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.

COMMUNITY PARTNERSHIP FOR ARTS AND CULTURE

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

A VISUAL ARTS, CRAFT AND DESIGN INDUSTRY STUDY

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

Survey responses describing Cleveland’s arts scene

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.

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.

Forming Cleveland

Both qualitative and quantitative 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.

Forming Cleveland
**Market Perception**

<table>
<thead>
<tr>
<th>Percentage of Respondents</th>
<th>Amount of Money Earned Per Art Display, All Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>$5,000 - $9,999</td>
</tr>
<tr>
<td>1%</td>
<td>$10,000 - $19,999</td>
</tr>
<tr>
<td>5%</td>
<td>$20,000 - $29,999</td>
</tr>
<tr>
<td>8%</td>
<td>$30,000 - $39,999</td>
</tr>
<tr>
<td>15%</td>
<td>$40,000 - $49,999</td>
</tr>
<tr>
<td>15%</td>
<td>$50,000 - $59,999</td>
</tr>
<tr>
<td>10%</td>
<td>$60,000 - $69,999</td>
</tr>
<tr>
<td>5%</td>
<td>$70,000 - $79,999</td>
</tr>
<tr>
<td>3%</td>
<td>$80,000 - $89,999</td>
</tr>
<tr>
<td>3%</td>
<td>$90,000 or more</td>
</tr>
</tbody>
</table>

**Exporting art is more profitable**

- Loss Less than $99: 23%
- Loss $100-$199: 18%
- Loss $200-$499: 18%
- Loss $500-$999: 16%
- Loss $1,000-$1,999: 7%
- Loss $2,000-$2,999: 6%
- Loss $3,000-$3,999: 3%
- Loss $4,000-$4,999: 2%
- Loss $5,000-$5,999: 1%
- Loss $6,000-$6,999: 0%
- Loss $7,000-$7,999: 0%
- Loss $8,000-$8,999: 0%
- Loss $9,000-$9,999: 0%
- Loss $10,000 or more: 0%

**Employment**

- Jobs declined from 2006 to 2012: 31.4%
- Jobs grew from 2011-2012: 1.7%
- Jobs accounted for through the total economic impact of the visual arts, craft and design sector: 9,707
- 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: 4,460
- Seemingly small growth outpaced state (decline) and nation (stagnant): 3,677

**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**

Highest Median Wages

- Design, décor, landscape architects: $67,300
- Painters, except decorative and commercial: $31,300

Lowest Median Wages

- Painters and other artists and related workers: $23,040
- Crafsmen and other workers, except artists and related workers: $22,710

**Case Studies**

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