

ARTS CLEVELAND 2017 | 18 ANNUAL REPORT



**Research.
Strategy.
Connections.
Advocacy.**

1900 Superior Ave, Suite 130
Cleveland OH 44114

216.575.0331

www.artscleveland.org

www.mycreativecompass.org

Many thanks to the following funders for their ongoing support

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LAST YEAR WAS A PIVOTAL ONE FOR ARTS CLEVELAND, known for over twenty years as the Community Partnership for Arts and Culture (CPAC). Founding President and CEO, Tom Schorgl handed the reins to Megan Van Voorhis on January 1, 2018.

Building on 21 years of success

With new leadership comes new direction and energy. Van Voorhis brought all of this with one additional strategic advantage, her tenure with the organization's groundbreaking work. Her experience and skills afford a keen perception of Arts Cleveland's distinct role and a drive to carry its mission.

In the 2017-18 fiscal year, the team celebrated past achievements and readied itself for the future. True to its foundation in research, the organization spent sufficient time on strategic analysis and surveying the environment from a new lens. We listened intently to arts and culture stakeholders and identified the field's most pressing challenges.

The last year's achievements can be seen in the enclosed graphic. Since then, some immediate steps have been taken. Notably, the organization has a new brand and has supplied the field with ample, credible information. We have much to do, and as we venture forward, we hope you will share our gratitude for the groundwork laid before us.

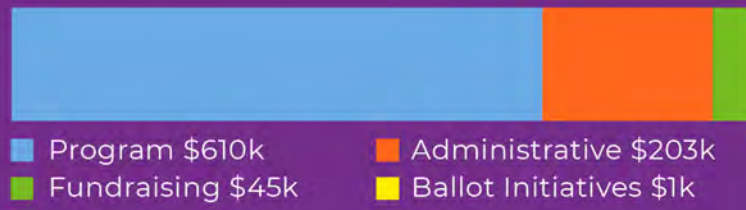
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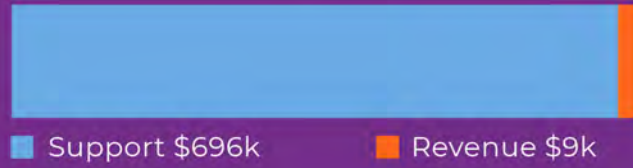


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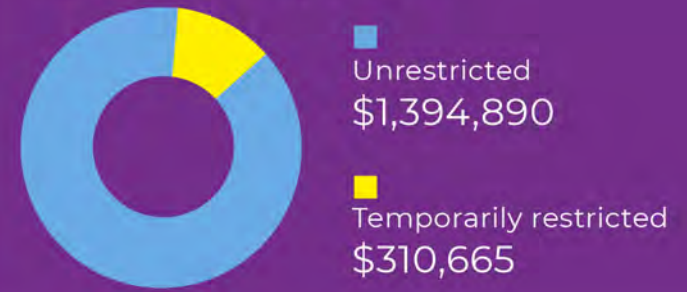
EXPENSES:
\$859,105



SUPPORT & REVENUE:
\$705,469



NET ASSETS
\$1,705,555

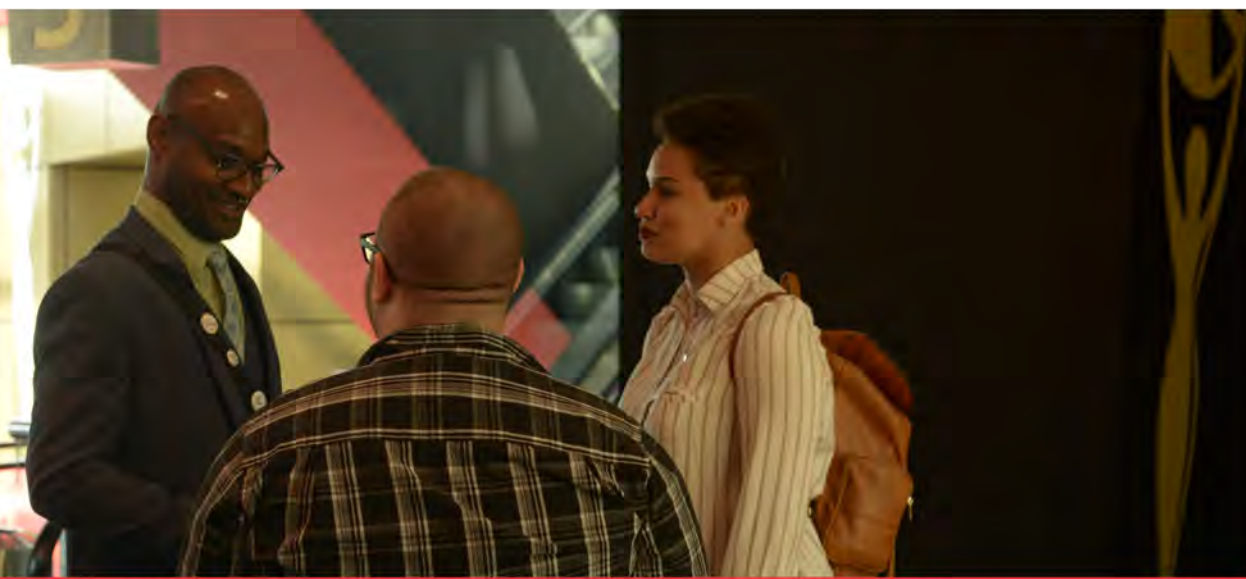


STRATEGIC PLAN

4 community forums

Arts and culture professionals including representation from local government, nonprofits and small businesses attended discussions about our strategic direction. Participants discussed strategic plan research findings, their challenges, our strengths as a sector, and where they wanted us to focus.

Each of the 1.5-hour meetings was dedicated to a core area of focus. The topics were identified based on findings from the surveys, focus groups and key person interviews conducted by an external research consultant. Those areas of focus were arts learning, local government policy, participation and revenue for the arts and culture sector.



PUBLIC OFFICIALS RECOGNITION BREAKFAST

175 attendees including

67 government representatives at the national, state and local levels who were added to the 2018 Honor Roll

2 municipal leaders recognized for their investment in arts and culture public policy making: **Mayor of Bedford, Stanley Koci**, and **Cleveland City Councilman, Kevin Conwell**

8 volunteers

ACCESSIBILITY IN ARTS AND CULTURE



2 meetings to open discussion about the accessibility of arts and culture for people with disabilities

CREATIVE COMPASS



28.8k users
280.4k pageviews
856 submissions

WEBSITE

11.9k users
72.8k pageviews

MEDIA



30 articles citing CPAC's Work
6.7k followers on Social Media
3.1k vimeo plays
4.6k email subscribers

EFFORTS UNDERWAY FOR RELEASE IN 18-19



Elevating the Influence of Arts and Culture: A Cleveland Playbook
Inside the Margins: A Cleveland Literature Industry Study
Arts Cleveland brand
At Its Very Best : Documentary short on the role of art in the lives of children who experience poverty and trauma