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The Value of Arts as a Catalyst for Community and Economic Development

OKI Regional Planning Forum

June 10, 2025

Jay Dick, Americans for the Arts



What do you think about when you hear the word “arts”?

Arts are for the Elites

Arts are for Urban Areas

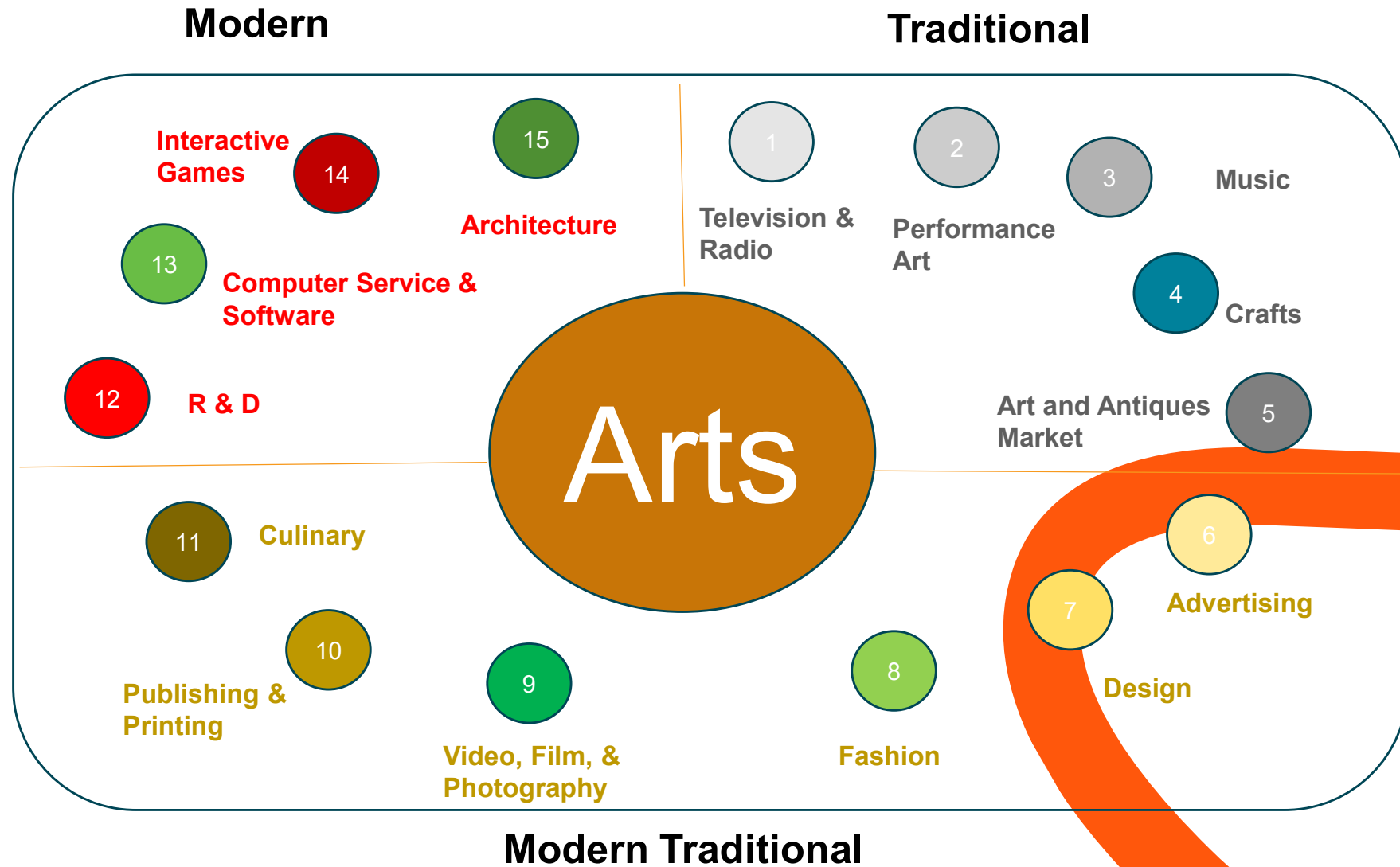
Arts do not exist in rural areas



Reality of What the Arts Does



The Creative Economy Ecosystem





Arts = \$1.2 Trillion Industry

Retail \$1,772,379,800,000



Construction \$1,220,564,800,000



ACPSA Total \$1,169,753,739,000



Transportation \$943,735,500,000



Utilities \$446,513,900,000



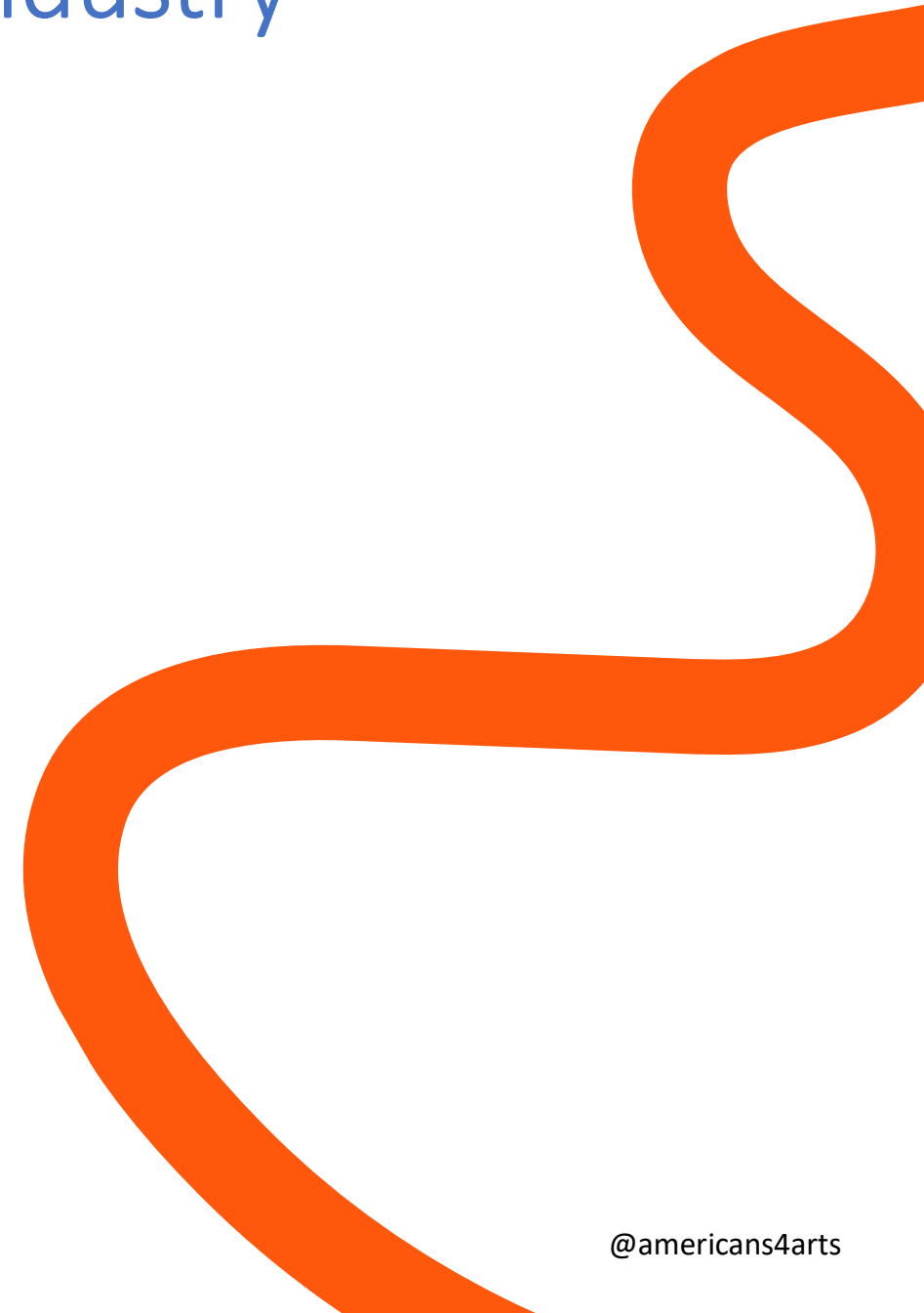
Mining \$411,752,800,000



Education Services \$312,038,300,000



Agriculture and Forestry \$274,179,300,000



OKI Arts & Cultural Production 2023

KENTUCKY	
Total Value Added	\$6,917,596,000
Arts and Cultural Share	2.5%
Total Jobs	51,094
Total Compensation	\$3,267,630,000

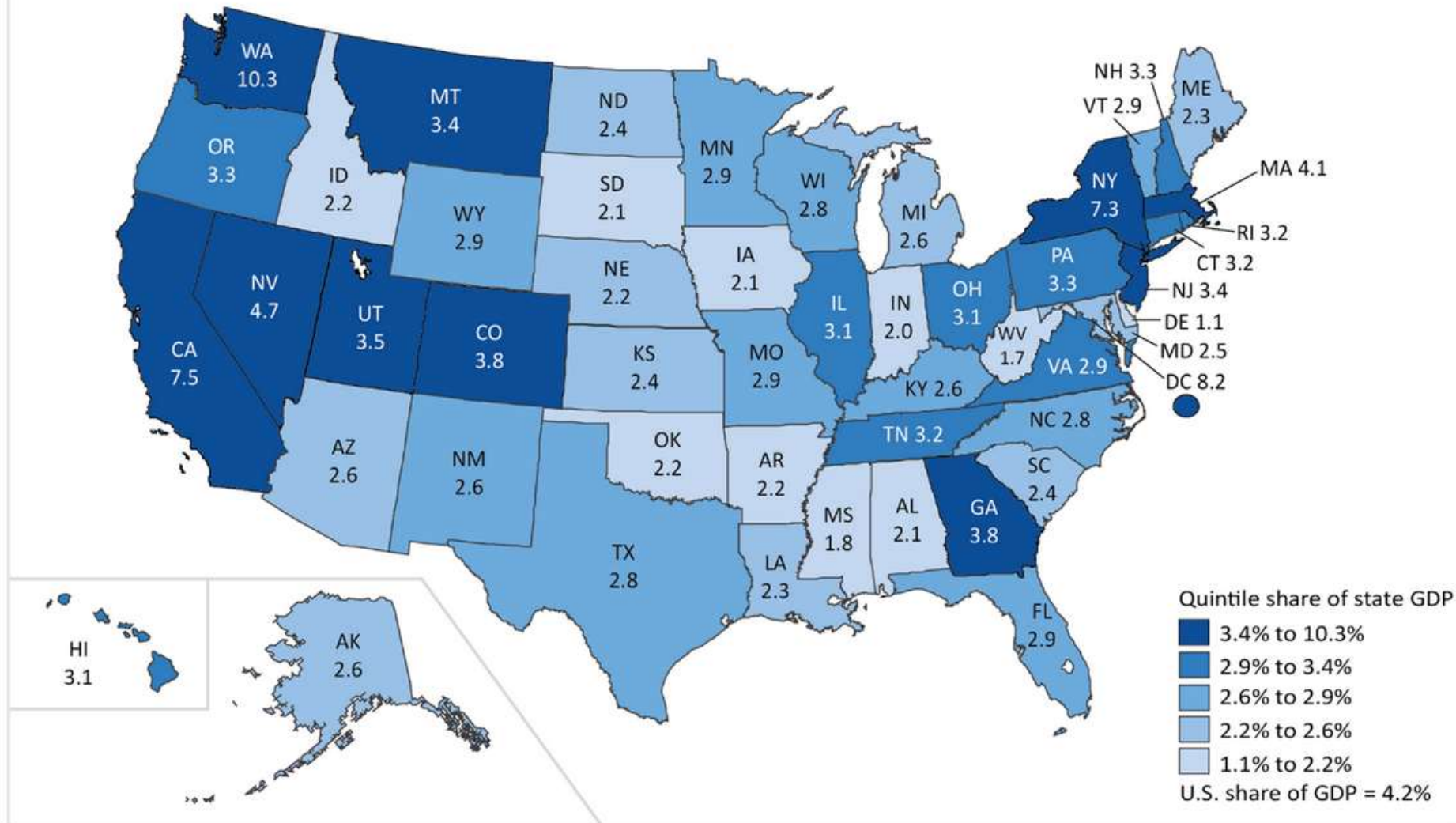
OHIO	
Total Value Added	\$26,120,418,000
Arts and Cultural Share	3.0%
Total Jobs	150,783
Total Compensation	\$11,284,501,000

INDIANA	
Total Value Added	\$10,089,031,000
Arts and Cultural Share	2.0%
Total Jobs	92,643
Total Compensation	\$5,535,289,000

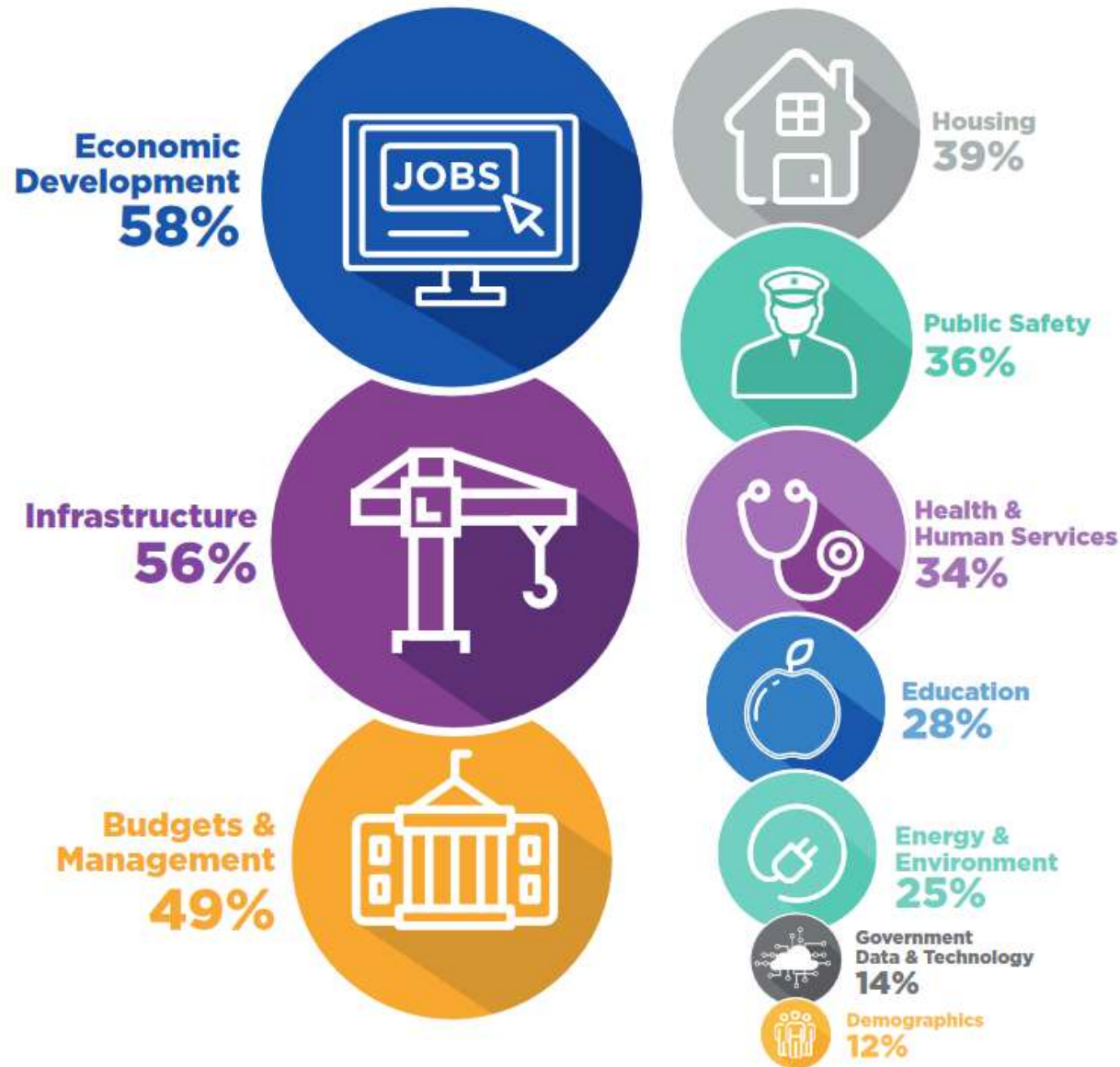
www.nasaa-arts.org/nasaa_research/Creative-Economy-State-Profiles/

Arts = Economic Development

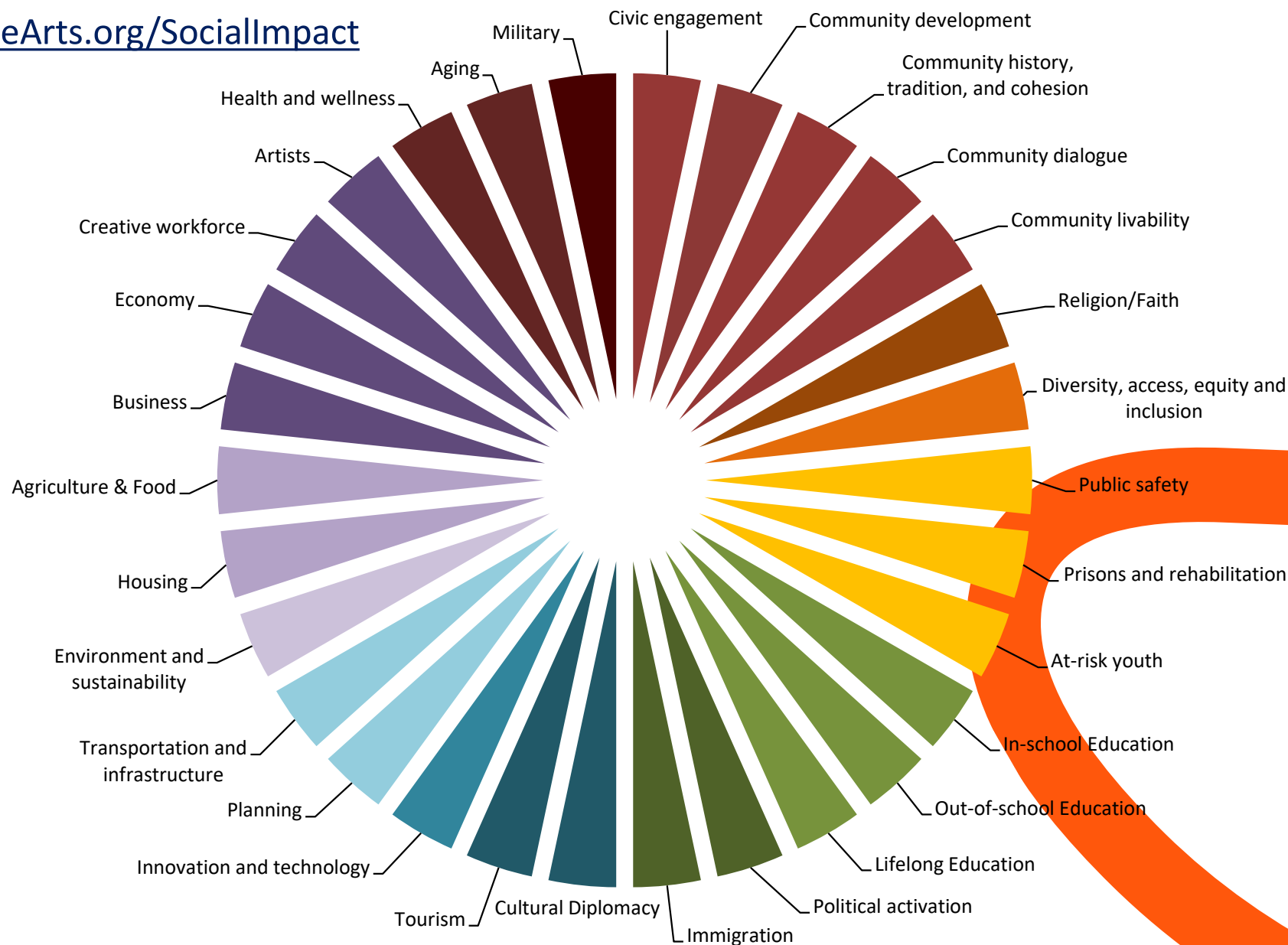
Arts and Cultural Value Added: Share of State GDP, 2020



Stakeholders Must Care About Your Topic



Creative Economy Topics





Community Development

Arts Based Community Development (creative placemaking) seeks more healthier, more vibrant, and more equitable places.

Research shows that communities with a vibrant cultural scene are more desirable to live in, have greater economic stability and attract a more diverse and educated work force.



Community Development

When a community struggles with social concerns, arts projects can foster cooperative dialogue and bring about solutions and change.

The arts drive an increased tax base, stronger social networks, and community cohesion, reduced health risks, higher empathy, and more community pride.

Community Development

105% INCREASE IN REVENUE

Art and community development results in greater tax revenues. The downtown Phoenix creativity hub yielded a 105 percent increase in tax receipts, compared to a city-wide decline of 1.04 percent.¹

ARTS MAKE PEOPLE LOVE WHERE THEY LIVE

Love for your community leads to economic growth. Data from a three-year study show a significant link between resident attachment and local GDP growth, with the arts as a critical component.²

ARTS-RICH NEIGHBORHOODS 1.6X MORE CONNECTED

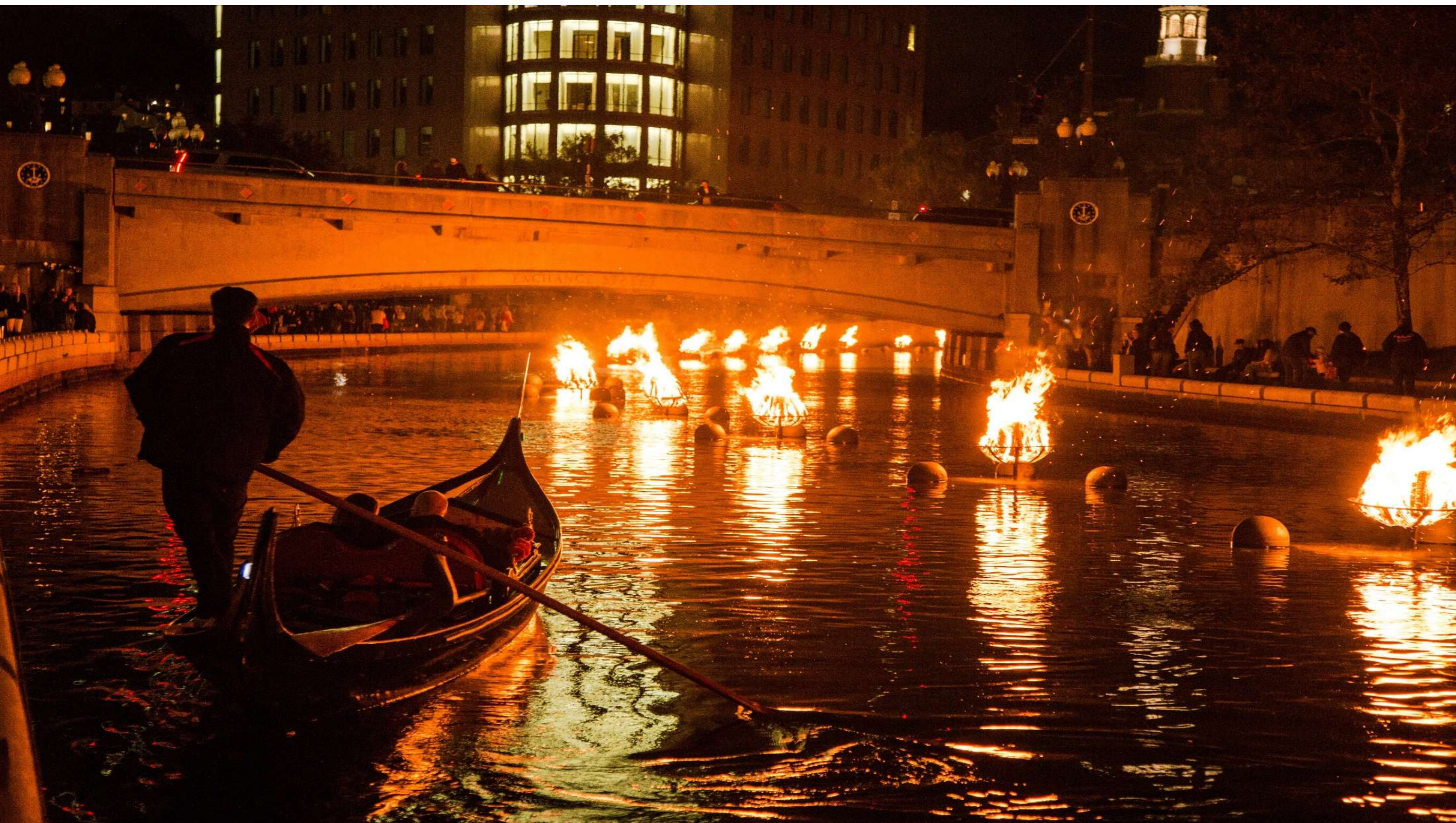
Art and community development strengthens social networks. Residents living on a block where community-based art projects took place were 1.6 times more likely to report they felt more connected to the neighbors.³

86% OF ARTS PARTICIPANTS MORE INVOLVED IN CIVIC ISSUES

Arts activities increase residents' interest in getting involved in local issues and projects. Eighty-six percent of participants who took part in community-based art want to be involved in future projects, and people living where these art projects occurred were more than twice as likely to be civically engaged as those whose neighborhoods did not have projects.⁴

5-10% INCREASE WITH ARTS ACTIVITIES

Neighborhoods with more arts activities see increases in housing, population, and school test scores along with a decrease in crime. A five-year study of low-income Chicago neighborhoods shows 5-10 percent improvements in each category in neighborhoods with high arts activities.⁵



Providence, RI's WaterFire



Paducah, KY's Lower Town





Paducah, KY's Lower Town

Paducah is a city of 26,000 with an average household income of \$42,000 located in Southwest Kentucky. Two-hour drive North from Nashville.

Problem: Lower Town, an area of the city, was overrun with blighted homes and properties causing people to move out and property taxes to decrease.



Paducah, KY's Lower Town

Solution: Artist Relocation Program. Worked with banks and the city to provide low interest loans to artists to buy (not rent) and remodel homes to turn into galleries/homes and live for at least 5 years.

Highly successful and now on its third iteration.

Now Lower Town is a highly sought after area of Paducah to live, work and play generating substantial tax revenue.

Paducah, KY's Lower Town





Boosting Your Local Economy

Rebirth, Renew, Revitalize: The Arts are Key Economic Engines to get your economy moving!

Revitalization Starts at the Top

If your elected leaders doesn't get it, show them a thriving community and have them meet with the leaders that understands fully the power of the Arts and Economic Development.

- United States Conference of Mayors' Tourism, Arts, Parks, Entertainment and Sports Committee
- National Association of Counties' Arts and Culture Commission

**CULTURE IS THE HEARTBEAT
OF COMMERCE!**

Civic Pride

- Community
- Volunteer
- Events: **INCLUDE ART** Music, Theatre, Visual Arts, Poetry, Photography, Dance.....



**Americans
for the Arts**

Rebranding Civic Pride, One Campaign at a Time

"It's All Here Under the Lampposts!"

-- Mayor Eugene Foulcard





The Arts and Business

2/10 Top Skills for the Next
Generation of Employees:

Creativity

Innovation

@americans4arts
AmericansForTheArts.org

THE CONFERENCE BOARD 

Ready to Innovate

RESEARCH REPORT
R-1424-08-RR



Are educators and
executives aligned on
the creative readiness
of the U.S. workforce?

Trusted
Insights for
Business
Worldwide







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@americans4arts

AmericansForTheArts.org



Regional Perspectives of the Arts contributing to Community and Economic Development

Margaret O’Gorman
Blue Ash
Parks & Recreation

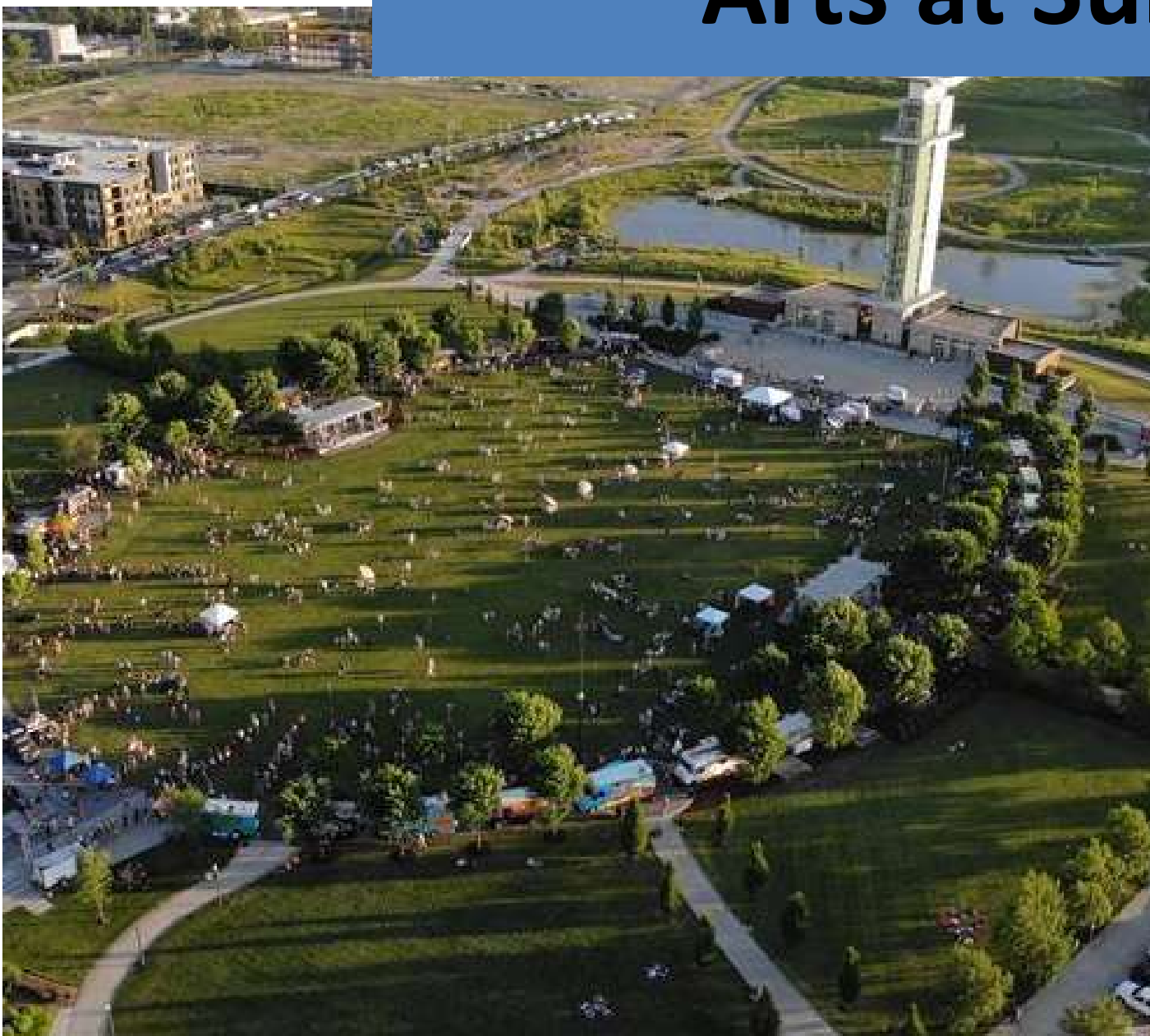
Tom West, AICP
City of Covington
Economic Development

Stephanie Collins
Westwood Works

Liz Hayden
City of Hamilton
Community & Economic
Development



Arts at Summit Park



Arts at Summit Park



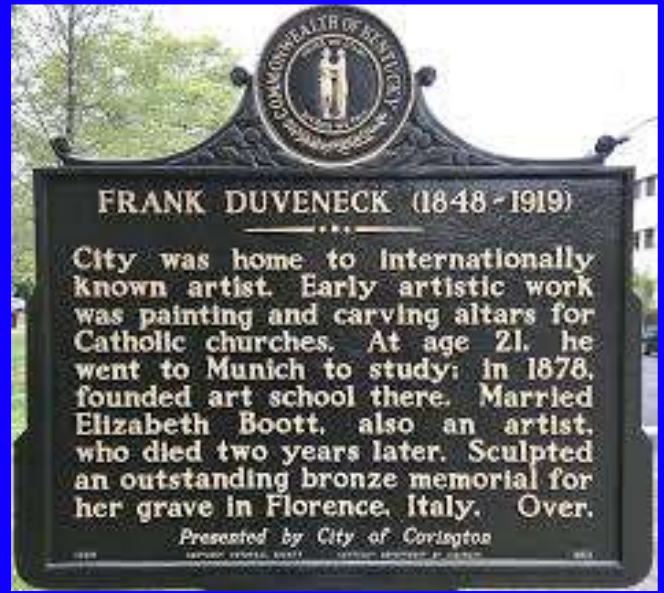
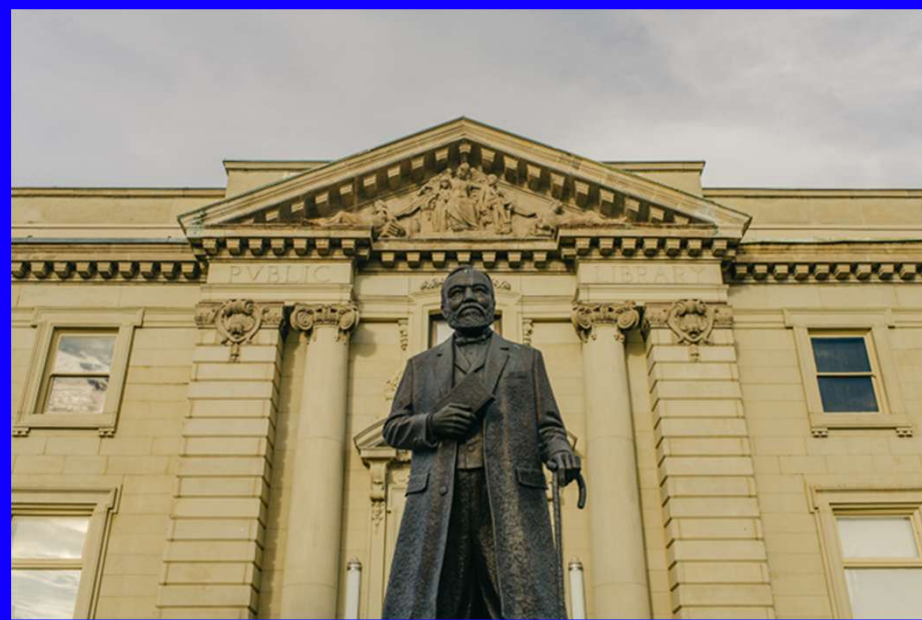
Nature Park Performances



Other Arts Experiences



Covington's Long History with Art



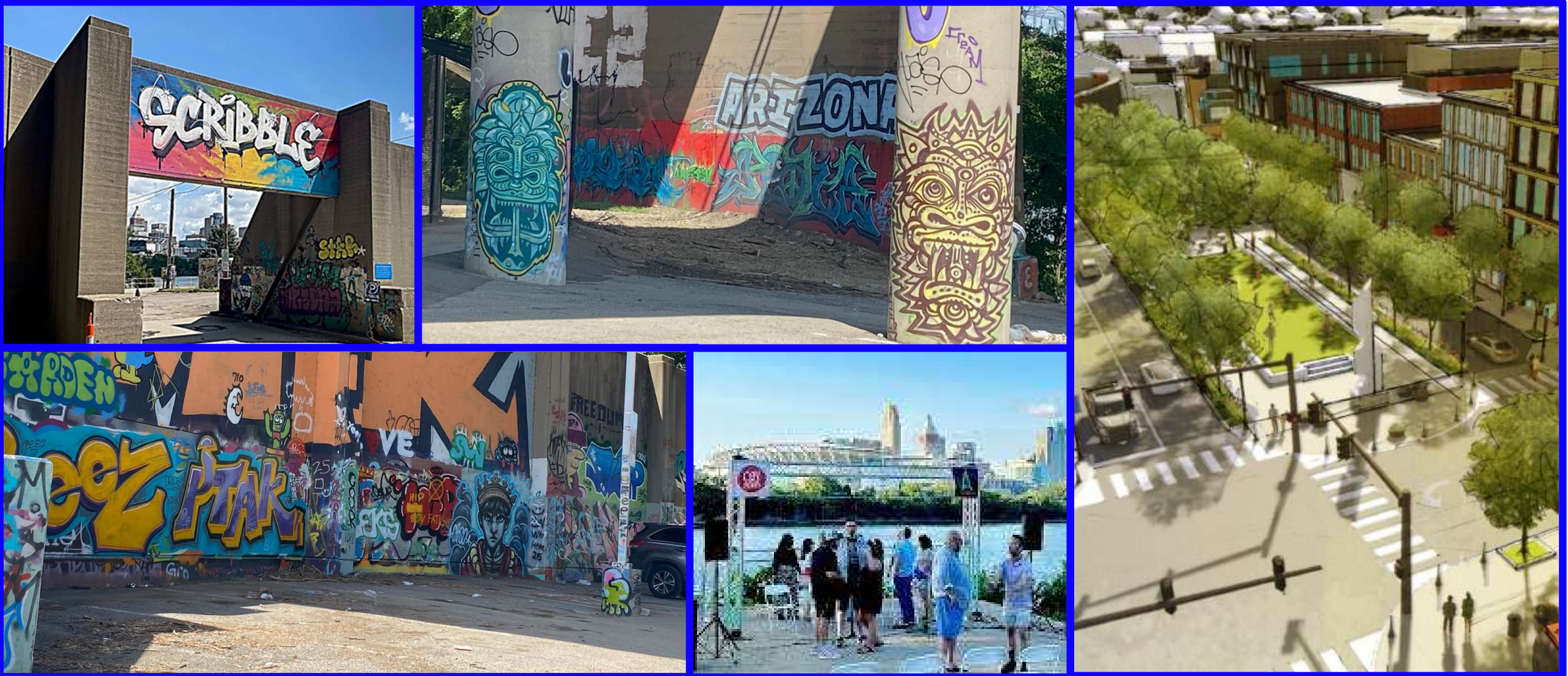
Covington's Recent History with Art



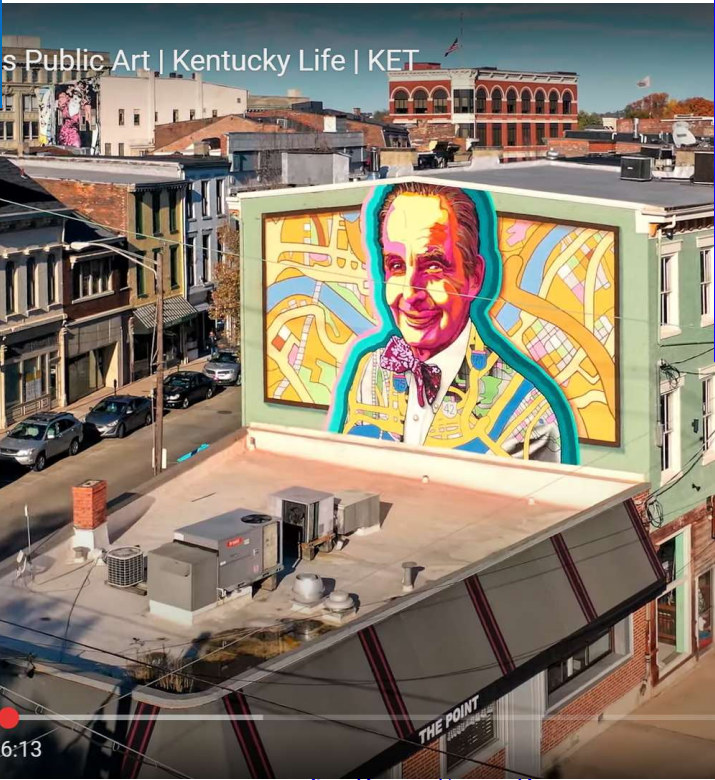
Covington's Current Art Focus



Covington's Current Art Focus



Building Our Rep



5/29/25, 1:14 PM

Covington-based mural group brings a first-of-its-kind immersive experience to the city - NKYTribune

GOVERNMENT

Covington-based mural group brings a first-of-its-kind immersive experience to the city

🕒 October 6, 2024

A photograph of a mural titled 'The Wenzel House'. It depicts a street scene with a large, detailed mural of a house and a man's face. The mural is on the side of a building in a narrow alleyway.

The "Wenzel House" mural in Covington's Tobacco Alley (Photo from Immersion Alley)

Covington's newest art collective, Immersion Alley, is taking the idea of a mural to the next level. "The Wenzel House" is much more than just a large image on a building: It is a hyper realistic, fine art experience with interactive doors, 3D elements, and multiple scavenger hunts.

"The Wenzel House" will occupy both sides of Tobacco Alley up to Electric Alley, off Madison Avenue. When patrons visit local businesses like Wenzel Whiskey and the Pickle Factory, instead of walking down a

<https://nkytribune.com/2024/10/covington-based-mural-group-brings-a-first-of-its-kind-immersive-experience-to-the-city/>

2/10





westwood works

PUBLIC ART





WESTWOOD ART SHOW & WESTWOOD SECOND SATURDAYS



MUSIC



MUSICIAN SPOTLIGHT

SONS OF SILVERTON

WESTWOOD SECOND SATURDAY - CURBED, AUGUST 14



DEVELOPMENT



Hamilton's Arts Renaissance



Art as Downtown Revitalization

RiversEdge Amphitheatre - 2012



Art as Downtown Revitalization

Artspace Hamilton Lofts - 2016



Art as Downtown Revitalization

StreetSpark - 2016-2019



Art as Community Development

Neighborhood Art - 2020 - Present



Art as an Ecosystem



Gabaway to Hamilton sculpture before its unveiling.



Art as an Ecosystem

Create spaces for artists to live and
opportunities for artists to work



Art as an Ecosystem

Everyone is an Artist





Regional Perspectives of the Arts contributing to Community and Economic Development

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Blue Ash
Parks & Recreation

Tom West, AICP
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Economic Development

Stephanie Collins
Westwood Works

Liz Hayden
City of Hamilton
Community & Economic
Development



OKI and Water

David Rutter

drutter@oki.org

June 10, 2025



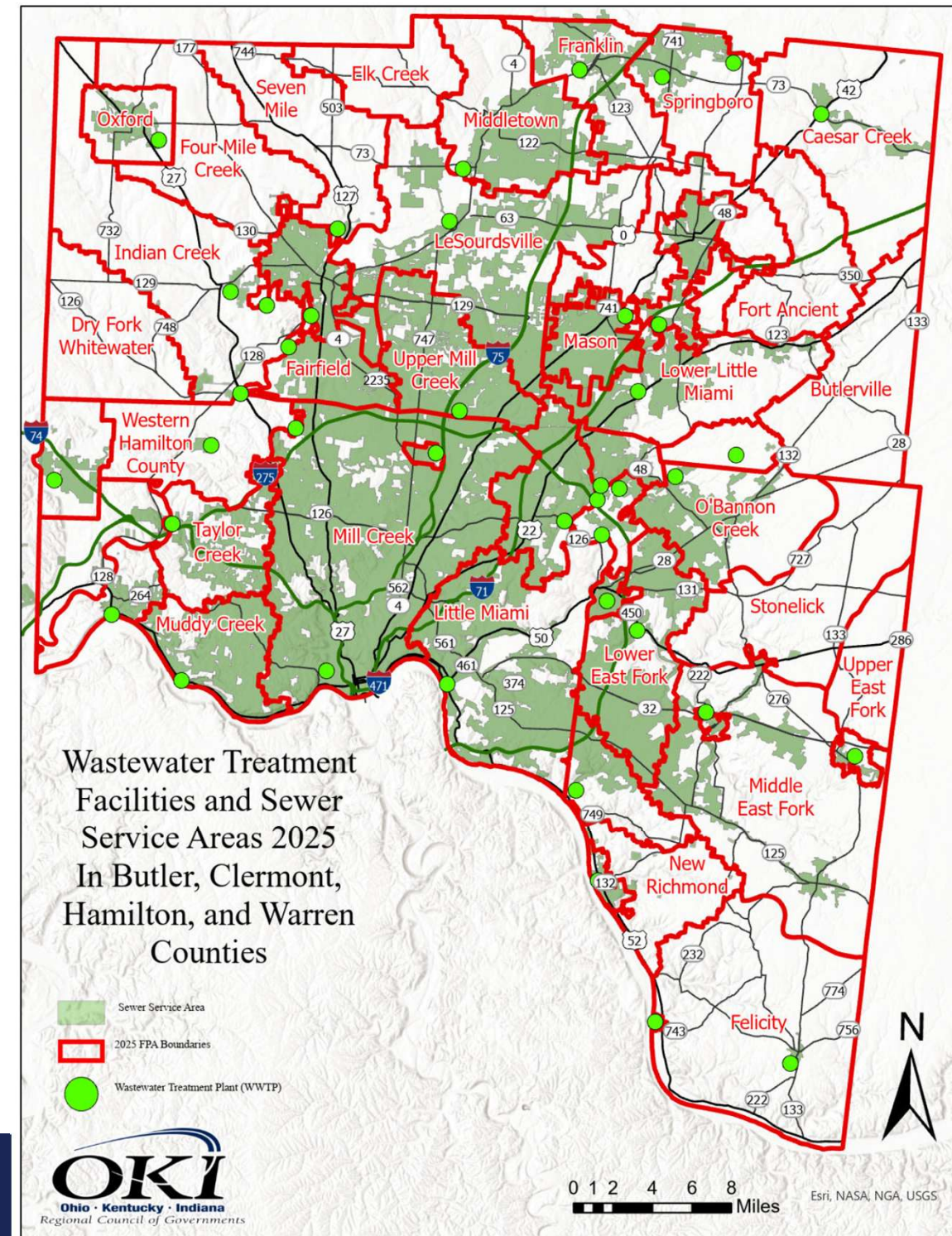
About OKI

OKI is a service agency and a forum for local governments and communities to share transportation, environmental, economic and other challenges for which causes and solutions cross political boundaries.

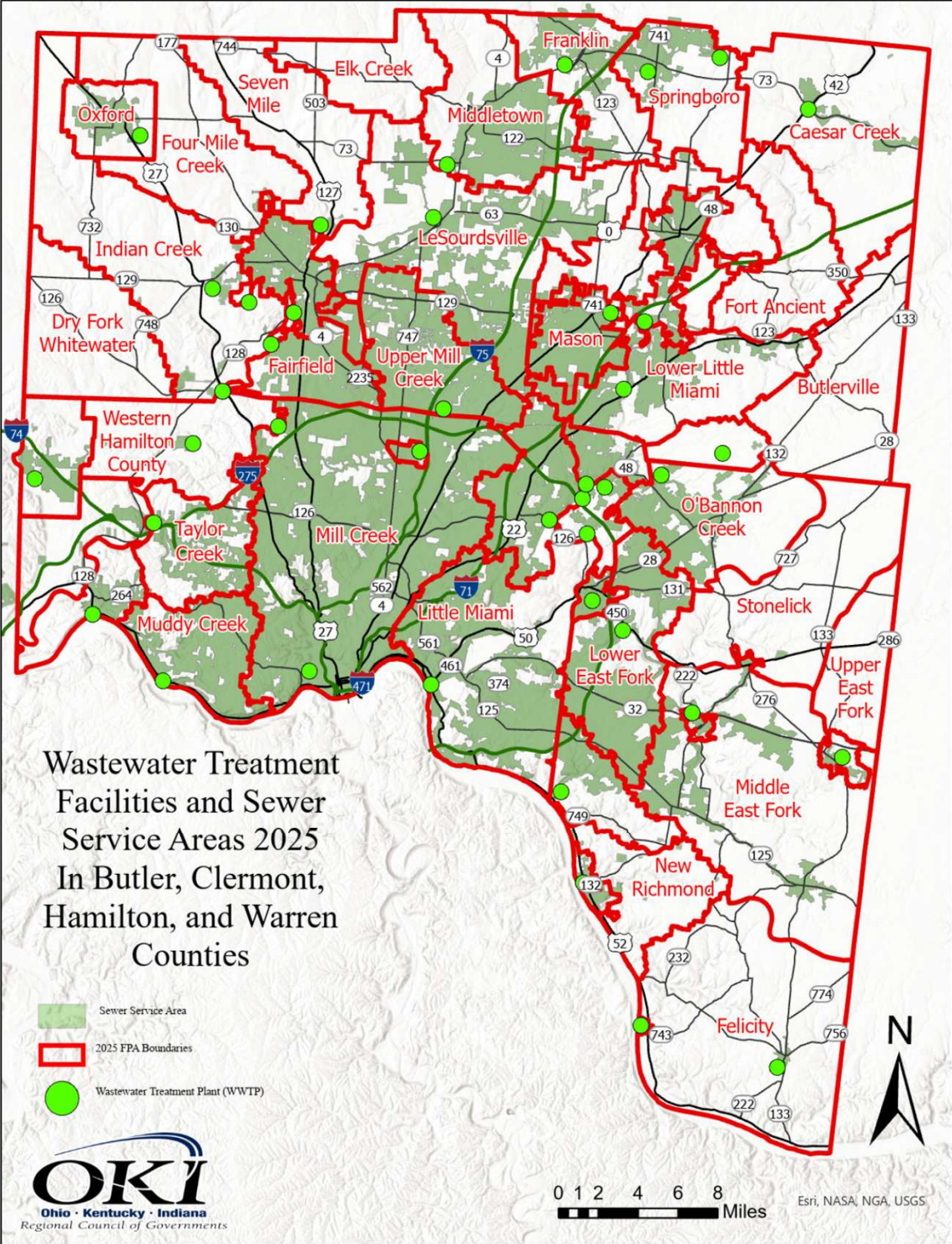


OKI Areawide Overview

- Federally mandated
- Original plan adopted in 1977 updated in 2011
- Only applies in Ohio
- Funding mix of State and federal dollars
- Primary focus is on waste water planning
- Permits To Install (PTI) can only be issued for projects consistent with the 208 plan



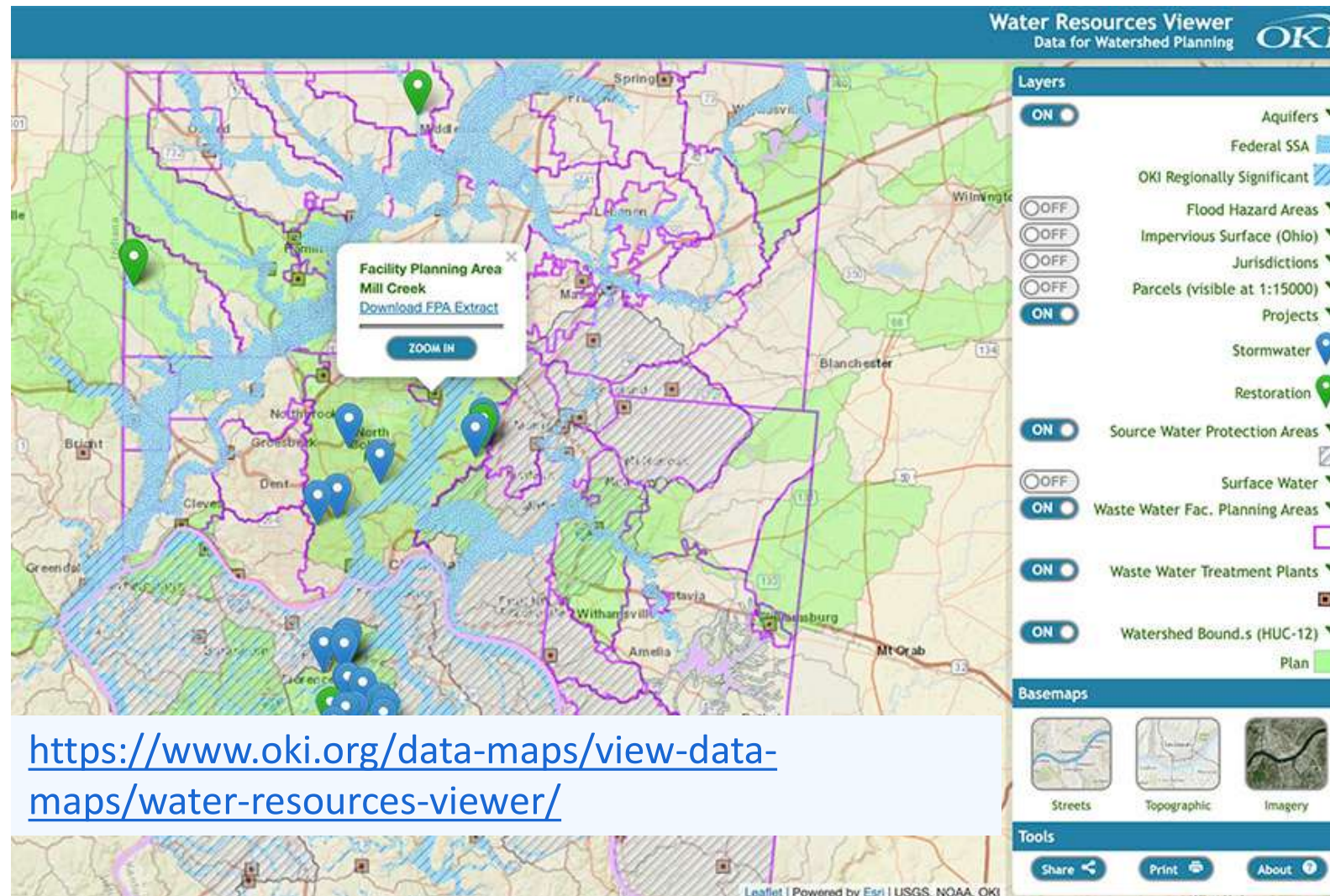
Facility Planning Areas (FPAs)



New OKI 208 Consistency Tool

<https://apps.oki.org/fpa/>

Water Resources Viewer





Southwest Water Study

Mercer and Auglaize Counties - Part of Dayton Comprehensive Economic Development Area, overlaps with Northwest Ohio Water Study.

Logan and Fayette Counties - Regional Jobs Ohio plan, overlaps with Central Ohio Water Study.



Next Regional Planning Forum

October 14, 2025

www.rpf.oki.org/

