

Strategies & Supporting Actions

Strategy 1: Grow and sustain the creative economy.

- a Promote Tacoma as a Center for the Arts.
- b Develop and maintain affordable spaces for the creative community, including live, work and performance spaces.
- c Recruit and retain artists and creative businesses.
- d Identify and develop incentives that support or expand small creative enterprises.

Strategy 2: Enhance awareness and involvement.

- a Actively utilize artists in community engagement strategies for city outreach and communications.
- b Create communication and marketing strategies that improve access to information about the arts in Tacoma.
- c Promote equitable distribution of and access to the arts throughout Tacoma.

Strategy 3: Promote equity and celebrate diversity and inclusiveness.

- a Develop a cultural ambassador program to connect broadly and deeply in the community.
- b Support and build on existing community events and celebrations.
- c Support interested neighborhoods in developing “ground-up” cultural activities and events.
- d Explore opportunities and potential partners for a signature Tacoma festival.
- e Partner with the Office of Equity and Neighborhood & Community Service to use the arts in supporting social change.

Strategy 4: Create welcoming public places.

- a Improve how art and design are integrated into public development projects.
- b Promote an equitable distribution of public art throughout Tacoma.
- c 4Develop and implement a policy for public art in private development.
- d Develop a consolidated public art management services center for Pierce County.
- e Provide for the stewardship and maintenance of public art.

Strategy 5: Strengthen Tacoma’s creative ecosystem.

- a Offer additional arts and cultural funding opportunities.
- b Partner with service providers in the arts to bring training and resources to Tacoma.
- c Continue to strengthen and build on existing programs that build capacity in the creative community.
- d Prioritize partnership with Tacoma School District. Build strategic partnership with the Tacoma School District and arts providers to enhance art programming in the public schools.

Strategy 6: Optimize performance and capacity of arts programming, services and operations.

- a Adopt *ArtFull Tacoma* as the implementation for Tacoma 2025 focus area 5: Arts and Cultural Vitality.
- b Create an Office of Arts and Cultural Vitality.
- c Prepare a 5-year staffing plan to identify resources needed to achieve recommended actions.
- d Advocate for local implementation of Cultural Access WA to provide sustainable funding to arts, science and heritage organizations in Tacoma, Pierce County.
- e Facilitate improved interactions between city departments, private philanthropy and corporate sponsors to increase opportunities for investment and ensure coordination of investments within the arts community.
- f Establish an Arts concierge to assure that the City of Tacoma welcomes and embraces the arts.