

Tacoma Creates - Convening for Funded Organizations - Thursday, July 30, 2020

The full recording of this convening, held via Zoom webinar, as well as slides shared during the meeting, are available at www.cityoftacoma.org/tacomacreates, under the “Resources for Tacoma Creates Funded Organizations” section.

Below are some key highlights from the meeting.

Introductions and Welcomes

- Introductions of staff team and presenters
- Reviewing our context: there’s lots of good work happening; there are many significant challenges; there is continuing long-term uncertainty on multiple fronts.

Finance and Contracts

- Financial Overview: Andy Cherullo, the Finance Director for the City of Tacoma, spoke about the big picture of the financial landscape for the City of Tacoma, and framed the economic uncertainties ahead of us, particularly for sales tax revenue. He noted the many indicators that underscore the need for caution with projections.
- Pandemic Impacts on Process: (see page 3 of slide deck) Staff noted that the pandemic has impacted contracting processes as well as the financial picture; that this is the first year of Tacoma Creates funding programs, and we had not yet established our “normal” processes. To help understand some of the additional layers in play because of the pandemic, we looked at things that are “always true” about Tacoma Creates funding (Contracts for Services, Deliverables about Public Benefit, Reporting requirements, and following State and Local Legislation) and things that are “pandemic-true” (Quarterly Amendments, Supplemental Information Form, Funding Information one quarter at a time).
- Next Phase of Funding (see page 4 of slide deck):
 - We will issue a second round of amendments to cover work from October-December;
 - The combined total of those amendments across all Tacoma Creates organizations will be another \$1Million,
 - Which means that the amount for each individual organization will be the same increment that you received in your initial contract, and in the July-September amendment.
- Budget Overview (see slide 5 of slide deck):
 - Approximately \$6.3Million of tax revenue has been received from July 2019 through June 2020
 - There have been approximately \$1.7Million of expenses during that time, including the Planning and Capacity building contracts, Expanded Learning Opportunities contracts, Transportation, staffing, and contracting related to start-up work
 - There are approximately \$950,000 of “encumbered expenses” through the rest of 2020, meaning funds that haven’t been paid out yet, but are obligated for existing contracts and staffing expenses. This includes Participatory Budgeting, contracts for Colemon and Associates (JEDI work) and UW-Tacoma (data work) as well as staffing and ELO.
 - We’ve been asked to hold a reserve fund of up to 20% of anticipated annual revenue, we are getting part way there with a current reserve of \$600,000.

- We allocated approximately \$1Million in the initial Tacoma Creates contracts for Impact Funding and Comprehensive Organizational Support, and another \$1Million for the first round of amendments for these contracts.
- This leaves a balance of approximately \$1.1Million
- We are only able to confirm funding for the amount we know we have “in the bank” after all anticipated expenses; with this balance, we are able to confirm the \$1Million for the October-December amendment.
- We will stay in touch with you through the fall; we may have another convening in September; we will likely wait until October or November to confirm next allocation of funding; the more time we give the economy, the better positioned we’ll be to confirm next steps.
- Timing for amendments, reports, and payments (see page 6 of slide deck)
 - This slide gives a visual for the breakdown of contract amendments, reports, and payment timing, through June 2021.
 - The next report will be the September 2020 Report, which, like the June 2020 Report, include reporting on what you accomplished July-August, for submitting your invoice for this work, and sharing your planning for the October-December period.

Communications Updates (see pages 7-17 of slide deck)

- New Website: we are working with local firm Foster’s Creative to develop a new website which should launch in the early fall. Thanks to all of the organizations who completed the form to provide an image and short blurb for the site. The website is looking great so far and we are looking forward to seeing all the funded organizations on the site.
- New Logo: is done and ready for your use! The previous logo was designed by and for the campaign, and now we have a new logo specific for the program’s implementation.
 - Monica Yi, logo designer, talked about her process for developing the logo with stakeholder input, and walked through the logo guide that provides information on using the new logo.
 - All primary contacts have now received an email with Dropbox link to the logo and the logo guide.
 - This link is also available on our website, in the “Resources for Funded Organizations” section.
- Uplift Tacoma and Social Media: Remember to use the hashtag #UpliftTacoma and tag @TacomaCreates so that we can see your work and share out as possible.
 - TV Tacoma is airing 4-5 hours of cultural content each week, provided by cultural organizations. If you have video content that you want aired on TV Tacoma, please reach out to Darryl Crews via email @ dcrews@thinkjanuary.com.

Data Collection and Program access participation (see pages 18-19 of slide deck)

- Matt Kelley, from UW-Tacoma, reported out on key takeaways from the series of 4 conversations he had with Tacoma Creates organizations.
- We will be considering various technical working groups and topic-specific convenings to support organizations’ continuing evolution with online work.

General Tacoma Creates Updates

- JEDI (Justice, Equity, Diversity, and Inclusion) Cohorts
 - We kicked off the first 2 of 3 cohorts last week; 3rd starts next week
 - 60 people from 45 organizations are participating
 - Really pleased to get this work started, and want to underscore that this is the beginning of a process. The JEDI cohorts are just 3 calls, which will help form the foundation of continuing work for all of us.
- Tacoma Creates Advisory Board – as we shared at our last convening: this process was put on hold in March; the Economic Development Committee (the City Council committee responsible for this process) is just starting to resume meetings, and looking at holding interviews at the end of August.
- Expanded Learning Opportunities (ELO) – as most of you probably know by now, Tacoma Public Schools will be all-remote, at least for the start of the year. We are talking with partners and will be following up with those orgs we've already talked to about participating in ELO programs.
- Tacoma Public Library (TPL) – a small group of orgs invited for their summer program; we've just met with TPL staff recently, and they will be inviting another small group of organization to provide programming in the fall.
- Participatory Budgeting – this process was put on pause, but is now restarting, with community members from 98404 and 98409 meeting to reconsider proposals in light of current community needs.
- Civic Engagement – Our work is in alignment with the Tacoma 2025 Strategic Plan; one of the key goals in this plan is Civic Engagement. And one of the key indicators of this goal is to “Increase the number of residents who participate civically through volunteering and voting.” As we are in election season, we want to remind you all that you can use your organizational voice to support civic engagement. There are parameters: as a non-profit organization, you *may not* endorse or oppose any candidate for any office, or any ballot initiative. That's important. But you CAN encourage people to use their voice and vote. This season is a time where you can encourage civic engagement among your patrons and your constituents.
- Reminder on health guidelines and gathering restrictions. We know you are all aware of how the pandemic is affecting operations; we want to remind you to please stay current with the state and local guidelines with specifics about what is and is not permitted. The City would not be able to financially support any activities that are not within the guidelines, and also we very much want to keep you and your patrons as safe as possible.

Closure

- Thank you for your engagement today, and for your continuing hard work to reimagine your work.
- We are continuing to position TC organizations as an asset to our community – always true, but especially so during this time. This is the year for flexibility, sustainability, showing the community how the cultural sector is critical, how the cultural sector supports our community.
- We are here for you and your questions, please let us know how we can help
- Stay safe and healthy!