Real Community Engagement is the Magic Bullet.
Community Programs:

- Short term, marketing strategy
- Internally focused
- Artistic product is key
- Goal: expand reach / build audience
Community Engagement:

- Long term, organizational strategy
- Externally focused
- Relationships are key
- Goal: improve community
- Result: expanded reach
Residents of Cuyahoga County

Creative Culture Grants

General Operating Support
- $14 million
- 57 organizations

Project Support
- $2 million
- 138 organizations
Creative Culture Grants
Spark creativity & imagination in our community
AHA Light up Cleveland!
LAND studio
Change happens when the cost of the status quo is greater than the risk of change.

- Alan Webber, co-founder, Fast Co.
thank you!

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