



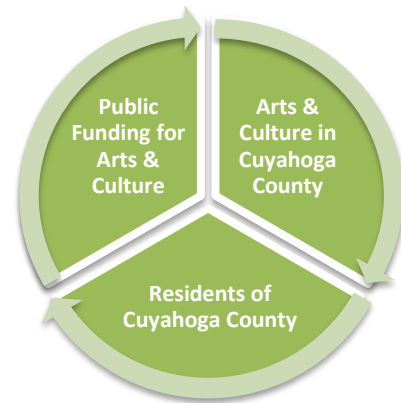
## Infinite Stories: Bridging the Public Funding Awareness Gap

**While programs funded by Cuyahoga Arts & Culture are reaching thousands of Cuyahoga County residents each year, an awareness gap exists in our community.** A key finding of our recent community survey indicates that while 68% of residents think it is extremely or very important to provide some public funding to arts and cultural organizations in Cuyahoga County, only 31% have heard of CAC.\*

As a CAC cultural partner, you have a strong relationship with residents who value and engage with your organization. Connecting the benefit those Cuyahoga County residents receive from your work with the funding CAC provides is crucial in demonstrating the value of public funding for arts and culture in our community.

### How can you raise awareness in your community?

Read below to learn how cultural partners are telling their CAC story to their staff, board, audiences, members, visitors and more.



## Use Data to Bring Your CAC Story to Life



At **Beck Center for the Arts**, president and CEO Cindy Einhouse used the organization's data from the Cultural Data Project to determine that funding from Cuyahoga Arts & Culture has led to a 30% increase in attendance at their organization.

She shares this fact when telling her CAC story to communicate the value of public funding in a compelling way.

## Partner With CAC to Accomplish More

The 39<sup>th</sup> annual **Cleveland International Film Festival (CIFF)** brought more than 100,000 people to downtown Cleveland. This year, CAC worked with CIFF to identify ways to support and expand upon its promotional plans and effectively connect Festival-goers to CAC.

- CIFF included a brief article about CAC support for the Festival in its e-newsletter
- CIFF and CAC worked together to create marketing tools about the impact of CAC's funding, including a pre-screening slideshow
- CIFF distributed CAC tote bags, pens, and other crediting tools at the event
- CAC promoted CIFF events on [cacgrants.org/events](http://cacgrants.org/events) and through its social media channels
- CAC staff spoke at the Festival's closing night ceremony



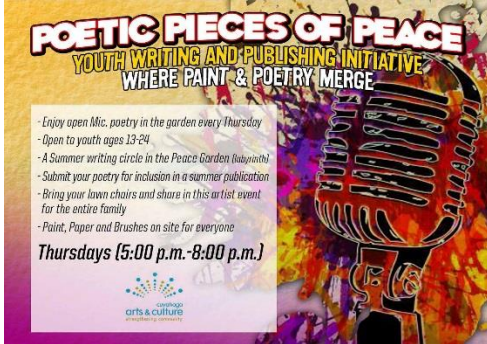
\*Source: TRIAD Research Group, "Cuyahoga Arts & Culture Awareness Survey," December, 2014.

## Bring Your Board & Staff into the Conversation

**Hospice of the Western Reserve** invited CAC staff to speak at a recent meeting of their board of trustees.

In just a few minutes, CAC staff shared about why funding from CAC is different and reinforced the connection between public funding and the mission of Hospice of the Western Reserve. Board members were quickly educated and empowered to spread the word about public funding for arts and culture in our community.

## Use CAC's Free Tools



**Cleveland UMADAOP** took advantage of a number of CAC tools to connect residents to CAC in each element of their CAC-funded project, *Poetic Pieces of Peace*. Here are a few of the steps they took to raise awareness and connect CAC to their community:

- Requested CAC yard signs to display prominently at the venue
- Created effective talking points to educate attendees
- Incorporated CAC's logo frequently in a take-away calendar that featured work developed during the CAC-funded project

## Speak So You're Heard

Chris Ronayne, president of **University Circle, Inc. (UCI)**, has developed simple and effective talking points that engage the diverse community at WOW! Wade Oval Wednesday's, their weekly summer concerts.

By educating the audience about the existence of public funding and connecting the summer concert series to support from CAC, he shares the impact funding has had not only on UCI, but on the residents of Cuyahoga County and the entire community.



## Be Creative! Tell Your CAC Story

No one knows your community better than you, and we're counting on you to help raise awareness among your visitors, audiences, program participants and attendees, as well as your staff, board, volunteers and others.

It is more than simply including CAC's logo on your materials. Let your community know what a difference funding from Cuyahoga Arts & Culture has made on your organization's ability to carry out its mission and offer the programs they value and enjoy.

View a list of high-impact ideas to help you get started at [www.cacgrants.org/takeaction](http://www.cacgrants.org/takeaction).

**Questions? Contact us! We look forward to working together.**  
*Contact your program manager for more information.*

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