## ART COLUMBUS MAKES MAKES COLUMBUS ART



Greater Columbus Arts Council

### ColumbusMakesArt.com #artmakescbus

## Advocacy Collaboration

Expertise

- •\$7.8 million budget
- •84 organization grants
- •203 artist grants
- •2,825 artists and 5,169 jobs supported
- •7,405 volunteers engaged
- •508,000 school children served
- •4.4 million instances of audience participation at GCAC grantee events
- •\$1=\$31.34
- Producers of the Columbus Arts Festival

ART COLUMBÜS MAKES MAKES COLUMBUS ART

# Marketing Campaign

- Largest public/private partnership to market the arts in Columbus history
- \$2.5+ million investment over 5 years

COLUMBUS

- 350 million earned media impressions
- \$9.1 million in publicity value
- ColumbusMakesArt.com website with artist stories and event calendar



### **Billboard project features paintings of 5 central Ohio artists**



#### MOST POPULAR

- 1 Powell rallies around teens' families Jul 19 at 6:03 AM
- 2 Ex-jail worker resigns after allegation of sex with inmates Jul 18 at 7:01 AM

3 Two Olentangy Liberty students killed





CODY F. MILLER

ColumbusMakesArt.com/ArtPop







About v 2017 Artists v Stages Partners Sponsors Info for Artists

# **2017 Artists**

### **2017 ARTISTS**

All	Digital Art	Drawing/pastel	Glass/ceramics	Ironwork	Luthier	Mixed Media	Painting	Paper/fiber	Photography	Printmaking	Sculpture	
-----	-------------	----------------	----------------	----------	---------	-------------	----------	-------------	-------------	-------------	-----------	--



Laura Alexander

Tom & Deb Baillieul

Mary Barczak

# The Future

- Continued community collaboration
- Increased public funding
- More public art

٠

COLUMBUS

- More national attention on Columbus arts and artists
- Ongoing efforts to draw cultural and other kinds of conferences for economic development
  - 2018 Women's Final Four Basketball; 2019 American Society of Association Executives