

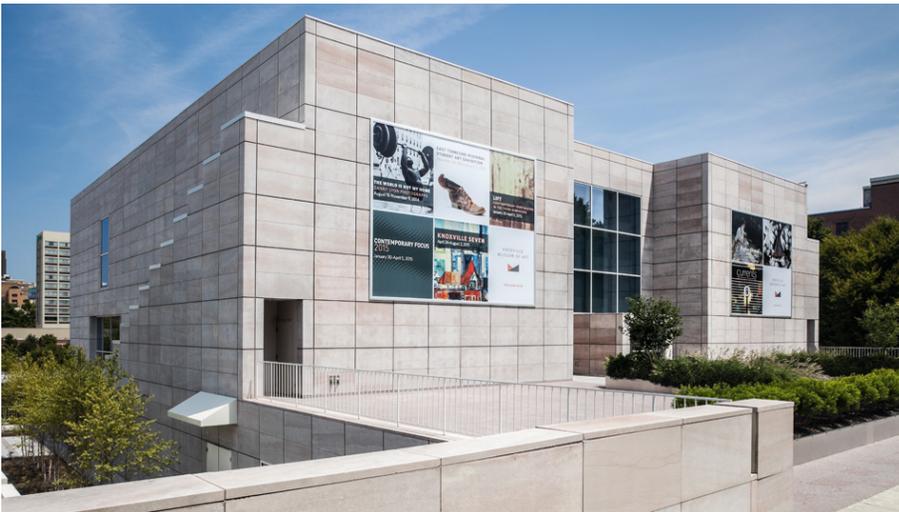
Arts Advocacy Day

March 10, 2021





East Tennessee Artscares



Knoxville Museum of Art

The mission of the Tennessee Arts Commission is to cultivate the arts for the benefit of all Tennesseans and their communities

COVID-19 Impact Survey Results

Tennessee Nonprofit Arts & Cultural Sector



Postmark LaFollette



The Belcourt Theatre

- 374 nonprofit arts and culture organizations participated
- Tennessee organizations total financial impact to date: -\$54,359,892
- 97% of Tennessee arts nonprofits surveyed cancelled events
- 3 Million in lost attendance



Tennessee COVID-19 Response



Opera Memphis



Jackson Symphony

- Administrative flexibility for grantees
- CARES Act relief funds from National Endowment for the Arts to 194 Tennessee arts and culture nonprofits across the state
- Technical Assistance/Information Clearinghouse
- Special Opportunities COVID-19 Arts Resilience Grant

Grant Impact



Red Bank Elementary

- \$6.5 million in grants
- 982 total grants
- All 95 counties
- 487 nonprofits to benefit communities
- 379 schools for Student Ticket Subsidies to pay for buses, tickets and artists
- 58 local governments
- Efficient online grants management
- 7.0m adults, Tennesseans and tourists
- 2.1m children and youth



Arts In McNairy

Grant Outcomes



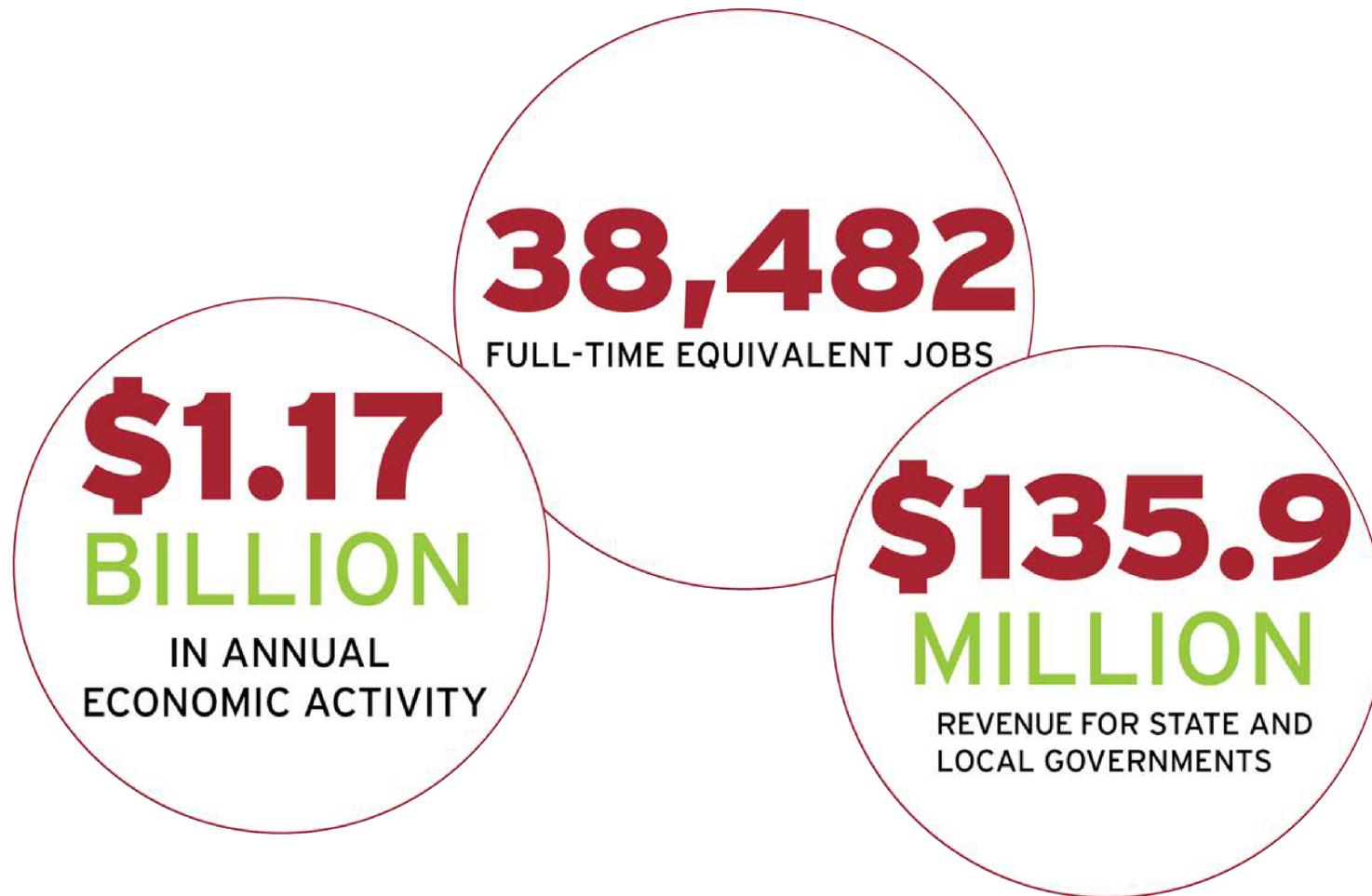
East Lake Expression Engine



The Dixie Carter Performing Arts Center

- Increased arts activities, including in rural communities
- Increased 21st century learning skills like creativity and problem-solving and improved social and emotional well-being
- Enhanced quality of life, including positive economic and health outcomes

Economic Impact of Tennessee Nonprofit Arts & Culture



Arts & Economic Prosperity Study 5

COVID-19 Arts Resilience Grant

non-matching funds for nonprofit organizations and local governments
to support creative responses to the pandemic through the arts

COVID-19 Arts Resilience Grant

- Increased community and organizational resiliency
- Created a sense of belonging and place
- Advanced community and public health efforts
- Documented this unprecedented moment
- Promoted community dialogue
- Employed artists
- Equipment for virtual programs
- Safe physical spaces for in-person arts experiences

COVID-19 Arts Resilience Grant

73 grants totaling \$344,000 to 73 unique organizations located in 31 distinct Tennessee counties

FY21 Special Opportunities Counties					
Bradley	Davidson	Johnson	Monroe	Smith	Wilson
Campbell	Decatur	Knox	Montgomery	Sullivan	
Cannon	Dickson	Macon	Pickett	Sumner	
Carter	Greene	Madison	Rutherford	Warren	
Claiborne	Hamilton	Maury	Sequatchie	Washington	
Cumberland	Humphreys	McMinn	Shelby	Williamson	

Grantees

- Crosstown Arts – Memphis
- Porch Writers' Collective – Nashville
- Wilson County Convention & Visitors Bureau – Lebanon
- Johnson County Center for the Arts – Mountain City
- Creative Discovery Museum – Chattanooga
- Tennessee Historic Theatre Foundation – Knoxville



TENNESSEE PERSON-CENTERED MUSIC PROGRAM

- The Tennessee Person-Centered Music Program (TPCMP) offers Tennessee nursing home residents personalized music through digital devices to deliver individualized playlists to reduce medication usage and adverse behaviors while improving quality of life and healthy outcomes
- \$1M dollar program approved by the Centers for Medicare and Medicaid Services (CMS) through the Tennessee Department of Health (TDH); 3-year program started February 1, 2019 and now ends June 30, 2022
- Offered to all TN nursing homes with approximately 147 nursing homes being reached during course of grant; nursing homes self-select into the program
- Outcomes focus on the power of music to affect healthy outcomes and “music over medication”
- Key implementation partners are the TN Commission on Aging and Disability and the TN Health Care Association



TENNESSEE PERSON-CENTERED MUSIC PROGRAM

Successes have included:

- Implementing the program as an entirely virtual model (staff engagement, training, music assessments and downloading)
- 90 nursing homes have signed Participation Agreements
- Completing four (4) pilots at nursing homes to fully ramp up the program in 2021
- Virtual Arts & Cultural programs being provided to nursing home residents by three (3) partners - Creative Aging Memphis, Music for Seniors, and Country Music Hall of Fame and Museum
- Current observations include a resident walking for the 1st time in over a year, taking medications more easily, and managing pain better



For more information, visit tnpersoncenteredmusic.org



Borderless Arts

THANK YOU