3.2 ARTFULL TACOMA AT A GLANCE

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 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.

Strategy 2: Promote equity, diversity, and inclusiveness through the arts.
Arts and culture have 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 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.

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.

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 describes opportunities for strong partnerships to help promote a healthy and vibrant creative ecosystem and a flourishing community.

Strategy 5: Optimize performance and capacity of arts programming, services, and operations.
Strategies 1 through 4 identify ambitious and far-reaching initiatives 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 initiatives through a range of measures related to improved communication, staffing, organizational structure, and funding.