



**ARTS
CULTURE
HERITAGE**

Artesian Market

- An ARCH Project
- A Creative District priority
- Funded at \$75,000 in 2023 Budget
 - Obtained an ArtsWA Grant for \$56k
- Operating model change





Artesian Commons



- Council Priority
- Community Priority
- Time for a change
- Vacancies downtown
 - “Model the behavior you want to see”

606 UNIQUE
SURVEY
RESPONSES



10 ONE-HOUR LONG STAKEHOLDER
INTERVIEWS WITH ADVISORY
COMMITTEE MEMBERS



7 LISTENING
SESSIONS
WITH



40 PARTICIPANTS REPRESENTING
A RANGE OF CREATIVE AND
BUSINESS INDUSTRY SECTORS



658 TOTAL NUMBER
OF PEOPLE
ENGAGED



Creative District Strategic Plan:

- Developed by creative economy stakeholders
- Rich engagement process
- Playbook for implementing creative district projects

Creative District Strategic Plan

Vision Statement

The Olympia Creative District features rich and diverse artistic and sensory experiences, engaging community members to develop creative endeavors.

Mission Statement

We engage local artists and businesses in the development of a thriving creative economy an community that is antiracist and anti-bigoted.

Creative District Values

Innovation

Lead the effort to keep our artistic and creative edge

Risk-Taking

Operate without fear of failure, through an ethos of learning and growing.

Diversity, Equity and Inclusion

Prioritize resources and access for people furthest from justice.

Autonomy

Aid in the ability of creatives to support themselves through their endeavors.

Community

Engage in culture that uplifts artists and creatives while developing cooperative and supportive relationships.

Build Community

A web of people, organizations, businesses, and grassroots groups engaged in collaborative relationships rooted in mutual trust and respect.

Support

Provide educational, financial, and physical resources and advocacy to uplift and empower artists and creative businesses.

Promotions

To amplify the voice of artists while providing marketing tools and support for community visibility.

Space

Advocacy for artists and creatives who need specific, affordable space to create, practice or conduct business.

Access

Equitable accessibility for artists and the broad community to engage without barriers.

Creative District Goals:

Our guidepost for
a successful
outcome





What could be possible?

THURSTONTALK.COM

Lacey Food Truck Depot Receives Economic Development Award for Diversity, Equity, and Inclusion - ThurstonTalk



**Night Market...or a
"Light" Market?**



Ideal Operator

- Demonstratable experience
- Clear vision of how to execute
- Sense of excitement
- Alignment with Creative District Mission, Vision, and Values
- Organizational capacity
- 3-5 year commitment



Reaching a successful outcome

- Creative District Strategic Plan is our guidebook
- Rebrand is necessary – no longer Artesian “Commons”
- Internal buy-in is necessary for success
 - ARCH, Parks, Parking, Facilities, OPD
- Assigned to CLPS
- Operating model: City infrastructure + professional operator
 - Farmer’s Market or HOCCM model
 - Operator needs to be able to make money
- Not “long term” fix, rather an extended pilot project
 - Targeting 3-5 years



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Questions?