Arts Advocacy Day

March 10, 2021
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

- 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

• 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

Opera Memphis

Jackson Symphony
Grant Impact

- $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
Grant Outcomes

- 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

- $1.17 Billion in annual economic activity
- 38,482 full-time equivalent jobs
- $135.9 million in revenue for state and local governments

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

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<th>FY21 Special Opportunities Counties</th>
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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
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.
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
THANK YOU