

COMMUNICATIONS TOOLKIT, 2023-24 FUNDING YEAR

This Communications Toolkit is designed to support your understanding of Tacoma Creates communication expectations and resources. As you enter the 2023-24 program year, we want you to think about how you promote your Tacoma Creates-supported work and consider the various ways to communicate about Tacoma Creates within your marketing.

There are two key communications expectations:

1. Promote all Tacoma Creates-funded work to the general public.
2. Acknowledge Tacoma Creates funding in your communications materials and at your events.

PROMOTE YOUR PROGRAMS

One of Tacoma Creates key funding goals is access – part of making your programming accessible to the public is by bringing awareness to the work you do! Share information about your programs and events in a variety of ways, such as posts on social media accounts, listings on your website and community calendars, utilizing the Tacoma Creates events calendar, and cross-promoting with other organizations as appropriate. This is also an opportunity to consider how to reach new participants/audiences and broaden access through different types of communications.

EVENTS CALENDAR

Take advantage of the [Tacoma Creates events calendar](#) and upload your upcoming events to share with the public. We encourage you to add a link to this calendar on your own website, to help cross-promote cultural sector events, and to help drive traffic to this new public resource. Learn how to upload your event by reading through [the Events Calendar Guidelines](#), or by visiting the [Resources for Funded Organizations](#) page.

SOCIAL MEDIA

We encourage you to share your Tacoma Creates-supported programming on social media, and to cross-post and tag other organizations, as appropriate, to help spread the word. When sharing a social media post, make sure it is either on your organization's public social media account, or in an open group.

Tag us at @TacomaCreates and use #TacomaCreates and when promoting work supported by Tacoma Creates. Follow [Tacoma Creates](#) on Facebook and Instagram [@TacomaCreates](#), and like and share posts where we mention Tacoma Creates-funded organizations.

TACOMA CREATES WEBSITE

All Tacoma Creates-funded organizations are listed on the [Funded Organizations](#) page of our website. If you would like your organization's information updated, please email Elm McCrummen at emccrummen@cityoftacoma.org.

TACOMA ARTS LISTSERV

The Office of Arts & Cultural Vitality offers the public facing [Tacoma Arts ListServ](#), where you can post upcoming arts and culture events and opportunities.

ACKNOWLEDGE TACOMA CREATES

Promoting your programs in multiple ways and acknowledging support from Tacoma Creates will help people see how their tax dollars help to make Tacoma a more vibrant and engaging city! As a funded organization, you must acknowledge Tacoma Creates in communications about your programs, and at your events. This includes:

1. Using the Tacoma Creates logo on printed and/or digital materials wherever possible,
2. Noting Tacoma Creates support in public announcements or “curtain speeches”.

In your Tacoma Creates funding reports, you will be encouraged to share examples of how your programming was promoted to the public. Examples include social media posts, flyers, etc.

TACOMA CREATES LOGO

The Tacoma Creates logos are available for download from this [Logo Folder](#). Please review the Logo Guide found in this folder, which walks through the appropriate use of our logos. You will find both the 2-color vertical and 2-color horizontal versions of the logo in the main folder. Please use these versions of the logo whenever possible. If needed, alternate versions of the logo are available in the “Alternate Logo Versions” folder.

TACOMA CREATES MESSAGES

Consider how your work aligns with Tacoma Creates’ primary goals and intentions, and use these messages as appropriate in your communications:

- Our programs are produced with support from Tacoma Creates – which is a fund that was made possible by local voters and is supported by local tax dollars, so thank YOU (audiences/participants) for your support of the cultural sector.
- This program, and especially our ability to [offer free tickets, present in different locations, pay for more staff/artist time to build programs, etc.], is supported in part by public funding through Tacoma Creates.
- [Name of our organization] is honored to receive funding from Tacoma Creates. Tacoma Creates is the first voter-approved initiative of its kind in Washington State, expanding access to arts, culture, heritage, and science experiences in Tacoma.

ABOUT TACOMA CREATES

Tacoma Creates is a voter-approved 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. Eligible non-profit arts, culture, heritage, and science organizations are able to apply for funding that helps them expand equitable access to public programs, increase opportunities in neighborhoods throughout Tacoma, expand educational options for youth, and build sustainability for ongoing cultural programs that provide value for people throughout the City of Tacoma.

QUESTIONS OR IDEAS?

Please reach out to Elm McCrummen, Tacoma Creates Program Assistant, at emccrummen@cityoftacoma.org, 253.591.2038.