Regional Distribution of the Economic Impacts of

Cincinnati Arts and Cultural Organizations

Prepared for the

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Executive Summary

The economic benefits of Greater Cincinnati arts and culture organizations extend throughout the Cincinnati Region. Counties in the region are linked economically, a fact illustrated by commuting patterns. From 20-70 percent of residents in counties around Hamilton County are employed in Hamilton County. The $186 million economic impacts of Greater Cincinnati arts and culture organizations estimated by the University of Cincinnati Economics Research Group can be distributed among the eight counties defined by the Regional Cultural Plan. These counties include Butler, Clermont, Hamilton, and Warren in Ohio, Boone, Campbell, and Kenton In Kentucky, and Dearborne in Indiana. The distribution is based on regional patterns of residence and employment.

The greatest portion of these impacts falls on Hamilton County, which receives an estimated $63.5 million in business sales impacts, $43 million in direct household earnings impacts, and $26 million in indirect household earnings impacts. Other counties receive an estimated $2 million to $11 million of business sales impacts and about $1 million to $5 million in direct and indirect household earnings impacts. Estimates of local jurisdiction tax collection impacts from Greater Cincinnati Arts and Cultural organizations range from $40 thousand in Dearborne County to $2 million in Hamilton County.

Arts and cultural organizations have direct benefits for people who participate in those activities. Based on patterns of residence of members of Greater Cincinnati arts and cultural organizations, it is clear that participants in Greater Cincinnati arts and cultural activities live throughout the metropolitan area. Economic benefits of arts and cultural organizations also include “non-market” benefits, such as creating a cultural legacy for the children of area residents, enhancing the image of the region, adding to the quality of education, and attracting employers to the region. Studies have indicated that the value of arts and culture institutions to residents of a region is greater than the amount of taxes that are paid to support those institutions.

Arts and cultural attractions can draw tourists to the region. A regional approach to arts and culture planning could help to steer tourists to cultural sites in surrounding areas that they might not otherwise include in their travel plans. A regional arts and cultural planning body in California has developed a promotion for highlighting cultural sites throughout the state. This project was supported by the National Endowment for the Arts as a national model and has been awarded N.E.A. grants. A regional plan should make sure that arts and cultural attractions are broadly enough defined to include all potential sites and events that may be of interest to cultural travelers and residents alike.