



Tacoma Arts Commission 2014 YEAR IN REVIEW

The Tacoma Arts Commission supports 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

Tacoma Arts Commission supported 26,089 events, serving 1,111,128 attendees in 2013-14 through the following programs:

Arts Anchor Fund

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

- \$255,000 in funding distributed to nine organizations for the 2013-14 biennium
- 1,538 unduplicated events hosted in Tacoma in 2014; events ran a total of 13,848 times
- 124,209 people admitted for **free** in 2014
- 486,692 people served within Tacoma in 2014
- 233,639 Tacoma patrons and 262,293 Non-Tacoma patrons served in 2014
- \$9.547 million in collateral spending by all patrons in 2014
- Serving audiences from Council Districts 1 – 5 and the region
- Organizations based in Council Districts 1 - 3



Arts Projects

Supports a diversity of grassroots arts projects throughout the City.

- 2014 Arts Projects
 - \$50,000 in funding distributed to 19 organizations
 - 116 events hosted in 2014
 - 60,987 people served, covering Council Districts 1 – 5
 - 45,066 people admitted for **free** in 2014
 - 1,022 artists involved in the creation of these projects
 - \$92,400 in total funding requests from 23 applicants
- 2015 Arts Projects
 - \$50,000 in funding distributed to 18 organizations
 - \$68,150 in total funding requests from 19 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.*

- \$40,000 in funding distributed to 16 individual artists for the 2013-14 biennium
- \$90,000 in total funding requests from 36 applicants
- Serving artists from Council Districts 1 – 5



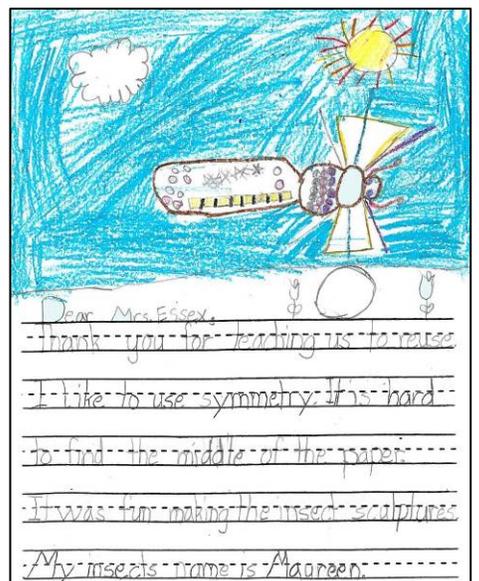
“We are all excited to bring a city-wide theatrical event to the UWT campus and the region, much thanks to your funding program.”

*- Marilyn Bennett, Managing Artistic Director of Toy Boat Theatre,
Arts Projects funding recipient*

MUNICIPAL ART PROGRAM

Public Art projects

- “Green Flash” – Elizabeth Conner was the design team artist for Pacific Avenue Streetscape. Working with AHBL Architects she developed a concept that highlights the green nature of this extensive transformation of downtown Tacoma’s main street. Six large-scale spheres were installed along the sidewalks from 7th to 17th. Artwork received the Savvy Award by 3CMA
- Tacoma Gateway (on contract with Sound Transit) – Sean Orlando and David Shulman. Presentation and design proposal for the creation of a large-scale public art piece at S. 26th and Pacific Avenue
- Bay Terrace (on contract with Tacoma Housing Authority) – Diane Hansen and Jennifer Weddermann. Artist selection, design, fabrication and installation of a steel and glass wall-mounted piece
- Murray Morgan Bridge – Nick Goettling. Artist selection, design, fabrication and dedication of painted mural under west side of bridge
- Public Art: In Depth (PA:ID) – Public art training program for 23 Tacoma artists including legal and engineering consultations. Artists competed for 8 public projects in 2012; work on the projects continued through 2014
 - Thea Foss Waterway Esplanade – Ed Kroupa. Fabrication of six sea life-inspired bronze buoy sculptures
 - 66th Street Underpass (collaboration with Sound Transit) – Claudia Riedener, Kenji Stoll, and Christopher Jordan. Creation and installation of a large-scale tile and aerosol paint mural
 - Pacific Bridge Underpass (collaboration with Sound Transit) – James Sinding. Design proposal of a pedestrian-scale public art project
 - Bay Terrace – Yuki Nakamura. Fabrication and installation of a series of three concrete art benches
- Public Art Maintenance
 - Chihuly Bridge of Glass – cleaning of Crystal Towers and replacing the lighting with an LED system, diagnostics on Venetian Wall
 - Sun King – Re-siting and re-dedication of bronze piece to park at S. 15th and Dock Street
 - Totem Pole – Pole was braced in place at Fireman’s Park
 - Water Forest – Diagnostic work is underway to determine how best to prevent future damage to the piece
 - Children’s Bell – Repair, re-installation, and re-dedication of bronze bell piece along Ruston Way



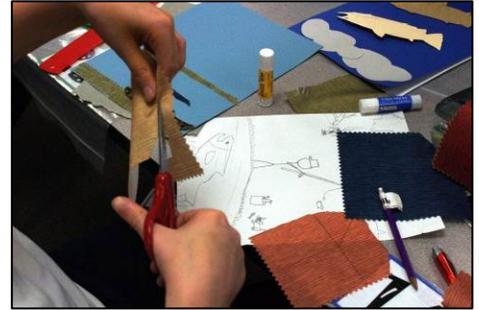
ARTS ENVIROCHALLENGER

- Partnership with Environmental Services
- Arts EnviroChallenger - Provides **free** 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
 - Serviced 146 classrooms (approximately 3,500 students) between January and December
 - 122 classrooms booked for January - June 2015
 - 28 classrooms waitlisted for Fall 2015
 - Residencies are taught by three 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

Photos from top: Nick Goettling’s ‘The Hands That Built Tacoma’ mural located under the west side of the Murray Morgan Bridge; photo by Nick Goettling. ‘TransFORM’, Yuki Nakamura’s series of three sculptural benches at Bay Terrace housing complex; photo by Yuki Nakamura. Model for two of Ed Kroupa’s buoy sculptures for the Thea Foss Waterway Esplanade; photo provided by Ed Kroupa. Re-dedication of Thomas Morandi’s ‘Sun King’ bronze sculpture; photo by Dane Gregory Meyer. Arts EnviroChallenger thank you letter and drawing by student at DeLong Elementary School.

“...Thank you again for giving our students an opportunity to participate in Arts EnviroChallenger. The program allows our students to have access to information about the environment while also providing an appreciation for the arts and the freedom to explore new concepts... [teaching artist] Kris is able to allow the students to explore with their art while teaching them concepts that they were not aware of and even better it leads into our science. Next week when I teach liquids they will already have the vocabulary to discuss transparent, translucent, etc. HOW FABULOUS!”

- Liana Halstead, 1st grade teacher at Crescent Heights Elementary



“I’m walking around my classroom watching my students create make believe bugs. What I love about this is that my students who don’t normally ‘shine’, are shining!!! This is such a fantastic program for our schools.”

- Wendy Bream, 2nd grade teacher at NE Tacoma Elementary



PROGRAMS & ACTIVITIES

Spaceworks Tacoma

- Partnership with Tacoma-Pierce County Chamber of Commerce
- Activated 25 commercial spaces with art and creative enterprise
 - Placed 11 creative businesses into spaces
 - 10 businesses leased commercial property in 2014 for a total of 17
 - 17 large-scale art installations in vacant windows (Artscapes)
 - 3 murals at 11th and Market Street
- Attracted over 50,000 visitors to under-utilized commercial spaces
- Over 50 events and performances by Spaceworks and/or Spaceworks participants, many **free**
- Assisted 42 Creative Enterprise clients with training and technical assistance
- Cohort of 26 businesses in pipeline for future spaces
- Inspired over 42 media features including segments on Evening Magazine, Business Matters, and artTown
- Staffing increased from 1.6fte to 1.75fte



“I have met many great people through the program and appreciate the camaraderie and collaboration that has ensued. Spaceworks found me a space that I am now renting as a showroom and retail space. I would not be in this position without Spaceworks.”

- Fall 2013 Creative Enterprise Training Program participant



“In my case I had no knowledge of starting a business and I would recommend the training to anyone in my situation. Being a part of Spaceworks moved my idea from wishful thinking to a solid plan.”

- Spring 2014 Creative Enterprise Training Program participant



Tacoma Murals Project

- Partnership with Neighborhood and Community Services
- Fifth year of Tacoma Murals Project
 - Six new murals created by 6 regional artists in collaboration with community in Council Districts 2, 3, 4 & 5
 - Sixth Avenue - 1318 6th Avenue; Jeremy Gregory
 - Hilltop – 1402 S. 11th Street; Chelsea O’Sullivan
 - Downtown – 1545 Tacoma Avenue S.; Mindy Barker
 - East Tacoma – 628 E. 60th Street; Chris Sharp
 - Lincoln District – 775 S. 38th Street; Bob Henry, Daniel Duenas, Anthony Duenas
 - Stadium District – 55 Broadway; Janice Lee Warren



Tacoma Arts Month

- Opening Party
 - Celebrated 13th anniversary of Tacoma Arts Month
 - Collaboration with Spaceworks Tacoma and 22 local artists and arts organizations
 - Over 700 people in attendance at this **free** community event
- AMOCAT Arts Awards – *recognizing outstanding outreach, engagement, and involvement in the arts*
 - Nominated by community; selected by Arts Commission
 - Arts Patron: ArtsFund
 - Community Outreach by an Org.: Asia Pacific Cultural Center
 - Community Outreach by an Individual: Jessica Spring
- Community Events
 - 323 community-produced events held in October
 - 36 classes and workshops held in October
 - 93 visual art exhibits
- Tacoma Studio Tour
 - 62 artists at 37 studio locations covering Council Districts 1, 2, 3, 4, 5
 - An average of 90 visitors to each studio (approximately 76% were visitors the artists did not personally know)
 - Estimated \$32,000 in earnings from sales of work over this two-day **free** event
- Communication and Sponsorship
 - Partnered with Pacific Lutheran University to re-brand event and design print and online materials
 - Created new website look for TacomaArtsMonth.com including a 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
 - Twice-weekly e-newsletters announced upcoming arts events
 - Secured sponsorships with Click! Cable TV, Exit 133, The Greater Tacoma Community Foundation, KPLU, NWPR, Premier Media Group, Tacoma Weekly and Weekly Volcano



“As a resident, I don’t recall ever experiencing such a strong sense of community in any of the other places that I’ve lived. I’d always yearned for it, but until now, had yet to find it. Amongst many, many other things I’ve experienced over the past year of living here, your appreciation for the arts and dedication and support for the local artists largely contributes to my having found “my place” in Tacoma.”

- Shannon Johnson

Metal Urge

- Free Community Festival
 - Featuring hands-on metal arts entertainment with 8 artists and orgs
 - Over 300 people in attendance at this **free** 3-hour community event
- Community Programming
 - 24 metal arts events
 - 10 metal arts classes and workshops
 - 24 metal arts exhibits at venues across Tacoma
- Communication and Sponsorship
 - Partnered with Pacific Lutheran University to brand event and design print materials
 - Created new TacomaMetalUrge.com website
 - Secured sponsorships with Click! Cable TV and The Greater Tacoma Community Foundation



artTown TV Show

- artTown is a cultural documentary-style TV show exploring Tacoma's emergence as a major creative hub in the Pacific Northwest. The series offers segments featuring diverse perspectives on a variety of creative disciplines
 - Researched, planned, and produced two episodes



"We're a couple of Tacomans who love the new artTown show. This is an incredibly creative community and it deserves a spot in the limelight! It's been fun to see some of our favorite local individuals and artists highlighted!"

– Sarah and Peter Berkley

"I LOVE artTown.....keep it going."

-Judi Schimke



TacomaArt & Culture on Click! ON Demand

- Collaborated with Click! On Demand to air film 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



Tacoma Poet Laureate

- 2013-15 Tacoma Poet Laureate Lucas Smiraldo hosted over 30 readings, workshops, and presentations in 2014, serving 1,400 attendees
- Developed and launched the Laureate Listening Project online audio anthology to capture the poetry of over 50 community members
- Traditional and social media coverage had reach of more than 35,000

National Arts Program

- Annual City of Tacoma employee and family member visual art exhibit and awards event provides employees a chance to showcase their creative side and build employee morale
 - 125 pieces of visual art, created by 80 artists, displayed at the Tacoma Municipal Building and Tacoma Public Utilities
 - \$3,750 grant from National Arts Program



Creative Space Development

- Partnership with The Greater Tacoma Community Foundation
- Hosted 1-day site visit with Artspace to conduct research regarding local options for developing creative spaces in Tacoma
- Hosted public forum and survey launch event
- Artspace conducted comprehensive feasibility study

GRANTS

JPMorgan Chase

- \$80,000 grant for Creative Space Tacoma arts market survey and working with local developers (grant submitted via The Greater Tacoma Community Foundation)

Community Development Block Grant

- \$67,000 grant for Spaceworks Tacoma

Greater Tacoma Community Foundation

- \$10,000 Vibrant Community grant for Tacoma Arts Month and Metal Urge

OUTREACH & COMMUNICATIONS

- Continuous updates to cityoftacoma.org/arts
- Maintained TacomaArtsMonth.com, TacomaMetalUrge.com, TacomaArts blog, Tacoma Arts Commission Facebook group with over 1,850 followers, and two email listservs with over 1,300 members

TACOMA ARTS COMMISSION

- 19 volunteers served in 2014: Jan Brazzell, Scott Campbell, Rachel Cardwell, Joel Chang, Robin Echte, J.D. Elquist, Matthew Hudgins, Sarah Idstrom, Traci Kelly, Donald Lacky, Ron Lagman, Dane Meyer, Zach Powers, Scott Ramsey, Catherine Stegeman, Mike Sweney, Wanda Thompson, Katrina Toft, and Jana Wennstrom
- Commission demographics: Council Districts 1- 4; ranging in age from 20's to 60's; expertise as practicing artists, arts professionals, educators, and arts supporters/patrons
- David Boe and Marty Campbell served as City Council liaisons
- 995 hours of volunteer time in 2014

"I would like to take a moment to thank the Tacoma Arts Commission and all the volunteers who are involved in putting on the Monkeyshines Project. My family has participated in it for several years, and in doing so has reaped unexpected dividends, such as lost pounds and improved joints and opportunities to spend quality time with family members. Also, the unexpected joy from spending time outdoors, even in February. So a standing ovation from this Tacoma family who sees this project as another reason to call ourselves the "Serendipity City.""

- Joyce Wendlandt

