



Olympia City Council Referral Request

2016-000CS*	2016.0008CS
Date of Referral	11/7/16
Originator	Mayor Selby
Referral To	Finance Committee
Request	<p>Recommend funding to develop strategies to expand the City's leadership role in nurturing Olympia's Arts, Cultures and Heritage (ARCH) profile.</p> <p>Background: Arts, Cultures and Heritage (ARCH) programs, projects and events contribute to the City's goals of a vibrant, livable community by contributing to our economic base, enhancing our identity and "sense of place," creating new opportunities for recreation and play, and deepening our understanding of our region and its history.</p> <p>Olympia has tremendous cultural and historical treasures, yet the City's support for ARCH falls short of the investment in other communities. The Downtown Strategy, the Metropolitan Parks District, the Parks, Arts & Recreation Plan, and the City Comprehensive Plan reinforce the importance of ARCH to our community and identify goals and strategies that are unreachable without additional resources. A wide range of events, programs and projects would better safeguard and showcase Olympia's heritage, honor diverse cultures, and adequately support and encourage art and artists. A more creative and entrepreneurial approach - with additional resources - are needed to cultivate arts, culture and heritage opportunities. For all these reasons, the time is right for Olympia to assess the best strategies to foster an environment where arts, culture and heritage can thrive in the years ahead.</p> <p>Proposal: Engage a consultant to assess the City's best options for expanding leadership, allocating and leveraging resources, and tracking results. The consultant's scope of work should include: analysis of what's working in other communities as well as the opportunities and challenges in our community; identification of goals, strategies and timeline; clarifying steps toward integrating programs and efforts, and to build new alliances.</p> <p>Change is rarely easy and always presents new challenges. We expect this proposal to meet some initial resistance. But we are confident that in building new alliances and cultivating a community of inclusion, we can overcome possible objections to the new structure. We see this proposal as offering countless opportunities for all those who want Olympia's Arts, Cultures and Heritage programs to grow and gain vitality.</p>

	<p>Goals:</p> <ul style="list-style-type: none">- Better connect Arts, Cultures and Heritage to City priorities.- Strengthen interconnections between Arts, Cultures and Heritage with other City departments and community partners.- Clarify goals and strategies for the next five years.- Identify priority actions to focus City resources, leverage results and measure impact. <p>Estimated cost: \$50,000. The consultant would report to City Manager Steve Hall.</p>
Options	Hire a consultant.
Timing	Report and recommendations to be completed by September 2017, to be considered for 2018 budget considerations.
Attachments	None.