

Strategy 1: Grow and sustain the creative economy.

Art, culture and design enrich people's lives, enhance communities and provide educational and emotional experiences. The City of Tacoma has long recognized this intrinsic value, as well as the significant economic contribution of the arts and creative enterprises. Strategy 1 and supporting actions will support Tacoma in reaping the full benefits of its creative people and creative industries, and help raise the profile of artists in the local community, expanding the reach of artists and increasing local awareness and participation in arts and cultural events.

- 1a. Market Tacoma as a center for the arts.**
- 1b. Provide training and professional development for artists, arts organizations and creative businesses.**
- 1c. Encourage development and sustainability of creative spaces throughout Tacoma.**
- 1d. Explore opportunities for a signature event that celebrates Tacoma's rich arts and culture.**
- 1e. Create a more user-friendly city hall experience for artists and creative businesses.**

Strategy 2: Promote equity, diversity and inclusiveness.

Arts and culture has the power to change hearts, inspire social change and make our community strong. But too many—including communities of color, immigrants and refugees, and people with disabilities—experience great disparities in access to the arts. Strategy 2 supports equitable access to the arts and the right to express our diverse cultures through the arts as a top priority.

- 2a. Support and build on existing community events.**
- 2b. Promote equitable distribution of and access to arts for all throughout Tacoma.**
- 2c. Develop the Tacoma Art and Culture Network.**
- 2d. Use the arts to address civic and social needs.**

Strategy 3: Use public art to create active, accessible, and welcoming public places.

Great public places are where friends run into each other, cultures mix, celebrations are held and social and economic exchanges occur. Public art is one component of creating active, accessible, and welcoming public places, serving to animate public spaces and contribute to community identity and heritage. Strategy 3 describes how art and design can contribute to great public places.

- 3a. Improve how art and design are integrated into public development projects.**
- 3b. Equitably distribute public art throughout Tacoma.**
- 3c. Develop and implement a policy for public art in private development.**
- 3d. Increase capacity for the stewardship and maintenance of public art.**

Strategy 4: Strengthen Tacoma's creative ecosystem.

A strong creative ecosystem is a vibrant constellation of individuals, audiences, programs, civic interests and social needs woven together through deep and lasting relationships. It recognizes the power of many perspectives and skills to inspire and shape the future. Strategy 4 and supporting actions describe opportunities for strong partnerships to help promote a healthy and vibrant creative ecosystem in Tacoma.

- 4a. Partner with arts and non-arts organizations to provide arts administration leadership and services.**
- 4b. Strengthen and expand existing arts and cultural funding opportunities.**
- 4c. Prioritize and build strategic partnerships with Tacoma schools and arts providers to enhance art programming for all.**

Strategy 5: Optimize performance and capacity of arts programming, services and operations.

Strategies 1 through 4 identify ambitious and far-reaching actions that the City and its partners can take to establish Tacoma as a center for the arts. Strategy 5 seeks to ensure that the City has the capacity to implement these actions through a range of measures related to improved communication, staffing, organizational structure and funding.

- 5a. Adopt ArtFull Tacoma to support the Tacoma 2025 Framework goals.**
- 5b. Create an Office of Arts & Cultural Vitality.**
- 5c. Prepare a 5-year staffing plan to identify resources needed to achieve recommended actions.**
- 5d. Advocate for local implementation of Cultural Access WA to provide sustainable funding to arts, science and heritage organizations in Tacoma and Pierce County.**