



TRUST FOR CULTURAL RESOURCES

333 WEST WASHINGTON STREET, SUITE 130, SYRACUSE, NY 13202
PHONE: 315.435.3770 • FAX: 315.435.3669 • SYRACUSECENTRAL.COM

Regular Meeting Agenda September 7, 2022

8:30 A.M. Call to Order

- A. Approval of Minutes- June 6, 2022
- B. Treasurer's Report
- C. Payment of Bills
- D. Conflict of Interest Disclosure

1. CNY Arts Project Update

Representative: Stephen Butler, CNY Arts, Executive Director

Adjourn

**TRUST FOR CULTURAL RESOURCES OF
THE COUNTY OF ONONDAGA
Regular Meeting
June 8, 2022**

A regular meeting of the Trust for Cultural Resources of the County of Onondaga was held on Wednesday, June 8, 2022 at 333 West Washington Street.

Trustee Greg Lancette called the meeting to order at 8:39 am with the following:

PRESENT:

Greg Lancette
Robert Petrovich
Leslie Garcea
Ryan Smith

ABSENT:

Regina McArthur

ALSO PRESENT:

Robert Petrovich, Executive Director
Nancy Lowery, Secretary
Nathaniel Stevens, Treasurer
Karen Doster, Recording Secretary
Alexis Rodriguez, Economic Development
Matthew Pelligra, Economic Development
Chris Andreucci, Harris Beach
Ruthnie Angrand, Juneteenth Cultural Festival
Fanny Villarreal, Latino Americano Festival, Inc.
Tom Law, Syracuse Resident

APPROVAL OF REGULAR MEETING MINUTES – MARCH 9, 2022

Upon a motion by Leslie Garcea, seconded by Ryan Smith, the CRT Board approved the regular meeting minutes of March 9, 2022. Motion was carried unanimously.

TREASURER’S REPORT

Nate Stevens gave a brief review of the Treasurer’s Report for the month ending May 2022.

Upon a motion by Ryan Smith, seconded by Leslie Garcea, the CRT Board approved the Treasurer’s Report for the month of May 2022.

PAYMENT OF BILLS

Nate Stevens gave a brief review of the Payment of Bills, Schedule #54.

Upon a motion by Leslie Garcea, seconded by Ryan Smith, the CRT Board approved the Payment of Bills, Schedule #54 with General Expenses being \$110,522.97. Motion was carried unanimously.

CONFLICT OF INTEREST DISCLOSURE

A roll call was done asking Board members to recognize any conflicts.

Robert Petrovich – No conflicts

Leslie Garcea – No conflicts

Ryan Smith – No conflicts

Greg Lancette – No conflicts

Nathaniel Stevens – No conflicts

Karen Doster – No conflicts

Nancy Lowery – No conflicts

JUNETEENTH CULTURAL FESTIVAL

Ruthnie Angrand stated Juneteenth is the celebration of the emancipation of black Americans from slavery on June 19, 1865. She stated it happened nearly 2 years after Abraham Lincoln signed the Emancipation Proclamation declaring all slaves free. She stated it took couriers and the union army working its way through the south until they arrived at Galveston Texas to tell the last confederate outpost that slavery was outlawed. She stated Juneteenth is celebrated for more than one reason. She stated it freed slaves but it actually abolished slavery in perpetuity so it wasn't just black people, all people are free. She stated second it required people be paid for their wages so that was the beginning of the opportunity to begin building wealth. She stated third it really is the beginning of black citizenship because it was during that war that black Americans were able to join the army. She stated they became participants of the emancipation process. She stated many people call Juneteenth a black holiday because it centers around black people but it is fundamentally also an American holiday. She stated it is something that is especially unique to our identity as Americans because it is the beginning of us righting a wrong. She stated Syracuse began celebrating Juneteenth as something called the

Jubilee in 1983 but the Jubilee Committee formed in 1988 to begin celebrating the parade regularly and have done so ever since. She stated it is a nonprofit, a 501C3 and the full name is Juneteenth Inc. She stated they have done this entirely with volunteers and donations. She stated in 2010 the parade was one of the largest in the Country. She stated nonprofits have struggled to find ways to continue meeting their mission and doing so on a volunteer basis, vying for the same donors, same sponsors and same fund. She stated it became more and more challenging to do. She stated the festival grew but the festival also got a little bit smaller and so did the committee. She stated it is a big lift because it is a parade and a festival. She stated they have regular vendors and regular sponsors that helped them pull it off. She stated the pandemic made public gathering impossible so they did not do the festival in 2020. She stated in 2021 they partnered with AT&T and the City of Syracuse to do a Juneteenth campaign. She stated it was their way of sitting back and saying we don't have the funds or sponsors for a festival and the vendors are not available to do this right now but how can they still give back. She stated they put some marketing dollars behind a few black owned businesses that residents say are some of their favorite black owned businesses and we would love to see them have more buying and marketing power especially since marketing and sales have fallen behind. She stated they were not able to begin coordinating this year's festival and parade until January which put them in a difficult position because they typically book their headline act before the new year starts. She stated with the arrival of Omicron they were not sure if they could pull the trigger or not but the sentiment was that the City and the County had taken that first step in making it a holiday here. She stated it was important for people to find a way to get back together and bring families together. She stated they have seen all the hard work communities have been doing around protesting and how do we celebrate that and give people an opportunity to say we see what you're doing, thank you, celebrate and remember why we are doing this. She stated they pulled the trigger in January. She stated they have local acts arranged for a 2 day festival. She stated they really want the foot traffic this year and it is really important to them that Juneteenth encompasses everyone. She stated they are in front of City Hall this year and they always do a flag raising ceremony to kick off the holiday. She stated this year they decided to start the festival in the footprint of the Italian Fest. She stated the flag will be up all weekend. She stated they have made a lot of partnerships this year; partnerships that are older or that they have never done before. She stated they are bringing back the Miss Juneteenth and Little Miss Juneteenth Pageant. She stated they partnered with a lot of other groups to see how they can cross market each other's programs. She stated they are partnering with Syracuse Stage so they will have a presence and they are going to take everybody to see Salt City Blues. She stated they are finding new ways to connect with other nonprofits and cultural groups in the area that may not necessarily have a mission but have like programming. She stated all but 2 of their acts are either

local to the County or New York State. She stated they are bringing in a national recorder in, John B and a youth African dance group troop called Utica Royalties. She stated they are bringing in Lindsay Williams and Divine Connection which is a gospel group out of New York City. She stated they have about 40 food and retail vendors booked. She stated they have a health pavilion which will have the American Red Cross. She stated they will be doing HIV testing and Covid vaccines. She stated they will have a specific area just for health and informational vendors and another area for food vendors and retail vendors. She stated ultimately it is nice to be back. She stated this festival typically costs between \$95,000 and \$125,000 a year to put on and having less than 6 months to raise that kind of money has been a tall feat. She stated they appreciate the opportunity to come and talk to the Board to potentially help them meet that goal line.

Nancy Lowery asked what the time frame is. Ruthnie Angrand stated it is Friday and Saturday and both days kick off events happen at 12:00 pm and runs to about 10:00 pm. She stated the flag raising is Friday at noon and the parade is on Saturday and kicks off at the Dunbar Center which is the first African American settlement house in Syracuse.

Upon a motion by Robert Petrovich, seconded by Ryan Smith, the CRT Board approved a resolution to make a grant in the amount of \$25,000 to Juneteenth Inc. to support the 2022 Juneteenth Festival, which will support and promote cultural, educational and recreational opportunities for the residents of Onondaga County. Motion was carried unanimously.

NOSOTROS RADIO, INC.

Fanny Villarreal stated she represents the Latino Festival and Executive Director for Nosotros Radio Inc. She stated the Latino Festival will be celebrating their 20th anniversary on August 20 from 12:00 pm to 9:00 pm. She stated this is a free festival for the entire family and will be having displays on site of the different Latino countries that are located in Onondaga County. She stated they are going to have the Latino Youth Theater and Dance performing. She stated they are going to have local dance, food truck and inviting a green gate salsa singer who is a Grammy nominee coming from Puerto Rico with his band. She stated that will be the last act and the biggest attraction. She stated they are hoping to attract people not only from Syracuse but from Rochester, Buffalo and surrounding areas. She stated in the past they have had one of the biggest attendance festivals in Syracuse. She stated unfortunately the past two years they did not have a festival due to the pandemic but they are

hoping through social media and all the marketing planning that they have will reach out to a lot of people from different cultures so everybody can come and enjoy this free festival for the entire family.

Upon a motion by Ryan Smith, seconded by Leslie Garcea, the CRT Board approved a resolution to make a grant to Nosotros Radio, Inc. in the amount of \$9,000 to support 2022 Latino American Festival, which will support and promote cultural, educational and recreational opportunities for the resident of Onondaga County. Motion was carried unanimously.

ADJOURN

Upon a motion by Robert Petrovich, seconded by Greg Lancette, the CRT Board adjourned the meeting at 9:03 am.

Nancy Lowery, Secretary



TRUST FOR CULTURAL RESOURCES OF THE COUNTY OF ONONDAGA
 333 WASHINGTON STREET, SUITE 130, SYRACUSE, NY 13202
 PHONE: 315.435.3770 • FAX: 315.435.3669

Treasurer's Report Overview
 August 31, 2022

Revenue / Expense / Income	Current Period	Current Year	2022 Budget Amount	Current YTD Change to Budget
Operating Revenue	5	43	165,900	(165,857)
Administrative Expense	5,642	48,395	100,000	(51,605)
Operating/Program Exp.	1,050	54,671	65,900	(11,229)
Net Ordinary Income	(6,688)	(103,023)	-	(103,023)

Current Assets	Current YTD	Prior YTD
Total Cash	596,952	778,729
Less Pass Through Received	-	-
Available Cash	596,952	778,729
Receivables (less pass through rec.)	-	-
Other	-	-
Total	596,952	778,729

Reserve for Contracts	
County Operations	51,605
Program Reserve	50,000
Total	101,605

Receivables	
0-120 days	-
> 120 days	-
Total	-

Trust for Cultural Resources of the County of Onondaga

Profit and Loss

August 2022

	TOTAL
Income	
45000 Non-Operating Revenue	
45030 Interest	4.84
Total 45000 Non-Operating Revenue	4.84
Total Income	\$4.84
GROSS PROFIT	\$4.84
Expenses	
65000 Operating Expenses	
62000 Contractual Expenses	
63000 Administrative Expense	5,642.36
65030 Legal	1,050.00
Total 62000 Contractual Expenses	6,692.36
Total 65000 Operating Expenses	6,692.36
Total Expenses	\$6,692.36
NET OPERATING INCOME	\$ -6,687.52
NET INCOME	\$ -6,687.52

Trust for Cultural Resources of the County of Onondaga

Balance Sheet As of August 31, 2022

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
100 Trust for Cultural Resources fo	26,435.85
105 M&T Savings	570,494.36
110 Petty Cash	21.49
Total Bank Accounts	\$596,951.70
Total Current Assets	\$596,951.70
TOTAL ASSETS	\$596,951.70
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
600 Accounts Payable	0.00
600.2 Mileage Reimbursement	48.66
600.3 OED Contract	48,394.95
Total 600 Accounts Payable	48,443.61
Total Accounts Payable	\$48,443.61
Total Current Liabilities	\$48,443.61
Total Liabilities	\$48,443.61
Equity	
31500 Reserved for Contracts	101,605.00
31600 Equity - Unreserved	-101,605.00
32000 Unrestricted Net Assets	651,531.48
Net Income	-103,023.39
Total Equity	\$548,508.09
TOTAL LIABILITIES AND EQUITY	\$596,951.70

**THE TRUST FOR CULTURAL RESOURCES OF
THE COUNTY OF ONONDAGA
PAYMENT OF BILLS - SCHEDULE #54
September 7, 2022**

GENERAL EXPENSES

1.	<u>GALAXY EVENTS, LLC*</u> Grant Payment for Cultural Recreational Event	\$	15,000.00
2.	<u>GROSSMAN ST. AMOUR CPA'S PLLC*</u> Final Billing 2021 Audit	\$	4,000.00
3.	<u>NOSOTROS RADIO, INC**</u> Grant Payment for Latino Festival	\$	9,000.00
4.	<u>JUNETEENTH, INC***</u> Grant Payment for Juneteenth Festival	\$	25,000.00
3.	<u>HARRIS BEACH PLLC****</u> Inv#8863210, Legal Fees May 2022	\$	516.00
4.	<u>HARRIS BEACH PLLC*****</u> Inv#8867321, Legal Fees June 2022	\$	1,050.00
	TOTAL	\$	54,566.00

- *Ratification of checks dated June 9, 2022
- **Ratification of check dated June 30, 2022
- ***Ratification of check dated July 6, 2022
- ****Ratification of check dated July 8, 2022
- *****Ratification of check dated August 5, 2022



Trust for Cultural for Cultural Resources of the County of Onondaga

c/o Onondaga County Department of Economic Development

Program Support Application

Program Support Guidelines

MISSION AND PURPOSE

1.1 Mission of the Cultural Resource Trust

As set forth in Article 20 and 22 of the Arts and Cultural Affairs Law of the State of New York, the mission of the Trust for Cultural Resources (Trust) is to support, promote and protect the major cultural institutions that provide cultural, educational and recreational opportunities to the people of Onondaga County and New York State, and improve the viability and growth of these organizations.

1.2 Purpose

Program support awarded by the Trust is intended to be used to support major cultural organizations by:

- Developing and improving cultural facilities.
- Assisting projects that will bring regional, national or international recognition to our arts and cultural community or otherwise deemed significant cultural events.

DEFINITIONS

2.1 The term “cultural organization” means:

- An entity that is exempt from federal income tax under section 501(c)(3) of the Internal Revenue Code; and
- Exists primarily for the purpose of producing, promoting or presenting the arts, heritage and humanities to the public or organized primarily for identifying, documenting, interpreting and preserving cultural resources.

2.2 A “major” cultural organization is an organization that exhibits or has more than one of these attributes:

- Wide breadth of support
- Established community presence
- Fiscal soundness
- Recognized regionally, nationally, or internationally as a significant cultural asset
- Is the primary or premiere organization in the County offering this cultural resource or asset

SUPPORT PROGRAMS

3.1 Program Descriptions

Eligible major cultural organizations can apply for the following:

a. Capital Project Support

- Capital Project grants are intended for use in constructing, rehabilitating, restoring, stabilizing, renovating improving, expanding, or purchasing new or existing buildings, structures or equipment utilized by organizations.

b. Highly Significant Project Support

- Cultural opportunities deemed highly significant and desirable for the community.

c. Critical Need Support

- Critical need of a major cultural organization.

PROGRAM ELIGIBILITY GUIDELINES

4.1 Organizations deemed to be major cultural institutions must satisfy the following program eligibility guidelines:

a. Capital Projects

- The project support funds must be for use in constructing, rehabilitating, restoring, stabilizing, renovating, improving, expanding, or purchasing new or existing buildings, structures or equipment utilized by organizations; and
- The organization must either own or have (or will purchase or receive with proceeds) a legal interest in the property; and
- The project must have potential for a significant or long-term beneficial impact on the community; and

b. Highly Significant Projects

- Must provide compelling evidence that establishes that the cultural opportunity will impart a significant benefit to the residents of the County and/or New York State.

c. Critical Need Projects

- The request for funding must support a critical need of a major cultural organization.
- The applicant should describe in detail how the lack of program support will adversely affect the organization.

APPLICATION PROCESS

5.1 How to Apply

Applicants are strongly encouraged to discuss projects in advance of submission with Trust staff. Applications should only be submitted if there is a reasonable match between the applicant, its request, and the Trust's mission and eligibility requirements.

To be considered for a grant, the Applicant must submit the formal grant application which should include:

- Proof of IRS 501(c) (3) designation; and
- A project description of no more than three (3) pages (**see details below**); and
- The most recently approved Annual Report of the Organization; and
- For capital projects, organization must either own or have a legal interest (or will purchase or receive a legal interest with grant proceeds) in the property.

5.2 Application Project Description

In addition to satisfying the eligibility guidelines of section 4.1, each application should also include a project description that provides the Board with a thorough understanding of the project and its impact on the residents of the county/state.

The required information on all project description applications must include:

- Description of the project and its core activities and its goals.
- Number of persons and geographic distribution to be served directly by the project.
- How the project's goals align with the priorities of the IDEAS Collaborative.
- Detailed description of **all** sources and uses of funding required to complete the project and also identify the funds that have already been committed.

5.3 Evaluation of Applications

Once deemed eligible, the application will be further evaluated based on:

- **Access:** The likelihood of the project to increase the accessibility of cultural resources to the residents of the county/state.
- **Preservation:** The likelihood of the project to preserve the cultural heritage of the county/state by recovering, preserving or protecting historic assets.
- **Appreciation:** The likelihood of the project to broaden the public knowledge, understanding or appreciation of the arts and culture generally, and/or the county/state's cultural, educational and recreational assets.
- **Project Personnel:** The project personnel are qualified.

5.4 Application Period

Applicants' will receive written notice of the Board's decision within 60 days of application deadline.

5.5 Submission of Applications

- Applications and attachments may be submitted to the Trust by mail or by e-mail. To submit an application by mail, please send 1 copy of the grant application and attachments to:

The Cultural Resources Trust of Onondaga County
333 W. Washington Street, Suite 130
Syracuse, NY 13202
Attn: Brian M. Bartlett
Office of Economic Development

- PDF documents of executed applications and attachments may be submitted electronically to:
bbartlett@ongov.net
- Electronic submission of the Application and Annual Report is encouraged. Attachments other than the Annual Report of the organization are discouraged.
- A qualified organization may only submit one application per year.
- Please call the Trust at 315-435-3770, if you have questions about the application process or the availability of funding.

OTHER CONSIDERATIONS

- 6.1 The Trust has a very limited pool of funds that it can dedicate. Applications may be returned to the Applicant and/or not considered by the Board solely due to the lack of available funding.
- 6.2 Please note that Article 6 of the Public Officers Law declares that all records in the possession of the Trust (with certain limited exceptions) are open to public inspection and copying. If the Applicant feels that there are elements of the Project which are in the nature of trade secrets which, if disclosed to the public or otherwise widely disseminated, would cause substantial injury to the Applicant's competitive position, this Applicant may identify such elements in writing and request that such elements be kept confidential. In accordance with Article 6 of the Public Officers Law, the Trust may also redact personal, private, and/or proprietary information from publicly disseminated documents.
- 6.3 The Board of the Trust reserves the sole right to determine the eligibility of an organization.

Onondaga County Trust for Cultural Resources

Program Support Application

To apply applicants should submit:

1. A signed application.
2. Proof of IRS 501(c)(3) designation.
3. A project description of no more than three (3) pages including:
 - a. Description of the project and its core activities and goals.
 - b. Number of persons and geographic distribution to be served directly by the project.
 - c. Detailed description of all sources and uses of funding required to complete the project as well as identifying funds that have already been committed.
4. The most recently approved Annual Report of the organization.
5. For capital projects, the organization must either own, have a legal interest in, or purchase/receive a legal interest with grant proceeds the property.

**Applicants may be required to submit additional information that the CRT deems necessary*

Organization Name: CNY Arts

Organization Website: cnyarts.org

Mailing Address: 421 Montgomery Street, 11th Floor

City/State/ZIP: Syracuse, NY 13202

Contact Person/ Phone Number: Elizabeth Lane

Email Address: elane@cnyarts.org

Executive Director/President: Stephen Butler

Executive Director/President's Email: sbutler@cnyarts.org

Title of Proposed Project: COVID 19 Arts Impact Fund, Onondaga County

Estimated Project Start Date: 10/1/2020

Estimated Project End Date: 12/31/2021

Total Project Budget: \$1m

Funding Requested: \$100,000

Use this page to describe the project and the specific nature of what the requested funds will be used for within the broader context of the project. Please write "See attached" and attach additional documentation if needed.

Primary Purpose of Proposed Project:

See attached documentation.

Primary Purpose of Requested Funds:

I have read paragraph 6.2 of the instructions and understand that the applicant must identify in writing to CRT any information it deems proprietary and requests not be made publicly available.

Please check here if you have marked information as confidential/proprietary.

I hereby certify that all the facts, figures, and representations made in this application, including all attachments, are true and correct to the best of my knowledge, and this application is made with the approval of my board of directors.

Executive Director Signature: _____



Date: March 1, 2021

Cultural Resources Trust Application Attachment
The Office of Economic Development
333 W. Washington Street, Suite 130
Syracuse, NY 13202

Our Mission and Purpose: CNY Arts' mission is to promote, support, and celebrate the arts, culture, history, and heritage in Central New York. CNY Arts believes that a vibrant arts community is essential to a healthy quality of life for all. We connect residents and visitors to a rich, diverse array of cultural opportunities from a wide variety of organizations.

Request Amount: \$100,000 for Onondaga County Arts Organizations. Our request to the Trust for Cultural Resources directly benefits the Onondaga County arts industry and would leverage \$100k from the Central New York Community Foundation, doubling the impact of this request. The CRT request would be the final 23% needed to reach our Onondaga County fundraising goal of \$430,000 (calculated as a per capita formula). The CRT funds would help us reach a new milestone in our \$1M regional COVID-19 Arts Impact Fund drive, putting us over the 60% mark. The fund has the support of corporations, local businesses, individual donors, and foundations (Allyn Foundation, Reisman Foundation, Jon Ben Snow Foundation and Family Trusts, Gifford Foundation, and the Central New York Community Foundation among others).

Project Summary: In the early spring of 2020, with the quarantine in full effect, the arts and culture sector requested CNY Arts start to measure the impact of the pandemic shutdowns on the field. CNY Arts engaged Research Marketing Strategies (RMS) in Baldwinsville to conduct a survey with stakeholders in the Central New York region, both cultural agencies of all sizes and individual artists, to assess the financial impact of the pandemic. Using this data, other research, and extrapolating this information to the entire arts sector in our region, **total losses (earned and contributed revenue) were expected to be over \$55M by the end of 2020 and well exceed this number as organizations struggle into 2021.** Furthermore, the data revealed that **organizations projected their cash reserves would be gone before the end of 2020.**

In response, CNY Arts quickly established the **COVID-19 Arts Impact Fund**. Designed as a rapid response to the arts sector, this fund supports organizations through resiliency, relief, and restart grant opportunities to help organizations safely reopen and/or provide arts programming and education, virtually or on-site where appropriate. The Impact Fund helps bridge financial gaps that will ensure future access to the arts, while preserving our shared history, culture, and traditions. All applications go through an independent peer review panel for evaluation with funding determination based on the criteria and priorities within the published guidelines. Panels are administered by CNY Arts and special attention is given to at-risk applicants: under-resourced organizations and those who serve under-resourced and underserved communities or artistic disciplines. Preference is also given to organizations who articulate action steps towards diversity, equity, inclusion, and accessibility.

Critical Need Support: Based on our regional survey, a majority of arts organization respondents (61.1%) indicated that they incurred unanticipated expenditures resulting from the COVID-19 Pandemic and more than half (53.7%) of respondents reporting having less than \$30,000 available in cash on hand. The average loss per agency was expected to be \$122,000 by fall 2020, but for many of our large institutions, the losses were far greater, especially in Onondaga County where the CRT

funds will be applied. While the new federal programs provide some support for the arts, these funds will not last through the fall 2021 when widespread vaccination of the virus is projected to be accomplished, a condition audience surveys said must be met before they would be willing to return to events. Additionally, with many government contracts cut between 50% to 75% in 2020 and 2021, Onondaga County arts agencies are in desperate need of funding to sustain themselves through November 2021 when hopefully agencies can fully open up and begin earning revenue again.

Supporting a major cultural institution: Incorporated in 1957, CNY Arts (f.k.a. Cultural Resources Council) is one of the nation's longest continuously serving regional Arts Councils. Through intensive strategic planning alongside major institutions in our region, including municipalities and foundations, the agency now focuses on providing robust arts services and technical assistance to an expanded six-plus county region. In 2019, CNY Arts supported programs assisted 11,888 artists and arts, culture, history and heritage organizations, 158,513 youth and students in our communities, and provided arts activities to over 953,959 visitors and residents in our engagement area through \$1.88M and 337 grants and scholarships. CNY Arts has operated in the black since 2008.

Economic Development, Tourism, and Recognition: Many of our local institutions provide national and international recognition and are long-time community anchors. Recently, CNY Arts met with the Greater Syracuse Hospitality & Tourism Association (GSHTA) to establish a partnership that promotes the County to leisure travelers to replace lost revenue from business travel. We know from multiple economic impact studies and CNY Arts reporting, Onondaga county arts organizations bring critical tourism revenue to local economies through sales tax and additional spending. The 2019 Arts & Culture Impact Report by Le Moyne College showed that nearly 50 arts and culture organizations and their audiences in the greater Syracuse area generated more than \$148 million in direct expenditures. Audience expenditures exceeded \$99.39M and nearly \$48.8M are spent by local organizations to produce programming, generating additional revenues throughout the for profit sector for marketing, set design, art exhibitions, and more. The report outlined that roughly \$13.8M was generated in local government revenue. At the State level, the arts account for almost half a million jobs generating \$120 billion in economic activity annually.

Millennials and younger generations are a growth market for art, culture, and heritage tourism, as 73% want to engage in a destination's arts and cultural assets, while two-thirds rate authenticity as extremely important in their travel decisions. According to the American Bus Association, data also shows art, culture, and heritage tourists spend more and stay longer at their destinations. On average, they spend 60% more at approximately \$1,319 per trip, as compared to \$820 for the traditional, domestic leisure traveler. Heritage tourists tend to engage with locals through immersive experiences, seek to enrich their lives, and prefer leisure travel that is educational. This fund would help ensure the organizations that drive tourism, engage our residents, and improve quality of life in our region continue to play a critical role in our county's total reopening and continued growth.

The core of this initiative lies within the IDEAS Collaborative, a CNY Arts championed project. The artists and organizations supported by this fund will help to introduce people to others and to new ideas and perspectives; create unique, edgy, and thought-provoking programs; broaden horizons and explore various international cultures and traditions; make people feel more comfortable and welcoming in the community; provide a sense of pride for where they live; and provide an opportunity for self-reflection and personal creative expressions. According to the IDEAS Collaborative survey,

overall, respondents believe strongly that the work of artists and cultural organizations contributes to a positive sense of community (89%); contributes to the economic vitality of the region (78%); and reflects the diversity of cultures and people in Syracuse/Onondaga County (73%).

Without the arts as a major economic driver and as an enhancement to the overall quality of life for residents, many of these communities may retract in growth for the first time in over a decade, reversing the hard work of municipalities, funders, nonprofit organizations, businesses, and our neighbors. Many cultural organizations continue to have their doors closed and are in danger of doing so permanently. Without projects like the CNY Arts Impact Fund to help sustain our Onondaga County arts agencies, communities may lose these institutions forever. The long-lasting effects on communities who lose arts organizations goes beyond the economic impact. Studies have shown arts help children learn cultural awareness through the arts to prepare them for an ever increasingly diverse world; strengthen problem-solving and critical-thinking skills that lead to enhanced academic achievement; and build self esteem, increasing their mental health and ability to express themselves.

Project Personnel: Stephen Butler, Executive Director - with over 25 years of executive experience, an MA in Public Administration and a Theatre BA who oversees the implementation of strategic goals and objectives as determined by the board of directors.

Elizabeth Lane, Director of Programs - supervises day-to-day program operations which include the seven regrant programs, three community programs, and collaborative marketing information system. She develops and implements multiple regrant programs and professional development and training opportunities in accordance with an evolving cultural plan and provides technical assistance to artists and agencies.

Kara Greene, Operations Manager/Program Coordinator for On My Own Time responsible for day-to-day administrative and program activities including coordinating community based programs and supporting the regrant programs and collaborative marketing.

The program operation is supported by a half time bookkeeper to help manage contracts, payments and report and an hourly Special Projects Consultant who is supporting the COVID-19 fund initiative as well as consultants such as a PR company to market the arts product, and others to help generate income for the impact fund and the field.