



RECOMMENDATIONS

Stimulate local and regional demand for the arts, particularly through arts education programs for children.

Increase the sector's capacity for acquiring digital skills for sales and marketing, developing a customer base, and promoting artwork.

Integrate arts and culture into regional strategic planning efforts.

Leverage Cleveland's neighborhood assets to strengthen arts-based development efforts.

Sustain and grow financial and operational support for the sector.

Foster more collaborative networks and close communication gaps for the sector.

Survey responses describing Cleveland's arts scene



COMMUNITY PARTNERSHIP FOR ARTS AND CULTURE

A well-resourced, connected and united arts and culture sector has the power to improve lives and communities. To that end, CPAC serves and supports arts and cultural professionals and community leaders who are creating a bright future for greater Cleveland. CPAC's research and advocacy fosters informed decision-making. CPAC's training, counsel and online resources provide those we serve with the ideas, skills and connections to achieve their aims. By bringing people together both within the sector and throughout the region, CPAC ensures arts and culture is a continued force for community betterment.

Vision Greater Cleveland's diverse arts and culture sector will be a leading partner in contributing to our community's vitality and enlivening the human experience.

Mission To strengthen, unify and connect greater Cleveland's arts and culture sector.

Learn more at www.cultureforward.org



1900 Superior Ave.
Suite 130
Cleveland, OH 44114
www.cultureforward.org
216.675.0331



Maxine Goodman Levin
College of Urban Affairs

1717 Euclid Ave.
Cleveland, OH 44115
www.urban.csuohio.edu
216.687.3984

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Educational Foundation of America



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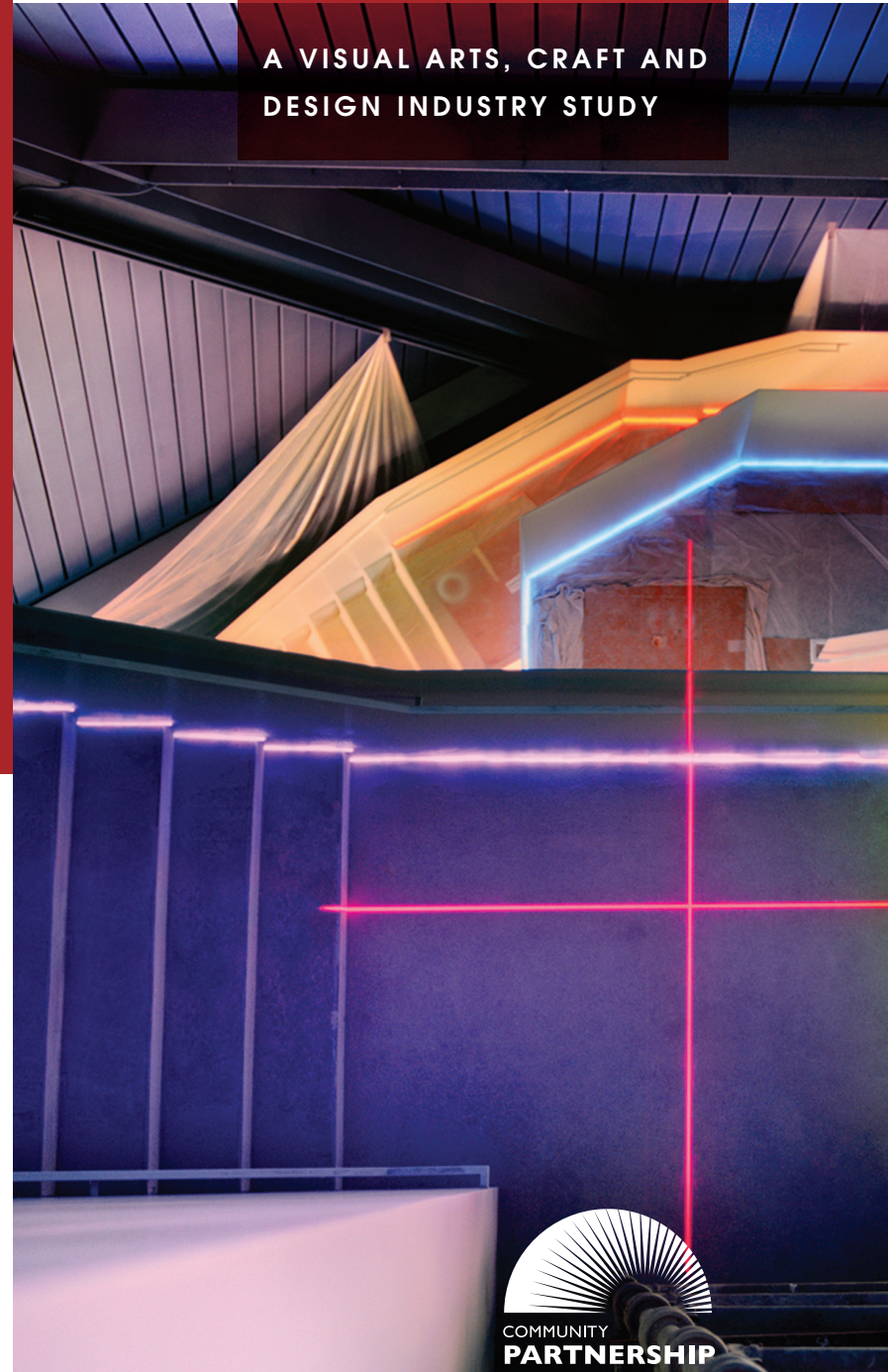


Educational Foundation of America
The George Gund Foundation
THE KRESGE FOUNDATION



Forming Cleveland: AT A GLANCE

A VISUAL ARTS, CRAFT AND DESIGN INDUSTRY STUDY



Forming Cleveland

takes an in-depth look at the role greater Cleveland's visual arts, craft and design industry plays in the regional economy.

Both quantitative and qualitative findings demonstrate how the visual arts, craft and design sector is vibrant, diverse and primed for the productive application of creative ideas and innovative techniques. As a unique competitive advantage for greater Cleveland, this sector is a potential source for new and continued economic growth.

Visual arts, craft and design are a large part of our daily lives, which are inundated with images not only through museums or private collections, but also through product consumption. Art penetrates our environments and can inspire collective action. The creative process inspires us to think about new concepts, applications, and markets for stimulating innovation.

In order to position greater Cleveland's visual arts, craft and design sector for continued growth, the community needs to understand the strengths and challenges facing the sector. *Forming Cleveland* provides a foundation of research to achieve this aim as well as spur discussions about how to strengthen the sector in its role as an innovator for our region.

Cover: "MoCA 10 (Agincourt)" by Bary Underwood, 2012 / Archival Pigment Print / 36" x 36"

Inside 1st Panel: Art & Soul of Buckeye Park Festival / Photo Courtesy of LAND studio

Inside Background: "Drift" by Lauren Herzak-Bauman is located prominently behind the reception desk in the Westin Hotel lobby / Photo by Lauren Herzak-Bauman; courtesy of LAND studio





Forming Cleveland

A VISUAL ARTS, CRAFT AND DESIGN INDUSTRY STUDY

2014

View the full report and case studies at cultureforward.org

STRENGTHS

The capacity and uniqueness of Cleveland's **arts neighborhoods**.

Innovative **collaborations** between arts and culture, citizens, local government and neighborhood organizations.

Public art spurring community conversations, redefining community and revitalizing neighborhoods.

Supportive local **public policy** environment.

A wide range of artist **support services**.

CHALLENGES

Limited consumer base for visual arts products, with multiple venues and events that compete for the same customers in the region.

Widely dispersed art locations.

Lack of communication within the sector.

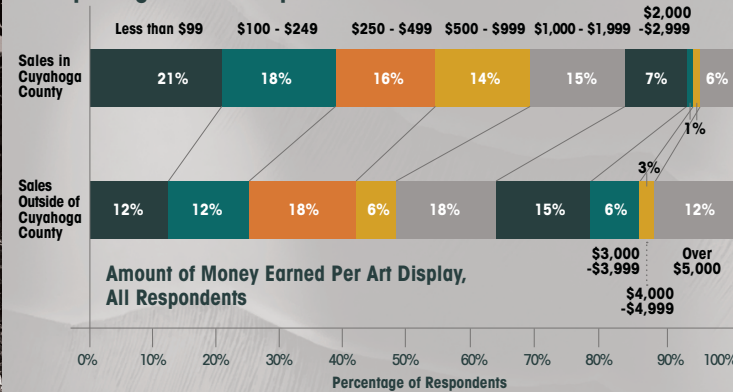
Absence of a clear, collective message about the local visual arts, craft and design scene.

Visibility of the visual arts, craft and design sector both locally and outside of the region.

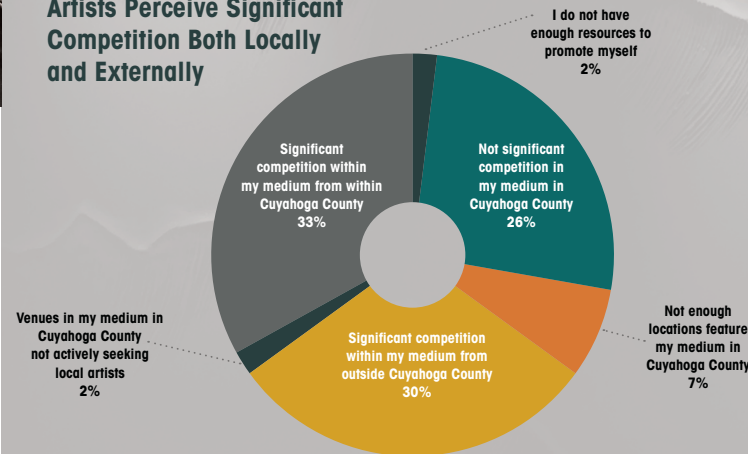
Evolving audience and consumer dynamics, including a desire for participation in creation of the art itself.

Market Perception

Exporting art is more profitable

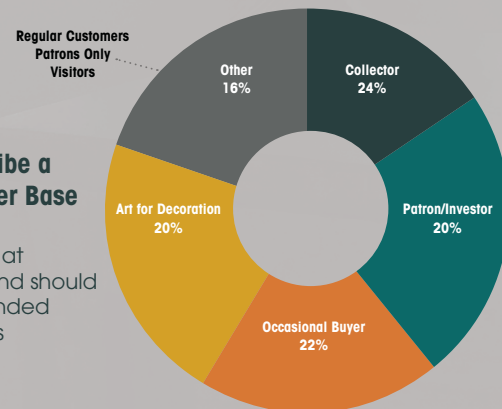


Artists Perceive Significant Competition Both Locally and Externally



Galleries' Describe a Diverse Customer Base

Strategies aimed at increasing demand should take this well-rounded diversity of buyers into account



62% of galleries and shops use the Internet as a digital marketplace

70% of gallery owners say **local art quality** has improved over the last 3 years

Employment

17,844 jobs are accounted for through the total economic impact of the visual arts, craft and design sector.



For every 10 jobs in the visual arts, craft and design sector, more than 8 other jobs exist in other sectors of Cuyahoga County's economy.

Employment declined **31.4%** from 2000-2011

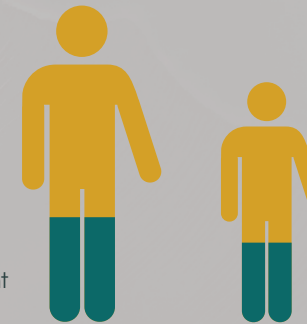
Employment grew **1.7%** from 2011-2012

Seemingly small growth outpaced state (decline) and nation (stagnant).

Stable Sector:

Employment declined, but its overall share of total employment remained almost unchanged between 2006 and 2012.

● Total Employment
● VACD Share of Total Employment



Impact

Total economic output of **\$2.9** billion

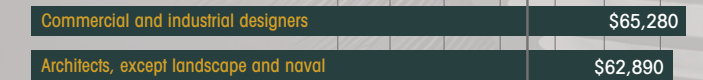
Tax revenue of **\$273.9** million

The **printing subsector** had the greatest overall economic impact out of all the other categories with **71%** of the total output impact followed by the **architecture subsector** with **20%** of total output impact in the sector.

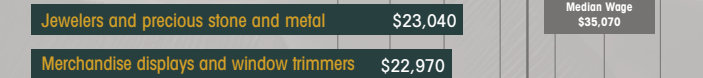
Wages

The most well-represented visual arts, craft and design occupations (commercial and industrial designers; and architects) pay average wages that are almost twice as high for all industries.

Highest Median Wages



Lowest Median Wages



Median Wage (2012) \$0 \$10K \$20K \$30K \$40K \$50K \$60K

Cleveland MSA Median Wage \$35,070

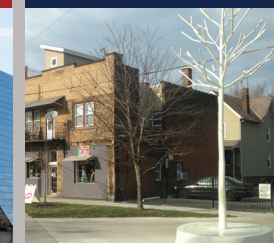
Case Studies

View the complete case studies in *Forming Cleveland* at cultureforward.org

MOCA Cleveland: Sturdy, Dynamic & Stylish



Tremont: Creative Placekeeping



St. Clair Superior: Creative Reuse



Public Art: Placemaking in Action



Artist Activists: Heightening Social Awareness



CAN Journal: Pressing for Change



Dan Cuffaro: Remaking the Regional Economy



Cleveland CycleWerks: Starting Up

