



TO: Elizabeth Pauli, City Manager
FROM: Deputy Mayor Catherine Ushka
COPIES: City Council and City Clerk
SUBJECT: **Resolution - Contingency fund request to support Tacoma Refugee Choir 2022 Spring Project - March 29, 2022**
DATE: March 23, 2022

SUMMARY AND PURPOSE:

A resolution authorizing a Council Contingency Fund expenditure for \$25,000 to assist the Tacoma Refugee Choir in funding the music video portion of their 2022 spring projects.
[Deputy Mayor Ushka]

COUNCIL SPONSORS:

Mayor Victoria Woodards, Deputy Mayor Catherine Ushka, Council Member Joe Bushnell, Council Member Kristina Walker

BACKGROUND:

The Deputy Mayor’s Recommendation is Based On:

The Tacoma Refugee Choir (TRC) is requesting \$25,000 to assist with a 2022 project that includes the new Heart of Tacoma Festival and a music video.

This music video for "Everyone Can Love Someone" will center around a 10-foot heart that TRC is commissioning from artist Steve LaBerge. It will be built of fiberglass with lights and it will pull like a wagon. TRC plans to call it the "Heart of Tacoma".

The music video will feature people around Tacoma working together to move this heart through the city and will culminate with a flash mob scene at the Dune Peninsula with views of Rainier and the water with up to 200 people dancing together. In addition to the main filming day, TRC will be capturing footage where the Heart is brought to community events.

TRC is also hosting an expansion of last year's drive-in concert with the new Heart of Tacoma festival on June 4th at the LeMay Car Museum Field. This event emphasizes interaction and engagement including dancing, singing, and cooperative activities at the center of the field from a broad coalition of partners. Partners already on board include Greentrike, Wakulima USA, and Tacoma Arts Live. The Heart will be part of this event and some video footage from this event will be incorporated into the "Everyone Can Love Someone" video. Early plans are to accommodate 2,000+ people over the course of the day.

The total budget for the video, the Park Sings events, the Heart of Tacoma Festival and Everyone Can Love Someone video shoot is \$75,000. The \$25,000 provided by the City would be used to cover music videos costs specific to the director, film crew, drone operator, lighting, video editing, coloring, audio mixing, and translations for the music video.



TRC 2022 Project Anticipated Budget

	Park Sings	Music Video	Heart of Tacoma Festival
Marketing	500	2,000	3,000
Facility Rental	600	1,500	2,400
Artists		2,500	10,000
Production Expenses	6,600	18,000	30,000
Other Expenses		3,000	8,000
Staffing	2,400	5,000	11,500
Total	10,100	32,000	64,900

COMMUNITY ENGAGEMENT/ CUSTOMER RESEARCH:

The Executive and Artistic Director of the Tacoma Refugee Choir requested funding for this proposal. TRC plans all of their events with the intention of uniting the diverse voices of our community in supporting each other and sharing hope and inspiration at a time when many Americans are fearful of those who are different. They come together as refugees, immigrants, and friends to help each other feel welcome, develop a deep sense of community, and make meaningful friendships. All of their spring 2022 events will be opportunities for any community member to join with the choir in singing together, an activity that fosters a sense of belonging and purpose, optimal conditions for choir and community members to support one another in the practical challenges of life.

2025 STRATEGIC PRIORITIES:

Equity and Accessibility: (Mandatory)

This project helps reduce racial and other inequities by promoting a sense of unity among all people and regions of the city, encouraging love and compassion particularly as we move out of the pandemic and many are feeling pressures economically, and from a mental health perspective. TRC has produced videos including promoting inclusion in the census as well as pandemic information in response to entities working to better reach affected communities which demonstrated their successful approach through video mediums.

With each of these spring events we are aiming to create uplifting experiences that will deepen understanding between diverse community members, using the power of participatory music making. At Park Sings and the recording of the “Everyone Can Love Someone” music video the Tacoma Refugee Choir will create joyful community experiences focused on how we can love and help one another as we emerge from the pandemic. At the Heart of Tacoma Festival we will bring together a diversity of cultural groups to share music, dance and activities that all in attendance can engage in: every half hour, an artist will guide all attendees from the center of the field in experiencing cultural traditions such as African dance, drumming, Ukrainian songs, and games. Additional activities will include booths, vendors, food trucks, and children’s activities, with an emphasis on engaging BIPOC vendors and artists.

Civic Engagement: Equity Index Score: Moderate Opportunity

Increase the number of residents who participate civically through volunteering and voting.



Explain how your legislation will affect the selected indicator(s).

The choreography and design of TRC videos invites and includes a broad representation from Tacoma residents, many of whom have not previously participated civically. Further the video itself will encourage other diverse groups to be involved as they see people reflective of themselves participating with enjoyment. “Everybody can love someone’ is a project that invites participation both live and on recording.

Civic engagement grows from understanding that your voice matters and that you can make a difference, and when community members are both engaged and thinking about what will make the most sense for EVERYONE, we get the best outcomes for everyone. At Tacoma Refugee Choir gatherings and major events we talk about the importance of getting to know people who are different from us and about being there for each other, whether that takes the form of having neighbors over for a barbeque, recognizing that their voice matters in civic conversations and elections, contacting elected officials to ask them to support refugees, or volunteering with a refugee resettlement program.

Through our public events the voices of immigrants and refugees are heard and amplified, and participants and audiences feel empowered. Choir members have shared how past TRC events and music video filming days have catalyzed a shift in how they saw themselves. One recognized that “we must be seen and heard to be helped and to help others.” Another said, “This is so important because it helps me see how I can help people in my community to create changes that help us.” Audience members alike have shared with us the impact our public events have had on them. One shared that “seeing people representing so many nations around the world sharing their culture freely with such enthusiasm really gave me joy. I can sense a genuine sense of belonging in the midst of true diversity.”

Joining in song with our choir exposes community members to the stories of struggle and triumph of refugees and immigrants, and participating in activities led by diverse groups at the Heart of Tacoma Festival will nurture the desire to make life better for everyone, and to turn that desire into action in the community.

ALTERNATIVES:

Alternative	Positive Impacts	Negative Impacts
1. Take no action	Save contingency funds for other Council priorities.	TRC may not have resources needed to complete their 2022 Spring Project.
2. Fund this project at a lower amount	Save contingency funds for other Council priorities.	TRC may have to cut portions of their 2022 Spring Project due to lack of funding.
3. Fund this project at a higher amount	Remove burden of additional fundraising from TRC in their Spring project.	Funds may not be needed beyond the requested amount and could be used elsewhere to fund other priorities.



EVALUATION AND FOLLOW UP:

Success will be measured with a mix of quantitative and qualitative metrics:

1. Attendance (measured by onsite attendee counting) and Audience diversity, in terms of racial, cultural, and geographic reach including significant attendance by residents from different areas of the city (measured by mix of observation, conversation with attendees, and online event registration)
2. Input received during post-event debrief sessions with participants and collaborating community partners (conversations and surveys)
3. Number of videos views across platforms

A written evaluation report will be submitted upon the release of the music video in Fall 2022.

SPONSOR RECOMMENDATION:

Sponsors recommend providing the Tacoma Refugee Choir \$25,000 to provide necessary resources to produce a quality music video as part of their 2022 spring projects.

FISCAL IMPACT:

Fund Number & Name	COST OBJECT (CC/WBS/ORDER)	Cost Element	Total Amount
1. 1030 – Council Contingency Fund	660000		\$25,000
TOTAL			

What Funding is being used to support the expense?

COUNCIL CONTINGENCY FUND

Are the expenditures and revenues planned and budgeted in this biennium’s current budget?

NO, PLEASE EXPLAIN BELOW

The Council Contingency Fund provides an established amount of funding each year for unbudgeted Council-sponsored initiatives.

Are there financial costs or other impacts of not implementing the legislation?

No

Will the legislation have an ongoing/recurring fiscal impact?

No

Will the legislation change the City’s FTE/personnel counts?

No

ATTACHMENTS:

- 2022-2023 Council Contingency Commitments

2022 Council Contingency Commitments

2022-2023	\$ 250,000.00
(Remaining balance from 2021 that will be carried over)	\$ 88,592.09
Council Requested - Seed Internships	\$ 31,000.00
Resolution 40919	
<i>A Council Contingency fund expenditure of \$31,000 to fund the full or partial costs of five or more Tacoma-based small businesses or non-profits of hosting a Seed Internship.</i>	
Council Requested - Daffodil Parade	\$ 20,000.00
Resolution 40925	
<i>A resolution authorizing the one-time use of \$20,000 from the Council Contingency Fund to be applied to the cost of in-kind services provided by the City of Tacoma such as traffic control devices and traffic control services.</i>	
Council Requested - Tacoma Reads	\$ 10,000.00
To Council March 22, 2022	
<i>A request for City Council concurrence for a \$10,000 City Council Contingency Fund request to support the 2022 Tacoma Reads Together events.</i>	
Council Requested - Tacoma Refugee Choir	\$25,000
To Council March 29, 2022	
<i>A Council Contingency Fund expenditure for \$25,000 to assist the Tacoma Refugee Choir in funding the music video portion of their 2022 spring projects.</i>	
Council Requested - Litter Free 253	\$ 2,500.00
To Council March 29, 2022	
<i>A Council Contingency Fund expenditure of \$2,500 to fund litter pick-up tools "litter grabbers," for the annual volunteer-led Litter Free 253 event.</i>	
Starting Balance	\$ 338,592.09
Total Amount Allocated	\$ 88,500.00
Current Balance	\$ 250,092.09