity (November, 2024)



ARTS +
CULTURE +
COMMUNITY

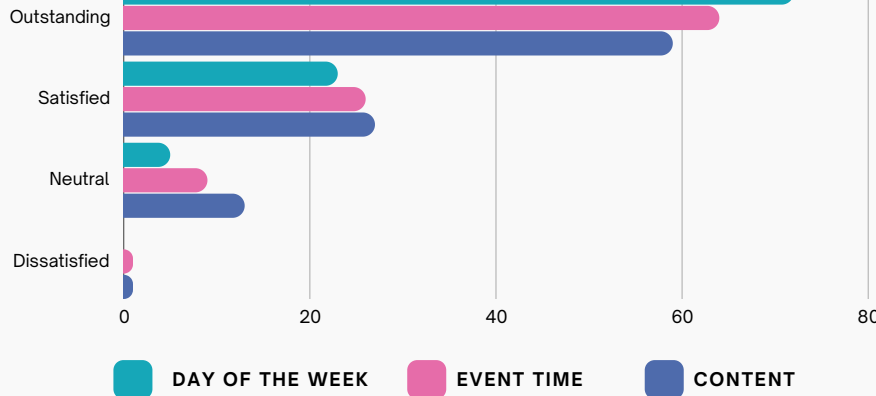


Akron Art Museum
Photo By: Ilenia Pezzaniti

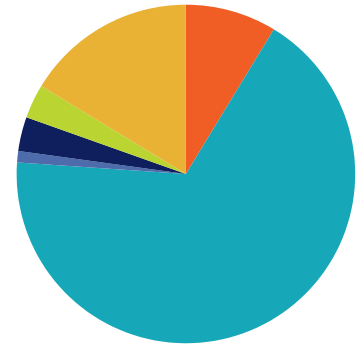
ArtsNow Programming



Event satisfaction numbers



Race demographics



- Black, Afro-Caribbean, or African American: 8%
- Caucasian: 62%
- Hispanic/Latinx: 3%
- East Asian: 1%
- I prefer not to answer: 3%
- No Response: 15%

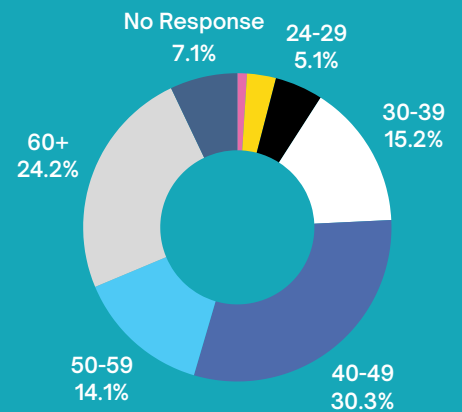


Where participants are from

- Akron
- Norton
- Cuyahoga Falls
- Fairlawn
- Botzum
- Stow
- Silver Lake
- Hudson
- New Franklin
- Portage Lakes
- Green
- Hawaii
- Washington

*Most participants were from Summit County, with smaller representation from surrounding areas.

Age demographics



Survey results and feedback were obtained from participants in ArtsNow professional development workshops.

"Keep up the amazing work! With exceedingly limited financial resources, ArtsNow has become an impactful and respected leader in Akron's arts community."

"I think you all are doing a wonderful job, have great leadership, and will continue to do the important work that's needed."



Most Appreciated by Participants

Connect with colleagues in arts, culture and environment

Learned something new

Connect with people outside of arts, culture and environment

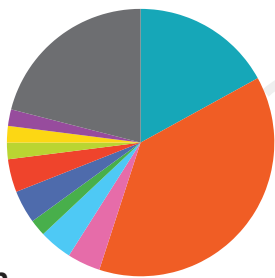
Presenter or Activity

Offered a different perspective

Community Pulse Report



were connected to resources (money, people, venues, opportunities) through ArtsNow

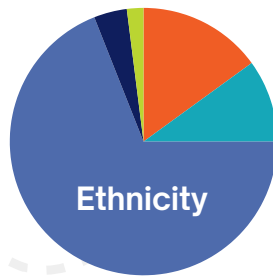


Location

- Bath Township
- City of Akron
- City of Barberton
- City of Cuyahoga Falls
- City of Green
- City of New Franklin
- City of Stow
- City of Tallmadge
- Copley Township
- I do not live in Summit County
- No Response

Top 3 connections were...

- People within the arts and culture sector
- Support/Encouragement
- Information/Training

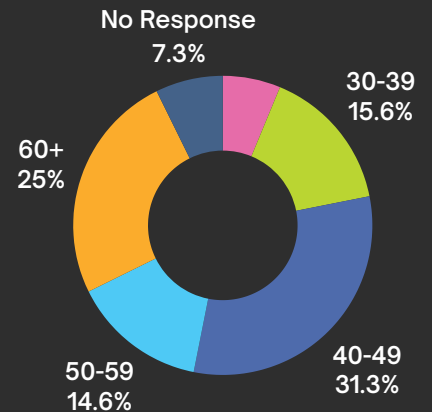


- No Response: 15%
- Black, Afro-Caribbean, or African American: 10%
(Do you identify as Black or African Diaspora/decent?)
- Caucasian: 69%
- Hispanic/Latinx: 4%
- Multiple: 2%

Respondents believe the three most important things ArtsNow can focus on in 2025 are:

- Monitoring and celebrating the implementation of the Akron/Summit Cultural Plan
- Facilitating ArtsForward grants
- Advocacy at the state/national level

Age demographics



**ARTS +
CULTURE +
COMMUNITY**

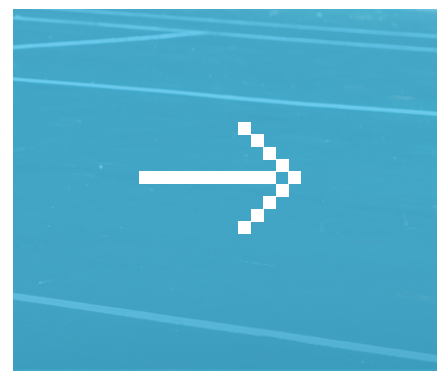
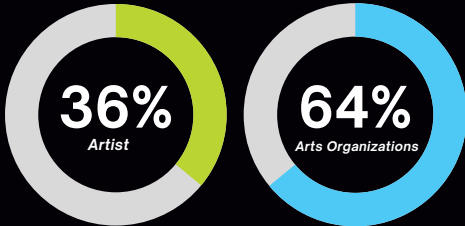
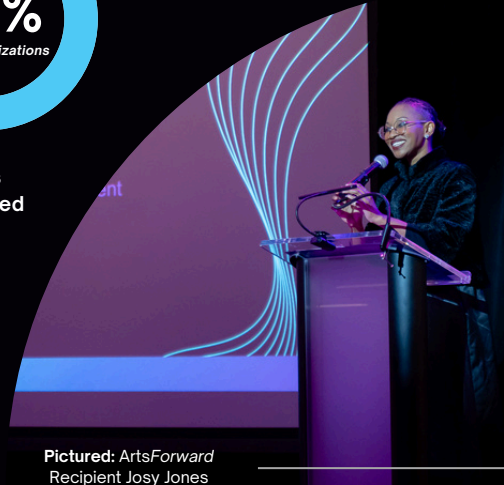


Photo by:
Ilenia Pezzaniti

 **95** ▶▶ Grants distributed



In 2024, ArtsForward grants were distributed for projects led by artists and organizations.



Pictured: ArtsForward Recipient Josy Jones

An Evening with Artists, An ArtsForward Fundraiser
Photo by: The Green Photograph



Pictured: ArtsForward Recipient Yoly Miller

“ All my classes have profoundly impacted the attendees, with a noticeable improvement in their mood post-class (via the pre and post-class emotion survey). This is a direct result of the mission of Assuage HER. ”

- J Travis, Assuage HER



Learn more!



akronculturalplan.com/artsforward



Since its inception, ArtsForward has invested

Over **\$870,000**



In 2024, ArtsForward Grantees:

Secured an additional **\$155,231** in funding from local/national philanthropy, individual donors and earned income

Hosted over **348** unique performances, classes, and workshops

Engaged over **20,000** people



Employed **340** people



Strategic Communication Report



Audience increases/gains over last year



Facebook increased by 4.6%



Instagram increased by 16.1%



LinkedIn increased by 59.1%



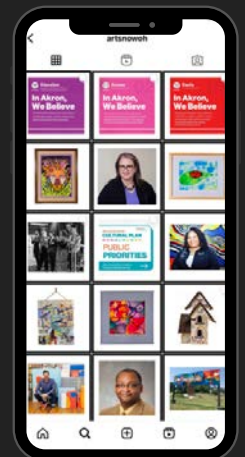
Social impression gains over last year



Instagram increased by 19.7%



LinkedIn increased by 54.7%



2024 top five stories in the press

Impressions:

188,608,144

Hits: **45**

Value:

\$1,744,625.33

Hoodline - Gavin Ortiz
 News | US | Oct 10, 2024 - 4:37 PM

Stow Awarded Prestigious ArtsForward Grant to Boost Local Arts Scene

... to enhance its cultural landscape. The grant comes courtesy of ArtsNow, which has earmarked over \$402,000 to be shared among 29 ...

ArtsNow

603K Reach 112 Views Neutral

Ideastream - Kabir Bhatia
 News | US | Oct 4, 2024 - 9:15 AM

More than \$400,000 in arts grants awarded in Summit County

Summit County's arts advocacy agency, ArtsNow, on Thursday announced \$402,322 in arts and culture grants. ArtsNow Executive Director Nicole ...

ArtsNow

122k Reach 3 Social Echo 244 Views 4 Editorial Echo Neutral

Patch.com
 News | US | Oct 6, 2024 - 3:27 AM

Summit County arts receive major funding boost

... : More than \$400,000 in arts grants awarded in Summit County : ArtsNow has awarded over \$400,000 in grants to support arts and culture ...

ArtsNow

9.37M Reach Neutral

Cleveland.com - Megan Becka
 News | US | Aug 2, 2024 - 3:12 PM

Akron's Makeshift Theater features performances by and for older adults

... of "Ravage." The collaboration was made possible due to a \$14,594 ArtsNow grant the theater received for therapeutic theater, according to ...

ArtsNow

4.31M Reach 3 Social Echo 5.4k Views 4 Editorial Echo Neutral

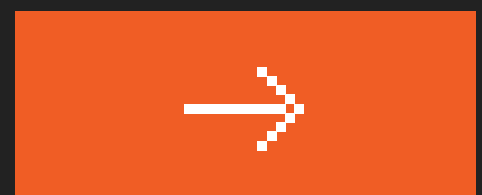
West Side Leader
 News | US | Nov 7, 2024 - 7:00 AM

Summit County celebrates third annual State of the Arts

... member of ArtsNow, was awarded the ArtsNow Distinguished Patron Award for her support, philanthropy and advocacy for the arts. Christine ...

ArtsNow

27.3k Reach 1 Social Echo 694 Views Neutral



Strategic Communication Report



2024 top five social engagement posts

Post Content	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
CONGRATS! Erica Banks and Rachel Whinnery are two Akron artists who received grants from the Knight...	1,421	523	132	25	2	739
We're excited to reveal the 2024 ArtsForward grant recipients! This year, we are proud to award over \$402,000...	1,049	502	136	32	17	362
Patron spotlight! Phil Montgomery and Andrew Schueler live in Highland Square with their daughters...	514	194	1	5	4	310
We are proud to award recipient Heather Meeker with a Creative Investment Program grant! Heather will be attendin...	398	220	78	5	1	94
We're thrilled to award Sekoya Kendrick, CEO of 1474ArtInc, with a Creative Investment Program grant! She will use...	357	119	64	8	—	166



Managed by ArtsNow, Summitlive365.com is more than an event calendar—it's a vibrant platform celebrating arts, culture, and the environment in Summit County.

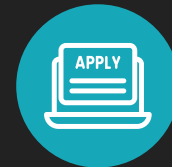
Designed for artists, performers, makers, venues, and organizations, it offers you the opportunity to showcase your talents and connect with a broader audience.

SummitLive365 Numbers:

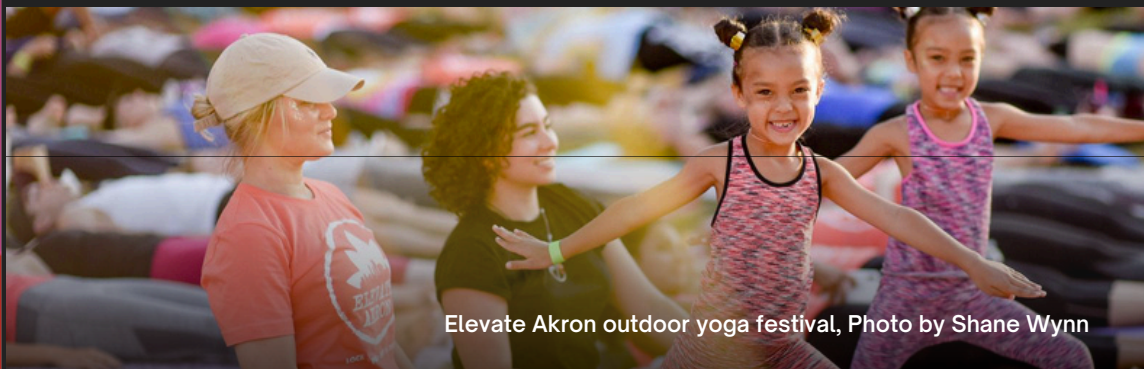
Since launching in October of 2015, SummitLive365 has



featured over
17,000
events



Shared over
1,600
job opportunities and calls for artists



Elevate Akron outdoor yoga festival, Photo by Shane Wynn



Case Study: Successful SEEN Program

Through SEEN: Advancing Equity in Summit County, ArtsNow invested in photographers and videographers from communities that have been historically marginalized to capture photo and video content highlighting the diversity of patrons, artists, and performers from across Summit County.

7
artists /
photographers

17
shoots

14
Locations

★
across
Summit
County

1,328
videos and
photographs

\$12,625
invested in local
photographers



“
I am a fan of candid moments and I think the fun and exploration of the moment is really evident in those images.
”
-Althea Jones, artist and SEEN participant

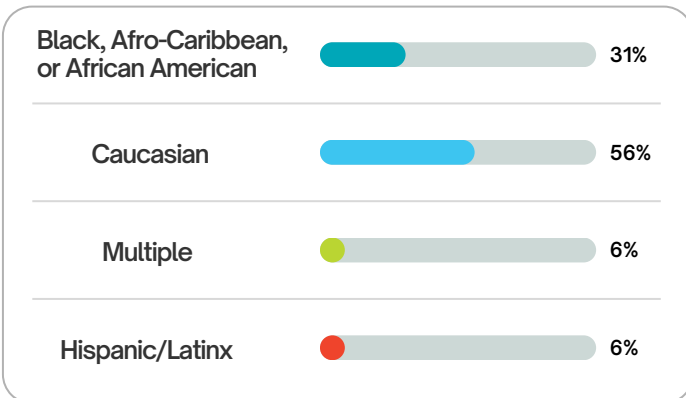
**ADVANCING
EQUITY IN
SUMMIT
COUNTY**

Photo by: Elizabeth Tipton
Rex Mitchell Reception at Summit Artspace

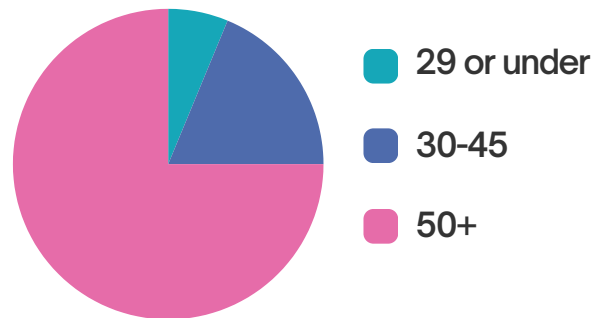


Contractor Survey

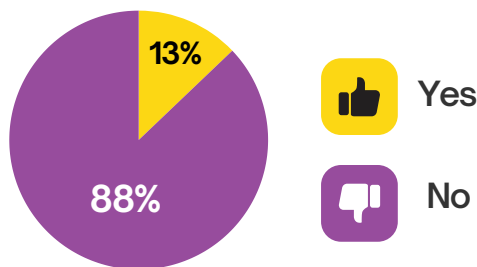
Race demographics of contractors



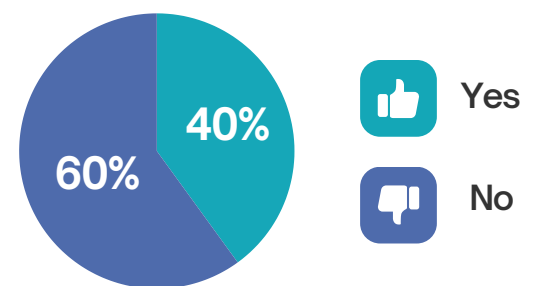
Contractor Age



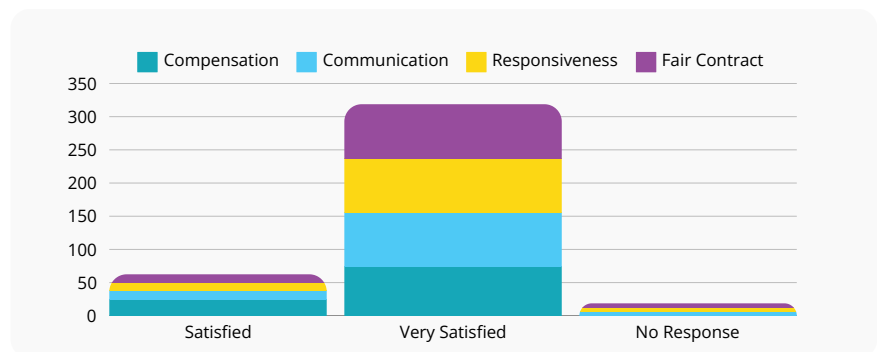
Contractor Disability



Contractor LGBTQ+



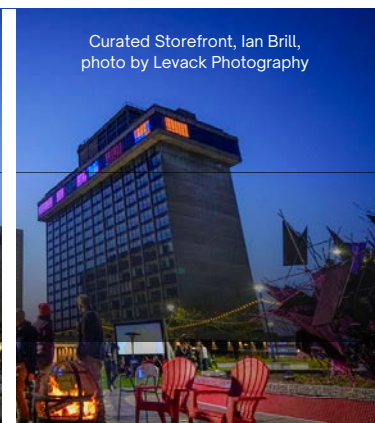
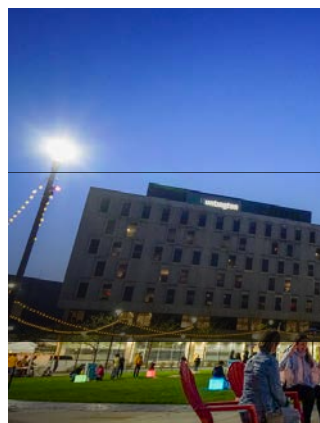
Contractor Satisfaction



“ From our perspective I don't know what else you would do to improve. So celebrate success because you are a pleasure!

- 2024 ArtsNow contractor

”



Curated Storefront, Ian Brill, photo by Levack Photography

Future Outlook

ARTSNOW



By fostering strong partnerships and driving innovative programs, we've worked hand-in-hand with artists, cultural organizations, and civic leaders to showcase the transformative power of the arts. Looking to the future, we are inspired and energized to build upon this foundation. Our commitment remains steadfast: to ensure that arts, culture, and environmental initiatives continue to spark creativity, foster connection, and uplift everyone who calls Summit County home.

Future Plan

In response to the priorities identified by our community, ArtsNow will focus on three key areas in the coming year: monitoring and celebrating the implementation of the Akron/Summit Cultural Plan, facilitating impactful grant programs like ArtsForward and the Creative Investment Program, and engaging in advocacy efforts at both the state and national levels. As we celebrate this milestone, we remain committed to listening and being responsive to the needs of our community. Together, we will champion the transformative power of arts and culture throughout Summit County.

Innovation

Summit County is built on a foundation of creativity, innovation, and collaboration. At its core are the artists, cultural leaders, environmental advocates, and visionaries who inspire connection and drive progress. These are the people and ideas that make Summit County not just a place to live, but a community to thrive in. By continuing to invest in visionary projects and fostering collaboration, we aim to help share a community where creativity shapes the heart and innovation builds the future.

ARTSNOW

ACKNOWLEDGEMENTS

Our Funding Partners:

- ADM Board
 - Advancing Independence
 - Akron Community Foundation
 - Akron/Summit Convention and Visitors Bureau
 - Barberton Community Foundation
 - Bridgestone Americas, Inc.
 - Callahan Foundation
 - County of Summit
 - Direction Home
 - GAR Foundation
 - Ian Patrick Schwarber Foundation
 - John S and James L Knight Foundation
 - Maynard Family Foundation
 - Ohio Arts Council
 - Peg's Foundation
 - Summit DD
 - Summit County Land Bank
 - Synthomer Foundation
 - The University of Akron, EXL Center
 - Welty Family Foundation
-
- Communications & Marketing:**
Amp Strategy *(as a thank you)*



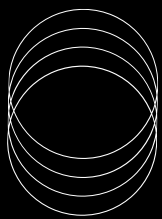
TOGETHER,

**WE'RE STRENGTHENING OUR REGION,
ADVANCING OUR CULTURAL DIVERSITY,
INCREASING OPPORTUNITIES, AND
PROVIDING VIBRANT EXPERIENCES FOR ALL.**

ARTS
NOW



Photo by: Ilenia Pezzaniti



Thank you for an incredible year.

More art, in more places, for more people.

✉ info@artsnow.org

📍 PO Box 22576 • Akron, Ohio 44308

🌐 artsnow.org