



IndyArts council

Indy Arts Council launches new campaign to warm Hoosiers' holiday spirits

Online guide will help Hoosiers revisit their favorite arts experiences and find new traditions this season

INDIANAPOLIS (Nov. 22, 2021) -- The Indy Arts Council announces today the launch of its holiday campaign to welcome Hoosiers back to the arts after last season's canceled events and virtual shows. In an effort to inspire residents and visitors to reconnect with Indianapolis' arts and culture community, the Arts Council is releasing a new [online holiday arts guide](#) and holiday highlights [reel](#) to showcase experiences to choose from to celebrate the season. New events will be added weekly.

The "Welcome Back to Indy Arts" campaign is supported by a collective of [70 nonprofit arts and culture organizations](#) that receive funding through the City of Indianapolis Annual Grants Program and that are working together to invite audiences to return to performances and exhibitions. Many of these organizations say visitors are not yet returning to levels they experienced before the pandemic and they are in need of the public's support during a time of year that's critical to their success.

"Our community went from experiencing shuttered theaters and canceled traditions to a wide array of in-person options to reignite the holiday spirit," said Julie Goodman, CEO and President of the Indy Arts Council (formally known as the Arts Council of Indianapolis). "Nearly 100% of Indy nonprofit arts and cultural organizations are open today, which is remarkable given the challenges many of them faced to keep their operations afloat during the pandemic. There is no better time than the season of giving to come back in full force to support these groups who bring so much cultural richness to central Indiana."

Those interested in tickets to in-person holiday events happening around central Indiana can visit [explore.indyarts.org](#) to learn more. Visitors are advised to check the health and safety policies of each organization before purchasing tickets. Through policies that require vaccinations or proof of recent negative COVID-19 tests, or that recommend or require masks, the arts and culture sector is taking precautions to ensure everyone can safely enjoy each event.

In 2020, the local arts sector experienced 30,000 canceled events and venue shutdowns, which resulted in a loss of \$100 million in revenue for nonprofits, plus an additional \$20 million in unbudgeted expenses required to safely open. This sector-wide holiday campaign is supported by the Christel DeHaan Family

Foundation, and is part of a larger reopening campaign coming in 2022 that is made possible by American Rescue Plan Act funding administered through the City of Indianapolis.

This campaign comes after nearly 60 nonprofit organizations so far have relied on grants offered through the \$10.2 million Restart & Resilience fund supported by Lilly Endowment Inc. to help them safely reopen and create innovative, inclusive programming for audiences as the pandemic continues.

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About Indy Arts Council

The Indy Arts Council, formally known as the Arts Council of Indianapolis, fosters meaningful engagement in the arts by nurturing a culture where artists and arts organizations thrive.