



Tacoma Arts Commission 2012 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

Operating support for Tacoma’s larger arts institutions who ‘anchor’ the cultural community through exhibited stability and excellence.

- \$258,905 in funding distributed to nine organizations for the 2011-12 biennium
- 1173 events hosted in 2012
- 462,539 people served in 2012
- 76,021 **free tickets** provided in 2012
- 192,842 Tacoma patrons and 269,697 Non-Tacoma patrons served in 2012
- \$8.82 million in collateral spending by all patrons in 2012
- Serving audiences from Council Districts 1 – 5 and the region
- Organizations based in Council Districts 1 - 3



Arts Projects

Supports a diversity of grassroots projects throughout the City.

- 2012 Arts Projects
 - \$42,533 in funding distributed to 22 organizations
 - 97,789 people served, covering Council Districts 1 – 5
 - 76,241 people admitted for **free** in 2012
 - 67,911 Tacoma patrons and 29,878 Non-Tacoma patrons served in 2012
 - 1,215 artists involved in the creation of these projects
 - \$139,539 in total funding requests from 35 applicants
- 2013 Arts Projects
 - \$50,000 in funding distributed to 20 organizations
 - \$115,568 in total funding requests from 28 applicants



Tacoma Artists Initiative Program

Supports the creation of high quality work by Tacoma artists working in all disciplines.

*Artists share their talents with the community through **free** public components.*

- \$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



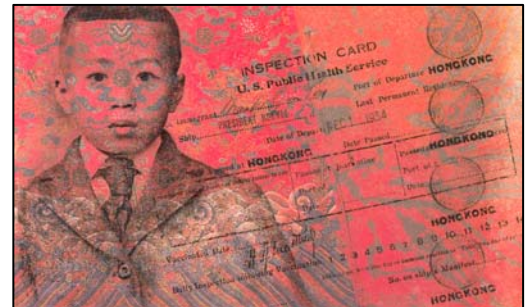
“Receiving the Tacoma Artists Initiative Program grant award helped fund a dream, and a business, for me. Publishing a first book, as a new writer and poet, has had a profoundly positive impact on supporting the sustainability of my work, my poetry, my writing business, and my life as an artist. My heartfelt thanks goes to the City of Tacoma and the Tacoma Arts Commission for awarding me with a gift that truly keeps on giving.”

- Tammy Robacker, Owner & Writer, Pearle Publications, LLC

MUNICIPAL ART PROGRAM

1% for Public Art projects

- “Green Flash” – Elizabeth Conner is the design team artist for Pacific Avenue Streetscape. Working with AHBL Architects she has developed a concept that highlights the green nature of this extensive transformation of downtown Tacoma’s main street. Permanent green tile and sculptures will punctuate the raingardens and hardscape creating connections from 7th to 17th. Elizabeth is also the design team artist and liaison with the Tacoma Art Museum and Olson Kundig Architects as we partner on the redevelopment of the Tacoma Art Museum plaza and adjacent City rights of way. Funded through an award of an “Our Town” grant from the National Endowment for the Arts, written by Arts Administrator, Amy McBride.
- Human Rights Legacy – Community discussions, workshops, and fabrication of three contemplative seating benches by Paul Rucker.
- Portable Works – Purchase of 20 pieces of art
 - *Blue Midnight, no. 12 & Blue Midnight, no. 5* by Victoria Bjorklund; *Long Journey* by MalPina Chan; *Crab* by Neeka (Lloyd) Cook; *Anteroom* by Jennifer Frohwerk; *Chamber Bay Ruins* and *Spruce Burl Trail* by Michael Jardeen; *Porous #39* by Eunice Kim; *Movement no. 39* by Bret Lyon; *Dream* by Yuki Nakamura; *Old City Hall, Commencement Bay, Alpenglow*, and *Ruston Way* by Chandler O’Leary; *Sea Bear* by Marvin Oliver; *Deception Pass* by Mary Randlett; *I Heard the Snow Falling* by Peter Serko; *Watching the Watcher* by Thomas Stream; *Lake Washington 23* by Eva Skold Westerlind; *Floating Lanterns* by Mimi Williams
- Public Art: In Depth – Public art training program for 23 Tacoma artists including legal and engineering consultations. Artists competed for 8 public projects in 2012.
 - STAR Center (collaboration with Metro Parks) – *Sempervivum* by Lisa Kinoshita. Research, design, fabrication, installation, and dedication of three pieces
 - Old Town Dock – Chandler O’Leary. Research and design of a series of 24 vignettes of Tacoma history
 - Foss Waterway Seaport – Bret Lyon. Research and design of an indoor-outdoor sculpture
 - Thea Foss Waterway Esplanade – Ed Kroupa. Research and design of a series of six aluminum sculptures
 - 66th Street Underpass (collaboration with Sound Transit) – Claudia Riedener. Research for a large-scale tile mural
 - ‘A’ Street Passageway (collaboration with Sound Transit) – Diane Hansen. Research for an interactive public art project
 - Pacific Bridge Underpass (collaboration with Sound Transit) – James Sinding. Selection of artist for project
 - Hillside Terrace – Yuki Nakamura. Selection of artist for project



“Being able to work with a lawyer...meant everything for the process. Now we have a template for agreements that sorts the messy copyright business among a world of other things. We're super grateful to the City for aligning these resources. We've learned lifelong lessons that we literally couldn't have afforded on our own. Thanks so much!”

- Chris Jordan & Kenji Stoll, artists, Fab-5

ARTS ENVIROCHALLENGER

- Arts EnviroChallenger - Provides relevant educational opportunities for K-5 students in Tacoma Public Schools that integrate visual arts and science to increase access to and quality of arts and science education and raise student awareness of environmental practices.
- Piloted the program in 17 classrooms across 9 schools in spring 2012
- Launched program in fall 2012, servicing 20 classrooms across 4 schools between November and December
- 86 classrooms across 15 schools booked for spring 2013
- Residencies are taught by professional teaching artists and meet the state learning standards for visual arts and science
- Program administered by Arts Impact, a program of Puget Sound Educational Service District



*I just wanted to thank Ms. M [teaching artist Meredith Essex] for a wonderful week of lessons. **The kids are really proud of their art!***
- Michelle Canion, 4th & 5th Grade Teacher, Manitou Park Elementary

PROGRAMS & ACTIVITIES

Spaceworks Tacoma

- The City of Tacoma, Tacoma-Pierce County Chamber of Commerce, and Shunpike collaboration
- Activated 17 ground level retail spaces in 2012
- 57 projects in 2012
 - 30 Creative Enterprises and Special Projects
 - Attracted over 42,000 visitors to under-utilized commercial spaces
 - Over 65 events and performances, many **free**
 - Transitioned 6 projects into leases
 - 27 large-scale art installations (Artscapes)
- Inspired 25 articles in local and national press

Tacoma Murals Project

- Collaboration between Tacoma Arts Commission & Community Based Services as part of City of Tacoma's Safe, Clean, & Attractive initiative.
- Third year of Tacoma Murals Project
 - Five new murals created by 14 regional artists in collaboration with community in Council Districts 2, 4, & 5
 - Dome District – 220 Puyallup Avenue
 - Sir-Amicks – 5441 South Sheridan
 - Hope Heights – 6323 McKinley Avenue
 - Dometop – Retaining wall of 3200 block of East L Street
 - Cloverdale Park – Three locations near East 56th Street & Pipeline



Photos from top: Teaching artist Meredith Essex talks with third graders at Point Defiance elementary school as part of the Arts EnviroChallenger program. Hope Heights mural – Lead artist: Joni Joachims. Artist team: Kate Cendejas, Brian Hutcheson, Yvette Simone, Chelsea O'Sullivan, Janice Lee Warren. Sir-Amicks mural – Lead artists: Kenji Stoll and Chris Jordan. Artist team: David Long, Yvette Simone, Chelsea O'Sullivan, Natalie Oswald. Photos by Naomi Strom-Avila.

Art at Work Month

- Opening Party
 - Celebrated 11th anniversary of Art at Work Month
 - Collaboration with Tacoma Art Museum
 - Over 300 people in attendance at this **free** community event
- AMOCAT awards – *recognizing outstanding outreach, engagement, and involvement in the arts*
 - Arts Patron: KeyBank and KeyBank Foundation
 - Community Outreach by an Organization: The Grand Cinema
 - Community Outreach by an Individual: Katy Evans
- Community Events
 - 346 community-produced events held in November
 - 34 classes and workshops held in November
 - 75 visual art exhibits

*“Thank you for all your hard work putting together great events for Art at Work Month. ...The exhibition and funding opportunities here in Tacoma have really made a difference in my art career. **I really appreciate all the efforts the city does, and you as city employees do, to make Tacoma such a great place for artists to live and work.**”*
- Holly A. Senn, artist

- Studio Tour
 - 55 artists at 37 studio locations covering Council Districts 1, 2, 3, 5
 - An average of 79 visitors to each studio (approximately 70% were visitors the artists did not personally know)
 - Estimated \$26,000 in earnings from sales of work over this two-day **free** event
- Communication and Sponsorship
 - Partnered with Pacific Lutheran University to design Art at Work print and online materials
 - Overhauled ArtAtWorkTacoma.com website for improved functionality. Included searchable calendar of events and an interactive map
 - TacomaArts blog focused on artists participating in the Tacoma Studio Tour and events happening throughout the month
 - Launched Constant Contact email list to send out 10 twice-weekly announcements of arts and cultural events
 - Secured sponsorships with Click! Cable TV, Washington State Arts Commission, The Greater Tacoma Community Foundation, Weekly Volcano, and Premier Media Group



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

Photos from left: Victoria Johnson opens her painting studio to the public during the Tacoma Studio Tour. Jessica Spring helps a young visitor use the printing press to create a keepsake during the Tacoma Studio Tour. Photos by Naomi Strom-Avila.

Americans for the Arts' Arts & Economic Prosperity IV Study

- Collaborated with Americans for the Arts to conduct a comprehensive study of our local nonprofit arts industry
- Released in June 2012, this study is the most comprehensive economic impact study of the nonprofit arts industry ever conducted.
- By demonstrating that investing in the arts and culture yields economic benefits, this study lays to rest the common misconception that communities support the arts and culture at the expense of local economic development. In fact, communities that support the arts and culture not only enhance their quality of life; they also invest in their economic well-being. The arts mean business!
- Tacoma Study Results
 - Based on the responses of 44 arts and culture organizations in Tacoma, the study found that Tacoma's nonprofit arts and culture industry generates:
 - \$64.72 million in economic activity every year
 - \$34.86 million in spending by organizations
 - \$29.86 million in event-related spending by audiences (not including cost of event admission)
 - The local impact of this activity is significant, creating:
 - 1,735 full-time equivalent jobs
 - \$40.52 million in resident household income
 - \$6.58 million in local and state government revenue
 - \$2.82 million in local revenue
 - \$3.76 million in state revenue
 - This study also tracked the event-related spending by audience members. Of the 1,224,097 nonprofit arts and culture audience members in 2010, 73.8% reside within Pierce County, 26.2% reside outside Pierce County.
 - Non-local attendees spend an average of 58% more than their local counterparts.

"It is so important for a city to reflect on and remind itself of its accomplishments. I am so impressed with what you (all of you in Tacoma's arts and culture scene) do."

- Todd Bressi, Nationally-Recognized Urban Designer, Philadelphia, PA

Tacoma Poet Laureate

- 2011-13 Tacoma Poet Laureate, Josie Emmons Turner, hosted 18 Poet Laureate readings and workshops

Professional Development Workshops

- Shunpike - providing free and low-cost professional services to local arts organizations and leaders
 - **The Shunpike Cohort** helped guide six local arts and culture organizations in building stronger and more sustainable programs through training seminars, peer group roundtables, and one-on-one consultations. Organizations included: Squeak & Squawk Music Festival, Write@253, The Warehouse, Post Defiance, D.A.S.H. Center for the Arts, Fab-5
 - Provided fiscal sponsorship and back-office services to 12 local organizations
 - Provided 64 hours of arts business clinic consultations to 24 local organizations
- Washington State Arts Alliance – hosted monthly educational round-tables on issues affecting the arts on the national, state, county and city levels

"[The] support and engagement with all of you has been so much a part of bringing me to this point at which I can say, Yes, I Am An Artist. I feel proud, and grateful. The process of growing to this point in my life would surely have been much more challenging if not for the wisdom and support that all of you bring."

- Joanna Cummings, artist

GRANTS

National Endowment for the Arts

- \$200,000 Our Town grant for the Tacoma Art Museum Plaza and Pacific Avenue Streetscape (secured in 2011)

Ovation TV & Americans for the Arts

- \$25,000 innOVATION grant for Spaceworks Tacoma

Forest Foundation

- \$10,000 grant for Spaceworks Tacoma

Greater Tacoma Community Foundation

- \$10,000 Vibrant Community grant for Art at Work Month
- \$7,000 Vibrant Community grant for Spaceworks Tacoma
- \$2,000 Capacity Building grant for Spaceworks Tacoma

Washington State Arts Commission

- \$6,000 Project Support grant for Art at Work Month

Harborstone Credit Union

- \$1,000 grant for Spaceworks Tacoma

OUTREACH & COMMUNICATIONS

- Select presentations by Amy McBride representing Tacoma's Arts & Culture
 - Americans for the Arts National Conference, San Antonio, TX
 - Spaceworks Tacoma and community development through temporary activation
 - National Governor's Association
 - New Engines of Growth: Five Roles of Arts, Culture, and Design: The Tacoma Case Study
 - Tacoma Art Museum
 - Opening Lecture: Warhol and the Tacoma Dome
- Maintains TacomaCulture.org, ArtAtWorkTacoma.com, SpaceworksTacoma.com, two blogs, two Facebook groups with over 2,300 fans, and two email listservs with over 1,250 members

TACOMA ARTS COMMISSION

- 19 volunteers served in 2012: Jan Brazzell, Rachel Cardwell, Robin Echtle, Antonio Edwards Jr., J.D. Elquist, Sarah Idstrom, Chad P. Hall, Matthew Hudgins, Traci Kelly, Donald Lacky, Bill La Vergne, Dane Meyer, Dawn Quinn, Zach Powers, Scott Ramsey, Catherine Stegeman, Mike Sweney, Wanda Thompson, and Jana Wennstrom
- Commission demographics: Council Districts 1- 4; ranging in age from 20's to 70's; expertise as practicing artists, arts professionals, educators, and arts supporters/patrons
- Lauren Walker and Marty Campbell served as City Council liaisons
- 833 hours of volunteer time in 2012

"Thank YOU for all you do year-round to support and promote the arts in Tacoma!"

*- Laura Berry, Development Director,
Washington State Historical Society*



Photos from top: Volunteers at Write@253 prepare for a free writing workshop. Photo provided by Write@253. Feather & Oar transform a Spacework Tacoma site into an upscale men's clothier. Photo by Rebecca Solverson. A young artist participates in a hands-on workshop at Live Paint. Photo provided by Live Paint.

Write@253, Feather & Oar, and Live Paint were all graduates of Spaceworks Tacoma and transitioned into lease-paying tenants. Artscaapes installation by Lance Kagey in the Woolworth windows at Broadway and 11th. Photo provided by Lance Kagey.