



TO: Elizabeth Pauli, City Manager
FROM: Ricardo Noguera, Community & Economic Development Dept
COPY: Economic Development Committee
SUBJECT: Impact and update on Arts and Cultural Access Tacoma
DATE: October 10, 2017

SUMMARY:

This is two part presentation that will include an update to the committee on the activities and strategies being implemented by the Office of Arts & Cultural Vitality and Arts Commission as they relate to Artfull Tacoma, the City's 5 year art plan and proposed concepts and design of legislation for Cultural Access Tacoma a potential funding mechanism to be presented to voters that would strengthen Tacoma's social fabric through support of arts, heritage and science.

BACKGROUND:

In July 2016, City Council approved Artfull Tacoma, a five-year art plan for Tacoma. This presentation will focus on community engagement strategies and programs, public art, creative space development and Arts Month updates.

In July of 2015, Governor Inslee signed into law the Cultural Access Program that allows local communities to expand either sales or property tax by up to one-tenth of one percent to fund increased educational services and free access to science, arts or heritage programs provided by non-profit organizations. This program is modeled after several U.S. jurisdictions (including St. Louis, Denver and the state of Minnesota) that have successfully executed such taxing programs to benefit local constituents. The benefits accrue to citizens at all economic levels, but are most positively impacting lower income families and K-12 students. The economic impact of these programs show that tax revenues collected for the purpose of funding these benefits is far less than the new tax payments to state and local government that are generated by efforts such as Cultural Access. In Denver, the program has been managed since 1988, and has passed four ballot renewals, the last time with a 63% approval vote. Denver's 2015 \$53 million tax investment, delivered \$1.8 billion in economic impact (based on the Colorado Business Committee Economic Study). Therefore, based on national averages calculated by the Economic Impact Calculator of AFTA, that translates to \$95 million in local government tax receipts, and \$110 million in state tax receipts generated by the initial \$53 million investment.

The Arts & Culture Coalition has been working to design a local opportunity that can be placed on the ballot in the near future.

ISSUE:

Activities of the Office of Arts & Cultural Vitality are informational.



An effort to introduce Cultural Access funding in Tacoma is being considered by the Arts & Culture Coalition. The intention is to strengthen the social fabric of a community through:

- funding programs in EVERY public school in Tacoma (In-class and after school programs as well as funding for field trips),
- increase capacity for EVERY Tacoma neighborhood to host highly localized community street fairs, etc,
- create NEW support for free or low-cost access to large-scale festival activities in Tacoma,
- create NEW free and reduced cost access to Tacoma's world-class cultural programs,
- support NEW programs that ensure access and equity across Tacoma's diverse socio-economic population.

Full details on public benefits, funding models, eligibility criteria, and accountability standards are currently being formulated, discussed, and researched. The Arts and Cultural Coalition seeks input from all community sectors to ensure this future program serves ALL of the citizens of Tacoma.

ALTERNATIVES:

"This is an information briefing only. There are no alternatives presented."

FISCAL IMPACT:

"This is an information briefing only. There is no fiscal impact."

RECOMMENDATION:

"This is an information briefing only. There is no recommendation."