

Tacoma Arts Commission 2011 YEAR IN REVIEW

The **Tacoma Arts Commission** acts as a catalyst to support the ecosystem of the arts in Tacoma through funding, public art, community programming, technical assistance, stewardship and advocacy.

This report illustrates the far-reaching impacts that the City's investments in arts and culture have on our community.

FUNDING

Arts Anchor Fund

Supports Tacoma's larger arts institutions who 'anchor' the cultural community through exhibited stability and excellence.

- \$265,000 in funding distributed to nine organizations for the 2011-12 biennium
- 469,786 people served in 2011
- 81,516 **free tickets** provided in 2011
- 177,285 Tacoma patrons and 293,525 Non-Tacoma patrons served in 2011
- Over \$12 million in collateral spending by all patrons in 2011
- Serving audiences from Council Districts 1 – 5 and the region beyond
- Organizations based in Council Districts 1 - 3



Arts Projects

*Supports a diversity of grassroots projects throughout the City, nearly all events are **free***

- 2011 Arts Projects
 - \$50,000 in funding distributed to 21 organizations
 - 255,713 people served, covering Council Districts 1 – 5
 - 253,325 people admitted for **free** in 2011
 - 201,873 Tacoma patrons and 53,840 Non-Tacoma patrons served in 2011
 - 1171 artists involved in the creation of these projects
 - \$117,315 in total funding requests from 30 applicants
- 2012 Arts Projects
 - \$40,000 in funding distributed to 22 organizations
 - \$139,539 in total funding requests from 35 applicants



“From innovative programs like Spaceworks to the funding provided through grants, The Arts Commission has presented vital resources that directly impact the growth and development in Fab-5's programs. We feel grateful to have an Arts Commission that provides such generous support and sees the value in the work that we do. **It's through the hard work and community invested interest of those individuals that allows art to become a changing force within our city.**”

- Kenji Hamai, Fab-5



Tacoma Artists Initiative Program

Supports the creation of high quality new work by Tacoma artists working in all disciplines. Each artist shares their talents with the community through a **free** or reduced cost public component.

- \$45,000 in funding distributed to 18 individual artists for the 2011-12 biennium
- \$101,801 in total funding requests from 26 applicants
- Serving artists from Council Districts 1 - 5

MUNICIPAL ART PROGRAM

1% for Public Art projects

- Cheney Stadium – Installation and dedication for two pieces
 - *Tilt* by Beliz Brother
 - *Home Run* by David Franklin
- Public Art Plan for the Prairie Line Trail – Plan identifies opportunities to include art experiences for our citizens both short term and long term along this two mile linear park. In November, a demonstration project of eight temporary art installations was completed, over 200 people attended a free artist-lead tour along the trail. Funded through the award of a competitive grant from the National Endowment for the Arts written by Arts Administrator, Amy McBride. Artist Team: Todd Bressi & Thoughtbarn.
- Pacific Avenue Streetscape – Collaborative project between Olson Kundig, designers for the Tacoma Art Museum Plaza, and Pacific Avenue streetscape design team artist, Elizabeth Conner. Funded through an award of an “Our Town” grant from the National Endowment for the Arts, written by Arts Administrator, Amy McBride.
- 12th & Commerce Light Rail Station – Installation and dedication of art glass in four shelters
 - *Continuum* by Chandler O’Leary
- Human Rights Legacy – Community discussions, research, and planning for public art piece by Paul Rucker
- Public Art: In Depth – Public art training program for 23 Tacoma artists will include competition for at least eight public projects in 2012. Collaboration with Sound Transit and Metro Parks



PROGRAMS & ACTIVITIES

Spaceworks Tacoma

- The City of Tacoma, Tacoma-Pierce County Chamber of Commerce, and Shunpike collaboration
- Activated 20 ground level retail spaces in 2011
- 58 projects in 2011
 - 20 Creative Enterprises and Special Projects
 - Attracted over 13,000 visitors to under-utilized commercial spaces
 - Over 70 events and performances, many **free**
 - Led to the stabilization of two local businesses in Spaceworks spaces
 - 38 large-scale art installations (Artscapes)
- Inspired over 40 articles in local press – all positive



“My experience with Spaceworks has been totally positive. The displays have attracted positive attention, we have had a recent increase in interest for the space, the showing process is enhanced because the prospective tenants enjoy experiencing the displays and you have been very accommodating and understanding of the landlord’s goal to lease the space. I would like to see all the vacant spaces filled with art.”

-Denise Davis, Neil Walter Company, Leasing Agent for 950 Pacific Ave

Tacoma Murals Project

- Collaboration with Graffiti Reduction Through Community Based Art team as part of City of Tacoma's Safe, Clean, & Attractive initiative
- In our second year of Tacoma Murals Project
 - Two new murals created in collaboration with community in Council Districts 3 & 4
 - Bergerson Terrace – 5301 S. Orchard
 - 43rd Street Overpass – 310 E. 43rd Street
 - Trained 16 regional artists in community-based mural process

“I got out to see the mural live and in person yesterday and it is fabulous! I talked to several kids in the play area and they love it too. **On behalf of Tacoma Housing Authority, thank you and all of your team for including us in this program and enriching our community through art.**”

- Michael Power, Tacoma Housing Authority



“We want to commend the Tacoma Arts Commission and the Tacoma arts community at large for the beautifully produced and comprehensive publication, Art at Work: Tacoma Arts Month. **We have long admired the Tacoma community for its arts activism and the Arts Commission for its wide support of the arts community. Be proud!!**”

- J. Glenn Evans for *PoetsWest*

Art at Work Month

- Opening Party
 - Celebrated 10th anniversary of Art At Work Month
 - Collaborations with Museum of Glass, Celebrity Cake Studio, Tacoma Community College, BQdanza, TWO OLD TWO NEW barbershop quartet, and Flair Entertainment
 - Over 300 people in attendance at this **free** community event

Photos from top: Bergerson Terrace mural - Lead artists: Rachael Dotson, Joni Joachims, Jeremy Gregory. Participating artists: Liza A Brown, Kate Cendejas, Brian Hutcheson, David Long, Mary McFarland, Laura Ospital, Chelsea O'Sullivan, Natalie Oswald, Yvette Simone, Shannon Wallace, Janice Lee Warren (photo by Rachael Dotson). 43rd Street mural - Lead artists: Chris Sharp and Kelda Martensen. Participating artists: Kate Cendejas, Brian Hutcheson, David Long, Mary McFarland, Laura Ospital, Chelsea O'Sullivan, Natalie Oswald, Yvette Simone, Janice Lee Warren (photo by Kelda Martensen). Rachael Dotson interacts with young residents while working on the Bergerson Terrace mural (photo by Jeremy Gregory)

- AMOCAT awards – *recognizing outstanding outreach, engagement, and involvement in the arts*
 - Arts Leadership: David Fischer, Executive Director, Broadway Center for the Performing Arts
 - Arts Patron: The Greater Tacoma Community Foundation
 - Community Outreach by an Organization: D.A.S.H. Center for the Arts
 - Community Outreach by an Artist: Stella Haioulani
- Studio Tour
 - 57 artists at 37 studio locations covering Council Districts 1 – 5
 - An average of 66 visitors to each studio (approximately 70% were visitors the artists did not personally invite)
 - Estimated \$30,000 in earnings from sales of work over this two-day **free** event

“The Tacoma Arts Symposium, I realized this year, has now become a way for me to mark my own evolution as an artist. Each year I attend, I also get valuable learning and guidance from successful others who are also in the business of art. I meet other artists in attendance whose work in the world delights and inspires me. I get perspective... and I get out of my own way! **For each and every artist wanting to make a living doing what they love, I cannot recommend this weekend, this experience highly enough.** I think I would fly in for this event, if I wasn't lucky enough to already live here. Thank you! To **all** who make this possible each year, thank you.”

- Joanna Cummings, artist and attendee

- Arts Symposium
 - 12 sessions, one low-cost arts business clinic, one low-cost arts legal clinic, and multiple one-on-one portfolio review sessions over two days
 - Space generously provided free of charge again by University of Puget Sound
 - Keynote address by Gigi Rosenberg, author of *The Artist's Guide to Grant Writing*
 - Sessions presented by Shunpike, Washington Lawyers for the Arts, Washington State Arts Commission, Pierce County Arts Commission, Tacoma Arts Commission, The Greater Tacoma Community Foundation, Tacoma Art Museum, Hilltop Artists, Fab-5, DASH Center for the Arts, Arts Leadership Lab Tacoma, Artist Trust, Works Consulting, and 17 other professionals
 - Attendees from around the region including Seattle, Port Townsend, Port Orchard, Gig Harbor, and Olympia
- Prairie Line Trail Public Art Tour
 - Free public event brought in an audience of over 200 people
 - Eight temporary public art installations created by Thoughtbarn and teams of 21 Tacoma artists
- Materials
 - Graphics designed by design legend Art Chantry
 - Partnered with Pacific Lutheran University to design Art at Work print and online materials
 - Improved functionality of interactive map on ArtAtWorkTacoma.com in response to citizen requests
 - Introduced TacomaArts blog with focusing on Tacoma's arts and cultural scene covering the last 10 years



Photos from left to right: Young visitors to Holly Senn's artist studio create their own masterpieces during the Art at Work Studio Tours, photo by Jason Ganwich; Jessica Spring shows a visitor how to use the printing press to create a keepsake during the Art at Work Studio Tours, photo by Jason Ganwich.

“It's easy to fall into the trap of thinking that the arts aren't vital, that artists are a group of hobbyists and daydreamers—when nothing could be further than the truth. Most artists are small business owners, and I am no exception. As the registered owner of an LLC, the revenue I generate as an artist benefits not just my local community, but local government on the city, county and state levels...**For me, and many others like me, art is a viable business venture—not to mention a sustainable, full-time job.**”

- Chandler O'Leary, Tacoma-based letterpress artist

Arts & Economic Prosperity IV Study

- Collaborated with Americans for the Arts to conduct a comprehensive study of our local nonprofit arts industry
- Volunteers collected over 1000 audience surveys and 44 organization surveys
- Study results will be released in June 2012. This data, collected every 5 years, is a valuable tool to assist city leaders in assessing the economic impact that non-profit arts and culture organizations have on Tacoma

Tacoma Poet Laureate

- Conducted a call to artists and selected Josie Emmons Turner as 2011-13 Tacoma Poet Laureate
- Seven **free** Poet Laureate readings and workshops were hosted in 2011

TacomaArt & Culture on Click! ON Demand

- Collaborated with Click! On Demand channel to air film, digital art, visual art, literary art and music content created by or featuring funded organizations and artists, Spaceworks Tacoma participants, and the Arts Commission
- The pieces created and shown through this partnership expands the audiences for local arts organizations, arts venues, experiences, and practicing artists

Professional Development Workshops

- Shunpike, providing free and low-cost professional services to local arts organizations and leaders
 - Provided fiscal sponsorship and back-office services to local organizations
 - Hosted Arts Leadership Lab Tacoma to foster development of emerging cultural leaders through the collaborative planning and hosting of community conversations and events
- Arts Symposium – 69 attendees
- Washington State Arts Alliance – hosted monthly educational round-tables on issues affecting the arts on the national, state, county and city levels

“In our time here we have seen the arts community grow; one thing that is very striking to us is the inclusive, rather than competitive, nature of the arts community and arts funding. As an artist, Holly's career has benefitted from participation in Open Studios, Spaceworks Tacoma, and professional development workshops like Public Art: In Depth (PA:ID). **The city benefits by supporting artists as they live, work, spend money, and build community here.**”

- Amy Ryken and Holly Senn, Tacoma-based artist

AWARDS

National Endowment for the Arts

- \$200,000 Our Town grant for the Tacoma Art Museum Plaza and Pacific Avenue Streetscape
- \$25,000 grant to develop a public art plan for the Prairie Line Trail
- \$10,000 grant for professional development as part of Art at Work month

New Tacoma Awards from Tacoma-Pierce County Chamber of Commerce

- Public Places Award for Spaceworks Tacoma recognizing the best activation of a space in the public right-of-way

TACOMA ARTS COMMISSION

- 15 volunteer Commissioners from Council Districts 1- 5; ranging in age from 20's to 80's; expertise as practicing artists, arts professionals, educators, and arts supporters/patrons
- 1175 hours of volunteer time in 2011
- Maintains TacomaCulture.org, ArtAtWorkTacoma.com, SpaceworksTacoma.com, one blog, two Facebook groups with over 1650 fans, and two email listservs with over 1200 members