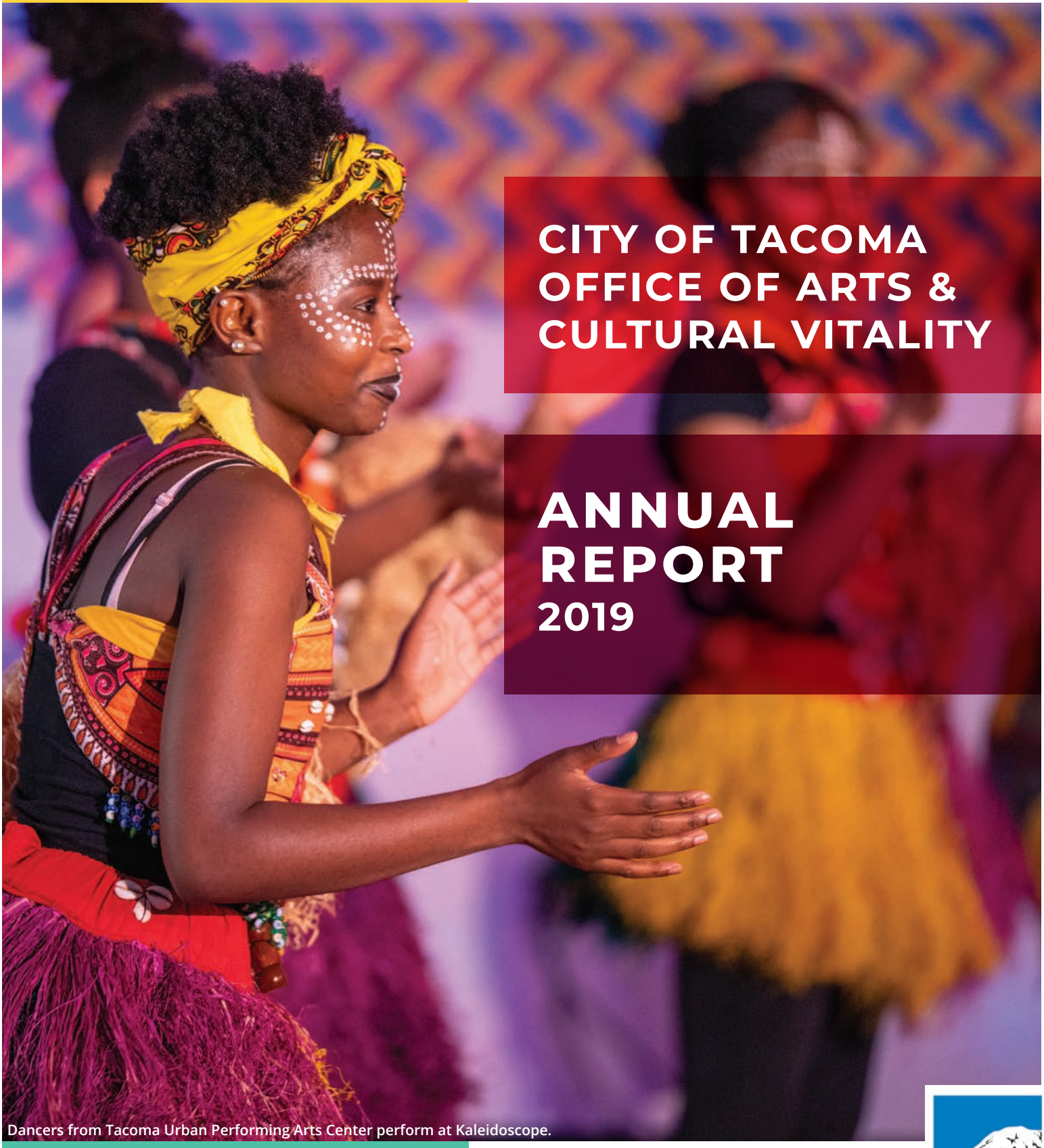
CITY OF TACOMA OFFICE OF ARTS & CULTURAL VITALITY

ANNUAL REPORT 2019



Dancers from Tacoma Urban Performing Arts Center perform at Kaleidoscope.

Tacoma

2019 was a year of unprecedented change and growth for the Office of Arts & Cultural Vitality and for the future of Tacoma. Namely, we now house two distinct yet closely aligned programs:

ARTS

The Tacoma Arts Commission and the Office of Arts & Cultural Vitality are proud to nurture our city's creative eco-system, providing support to our artists and organizations as well as opportunities for all residents and visitors to access and participate in the arts. We continue to encourage the development of the local arts community through the distribution of funding for arts and cultural programs, the management and stewardship of the City's public art collection, and the production of a variety of public programs and professional development opportunities that enhance and contribute to Tacoma's local economy. The volunteer members of the Tacoma Arts Commission advocate for the arts and provide policy direction on matters of arts and culture within the City of Tacoma.

TACOMA CREATES

In November 2018, voters approved Tacoma Creates, a funding initiative to increase access to arts, culture, heritage, and science experiences throughout Tacoma by reducing barriers to access and expanding offerings, particularly for underserved youth. Since that time, the Office of Arts & Cultural Vitality has been working tirelessly to develop and grow a robust and publicly-accountable program. In 2019 we heard from the community, established partnerships and systems, gathered data, developed administrative structures and a budget, implemented local legislation, launched pilot programs, and worked to establish the Tacoma Creates Advisory Board.

Artist inks carved linoleum block at Tacoma Wayzgoose: Letterpress and Book Arts Festival. Photo courtesy of King's Books.

We are excited to help support the growth of Tacoma's cultural sector and expand engagement opportunities through these two programs, so all people can find their community in Tacoma. This report illustrates the far-reaching impacts the City's investments in arts and culture have on our community.

OFFICE OF ARTS & CULTURAL VITALITY 2019 OVERVIEW

ARTS FUNDING

ARTS ANCHOR FUND

Supporting Tacoma's largest arts institutions to ensure access, stability, and continued excellence

$130,000 distributed to **10** organizations

487,822 people served in Tacoma

145,303 people admitted for free

$15.1 million in collateral spending by patrons

ARTS PROJECTS

Supporting a diversity of grassroots arts projects throughout Tacoma

$100,000 distributed to **32** organizations

152,239 people served

144,325 people admitted for free

TACOMA ARTISTS INITIATIVE PROGRAM

Supporting Tacoma artists to create new work and produce free public programming

$60,000 distributed to **24** artists for the 2019-20 biennium

PUBLIC ART

9 9 public art projects for City of Tacoma

11 public art projects managed for outside agencies

1 Creative Communications Roster

8 artist-designed wrap projects

31 traffic box art wraps installed

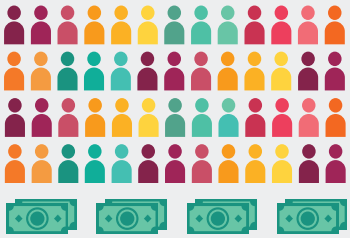
1 major public artwork repaired & maintained

1 rotating media gallery installed

ARTS PROGRAMS & ACTIVITIES

SPACEWORKS TACOMA

- **215** program participants
- **12** new creative businesses created
- **80%** of businesses served are owned by women
- **43%** of businesses served are owned by people of color
- **40** installations, murals, and gallery exhibitions

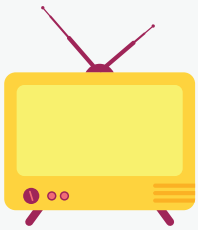


ARTISTS HIRED

Paid opportunities for **52** artists and creatives

TACOMA ARTS MONTH

- **417** community-produced events
- **96** artists on Tacoma Studio Tour



artTown TV SHOW

Produced 6 segments of artTown, a cultural documentary-style TV show

TACOMA POET LAUREATE

41 events, readings, workshops, and presentations, serving 4,893 attendees

TACOMA ARTS COMMISSION

15 volunteer arts advocates

1,072 hours of volunteer service

Find out more about how the Tacoma Arts Commission serves our community at cityoftacoma.org/arts

OFFICE OF ARTS & CULTURAL VITALITY 2019 OVERVIEW TACOMA CREATES

TACOMA CREATES LEGISLATION, STRUCTURE, & OVERSIGHT

- City Council established Tacoma Creates in the Tacoma Municipal Code
- 2 staff hired
- Development of program approaches, policies, and partnerships
- Established the framework for the Tacoma Creates Advisory Board

TACOMA CREATES FINANCIALS

0.1% sales tax started April 1

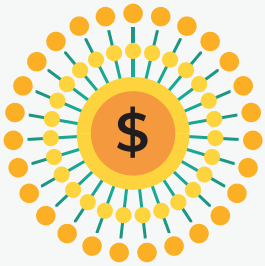
$4 million in funding collected

TACOMA CREATES FUNDING

2020-21 Funding

2 funding programs developed

2019 Planning & Capacity Building Funding



$540,000 awarded to **54** organizations

TACOMA CREATES PILOT PROGRAMS

PRE-APPLICATION SURVEY

155 responses

EXPANDED LEARNING OPPORTUNITIES

$103,000 distributed to 9 cultural organizations

61 classes presented

12 elementary schools and **5** middle schools served

PIERCE TRANSIT ORCA PASSES

Free ORCA passes for Tacoma Public Schools high school students

PARTICIPATORY BUDGETING

2 Participatory Budgeting projects launched in 98404 and 98409

$200,000 allocated to impliment selected projects

2801 project ideas submitted

1077 community respondents

TACOMA CREATES OUTREACH & COMMUNICATIONS

368 participants attended **6** Tacoma Creates community conversations

Monthly updates to Tacoma Arts Commission and Arts & Culture Coalition of Pierce County

Find out more about Tacoma Creates at cityoftacoma.org/tacomacreates

IMPACT BY COUNCIL DISTRICTS

District 1

- Arts Funding – 1 Anchor Fund organization, 4 Arts Projects event venues, 7 TAIP artists
- Spaceworks – Incubator training for creative entrepreneurs
- Public Art – 1 permanent artwork at Owen Beach, 1 permanent artwork for Dune Peninsula, 1 glass recycling center art wrap
- Arts Programming - Tacoma Arts Month, Tacoma Poet Laureate, artTown
- Tacoma Creates Funding – Planning & Capacity Building funding
- Tacoma Creates Programming – Expanded Learning Opportunity (ELO) programming at 1 middle school, ORCA passes, baseline data gathering

District 2

- Arts Funding – 9 Anchor Fund organizations, 26 Arts Projects event venues, 2 TAIP artists
- Spaceworks – 950 Gallery, Streetside Artscapes, 1120 Downtown coworking space, Incubator training for creative entrepreneurs
- Public Art – 4 permanent artworks for Prairie Line Trail, 1 permanent artwork at S. 26th & Pacific, 1 permanent artwork for Ruston Way Waterfront, 1 permanent artwork for Fireman's Park, 1 rotating media gallery, 1 glass recycling center art wrap, 4 traffic box art wraps
- Arts Programming - Tacoma Arts Month, Tacoma Poet Laureate, artTown
- Tacoma Creates Funding – Planning & Capacity Building funding
- Tacoma Creates Programming – ORCA passes, baseline data gathering

District 3

- Arts Funding – 10 Arts Projects event venues, 8 TAIP artists
- Spaceworks – Support and training for existing Hilltop businesses, 1120 Hilltop coworking space, Streetside Artscapes, Incubator training for creative entrepreneurs
- Public Art – Series of 7 permanent artworks for LINK extension, 1 permanent artwork for the Alberta J. Canada building, 1 permanent artwork for The Rise at 19th building, 1 glass recycling center art wrap, 1 microlibrary art wrap, 15 traffic box art wraps
- Arts Programming - Tacoma Arts Month, Tacoma Poet Laureate, artTown
- Tacoma Creates Funding – Planning & Capacity Building funding
- Tacoma Creates Programming – ELO programming at 3 elementary schools, ORCA passes, baseline data gathering

District 4

- Arts Funding – 7 Arts Projects event venues, 6 TAIP artist
- Spaceworks – Incubator training for creative entrepreneurs
- Public Art – 1 permanent artwork for Lincoln District Revitalization, 4 permanent artworks for Eastside Community Center, 1 temporary installation for East 40th Street, 1 glass recycling center art wrap, 1 microlibrary art wrap, 12 traffic box art wraps
- Arts Programming - Tacoma Arts Month, Tacoma Poet Laureate, artTown
- Tacoma Creates Funding – Planning & Capacity Building funding
- Tacoma Creates Programming – ELO programming at 5 elementary schools and 3 middle schools, ORCA passes, Participatory Budgeting in 98404, baseline data gathering

District 5

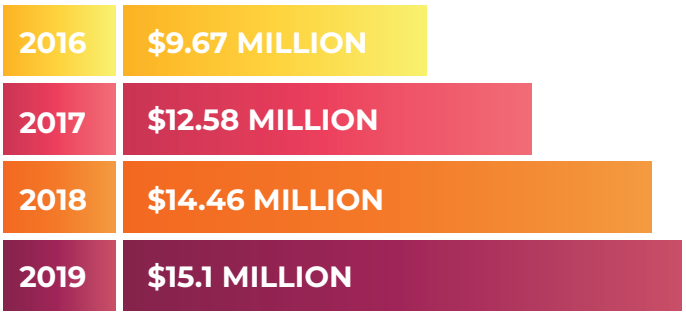
- Arts Funding – 6 Arts Projects event venues, 1 TAIP artist
- Spaceworks – Incubator training for creative entrepreneurs
- Public Art – 1 site-integrated project for East 64th Street, 1 glass recycling center art wrap, 6 traffic box art wraps
- Arts Programming - Tacoma Arts Month, Tacoma Poet Laureate, artTown
- Tacoma Creates Funding – Planning & Capacity Building funding
- Tacoma Creates Programming – ELO programming at 4 elementary schools and 1 middle school, ORCA passes, Participatory Budgeting in 98409, baseline data gathering

ARTS: ARTS FUNDING

ARTS ANCHOR FUND

Operating support for Tacoma's largest arts institutions who anchor the cultural community through exhibited stability and excellence

- $130,000 in funding distributed to 10 organizations
- 1,831 events hosted in Tacoma; events ran a total of 14,495 times
- 487,822 people served within Tacoma
- 145,303 people admitted for free
- $15.1 million in collateral spending by patrons
- Organizations based in Council Districts 1 & 2
- Funded organizations: Grand Cinema, Hilltop Artists, Museum of Glass, Northwest Sinfonietta, Symphony Tacoma, Tacoma Art Museum, Tacoma Little Theatre, Tacoma Musical Playhouse, Tacoma Opera, Tacoma Youth Symphony



COLLATERAL SPENDING BY PATRONS

"Thank you for your continuing support of our organization and the entire arts community. Your dedication to our youth, their families and the citizens of Tacoma is heartwarming."
- Dr. Loma L Cobbs,
Tacoma Youth Symphony Association

Hilltop Artists' production team students creating a glass art piece at Museum of Glass.
Photo courtesy of Hilltop Artists.

ARTS: ARTS FUNDING

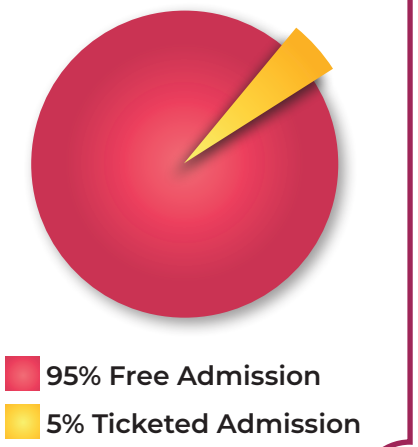
ARTS PROJECTS

Supports a diversity of grassroots arts projects throughout Tacoma

2019

- $100,000 in funding distributed to 32 organizations
- 164 events hosted
- 152,239 people served
- 144,325 people admitted for free
- 1,953 artists involved in producing projects
- $157,365 in total funding requests from 36 applicants
- Funded organizations: Asia Pacific Cultural Center, Barefoot Collective, Centro Latino, Channel 253 LLC, Children's Museum of Tacoma, Chinese Reconciliation Project Foundation, Classical Tuesdays in Old Town, Destiny City Film Festival, Dru Films, Fort Nisqually Foundation, Happy Fox Studio, Hilltop Business Association, Kareem Kandi World Orchestra, King's Books, Latinx Unidos of the South Sound, Eastside Neighborhood Advisory Council, Metropolitan Glass, Orchestral Recital Series of Tacoma, Peace Works United/253 Peace Queen Talks, Sister Cities Council of Tacoma, Sixth Avenue Business District, Tacoma Arts Live, Tacoma City Ballet, Tacoma Concert Band, Tacoma Girls Rock, Tacoma Ocean Fest, Tacoma Refugee Choir, Tacoma Urban Performing Arts Center, Ted Brown Music Outreach, Vietnamese American Community Association, Washington State Historical Society, Write253

ADMISSION TO 2019 ARTS PROJECTS EVENTS



2020

- $96,000 in funding distributed to 27 organizations
- $276,000 in total funding requests from 48 applicants

Dancers from Centro Latino perform at the Hilltop Street Fair.
Photo courtesy of Centro Latino.

ARTS: ARTS FUNDING

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

- $60,000 distributed to 24 artists for the 2019-20 biennium
- $112,500 in total funding requests from 45 applicants
- Artists based in Council Districts 1 – 5
- Funded artists: Kristina Batiste, Dionne Bonner, Gabriel Brown, Sarah A. Chavez, Kim Davenport, Alice Di Certo, Kyle Dillehay, Ryan Feddersen, Erin Guinup, Chad Hagedorn, Lucia Harrison, Fumiko Kimura, Nori Kimura, Lisa Kinoshita, Sasha LaPointe, Melinda Raebyne, Elizabeth Reeves, Brian Robinson, Jeanette Sanchez-Izenman, Jamika Scott, Kenya Shakoor, Sharon Styer, Wendy Wahman, Anique Zimmer

"Thank you, I'm so thrilled I was able to take time off and finish this book and it's getting published!"
- Sasha LaPointe

'Reimaging Oshun' digital photograph by Kenya Shakoor.

'Phoenix' Haiga painting, combining haiku poetry with imagery, by Fumiko Kimura.

ARTS: PUBLIC ART

MUNICIPAL ART PROGRAM

Lincoln District Revitalization

- Horatio Hung-Yan Law. Installed artist-designed sculptures at S. 39th and Yakima using repurposed lanterns from the business district

Prairie Line Trail

- Spur – Susan Zoccola. Partial installation of artwork for the 15th Street Overpass. Partnership with Foss Waterway Development Authority
- Historic Interpretation – RYAN! Feddersen, Rotator. Installed 1 major artwork, 1 mural, and 5 interpretive signs as part of a State Heritage Grant
- Spur Mural – Kenji Stoll and Matamatanonofo Porter. Completion of linear mural on the pedestrian ramp at S. 15th & Dock Street

East 64th Street

- Elisheba Johnson and Kristen Ramirez. Design and fabrication for site-integrated artwork as part of streetscape improvement project

East 40th Street

- Write253. Conducted poetry-writing workshops in East Tacoma public schools and applied poems to sidewalk with a temporary rain-activated material

Recycling Wraps

- Jasmine Brown, Mark Monlux, Chandler O'Leary, Paige Pettibon, Stan Shaw. Selected 5 local artists, each with a connection to the neighborhood they are working in, to create custom art wraps for new glass recycling containers to be placed around the city

Microlibrary Wraps

- Eastside Microlibrary – Dionne Bonner. Installed custom art wrap on new microlibrary facility at Eastside Community Center
- Hilltop Microlibrary – Saiyare Refaei. Created preliminary design for new microlibrary facility to be installed in Hilltop

Traffic Box Art Wraps

- Lincoln District - Gerardo Peña. Installed designs on 6 traffic boxes as part of the Lincoln District Revitalization
- Citywide - Installed 30 new traffic box wraps and re-installed 1 traffic box wrap. Locations selected using the City's Equity Index. Partnership with Public Works Department

Rotating Media Gallery

- Installed a rotating media gallery at the 12th Street Hillclimb, operated by Spaceworks Tacoma. Partnership with Spaceworks Tacoma and Neighborhood and Community Services Department

Public Art Maintenance

- Ongoing maintenance and mural repair
- Chihuly Bridge of Glass – Cleaned Crystal Towers

"In the end, I don't just make it for myself. That's the first person I make it for, but then again, what would I do if I didn't share it with the world? And, I think that that's the beauty of art, is that it's a way of sharing what's inside us with outside... It's not a competitive activity, it's a sharing activity, it's expressive activity. I can't imagine a world without that kind of freedom where we're able to make art that inspires other people."
- Mauricio Robalino

Mural by Kenji Stoll and Matamatanonofo Porter on the pedestrian ramp at S. 15th & Dock Street.
Photo courtesy of Kenji Stoll.

ARTS: PUBLIC ART

PUBLIC ART CONSULTING

Metro Parks Tacoma Art Program (on contract with Metro Parks Tacoma)

- Ongoing management of Public Art Program

Pump House (on contract with Metro Parks Tacoma)

- Anthony Duenas. Installed three exterior murals on the pump house at Owen Beach

Dune Peninsula Sailmound (on contract with Metro Parks Tacoma)

- Nichole Rathburn. Installed series of bronze sculptures at Dune Peninsula park

Dickman Mill (on contract with Metro Parks Tacoma)

- Mary Coss. Completed design of large scale signature piece for park along the Ruston Way Waterfront

Eastside Community Center (on contract with Metro Parks Tacoma)

- Outdoor Welcome Sculpture – Mauricio Robalino. Installed outdoor sculpture at the entrance to the new community center
- Billy Ray Memorial – Jasmine Brown. Fabrication for sculpture at the new community center honoring the life of Billy Ray Shirley, III and the work of Team Billy Ray
- Youth Memorial – Dionne Bonner. Design completed for indoor mural acknowledging the loss of young people to gun violence on the Eastside
- Youth-Involved Mural – Nathaniel Wagoner and Rick Bisol. Artist selection and preliminary youth engagement for mural. Partnership with First Creek Middle School and the YMCA's First Creek Eagle Center

Alberta J. Canada building (on contract with Tacoma Housing Authority)

- Mauricio Robalino. Installation and dedication of exterior mosaic mural

The Rise at 19th building (on contract with Tacoma Housing Authority)

- Diane Hansen. Artist selection, research, and design of exterior sculptures

LINK Extension (on contract with Sound Transit)

- Kenji Stoll. Research and design development to create artwork for 7 new LINK light rail stations

Tacoma Gateway (on contract with Sound Transit)

- Sean Orlando and David Shulman. Installation of artwork and completion of landscaping at S. 26th and Pacific Avenue

Port of Tacoma

- Rotator. Preliminary design for Centennial Artwork that will celebrate and tell the story of the Port at Fireman's Park

'Little Makers' cast bronze sculpture by Nichole Rathburn at Dune Peninsula Park.
Photo courtesy of Nichole Rathburn.

Maintenance of the Crystal Towers on the Chihuly Bridge of Glass.

ARTS: ARTS PROGRAMS & ACTIVITIES

SPACEWORKS TACOMA

- Partnership with Tacoma-Pierce County Chamber
- 9 years of providing training and support for artists and creative entrepreneurs
- 215 program participants including muralists, coworking tenants, community engagement specialists, and business owners
- 12 new creative businesses created through the Spaceworks incubator, a program funded by a Community Development Block Grant
- 80% of business served are owned by women
- 43% of businesses served are owned by people of color
- 19 tenants in coworking program, which provides affordable private studios in downtown and Hilltop
- 40 installations, murals, and gallery exhibitions throughout the city, including 2 new mural locations and a new video gallery
- 47 Hilltop businesses, entrepreneurs, and residents supported as part of a business stabilization effort funded by the JPMorgan Chase Foundation. This included an 8-week financial management training for existing businesses

"Spaceworks Tacoma provided me with a career changing opportunity to show work in their space and I'm eternally grateful for it...Thank you again so much for providing me with space to create and explore. Please continue supporting local artists in all the ways that you currently are. The space that you gave shifted my work in such a big way and gave me the energy and confidence to continue my journey in more expansive methods."

- barry johnson

2019 AMOCAT Arts Award recipients Aya Hashiguchi Clark and Randy Clark (middle) with Councilmembers Keith Blocker and Lillian Hunter (left), and Mayor Victoria Woodards (right).

TACOMA ARTS MONTH

Opening Party

- Celebrated 18th anniversary of Tacoma Arts Month
- Featuring 14 local artists and arts organizations, and 18 visual artists
- 450 people in attendance at this free community event
- Event sponsorships from Metro Parks, Eastside Community Center, Spaceworks Tacoma, Grand Cinema

AMOCAT Arts Awards

- Recognizing outstanding outreach, engagement, and involvement in the arts
- Nominated by community; selected by Tacoma Arts Commission
- Arts Patron: Tacoma Creates Campaign
- Community Outreach by an Organization: Tacoma Urban Performing Arts Center
- Community Outreach by an Individual: Aya Hashiguchi Clark and Randy Clark

Community Events

- 417 community-produced events
- 74 classes and workshops
- 25 visual art exhibits

Tacoma Studio Tour

- Free two-day event
- 96 artists at 56 studio locations covering Council Districts 1 - 5
- Average of 130 visitors to each studio
- Estimated $48,500 in earnings from sale of work

Communication and Sponsorship

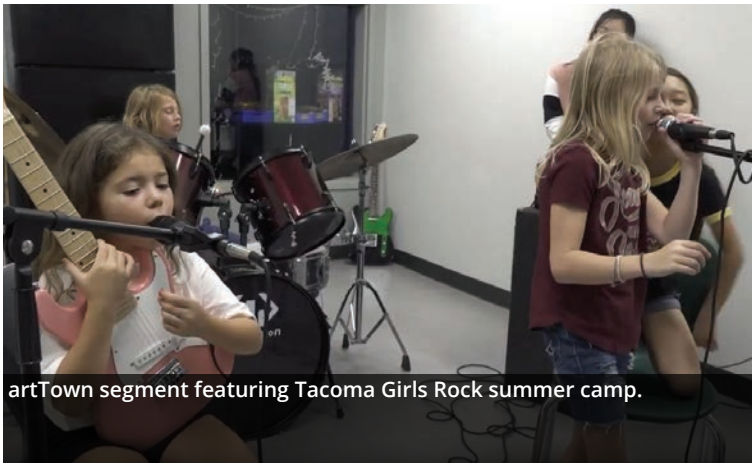
- Partnered with the Arts & Culture Coalition of Pierce County and BIA to hang banners in downtown Tacoma
- Leveraged promotional reach with Market the Arts Task Force
- Held three promotional reverse scavenger hunts on social media
- Partnered with Pacific Lutheran University to design digital and print materials
- Twice-weekly e-newsletters announced upcoming arts events
- Secured sponsorships with NW Public Broadcasting, ParentMap, Preview Magazine, Showcase Magazine, Sounds Fun Mom, South Sound Magazine, Tacoma Weekly

ARTS: ARTS PROGRAMS & ACTIVITIES

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 6 segments



artTown segment featuring Tacoma Girls Rock summer camp.

TACOMA POET LAUREATE

- 2019-2021 Tacoma Poet Laureate Abby E. Murray hosted or participated in 35 events, readings, workshops, and presentations, serving 4,340 attendees
- 2017-2019 Tacoma Poet Laureate Kellie Richardson hosted or participated in 6 events, readings, and presentations, serving 553 attendees

Tacoma Poet Laureate Abby E. Murray at the Kaleidoscope opening party.

ARTS: CITY-OWNED ARTS VENUES

- City contracted with Tacoma Arts Live to manage three historic City-owned facilities
  - PantagesTheater (built 1918, restored 1983, renovated 2018)
  - Rialto Theater (built 1918, restored 1991)
  - Theater on the Square (built 1993)
- Home to 9 of Tacoma's Resident Arts Organizations: Northwest Sinfonietta, Puget Sound Revels, Symphony Tacoma, Tacoma Arts Live, Tacoma City Ballet, Tacoma Concert Band, Tacoma Opera, Tacoma School of the Arts, Tacoma Youth Symphony
- Presents diverse array of touring and locally produced productions, including a Regional Theater Program launched in 2018
- Facilitates one of the largest arts education programs in the state, reaching 48,000+ annually
- Serves 300,250+ visitors each year

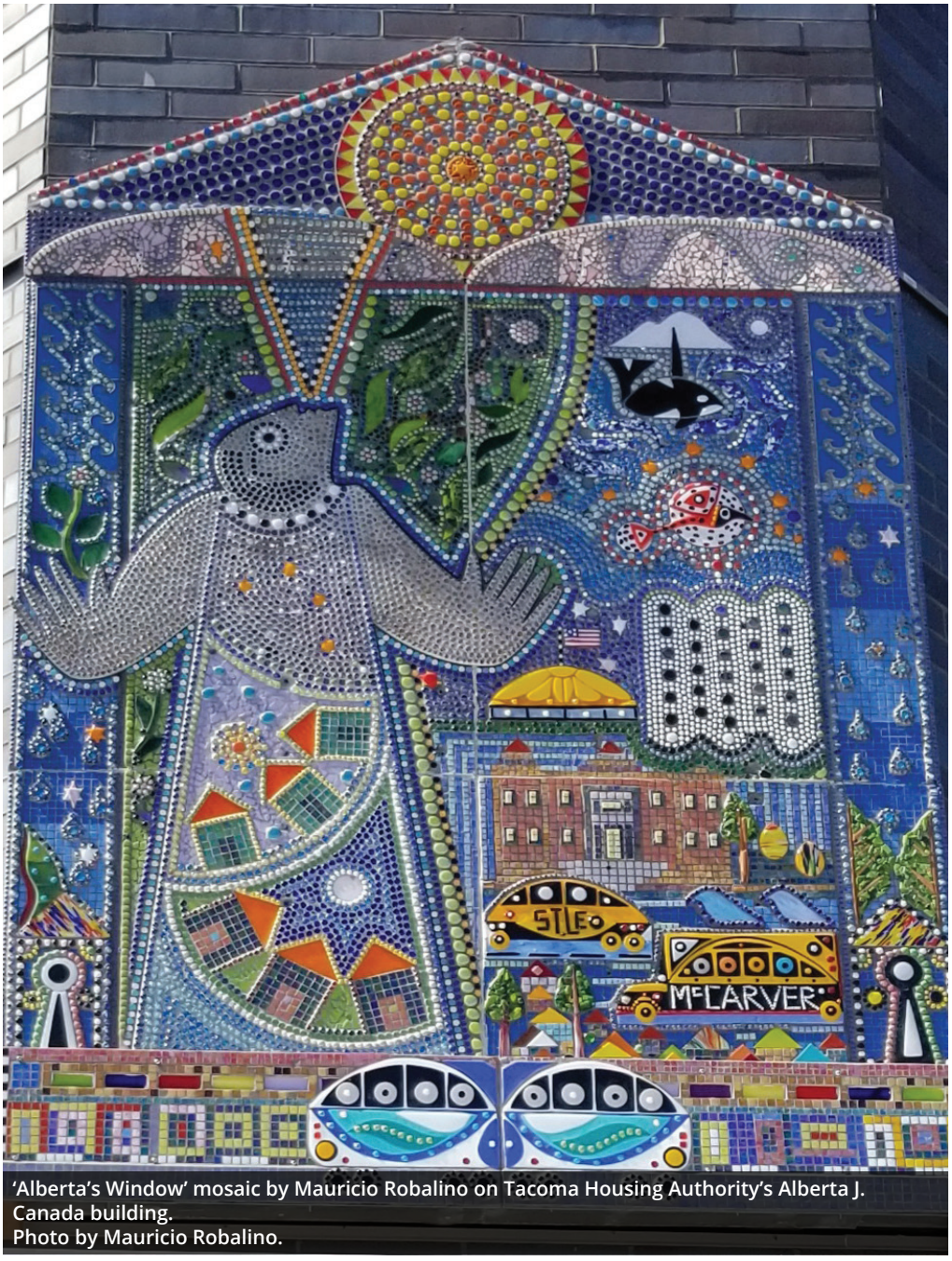
Pantages Theater.
Photo by Lisa Monet Photography LLC.

ARTS: OUTREACH & COMMUNICATIONS

- Selected 55 Tacoma-based individuals and small firms offering print and digital design, illustration, branding, and video for the Creative Communications Roster
- Maintained cityoftacoma.org/arts, tacomaartsmonth.com, Tacoma Arts Facebook page with 5,300 followers, Tacoma Arts Instagram account with 2,200 followers, and 2 email listservs with 1,400 members

ARTS: TACOMA ARTS COMMISSION

- Volunteer members: Heather Conklin, Chair; Rosie Ayala, Vice Chair; Michelle Douglas; Heide Fernandez-Llamazares; Davis Freeman; Anna Holcomb; Paula Jacobson; Johnaye Kendrick; Michael Kula; Liesl Santkuyl; James Stowe; Wanda Thompson; Paul Throne; Lynn Wilmot-Stenehjem; Sarah Woodson
- City Council liaisons: Lillian Hunter and Keith Blocker
- Commission demographics: Council Districts 1 - 5; expertise as practicing artists, arts professionals, educators, and arts supporters/patrons
- 1072 hours of volunteer service



'Alberta's Window' mosaic by Mauricio Robalino on Tacoma Housing Authority's Alberta J. Canada building.
Photo by Mauricio Robalino.

TACOMA CREATES: LEGISLATION

- Wrote Tacoma Municipal Code Section 1.55, the enabling local legislation to implement a Cultural Access program
- Tacoma City Council passed Ordinance #28626 on December 3

TACOMA CREATES: FUNDING

2019 PLANNING & CAPACITY BUILDING FUNDING

- $540,000 awarded to 54 organizations ($10,000 each award)
- Funding to support gathering of baseline data, capacity building, and planning for 2020 programming
- Funded Organizations: Alchemy Skateboarding, Asia Pacific Cultural Center, Buffalo Soldiers Museum, Centro Latino, Children's Museum of Tacoma, Chinese Reconciliation Project Foundation, Citizens for a Healthy Bay, Creative Colloquy, Destiny City Film Festival, Destiny City Music Collective, Elements of Education Partners, Fab-5, FabLab Nonprofit, Foss Waterway Seaport, Hilltop Artists, Hilltop Urban Gardens, Historic Tacoma, Job Carr Cabin Museum, LeMay-America's Car Museum, Museum of Glass, Northwest Repertory Singers, Northwest Sinfonietta, Orchestral Recital Series of Tacoma, Permaculture Lifestyle Institute, Puget Sound Revels, RAIN Incubator, Rainbow Center, Real Art Tacoma, Symphony Tacoma, Tacoma Art Museum, Tacoma Arts Live, Tacoma Artwalk, Tacoma City Association of Colored Women's Clubs, Tacoma City Ballet, Tacoma Community Boat Builders, Tacoma Girls Rock, Tacoma Historical Society, Tacoma Little Theatre, Tacoma Musical Playhouse, Tacoma Ocean Fest, Tacoma Opera Association, Tacoma Refugee Choir, Tacoma Sister Cities Council, Tacoma Tool Library, Tacoma Urban League, Tacoma Urban Performing Arts Center, Tacoma Waterfront Association, Tacoma Youth Symphony Association, Tacoma Youth Theatre, Ted Brown Music Outreach, The Grand Cinema, The Kareem Kandi World Orchestra, Theater District Associates dba First Night Tacoma, Write253

2020-21 FUNDING

Developed the structure for two funding programs:

Comprehensive Organizational Support

- Eligible organizations may apply for up to 15 percent of their total annual budget, up to a maximum of $400,000 per calendar year
- Must demonstrate organizational commitment to diversity, equity, and inclusion, as well as strong programming work in Neighborhood Programming, Increasing Public Access, and Educational Programming for Youth

Impact Funding

- Eligible organizations may apply for a minimum of $3,000, and up to $50,000 per calendar year
- Organizations may propose general public programs, or youth education programs, or both, and must demonstrate a commitment to Tacoma Creates' vision for vibrant, equitable, and inclusive cultural programs

Facilitated discussion at Tacoma Creates Community Conversation event at RAIN Incubator.

TACOMA CREATES: PILOT PROGRAMS & ACTIVITIES

PRE-APPLICATION SURVEY

- Tacoma-based arts, culture, heritage, and science organizations that provide public programming in Tacoma were invited to complete the Tacoma Creates Pre-Application Survey
- This survey was intended to help the Office of Arts & Cultural Vitality understand the field of organizations who may be eligible to apply for Tacoma Creates funding and helped in planning appropriate Tacoma Creates funding programs and capacity building opportunities
- 155 surveys submitted

EXPANDED LEARNING OPPORTUNITIES

As part of the Tacoma Creates Public School Cultural Access Program, Tacoma Creates funding increased students' access to arts, culture, heritage, and science programs by supporting high quality after-school programs at Tacoma Public Schools locations.

2019 Expanded Learning Opportunities

- $103,000 distributed to 9 cultural organizations
- Presented 61 classes
- 12 elementary schools and 5 middle schools served

2020 Expanded Learning Opportunities

- Contracted with 11 cultural organizations to present classes in 12 elementary schools and 5 middle schools
- Estimated $160,000 in funding to support programming for January - June 2020
- Collaboration with Greater Tacoma Community Foundation, Metro Parks Tacoma, YMCA of Pierce and Kitsap Counties, and Tacoma Public Schools
- No cost to students/families for any program funded by Tacoma Creates
- Programming includes yellow bus transportation and snacks

PIERCE TRANSIT ORCA PASSES

Increases students' access to arts, culture, heritage and sciences experiences throughout Tacoma by reducing barriers to access.

- Free ORCA passes for all Tacoma Public Schools high school students
- Collaboration with Tacoma Public Schools and Pierce Transit

Ukulele class, taught by Tacoma Arts Live, at Stafford Elementary; part of Tacoma Creates' Expanded Learning Opportunities programming. Photo by Lisa Monet Photography LLC.

Ballet Folklorico class, taught by Tacoma Arts Live, at Roosevelt Elementary School; part of Tacoma Creates' Expanded Learning Opportunities programming. Photo by Lisa Monet Photography LLC.

TACOMA CREATES: PILOT PROGRAMS & ACTIVITIES

PARTICIPATORY BUDGETING

Community-driven, democratic process where community members directly decide how to spend part of a public budget, making a lasting change in their communities.

- Participatory Budgeting projects in 98404 and 98409
- $200,000 in funding to implement selected projects ($100,000 in each zip code)
- 2801 project ideas gathered from 1077 respondents
  - 1,781 ideas in 98404
  - 1,020 ideas in 98409
  - Ideas gathered in English, Spanish, and Vietnamese
- Core project ideas are currently being developed and will be voted on by the community in 2020
- Community-selected projects to be implemented in 2020
- Process run in partnership with Tacoma-Pierce County Health Department's Centers for Excellence
- Neighborhoods selected based on the Health Department's Communities of Focus and in alignment with the City of Tacoma's Equity Index

ENVIRONMENTAL SCAN AND BASELINE DATA DEVELOPMENT

- Collection of data via on-the-ground investigation and surveys
- Developing an environmental scan of current services in arts, culture, heritage, and science offered in Tacoma
- Process run in partnership with UW-Tacoma

TACOMA CREATES: FINANCIALS

- 0.1% sales tax instituted April 1
- Funds collected in City Treasury starting July
- $4,081,232.86 collected in 2019

Collecting project ideas from the public at the Eastside Community Center; part of the Participatory Budgeting process in the 98404 area.

TACOMA CREATES: PROGRAM DEVELOPMENT & START-UP

- Hired Tacoma Creates Program Manager (started in July) and Tacoma Creates Coordinator (started in August)
- Oversight and support provided by Office of Arts & Cultural Vitality Director and Funding & Cultural Programs Manager
- Development of program approaches, policies, and partnerships

TACOMA CREATES: OUTREACH & COMMUNICATIONS

- Tacoma Creates Community Conversation
  - January 23 at Theater on the Square
  - 197 participants
- Tacoma Creates Community Conversation: Heritage Focus
  - March 25 at Washington State History Museum
  - 40 participants
- Tacoma Creates Community Conversation: Science Focus
  - April 10 at RAIN Incubator
  - 38 participants
- Tacoma Creates Community Conversation: Culture Focus
  - April 30 at Asia Pacific Cultural Center
  - 68 participants
- Tacoma Creates Equity & Inclusion Roundtable
  - December 16 at People's Community Center
  - 25 participants
- Maintained cityoftacoma.org/tacomacreates, Tacoma Creates Facebook page with 2,300 followers, Tacoma Creates Instagram account with 1,640 followers
- Monthly updates to Tacoma Arts Commission and Arts & Culture Coalition of Pierce County

TACOMA CREATES: ADVISORY BOARD

- Ordinance #28626 authorized the creation of the Tacoma Creates Advisory Board
- Tacoma residents invited to apply
- Economic Development Committee will interview and make recommendations for appointment in early 2020
- 12 member body will be appointed by City Council
- First meeting targeted for May 2020

Tacoma Creates Community Conversation event at Theater on the Square