

# Tacoma Arts Commission

ARTFULL TACOMA  
PERFORMANCE MEASURE GOALS  
AND UPDATES ON PROGRAMS INCLUDING  
SPACEWORKS TACOMA





# Strategy 1

Grow and sustain the creative economy.

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- a. Promote Tacoma as a center for the arts.**
  - b. Expand opportunities for creative businesses to thrive through programs like Spaceworks Tacoma.**
  - c. Identify and develop creative growth sectors.**
  - d. Provide training and professional development for artists and arts organizations.**
  - e. Encourage development and sustainability of creative spaces throughout Tacoma.**

# Baseline Measures

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## Economic Impact of the Non-profit Arts and Culture Organizations and their Audiences

Direct Economic Activity	Organizations	Audiences	Total Industry Expenditures
Total Industry Expenditures 2005	\$18,896,260	\$17,862,058	\$36,758,318
Total Industry Expenditures 2010	\$34,861,671	\$29,855,696	<b>\$64,717,367</b>
Revenue Generated to Local Government 2010	\$1,473,000	\$1,342,000	<b>\$2,815,000</b>



Currently conducting survey. Results for 2016 will be available June 2017

### Creative Vitality Index



**0.94**

CVI Value

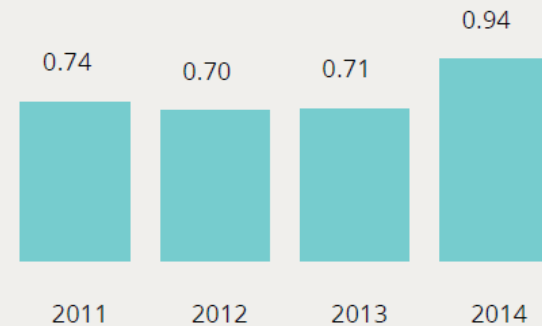
United States CVI = 1.0

This regional snapshot report gives the big picture of a region's creative landscape. It provides an overview of creative jobs, industry earnings, FDR grants, and Nonprofit revenues.

### Total Population

**177,433**

### Past 5 years of CVI Performance

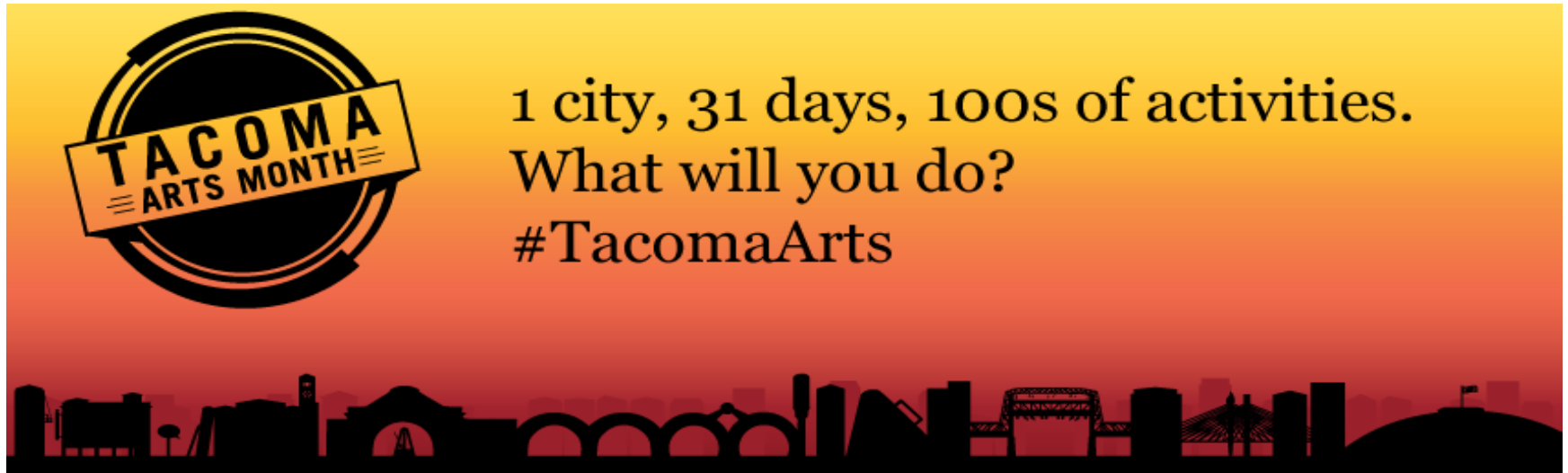


National data. 2015 will be available in 2017.

# Strategy 1

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## Leverage Tacoma's Position as an Arts Destination

The City of Tacoma will become a national destination known for our robust arts and culture that will result in the following:

- Increase in the Economic Impact of the Non-profit arts and culture sector by 40% by 2025.
- Increase the CVI by 50% by 2020 and surpass a 2 rating by 2025.

Promote Tacoma as a Center for the Arts

# Strategy 1

Grow and sustain the creative economy.

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## Regional Hub for Creative Enterprise\*

In order to position Tacoma as a Regional Hub for Creative Enterprise, the Community and Economic Development Department will work to attract 350 creative businesses by 2025.

\*CEDD Performance Measure

- Maker City Initiative
- Training and Capacity Building for Creatives
- Creative Space Development
- Spaceworks Tacoma

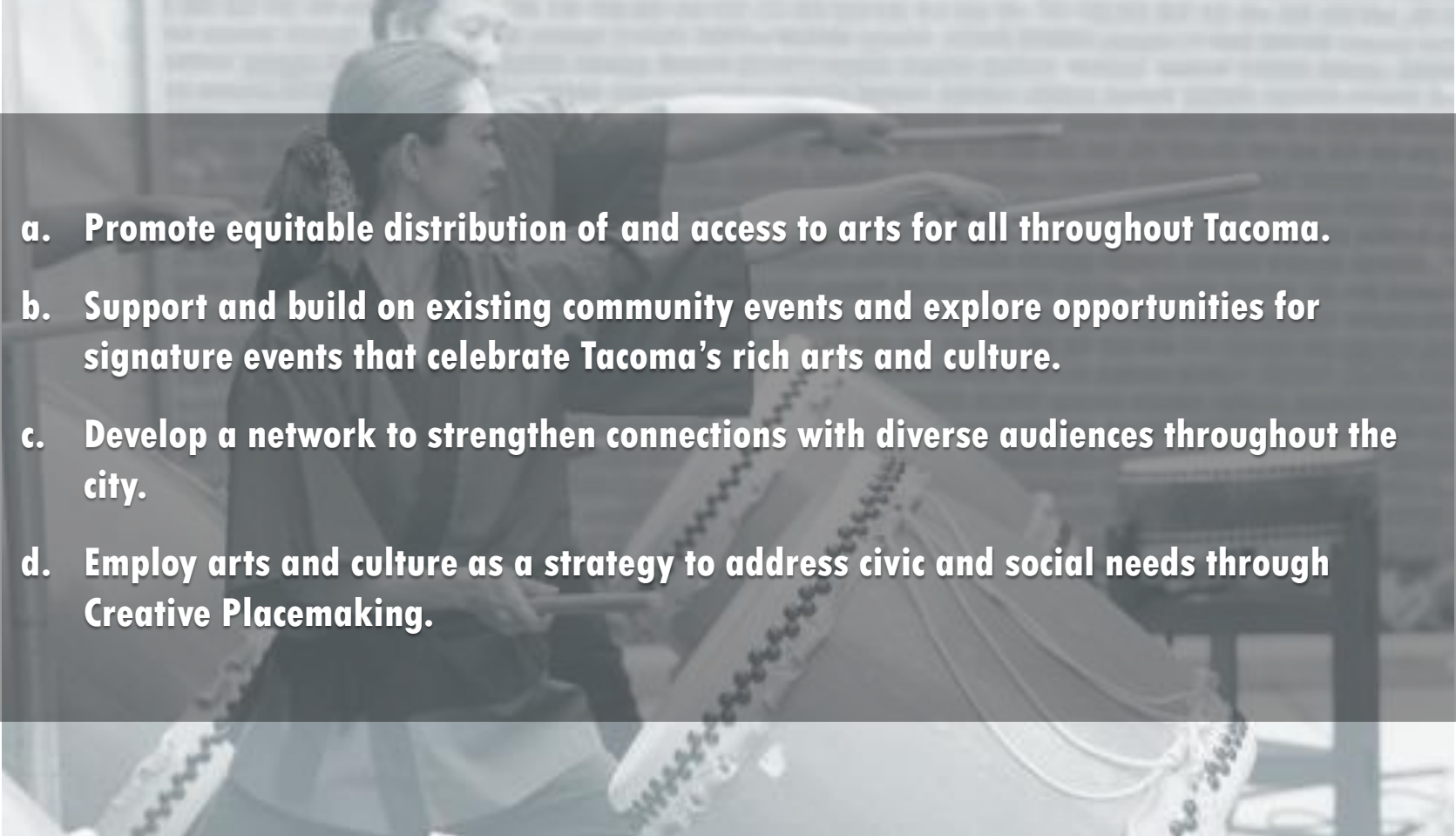
Etsy Maker City, Tacoma Manufacturing Co, eTc

Grow Creative Enterprise

# Strategy 2

Promote equity, diversity, and inclusiveness through the arts.

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- a. Promote equitable distribution of and access to arts for all throughout Tacoma.**
  - b. Support and build on existing community events and explore opportunities for signature events that celebrate Tacoma's rich arts and culture.**
  - c. Develop a network to strengthen connections with diverse audiences throughout the city.**
  - d. Employ arts and culture as a strategy to address civic and social needs through Creative Placemaking.**



# Strategy 2

Promote equity, diversity, and inclusiveness through the arts.

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## Citizen Participation in Neighborhood-Based Programs\*

In order to expand neighborhood participation in public and private investments in Tacoma, the CEDD will increase community engagement strategies through **innovative approaches** that reflect the goals of Tacoma 2025.

\*CEDD Performance Measure

- Arts are used as a community engagement tool in planning and in conjunction with non-arts focused initiatives.
- At least 10 civic projects employ innovative art approaches for community engagement by 2020.
- At least 3 intensive capacity building programs for artists will be offered including training targeted to underrepresented artists by 2020.

Equitable access and increased community connections

# Strategy 2

Promote equity, diversity, and inclusiveness through the arts.

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## Create baseline data to identify and address gaps in service and participation.

- Inventory locations of venues that produce and/or host cultural activities in Tacoma.
- Inventory existing festivals and events throughout Tacoma in partnership with the Special Events and Recognition Committee.
- Inventory locations of public art and demographics of participating artists.

Dion Thomas Tacoma Neighborhoods, Tacoma Arts Month Opening Party , Tacoma Art Museum, Tacoma Youth Symphony


Equitable Access and increased community connections



# Strategy 3

Use public art to create active, accessible, and welcoming public places.

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- a. Ensure that art and design are successfully integrated into public development projects.**
  - b. Equitably distribute public art throughout Tacoma's neighborhoods.**
  - c. Investigate opportunities to include public art in private development.**
  - d. Increase capacity for the stewardship and maintenance of public art.**

# Strategy 3

Use public art to create active, accessible, and welcoming public places.

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**Diverse public art projects will be increased in under-represented areas by at least 50% by 2025.**

- Prioritize opportunities to increase artwork in neighborhoods and business districts where it is lacking.
- Diversify artwork that is commissioned to include a variety of approaches and media.
- Identify opportunities where art and design can contribute to site reclamation and result in creative placemaking.
- Partner with Metro Parks and Tacoma Public Schools to increase opportunities for commissioning artwork throughout the city.

Engage early in the planning and design process.

# Strategy 4

## Strengthen Tacoma's creative ecosystem.

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- a. Provide expert arts administration consulting services to partners seeking to advance the arts in their organizations and our community.**
  - b. Strengthen and expand existing arts and cultural funding opportunities.**
  - c. Ensure access to quality arts education in and out of school time with Tacoma schools and arts providers.**
  - d. Advocate for local implementation of Cultural Access WA to provide sustainable funding to arts, science, and heritage organizations in Greater Tacoma.**



# Strategy 4

## Strengthen Tacoma's Creative Ecosystem

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ARTSFUND




### **Increase investment in arts and culture from public and private sources.**

- Building on partnerships with Metro Parks and others, create a sustainable model for providing arts administration expertise to Tacoma Public Schools and other municipal or non-profit agencies.
- Research funding models that support arts, culture and creativity in other communities.
- Advocate for Cultural Access WA and consider the City of Tacoma's role in administering the program.

# Strategy 5

Optimize performance and capacity of arts programming, services, and operations.

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- A group of dancers in traditional Indigenous attire, including beaded necklaces and skirts, are performing in a large hall. They are seen from behind, moving away from the camera. In the background, a group of people is seated, watching the performance. The hall has large windows and a high ceiling.
- a. Adopt ArtFull Tacoma.**
  - b. Create an Office of Arts & Cultural Vitality.**
  - c. Create a streamlined user-friendly city hall experience for artists and creative businesses.**

# Strategy 5

Optimize performance and capacity of arts programming, services, and operations.

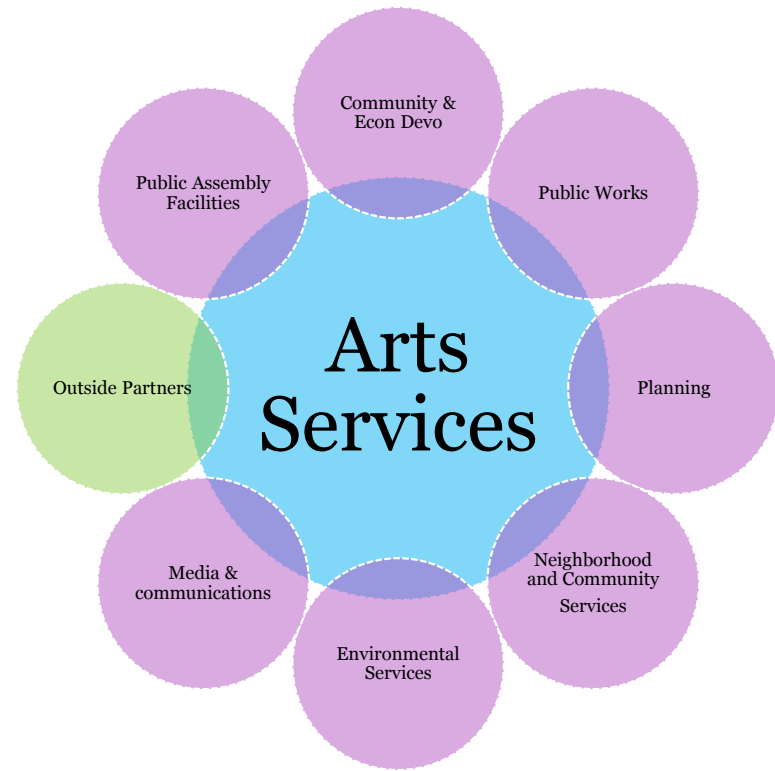
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## Overview of arts program expertise and services

### Expertise and Services

- Access to artists and creatives
- Best practices in arts administration
- Community engagement
- Connection to national trends and expertise
- Consulting
- Creative economy development
- Creative placemaking
- Creative space development
- Cultural programs
- Cultural tourism
- Fundraising/grantwriting
- Marketing and communication hub for arts and culture
- Policy development
- Project management
- Public art
- Public presentations & workshops
- Staff the Tacoma Arts Commission
- Training and capacity building

### Who we serve





# Strategy 5

Optimize performance and capacity of arts programming, services, and operations.

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## **Increase the visibility and strengthen the impact of city arts services.**

- Consider a more prominent name change to something more visible and consistent with similar programs around the country.
- Determine how to strategically strengthen alignments within the city and with partners to advance Tacoma as a center for the Arts.
- Develop a staffing and resource strategy that responds to the demands of the community as the successful services are delivered.



# Tacoma Arts Commission

THANK YOU

