

Spotlight on Arts Grantmaking in Ohio



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The Foundation Center's mission is to strengthen the nonprofit sector by advancing knowledge about U.S. philanthropy. In this report, the Foundation Center–Cleveland shines a spotlight on the arts community in Ohio.

As part of our efforts for this year's Funding for Arts Month, the Foundation Center–Cleveland conducted a survey and prepared *Spotlight on Arts Grantmaking in Ohio*. This report provides a regional look at the funding landscape for arts and culture and compares and contrasts survey responses from arts grantmakers and arts groups. The survey explored the current funding climate, the most critical needs of arts organizations, the immediate outlook for arts grantmaking, and support for individual artists. (See page 2 for information on the survey sample.)

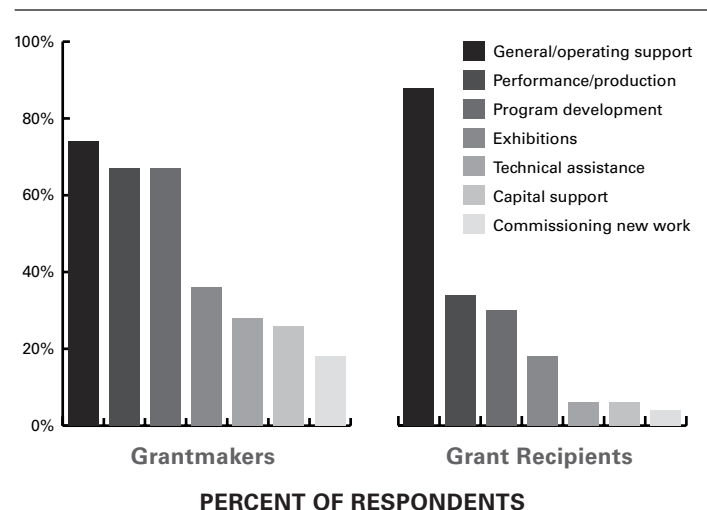
Areas of interest

Ohio enjoys a highly diverse array of arts and cultural activities with great emphasis placed by both grantmakers and grantees on arts education and the performing arts. Survey results indicated top interests for both groups are arts education, music, theater, visual arts, dance, and literature. When queried about special interests, grantmakers pointed to arts as an engine driving the economy, achieving diversity through the arts, and establishing lecture series that pertain to arts and culture. Several arts organizations noted special interests in the area of cultural history, including historical interpretation, historic homes, and gardens.

Issues or concerns

Grantmakers and arts groups alike pointed to the value of arts and culture in a time of limited philanthropic dollars. They also agreed that general operating support for arts organizations is a key matter of concern. When queried

FIGURE 1
Types of support grantmakers award compared to what arts groups say they need most



SUPPORT FOR INDIVIDUAL ARTISTS

Because the success of individual artists is closely linked to the output and long-term viability of arts organizations, we asked both grantmakers and arts groups whether they provide support to artists either directly or indirectly through intermediary organizations. The majority of grantmakers report that they do not provide support to individual artists, whereas a number of their grant recipients do provide assistance to individuals. Affordable housing and work space, opportunities to present, health insurance, and of course, access to grants and commissions are cited among the items that individual artists need most.

Do you support individual artists directly or indirectly through intermediary organizations?

Grantmakers		Grant Recipients	
YES	NO	YES	NO
21%	79%	52%	48%

In Their Own Words...

Can you tell us more about your support of individual artists?

Grantmakers:

We have funds to be given to artists, for art scholarships, and for those advancing culture in our community.

—David Mitzel, Muskingum Community Foundation

We provide support to the Young Artists at Work program, offered through the Arts Commission of Greater Toledo, and for presentations by children's book authors and illustrators.

—Virginia Keller, Toledo Community Foundation

Grant Recipients:

We support artist residencies in local schools. We also have a gift shop devoted to local and regional artists as well as exhibition space.

—Lee Gray, The Dairy Barn Arts Center

We provide performance and exhibition opportunities and marketing and public relations support.

—Sean Cooper, Worthington Arts Council

We provide dedicated storage space to preserve bodies of work by Ohio artists in perpetuity, so the art can be made available to the public through exhibitions and educational programs.

—Carolyn S. Jirousek, Artists Archives of the Western Reserve

We have a \$1,000 fellowship for young musicians and a \$2,500 arts fellowship for young visual artists.

—Lou Ross, Lancaster Festival, Inc.

We offer cash prizes for film festival awards.

—Patrick Shepherd, Cleveland Film Society

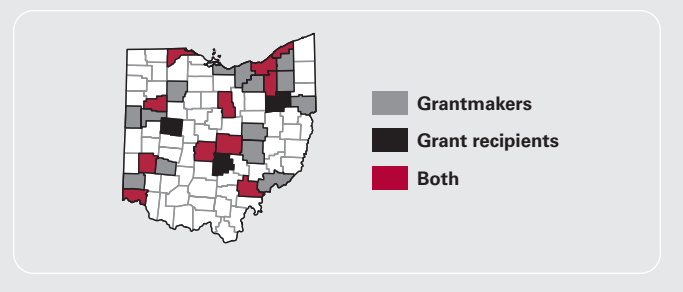
about their top priorities, arts groups cited general operating support, assistance with performance and production costs, program development, and funds for exhibitions (see Figure 1). In an uncertain economy, competition for philanthropic support is strong, not only among arts and culture organizations, but across sectors. Survey respondents identified competition from health and human service agencies for philanthropic dollars as a particular concern.

Suggestions for improving the arts funding process

To increase grantee effectiveness, both groups of survey respondents pointed to the need for improved business, strategic planning, and proposal writing skills; enhanced fundraising, marketing, and communications know-how; and greater board and volunteer commitment. Several grantmakers recommend that those who run arts organizations enter into collaborations and other strategic alliances, including back-office consolidations and possible mergers. Both groups suggest that the Foundation Center organize more convenings bringing arts grantmakers and nonprofit organizations together to better understand one another's needs and constraints. They would also like to see more programs that demystify the grantseeking process and enhanced statewide access to programs and resources related to philanthropy.

ABOUT THE SURVEY

This report presents the results of an electronic survey conducted by the Foundation Center—Cleveland during April 2004. Surveys were sent to 129 large independent, corporate, and community foundations in Ohio with a stated interest in the arts and to 139 grant recipients identified as arts or cultural organizations. All organizations were identified using the Foundation Center's database. Respondents represent major metropolitan areas in Ohio, as well as many of the state's rural communities (see map below). Respondents included 39 foundations and 50 arts groups. The response rate was 30 percent for grantmakers and 36 percent for grant recipients.



Current outlook for funding

Despite the many challenges identified by survey respondents, the immediate outlook for funding for arts and culture in Ohio appears to be stable. The largest share of both grantmakers and grant recipients queried expect funding for arts and culture to remain the same in the immediate future. Interestingly, a significant percentage of recipient organizations project increased gift income from foundations. Nonetheless, a majority of grantmakers expect their arts giving to remain about the same. The largest share of grantmakers surveyed report that they award 10 to 25 percent of their total giving to arts and culture. The largest share of grant recipients surveyed indicate that gifts from foundations account for less than 10 percent of their total gift income. This suggests that Ohio arts and culture organizations have diverse sources of gift support, an important indicator of financial stability. (See Figures 2 and 3.)

FIGURE 2
Grantmakers

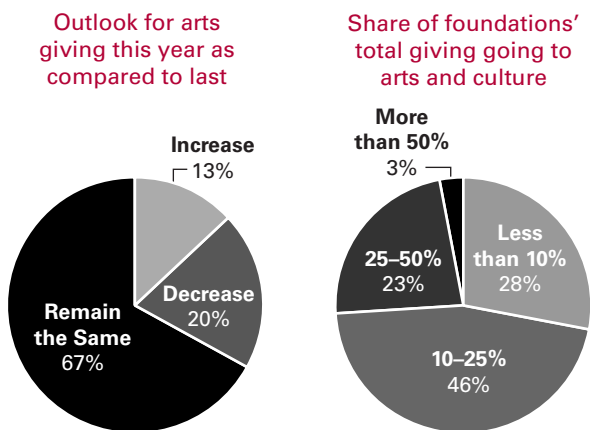
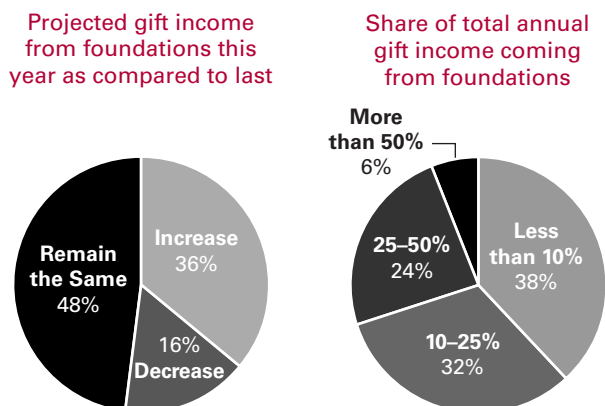


FIGURE 3
Grant Recipients



In Their Own Words...

What are the biggest challenges facing nonprofits when it comes to funding for arts and culture?

Grantmakers:

There is a declining pool of dollars and an ever-increasing number of new nonprofits.

—Terry Bishop, Dominion Foundation

Lack of sufficient working and sustaining capital; lack of sufficient strategic and long-range planning skills; and too small a universe of committed arts funding resources.

—Kathleen Cerveny, The Cleveland Foundation

Declining resources and growing human services needs brought about, in part, by a lack of federal, state, and local dollars.

—Marilyn K. Shannon, The Dayton Foundation

Securing ongoing, unrestricted operating support; measuring program impact as compared to the health, social service, or education sectors; and making the case for the importance of arts and culture in a well-rounded community.

—Mary McCullough-Hudson, Fine Arts Fund

Decrease in Ohio Arts Council funding; lack of public funding; minimal growth in foundations; decline in corporate funding; and competition with other segments of the nonprofit community.

—Deena Epstein, The George Gund Foundation

Grant Recipients:

Smaller organizations lack the expertise to present effective applications to corporations and foundations.

—Jeff Hooper, Mad River Theater Works

Competition with other arts organizations for the same money and foundations' general unwillingness to offer general operating support.

—Sydney Schnurr, Cincinnati Shakespeare Festival

There's a lack of support for operating expenses, and the interest of many funders is in new programs or projects rather than existing work or activities.

—Noreen Willhelm, Dayton Contemporary Dance Company

Having the audience understand the role of culture as it pertains to and is different from arts. Very often these are linked, with most of the emphasis put on arts activities.

—Kathie Purma, Lake County Historical Society and History Center

Organizations need operating support more than anything else.

—Wayne P. Lawson, Ohio Arts Council

Selected Grants

Ohio grantmakers provide support to many different types of organizations and for a diverse array of activities. In addition, support for the arts in Ohio comes from beyond the state's borders. Below are examples of grants selected from the Foundation Center's database from both Ohio and non-Ohio grantmakers to Ohio arts and culture groups.

Selected Grants from Ohio Foundations to Nonprofit Arts Groups in Ohio

Recipient Name	City	Grantmaker	Amount	Year	Description
Wescott House Foundation	Springfield	The Turner Foundation	\$1,000,000	2002	For historic preservation of Frank Lloyd Wright house
Second and Main Limited	Dayton	The Kettering Fund	500,000	2002	For general support
Wexner Center for the Arts	Columbus	The Columbus Foundation	450,000	2002	To support income development through an annual gala
Fitton Center for Creative Arts	Hamilton	The Hamilton Community Foundation	337,000	2003	For Carruthers Arts Center's building project
Great Lakes Theater Festival	Cleveland	The Cleveland Foundation	135,000	2003	For final year of project to build and retain critical staff capacity
Greater Akron Musical Association	Akron	The GAR Foundation	125,000	2002	For 50th anniversary of Akron Symphony Orchestra, including new education and outreach initiatives and improved Classic Series concerts and for endowment
Cleveland Public Art	Cleveland	The George Gund Foundation	100,000	2003	For operating and program support
Decorative Arts Center of Ohio	Lancaster	The Payne Fund	75,000	2002	For general support
ArtWorks	Cincinnati	Eleanora C. U. Alms Trust	75,000	2002	For summer program and joint production of Cincinnati Pops/Cincinnati Ballet Nutcracker
Johnny Appleseed Heritage Center	Mansfield	Timken Foundation of Canton, Ohio	50,000	2002	For capital campaign
Ariel Cultural and Performing Arts Centre	Gallipolis	The Columbus Foundation	45,000	2002	For Ohio Valley Symphony season to cover musicians' raises and guest artists fees and for hiring of executive director
Toledo Symphony Orchestra	Toledo	FirstEnergy Foundation	21,500	2002	Continuing support
Oberlin Choristers	Oberlin	The Richard R. Hallock Foundation	5,000	2002	For concert series
Fireland Symphony Orchestra	Milan	The Sidney Frohman Foundation	5,000	2002	For educational programs
Pomerene Center for the Arts	Coshocton	Schooler Family Foundation	2,500	2002	For Historic Homes Photography Project

Selected Grants from Foundations Outside Ohio to Nonprofit Arts Groups in Ohio

Recipient Name	City	Grantmaker	State	Amount	Year	Description
Musical Arts Society—Cleveland Orchestra	Cleveland	The Kresge Foundation	MI	\$600,000	2002	For challenge grant for renovation of Blossom Music Center, outdoor pavilion facility
Cleveland Museum of Art	Cleveland	The Freeman Foundation	NY	267,019	2002	For grant made through Asian Art/Educational Outreach Initiative
Dayton Contemporary Dance Company	Dayton	The Ford Foundation	NY	107,167	2002	To strengthen fundraising capacity
Columbus Museum of Art	Columbus	The Henry Luce Foundation	NY	50,000	2002	For exhibition and catalog, <i>Claude Ragué Hirst: Transforming American Still Life</i>
Victoria Theater Association	Dayton	Emerson Charitable Trust	MO	28,500	2002	For general support
Wexner Center Foundation	Columbus	AT&T Foundation	NY	25,000	2002	For season support at Wexner Center
Cincinnati Institute of Fine Arts	Cincinnati	J. Paul Getty Trust	CA	25,000	2002	For conservation survey of permanent collections in Taft Museum of Art
Culture Works: The Arts and Cultural Alliance of the Miami Valley	Dayton	BANK ONE Foundation	IL	20,000	2002	Continuing support
Friends of the Cleveland School of the Arts	Cleveland	AHS Foundation	MN	16,000	2003	For general support
Youngstown Symphony Society	Youngstown	Dominion Foundation	PA	15,000	2002	For capital improvements
K12 Gallery	Dayton	MetLife Foundation	NY	15,000	2002	For arts education programs
Lima Symphony Orchestra Association	Lima	Ford Motor Company Fund	MI	12,000	2002	n/a
Contemporary Arts Center	Cincinnati	Gannett Foundation	VA	10,000	2002	For capital campaign for opening of new downtown center
Ballet Metropolitan	Columbus	The J. P. Morgan Chase Foundation	NY	10,000	2002	Continuing support
Contemporary American Theater Company	Columbus	The Shubert Foundation, Inc.	NY	10,000	2003	For general/operating support
Fine Arts Fund	Cincinnati	Burleigh Family Foundation	KY	5,000	2002	For unrestricted support
Ukrainian Museum—Archives	Cleveland	The Heritage Foundation of First Security Federal Savings Bank, Inc.	IL	2,500	2002	For unrestricted support

FOR MORE INFORMATION

For additional information about arts grantmaking, visit the Foundation Center—Cleveland. At the Foundation Center's Web site, refer to the topical resource list (www.fdncenter.org/learn/topical/arts.html) and "Highlights" from our research publication, *Arts Funding IV*, found in *Funding Trends and Analysis* (www.fdncenter.org/research/trends_analysis/). More information can also be found at the Grantmakers in the Arts Web site (www.giarts.org).



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