

# Office of Arts & Cultural Vitality Tacoma Arts Commission



Amy McBride, Tacoma Arts Administrator  
Mike Sweney, Arts Commission Chair



# STRATEGY 1

Grow and sustain the creative economy.

- 
- 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.





**PROMOTE TACOMA AS A CENTER  
FOR THE ARTS**





## 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	\$64,717,367
<b>Total Industry Expenditures 2015</b>	<b>\$74,648,459,</b>	<b>\$62,565,471</b>	<b>\$137,213,930</b>
	Local	State	Total
Revenue Generated to Local Government 2010	\$1,473,000	\$1,342,000	\$2,815,000
<b>Revenue Generated to Local Government 2015</b>	<b>\$5,979,000</b>	<b>\$799,77,00</b>	<b>\$14,000,000</b>



# CityArts

AUGUST 2018

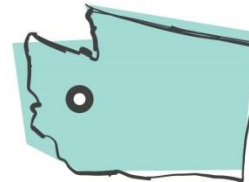
THE SPIRIT AND  
SUBSTANCE OF  
A CHANGING  
TACOMA

B-boy Wooty reps  
for Tacoma at  
11th and Market

**America's Most Artistic Towns  
Tacoma, WA**

**Expedia.com February, 2018**

***Seattle Artists and Tacoma's  
Homegrown Creatives are  
Growing a Buzzworthy  
South Sound Arts Scene –  
Seattle Magazine July 2018***



## TACOMA | WASHINGTON

Local art is championed in this city  
full of indie art galleries, thriving  
theaters, and studios

### WHEN TO VISIT

July to September

### MUST-SEE ART

- Tacoma Art Museum
- Museum of Glass
- Spaceworks Tacoma



**[www.invaluable.com](http://www.invaluable.com)  
12 Unexpected Art  
Destinations to Explore in the U.S.**





17<sup>TH</sup> ANNUAL ARTS MONTH



# 17<sup>th</sup> Annual Arts Month

[www.tacomaartsmonth.com](http://www.tacomaartsmonth.com)

**Proclamation:** September 25th

**Kaleidoscope Opening Party**

October 3, 6-9pm Normanna Hall

**Studio Tours**

October 13 & 14, 11am – 5pm

**AMOCAT Award Winners**

Jackie Casella – Community

Outreach by an Individual

Tacoma Little Theatre –

Community Outreach by an

Organization

MultiCare Health System –

Arts Patron







# CREATIVE SPACE DEVELOPMENT





Alma Mater







Alma Mater





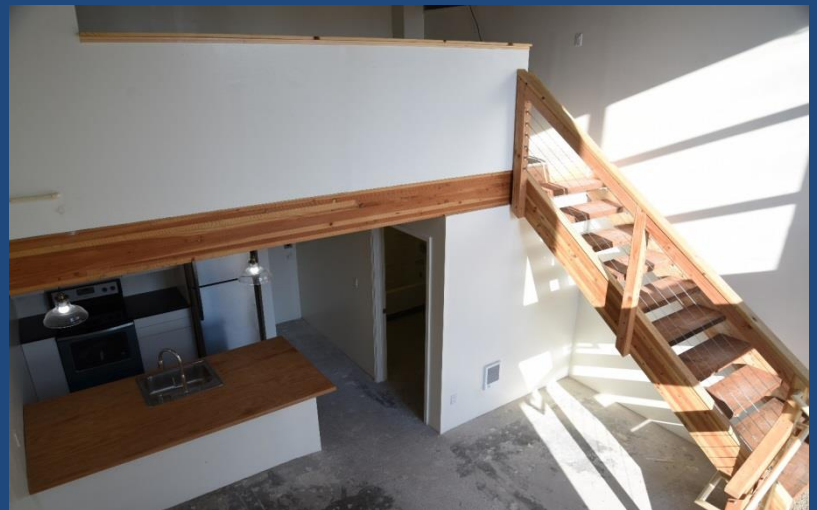
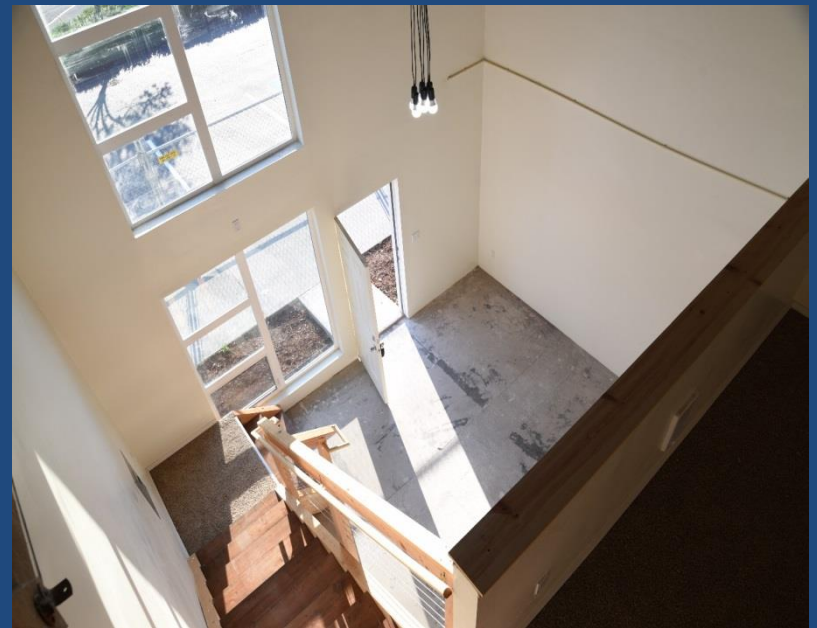
Alma Mater





# MCKINLEY ARTIST LOFTS





# MCKINLEY ARTIST LOFTS





# BIRDLOFT STUDIO





# BIRDLOFT STUDIO





Increase opportunities for training and professional development for artists:

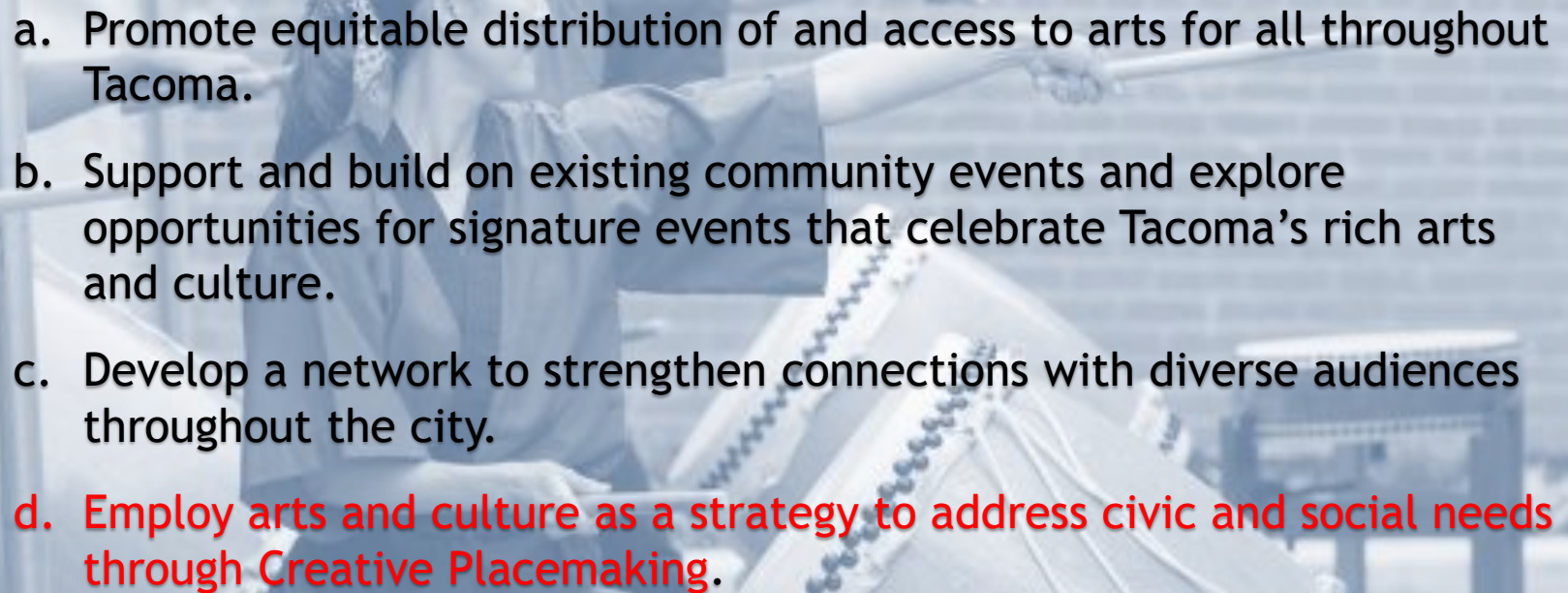
- Identify need and existing gaps
- Partner with regional arts/service organizations
  - Artist Trust
  - Shunpike
  - WA Lawyers for the Arts
  - WA Filmworks

Build and grow creative growth sectors such as the film industry and maker community.



# STRATEGY 2

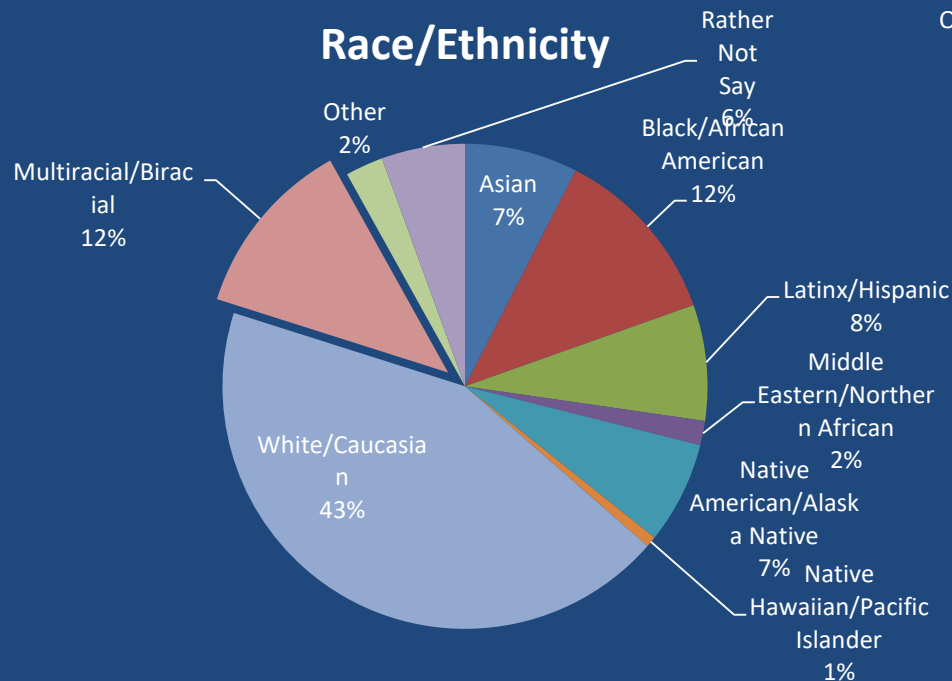
Promote equity, diversity, and inclusiveness through the arts.

- 
- 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.

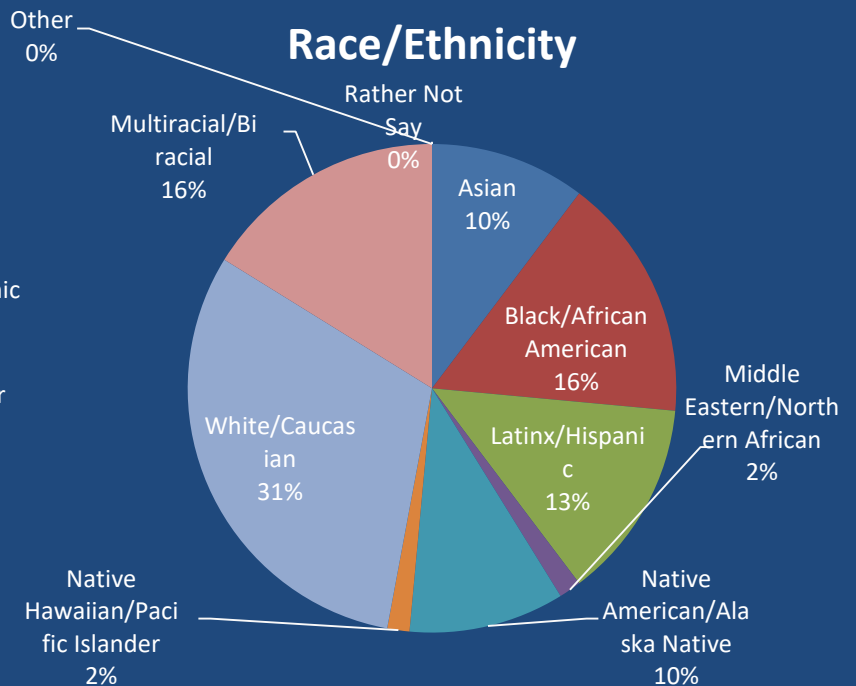


# STRATEGY 2

Promote equity, diversity, and inclusiveness through the arts.



Applicants 2017



Selected 2017





# COMMUNITY/CIVIC ENGAGEMENT & SOCIAL ACTION





# Lincoln Revitalization

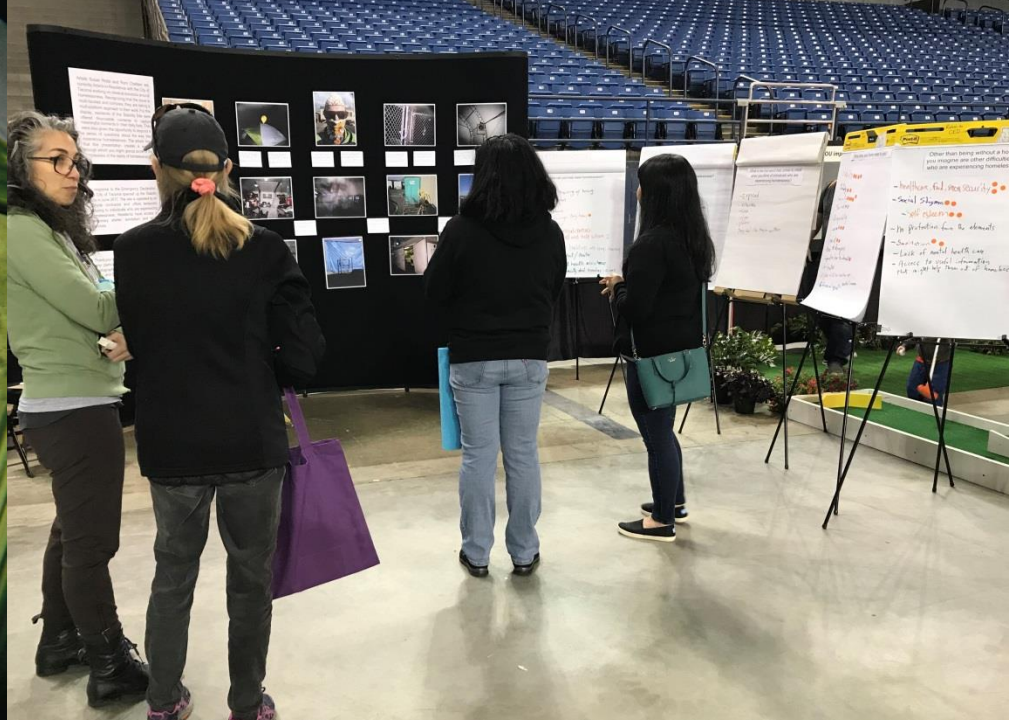




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# ARTISTS IN RESIDENCE





Engage community in authentic ways and raise awareness re: issues.

Reduce social distancing through artistic exploration and conversation with homed and homeless individuals

Site reclamation: making spaces more active and usable by all.

# ARTISTS IN RESIDENCE: RONI CHELBEN & SUSAN ROBB





© Patti Ramos



# ARTISTS IN RESIDENCE





## IN OUR BACKYARD

July 25: Tacoma Rescue Mission  
150 attendees

Aug 4<sup>th</sup>: Blueberry Park  
80 attendees

Aug 7<sup>th</sup>: Tacoma Community College  
60 attendees

Aug 12: Portland Ave. Community Ctr  
45 attendees

August 16: Tollefson Plaza/TAM  
80 attendees

- 8 video conversations
- Room for Rent performances
- Community Conversations

Nativity House, Rescue Mission,  
Salvation Army, UWT, Sound  
Outreach, Metro Parks, TCC, TAM,  
COT (NCS, CED, TVE, ES, MCO,  
PW) Homelessness providers forum

# ARTISTS IN RESIDENCE: RONI CHELBEN

## SITE RECLAMATION/ ACTIVATION

Research, Plans, “tool-kits”, design and programming solutions

- 10<sup>th</sup> Street Hillclimb Tunnel
- 12<sup>th</sup> Street Hillclimb
- Fireman’s Park – completed
- 25<sup>th</sup> and A Street – completed
- 32<sup>nd</sup> at Bridge/Wright & T Streets
- S. 13<sup>th</sup> and S. Winnifred Street
- East 34<sup>th</sup> Street Stair climb

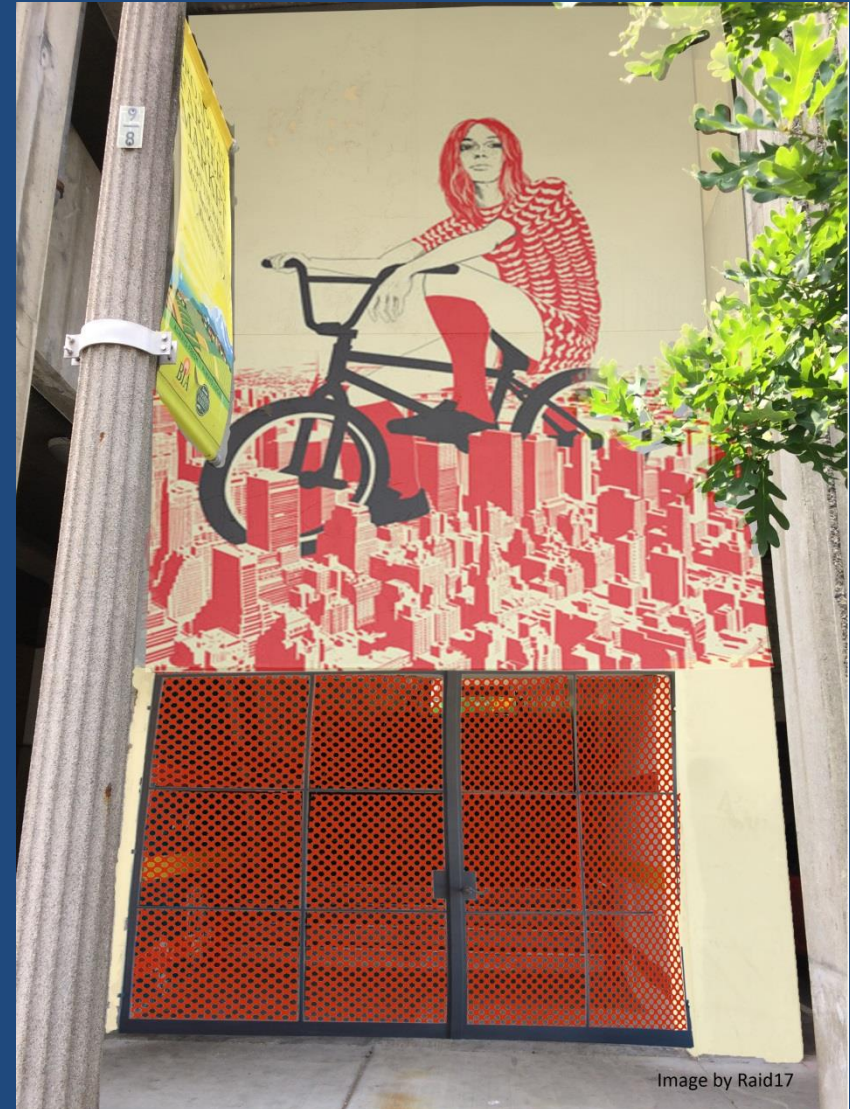


Image by Raid17

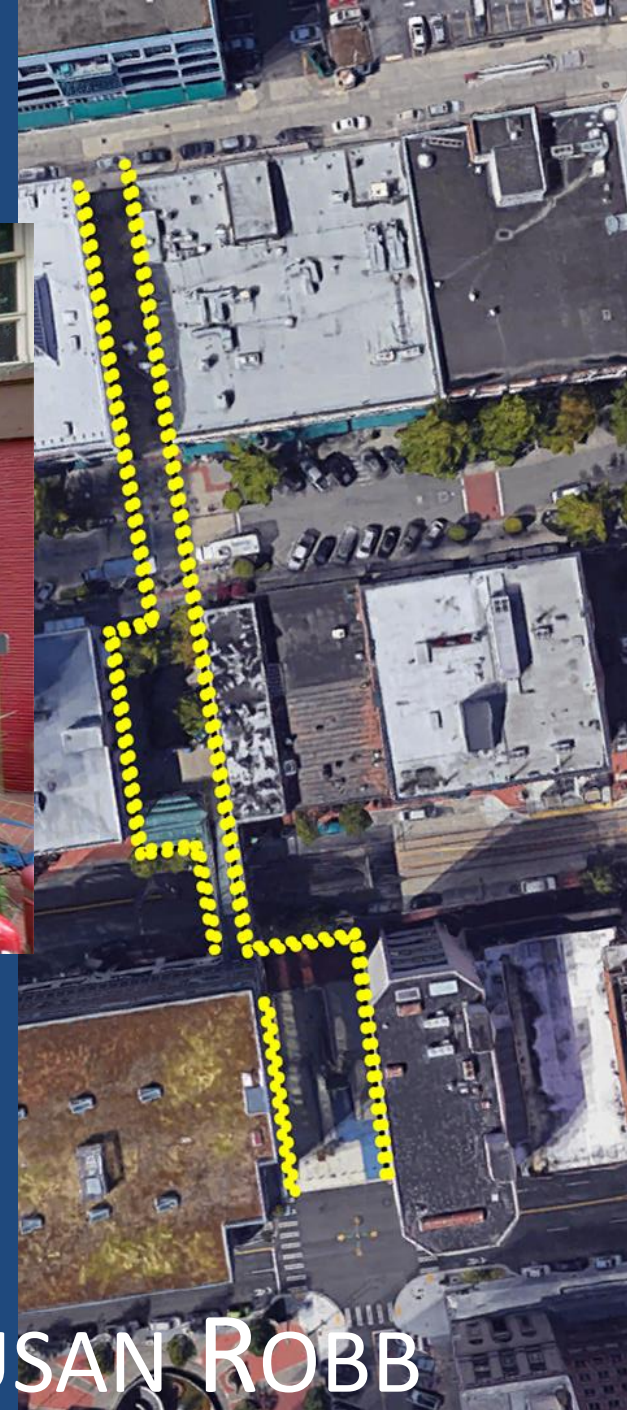
# ARTISTS IN RESIDENCE: SUSAN ROBB



## SITE RECLAMATION/ ACTIVATION



12<sup>th</sup> Street Hillclimb



ARTISTS IN RESIDENCE: SUSAN ROBB





## Public Art Training Program

Eastside Community Center

12 Tacoma artists: focus on AOC and connections to Eastside

Classroom Training

Temporary Projects at Salishan

Opportunity to compete for projects on site



# EASTSIDE COMMUNITY CENTER







Social Practice/Public Art Training program

Tacoma Mall Area

12 Tacoma artists of all disciplines

Focus on civic issues/opportunities in Tacoma Mall Area

Classroom and temporary projects

Public panel presentation on Social Practice at Real Art

Pierce County Health Department, City Planning & Public Works, Pierce Transit, S. Tacoma Neighborhood Council



# PUBLIC ART: PUBLIC ACTION

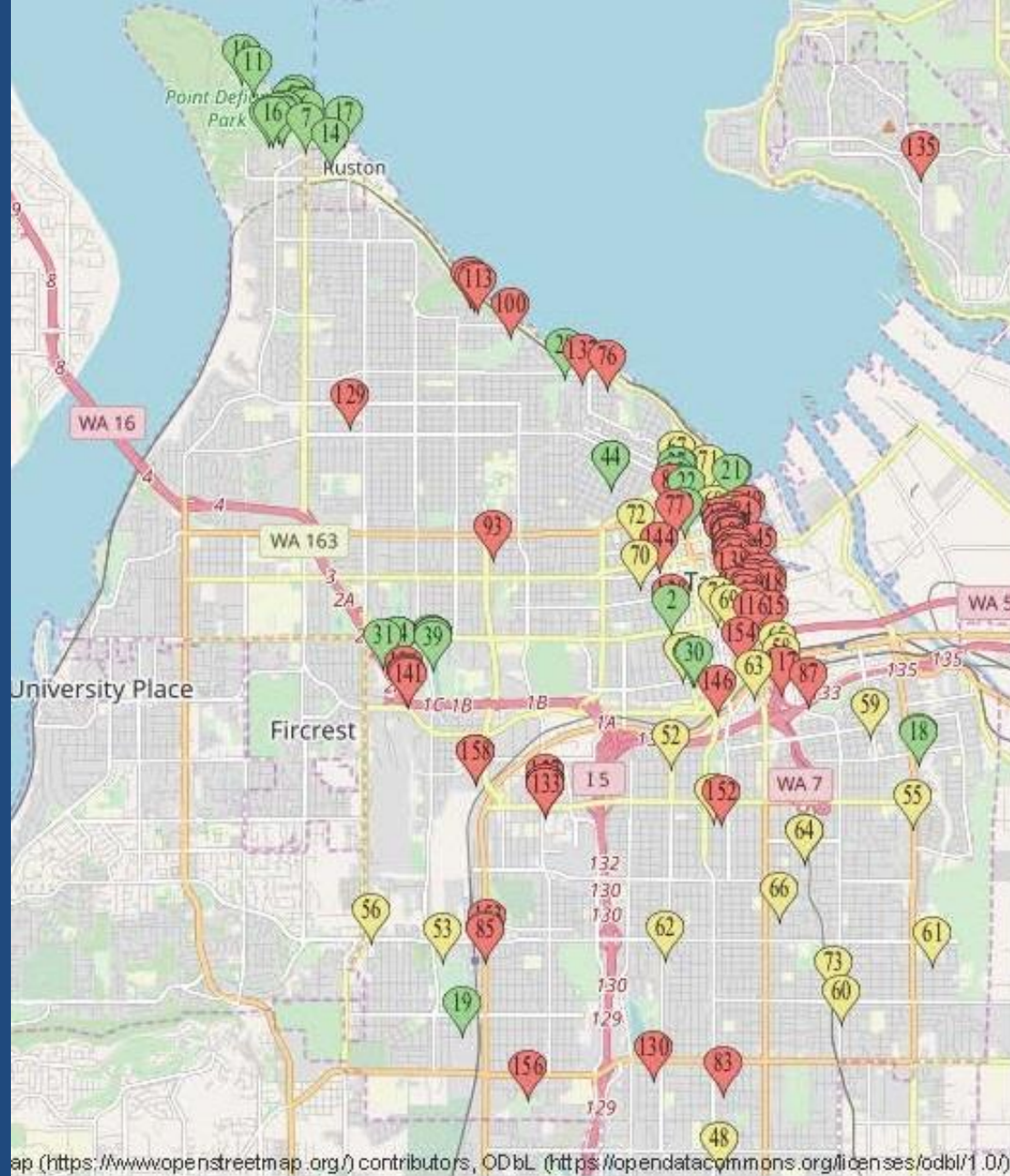


# STRATEGY 3

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.



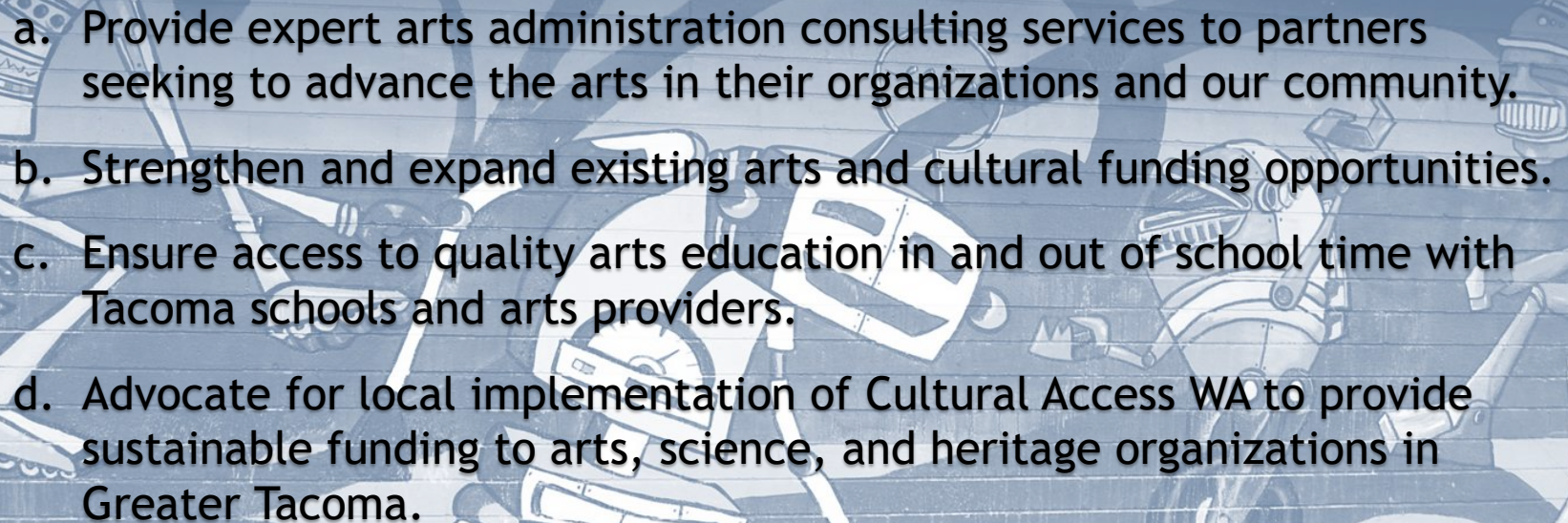


# DISTRIBUTION OF PUBLIC ART IN TACOMA



# STRATEGY 4

Strengthen Tacoma's creative ecosystem.

- 
- 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.

Partnership and public art project management:

- Metro Parks Tacoma
- Tacoma Housing Authority
- Sound Transit
- Port of Tacoma
- Potentially Puyallup Tribe of Indians
- Private Development





# STRATEGY 4

Strengthen Tacoma's creative ecosystem.



**TACOMA  
CREATES**





# STRATEGY 5

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

- 
- A photograph showing a group of people, likely Indigenous, performing a traditional dance in a large, well-lit hall. They are wearing traditional clothing, including headbands and beaded necklaces. The dancers are in motion, with some facing away from the camera. In the background, a group of people is seated, watching the performance. The image is overlaid with a semi-transparent blue rectangle containing text.
- 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.



# Office of Arts & Cultural Vitality Tacoma Arts Commission



Amy McBride, Tacoma Arts Administrator  
Mike Sweney, Arts Commission Chair