



TO: Mayor and City Council Members
FROM: Council Assistant Rebecca Boydston on behalf of Council Member Mello
COPY: City Manager and City Clerk
SUBJECT: A resolution in support of City of Tacoma Proposition No. 1 on the November 6, 2018 General Election Concerning Tacoma Creates – October 9, 2018
DATE: October 3, 2018

SUMMARY:

A resolution expressing support for the passage of the City of Tacoma’s Proposition No. 1 at the November 6, 2018 General Election, which reads as follows:

**CITY OF TACOMA
PROPOSITION NO. 1**

The Tacoma City Council passed Resolution No. 40046 concerning Tacoma Creates to support arts, culture, science, and heritage programs.

As proposed, Tacoma Creates includes arts, culture, science and heritage programs for youth after school and during summer. Tacoma Creates also offers residents free and discounted access to cultural activities, programs for every neighborhood and age, and expanded services to diverse, underserved and low-income populations. Funding Tacoma Creates is a sales tax increase of one-tenth of one percent, expiring in seven years, beginning January 1, 2019. An average Tacoma household will pay \$13 per year.

Should this proposition be:

Approved _____

Rejected _____

COUNCIL SPONSORS:

Mayor Woodards and Council Members: Mello and Ushka

STRATEGIC POLICY PRIORITY:

Proposition No. 1, if successfully approved by the voters, would establish Tacoma Creates. The program best aligns with the City Council’s Strategic Priorities to:

- Ensure all Tacoma residents are valued and have access to resources to meet their needs.
- Foster a vibrant and diverse economy with good jobs for all Tacoma residents.
- Encourage thriving residents with abundant opportunities for life-long learning.
- Cultivate a vibrant cultural sector that fosters a creative, cohesive community.
- Assure outstanding stewardship of the natural and built environment.

BACKGROUND:

The purpose of Tacoma Creates is to improve access to arts, culture, science, and heritage programs and experiences for all of Tacoma’s residents. The authority for Counties and Cities to establish such a program was authorized by the Washington State Legislature in 2015 and codified under 36.160 RCW. The legislature created this authority in recognition of the numerous public benefits cultural organizations provide for including: extending and enhancing the educational reach for our youth, economic



development, and ensuring for expanded access to cultural facilities and programs by economically and geographically underserved populations.

Proposition No. 1 asks Tacoma voters to approve or reject an increase of 0.1% in the City's sales tax or 1 penny for every \$10 of purchase for Tacoma Creates for the purpose of expanding equity and access to the City's arts, culture, science and heritage programs. Under state law, the tax would sunset after seven years, unless renewed by the voters.

For cost of \$13 a year per average Tacoma household, Tacoma residents would have access to new and additional programs that will bring Tacoma's rich arts and culture to the whole community, but with particular focus in the following areas.

First, Tacoma Creates will enhance and extend arts, culture, science and heritage education for Tacoma's youth and school-age children. Cultural organizations will partner with Tacoma Public Schools and other community-based or non-profit organizations to provide both in school, after school and summer programs in every Tacoma neighborhood and offer more field trips to arts, culture, science and heritage organizations.

Second, the program will expand access for all Tacoma residents to arts and cultural events, venues, performances, large-scale city events, exhibits and neighborhood activities. Free and reduced tickets, admissions, and memberships will be offered regardless of income and financial means, leading to greater equitable outcomes and increased public participation, so that everyone has the opportunity to access arts, culture, science and heritage programs and facilities, regardless of their economic means.

Third, the program will create new and additional resources for neighborhood programs and related cultural activities, such as community festivals and street fairs. The program will promote what makes its neighborhoods interesting and unique places.

Finally, the overall economy of Tacoma will benefit given the increased economic activity generated by an enhanced arts and culture sector, greater tourism and attraction of visitors to Tacoma for cultural activities, and promotion and support for jobs in creative fields and enterprises.

Tacoma Creates leverages the significant public and private investment that has been put into place by current and past Tacoma civic initiatives including: revitalization of Tacoma through its cultural assets and facilities (with the theatre district, museum district and Foss Waterway as key examples); convention and tourism promotion; and the opening of UW Tacoma. Tacoma Creates will assist the City of Tacoma in meeting some of its larger goals within its 2025 Strategic Plan. Tacoma Creates will support the continued transformation of Tacoma and the civic pride that results.

If Proposition No. 1 is approved by the voters, the program will be managed by the City of Tacoma's Office of Arts & Cultural Vitality, which has experience working with non-profit and community-based organizations to administer grants, manage contracts, and oversee compliance in the use of public funds. An independent advisory board will also be appointed by the City Council to oversee Tacoma Creates,



including the development of the criteria and guidelines for funding, and monitoring and evaluating the program results. Under state law, any non-profit in Tacoma whose primary purpose is the advancement and preservation of arts, science, heritage, or natural history is eligible to receive funds. An eligible organization must also have a two year track record of providing public programming.

Eligible organizations can apply in only one of two ways: by organization or by program or project. Organizations may apply for up to 15% of the applicant's annual budget (less any federal, state, or local government funding) per year and capped at \$400,000 per year. Programs or projects may apply for a minimum of \$5,000 per year and a maximum of \$50,000 per year.

Tacoma Creates will be accountable for its funding through regular reporting of expenditures and program data including measurable outcomes and records of participants by City Council district. As a further accountability measure, applicants for, and recipients of, Tacoma Creates grants will be required to identify and demonstrate community benefit, based on criteria to be adopted by the City Council which will ensure benefit to all Tacoma communities and generations, and

ALTERNATIVES:

The City Council could choose to not express support for Proposition No. 1 – Tacoma Creates.

RECOMMENDATION:

The sponsoring Mayor and Council Members recommend adoption of a resolution expressing support for the City of Tacoma's Proposition No. 1 at the November 6, 2018 General Election concerning Tacoma Creates, to support arts, culture, science, and heritage programs.

FISCAL IMPACT:

There is no fiscal impact for this resolution to express support for Proposition No. 1.