



2024

ILLUMINATED BY
arts
wave

IMPACT REPORT



CENTER FOR
RESEARCH & DATA
CINCINNATI USA REGIONAL CHAMBER



CINCINNATI
Regional Chamber™

A NOTE FROM THE BLINK TEAM

BLINK® has always been about transformation – of space, of perspective, of possibility. When it began in 2017, the Cincinnati Regional Chamber, along with BLINK's founding partners AGAR, ArtWorks, Brave Berlin, and the Carol Ann and Ralph V. Haile, Jr. Foundation, set out to create something bold: a massive, open-air art gallery that would invite people to see Cincinnati in a new light. Since then, BLINK has evolved into the nation's largest immersive art experience, transforming the city with projection mapping, murals, and light-based installations.

In 2024, BLINK, Illuminated by ArtsWave, reached its most ambitious scale yet. It stretched across seven zones and more than 30 city blocks, crossed the Ohio River, and expanded into Newport, Kentucky for the first time. It wasn't just bigger, it was bolder. It wasn't just expansive, it was connective. Over four nights, more than 2 million attendees explored a reimagined cityscape filled with over 85 large-scale installations created by artists from around the globe and from right here at home. BLINK continued to showcase the power of public art in shaping the Cincinnati Region's identity and future.

But BLINK is also a driver of real impact: cultural, civic, and economic. The findings in this report reveal that scale, including a record-breaking economic contribution, increased engagement from out-of-town visitors, and a growing sense of pride across our communities.

While the numbers tell a powerful story, the real value of BLINK is found in the shared experiences, the inspired moments, and the sense of wonder that connects us long after the lights go out.

BLINK is a reflection of what our region can accomplish when we work together and dream big.

A collaborative team produces BLINK, involving hundreds of people who believe in the power of free public art. In 2024, the Cincinnati Regional Chamber, AGAR, ish!, and Cincy Nice forged a partnership with an extraordinary coalition of artists, sponsors, local governments, civic institutions, and creative leaders to deliver this experience. Each of these organizations and the individuals involved deserve our thanks and congratulations. Finally, we offer our thanks to BLINK's first executive director, Justin Brookhart, who led BLINK in 2022 and 2024. His leadership helped us achieve new heights and we wish him well as he embarks on new adventures.

Thank you for being part of this journey. As we look ahead, one thing remains certain, the entire BLINK team is committed to pushing boundaries, sparking creativity, and redefining what is possible for public art in Cincinnati and beyond.

With gratitude,
The BLINK Team

\$205M+

DIRECT ECONOMIC IMPACT



Echo Archive by Reality Is

BLINKCINNATI.COM |

3

37 PROJECTION MAPPING INSTALLATIONS



Left: Good Luck & Godspeed by Kyle Eli Ebersole
Right: Equanimous by Bradon Kraemer



Blindspot by JP Jackson and Brian Havener

31

LIGHT BASED INSTALLATIONS

19

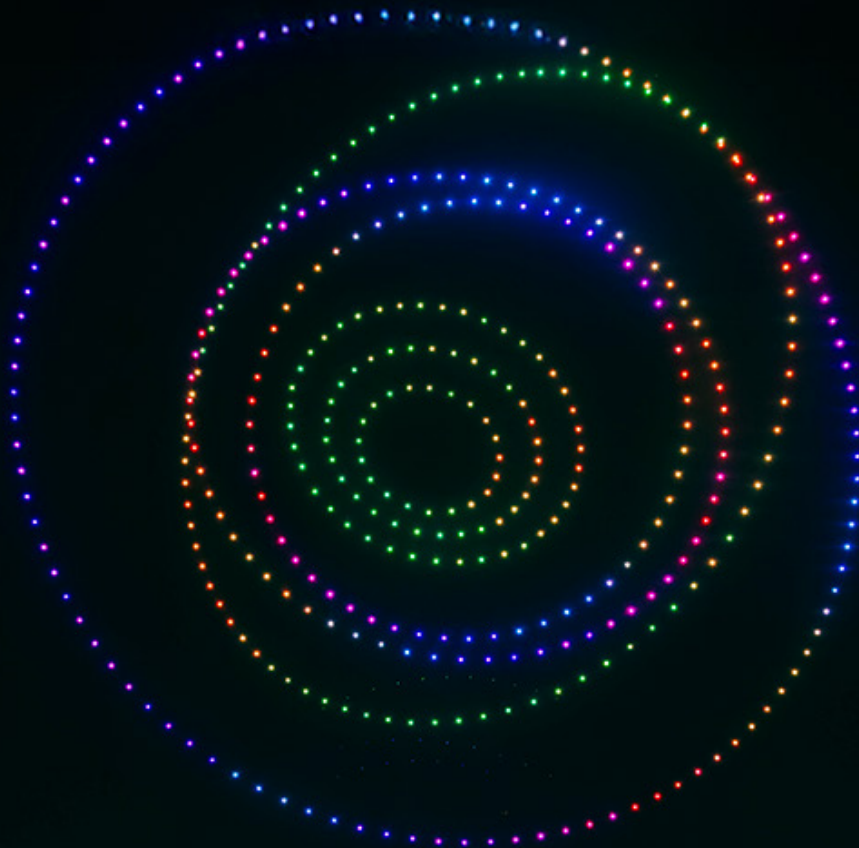
PERMANENT MURAL
INSTALLATIONS



Connectivity by Ash 'WOLFDog'
Hayner

400

**DRONES IN
2 SHOWS
EACH NIGHT**



The Mystic Eye Drone Show by
Durham Studios and Sky Elements

ECONOMIC IMPACT OF BLINK

OPERATIONS

Operation expenditures for **BLINK**, illuminated by ArtsWave, included promotion and preparation activities, concession expenses, equipment rentals, and entertainment. Direct economic impacts refer to the immediate economic effects generated by specific activities or investments, such as job creation and wages paid by a business. In contrast, indirect economic impacts are the secondary effects occurring when initial spending by businesses or employees circulates through the economy, leading to additional economic activity in related sectors. The direct impact of these expenditures on the Cincinnati MSA* economy was approximately \$7.3 million. Indirect spending was also calculated using economic multipliers for the industries in which BLINK operations funds were spent.

Economic output multipliers measure how an initial increase in economic activity—such as spending or investment—generates additional economic output throughout the broader economy. Output multipliers came from the Bureau of Economic Analysis (BEA) RIMS II database for the Cincinnati metropolitan area. Earnings and jobs multipliers came from the Lightcast model, which uses BEA data, as well as supplemental information.

FIGURE 1. ECONOMIC IMPACT OF BLINK OPERATIONS

Source: Center for Research & Data, Lightcast, Bureau of Economic Analysis

	OUTPUT	EARNINGS	JOBS
DIRECT	\$7,263,332	\$4,059,633	67
INDIRECT	\$7,803,802	\$1,829,913	29
TOTAL	\$15,067,134	\$5,889,546	96

*The Cincinnati Metropolitan Statistical Area is a 15 county area defined by the federal government, representing the city of Cincinnati and its suburbs.





Patterns in Nature by AVextended

NON-LOCAL VISITOR SPENDING

Each year, **BLINK**, illuminated by ArtsWave, conducts a survey of attendees at the event. This survey provides data about attendee demographics and activities during the event. In 2024, about **19%** of respondents were from outside the Cincinnati region, almost ten percentage points more than BLINK in 2022. These visitors brought new dollars into the Cincinnati economy reported spending an average of two days at BLINK, an increase of 0.2 days from the 2022 average of 1.8. Spending on restaurants and fast food amounted to \$72.80 per day per person and spending on retail items was roughly \$21.98 per day per person. The amount spent on food increased by roughly \$18, but the amount spent on retail items decreased by \$7 per day when compared to 2022. The average number of nights spent in a hotel was **2.3** nights, a 0.3 night increase from 2022, and the average hotel spending reported was **\$214** per night per room. Additionally, for the first time, the CRD incorporated travel costs into the analysis of BLINK’s economic impact.

The non-local spending was used to calculate the indirect economic impact of these dollars that flowed into the Cincinnati MSA’s economy. Total direct and indirect output from non-local attendee spending on hotels, food and drink, retail, and travel was approximately **\$142 million**. Visitor spending also supported jobs in the hotel, retail, food, and travel industries. Non-local visitor spending supported a total of **1,191** jobs with earnings of approximately **\$51 million**. The total economic impact of non-local visitor spending is summarized in the table below.

FIGURE 2. ECONOMIC IMPACT OF NON-LOCAL SPENDING

Source: Center for Research and Data at the Cincinnati Regional Chamber

	OUTPUT	EARNINGS	JOBS
DIRECT	\$71,403,924	\$33,951,717	912
INDIRECT	\$70,590,872	\$17,217,350	279
TOTAL	\$141,994,796	\$51,169,067	1,191

RESIDENT SPENDING

About **81%** of survey respondents were local to the Cincinnati region. Some portion of these residents' spending would have taken place in the region anyway, so there is a substitution effect. However, the total value of resident spending is calculated to get a full picture of the total economic impact of BLINK. Local respondents spent an average of **2.17** days experiencing BLINK, an increase from 1.8 days in 2022. In the case of local respondents, about 3% reported to have stayed in a hotel, the same rate as 2022. Overall, the average local respondent stated that they spent about **\$45** per day per person on food and drink, or about **\$97** over the course of the festival, and about \$10 on retail items per day.

The resident spending was used to calculate the indirect economic impact of these dollars. This generated additional indirect output, earnings, and jobs because of **BLINK**. As with visitor spending, the Center for Research and Data used BEA and Lightcast multipliers to calculate the economic impact of resident spending across the four categories of industries. As shown in Figure 3, the direct output of resident spending was about **\$126.6 million**, which generated an additional \$125.1 million in indirect output because of **BLINK**. Total output from resident attendee spending on hotels, food and drink, retail, and travel was **\$251.7 million**. Resident spending also supported earnings and created or supported jobs in the four industries.

FIGURE 3. ECONOMIC IMPACT OF LOCAL SPENDING

Source: Center for Research and Data at the Cincinnati Regional Chamber

	OUTPUT	EARNINGS	JOBS
DIRECT	\$126,576,205	\$57,475,964	1,708
INDIRECT	\$125,134,925	\$30,492,728	392
TOTAL	\$251,711,131	\$87,968,692	2,200

TOTAL COMBINED IMPACT OF OPERATIONS AND ATTENDEE SPENDING

This section details the total combined economic impact of **BLINK**. To calculate the combined total economic impact, the economic impact of all attendee spending was added to the event’s operational economic impact numbers. The operations and attendee spending had a direct economic impact on the Cincinnati MSA of approximately **\$205 million**, as shown in the figure below. This represents a 64% increase over the total economic impact in 2022. However, because we did not capture the economic impact of travel spending in 2022, these totals are not directly comparable. Adjusting for that fact, and for inflation, this increase would be approximately **27%**.

FIGURE 4. TOTAL COMBINED ECONOMIC IMPACT OF BLINK

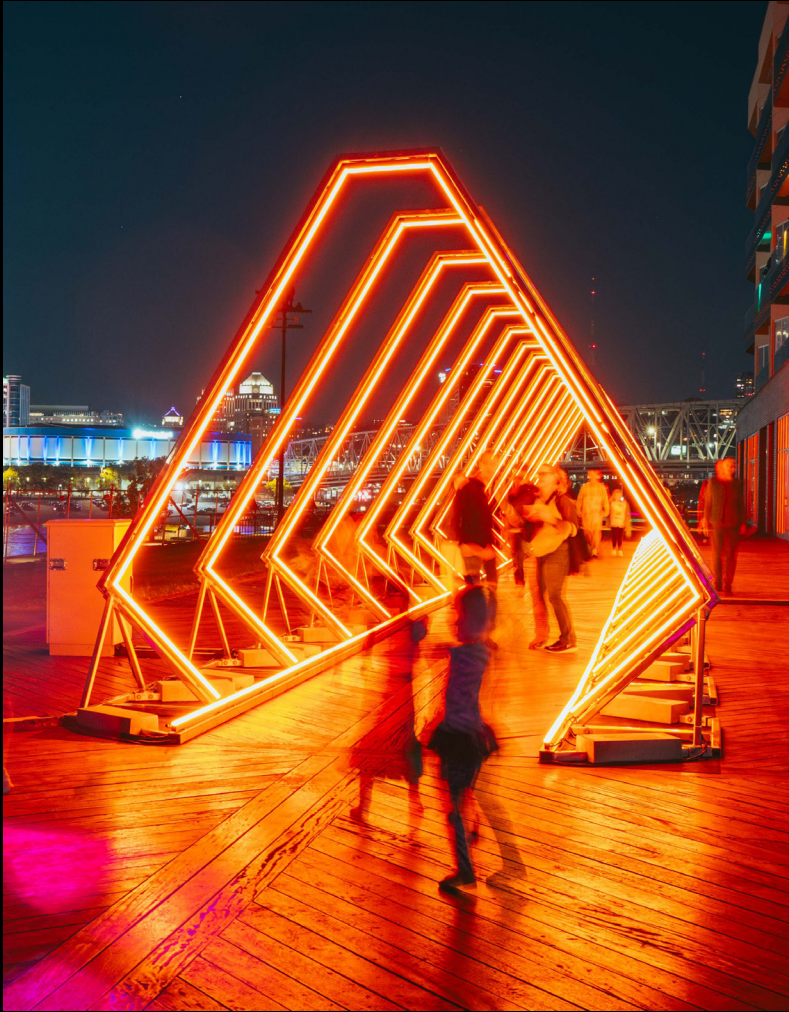
Source: Center for Research and Data at the Cincinnati Regional Chamber

	OUTPUT	EARNINGS	JOBS
DIRECT	\$205,243,931	\$95,487,314	2,687
INDIRECT	\$203,529,599	\$49,539,991	800
TOTAL	\$408,773,530	\$145,027,305	3,487

BLINK was incredible for Pata Roja Taqueria and for our region. It brought us our three largest sales days of the year and introduced us to an entirely new audience we wouldn’t have reached otherwise. Events like this show how community and creativity can come together to support local businesses."

- Derrick Braziel, Local Business Owner

BLINK MEDIA BREAKDOWN



As noted throughout this report, BLINK has attracted notice from all corners not only nationally but internationally as well. Media has highlighted and spread the word about the event over the course of its existence, creating even more awareness of the event year in and year out. And 2024 was no exception.

MEDIA RESULTS

1,673 Total Mentions

32 MILLION Broadcast Impressions

67 MILLION Print/Online Impressions

\$2,861,618 Total Earned Media Value

**“ BLINK shows the power of art and the power of cities in bringing people together.” - Forbes.
October 24, 2024**

Forbes **JUXTAPOZ**
Art & Culture



“An outstanding festival. Many spectacular exhibits, attracts people from all walks of life who seem connected by their shared enjoyment of the artwork and awesome vibe. Loved it, loved it, loved it!!”

- BLINK 2024 Attendee

70

NET PROMOTER SCORE

- **216** UNIQUE ZIP CODES
- **19%** FIRST YEAR ATTENDANCE
- **19%** NON-LOCAL VISITORS
- **27%** INCREASE OF DIRECT ECONOMIC IMPACT FROM 2022
- **15** COUNTRIES REPRESENTED



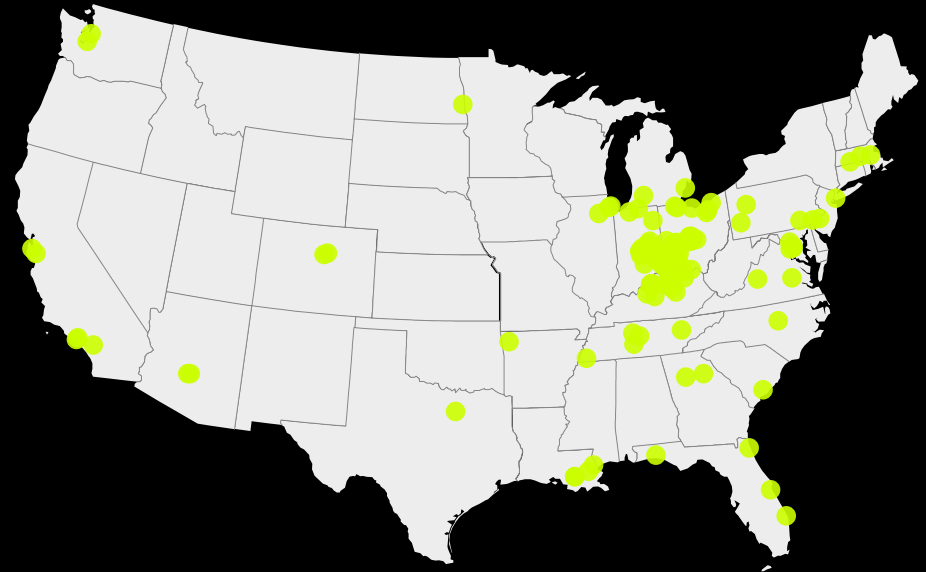
Serenade of Light by Kemper Sauce Studios

ATTENDEE SURVEY SUMMARY

A survey was conducted by the Cincinnati Regional Chamber's Center for Research and Data during and after the event to collect attendee opinions. The survey collected a total of 1,017 responses. About 23% were between the ages of 45-54 and roughly 21% were between the ages of 35-44. Respondents visited the Cincinnati area to attend BLINK from 216 unique zip codes from across the nation. Figure 12 displays the home locations of each respondent.

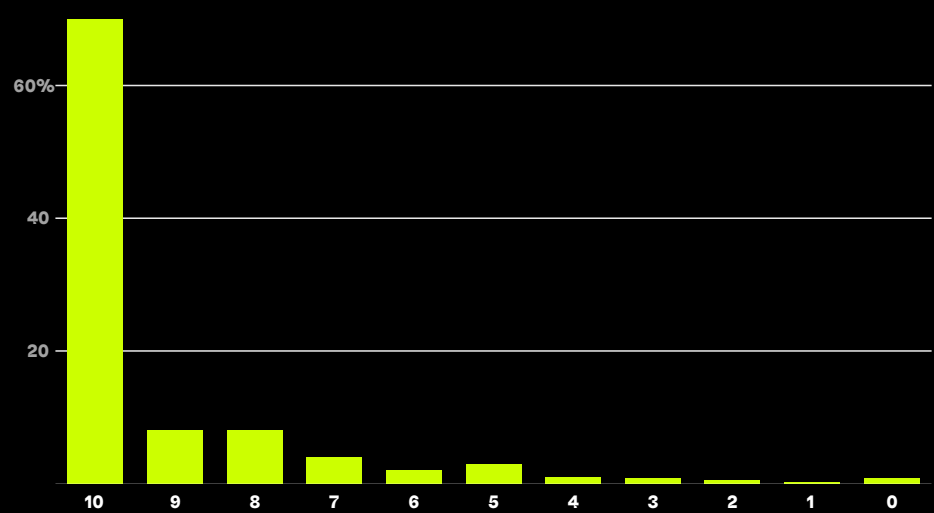
Survey respondents spent an average of 2.13 days at **BLINK** compared to an average of 1.8 days in 2022. The median number of days spent at BLINK was two. 19% of survey respondents indicated that 2024 was the first year they attended BLINK, which was slightly less than the 22% of respondents who attended BLINK for the first time in 2022. The majority of respondents, about 55%, heard about BLINK through word of mouth, about 37% heard about BLINK through social media sites like Facebook or Instagram, and 29% of respondents learned through local media sources.

FIGURE 5. RESPONDENT LOCATIONS



“BLINK is always a stellar event for the city! There’s something for everyone, and each year it seems as though efforts are made to better the experience for everyone involved.” - BLINK 2024 Attendee

FIGURE 6.
LIKELIHOOD OF RECOMMENDING BLINK



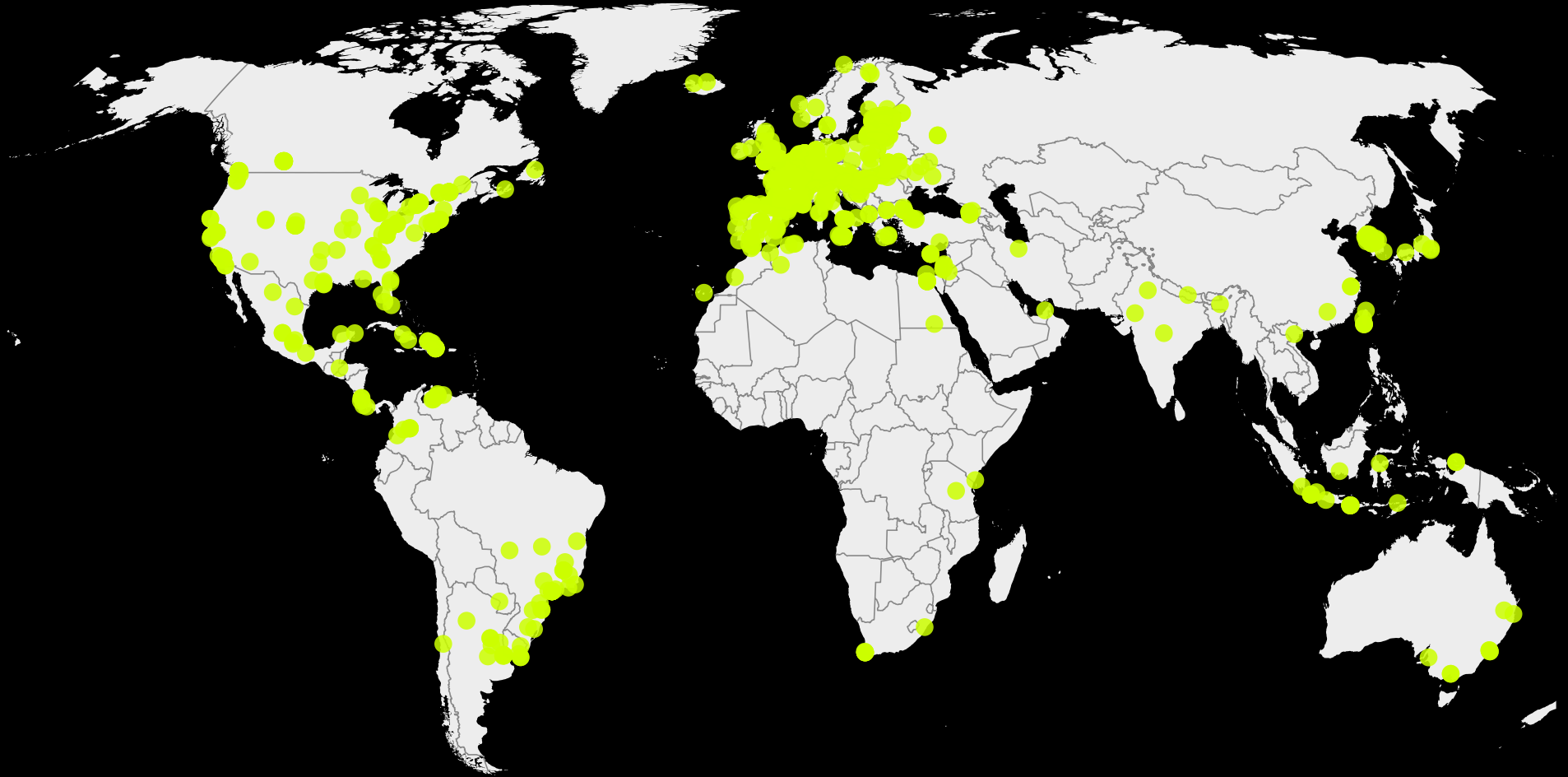
When asked to rate their likelihood of recommending **BLINK** to family and friends on a scale of 0 to 10, the most common response was 10 (about 70% of respondents, a substantial increase from 2022 which had 31% of survey respondents choosing 10). Only 7% of survey respondents ranked their likelihood to recommend BLINK at a score of 5 or below.



Local attendees spent an average of 2.17 days at BLINK®

ARTIST SURVEY SUMMARY

FIGURE 7. WHERE DID ARTISTS APPLY FROM?

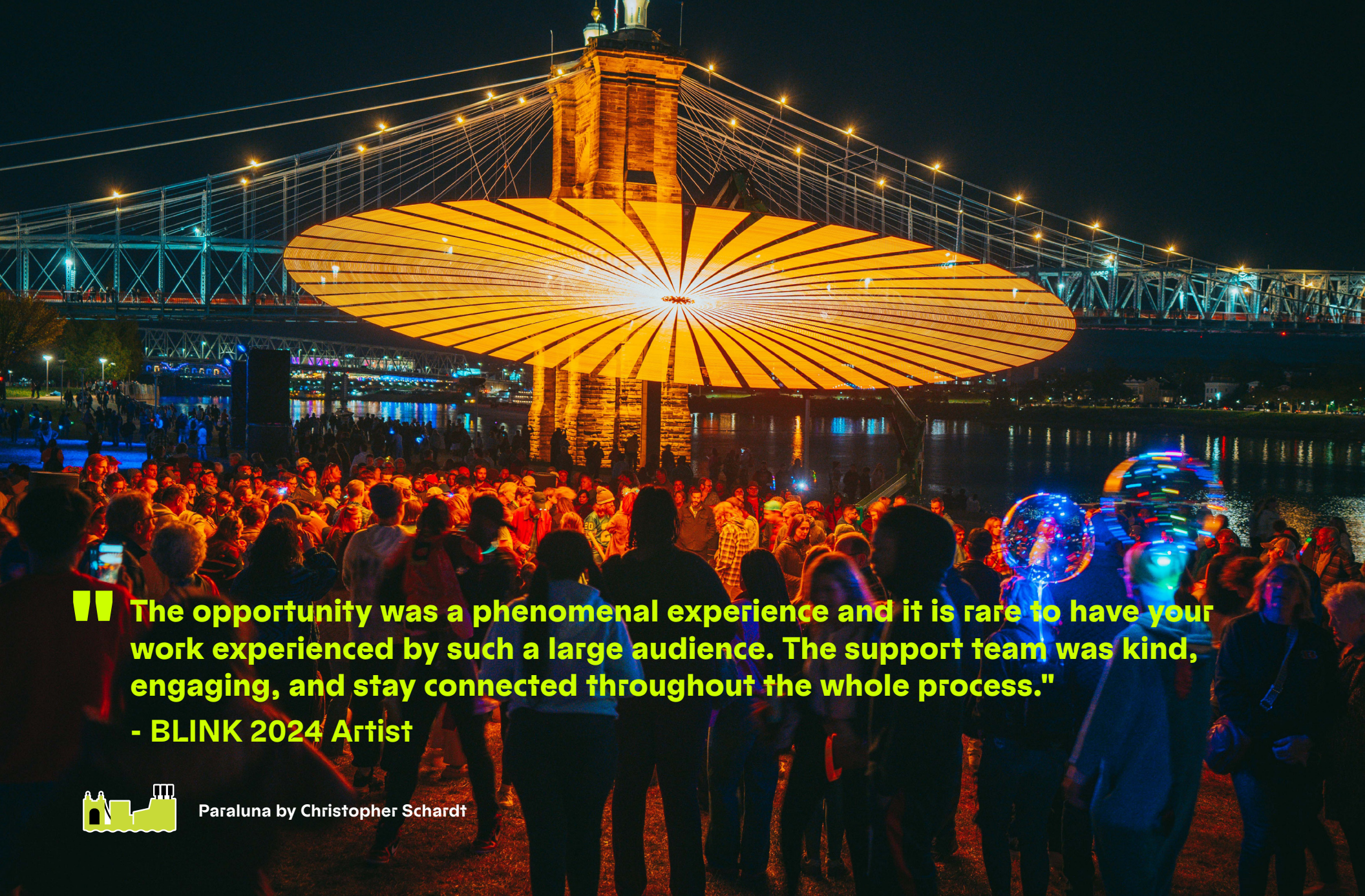


SELECTED ARTISTS

BLINK 2024 brought together artists from every corner of the globe.

In total, 944 artists applied from every continent and 65 countries. About half of applicants were from the United States—with Spain, Canada, and the United Kingdom being the next most common origin. Instagram was by far the most common way that applicants found out about **BLINK**. Of all the applicants, about one-quarter had attended BLINK before, while three out of four had never attended. Likewise, the vast majority (84%) of applicants had not applied to be a BLINK artist before, while only 16% were past applicants. Further, 88% of applicants had not been selected as a BLINK artist before and about 12% had.





“The opportunity was a phenomenal experience and it is rare to have your work experienced by such a large audience. The support team was kind, engaging, and stay connected throughout the whole process.”

- BLINK 2024 Artist



Paraluna by Christopher Schardt



Alchemy of Atmosphere
by Janez Grošelj

CONCLUSION

The 2024 edition of **BLINK** was the largest yet, demonstrating continued growth in economic impact for the Cincinnati region. The event expanded to seven zones, and the amount of money spent by attendees of the event continued to grow. Overall, within the Cincinnati region, BLINK generated about \$205 million in direct economic impact and \$409 million in total economic impact, supported or created 3,487 jobs with earnings amounting to \$145 million, and generated approximately \$11.1 million in tax revenue at the local, state, and federal level.

As the Director of the Center for Research & Data, the Chamber's initiative dedicated to providing data-driven analysis on key regional indicators and outcomes, I have the privilege of leading a range of impactful projects. Our work supports regional leaders, community partners, and policymakers in making informed decisions on critical priorities such as talent attraction, inclusive economic growth, and broader community objectives. Among these initiatives, BLINK stands out as one of the most significant and dynamic. We are committed to data-driven insights, and the opportunity to measure the economic impact of one of Cincinnati's largest and most internationally recognized community events is truly exceptional. We appreciate your interest in the BLINK 2024 Economic Impact Analysis and invite you to explore our other research at data.cincinnati-chamber.com.



Brandon Rudd

Director, Center for Research & Data at the Cincinnati Regional Chamber

Produced By:

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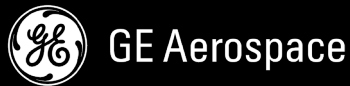


BLINK 'Let it Shine' Parade -
Batavia High School Marching Band

THANK YOU TO OUR SPONSORS



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Future Facades by Derek Abbott

BLINK

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Carol Ann and
Ralph V. Haile, Jr.
FOUNDATION

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