

## ArCH Appendices I: Supporting Documents

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## Appendix A – Comprehensive Plan Goals and Policies Supported by ArCH Recommendations

### City of Olympia Comprehensive Plan Goals and Policies Supported by ArCH Recommendations

#### **GR8: Arts in Olympia are Supported**

PE4.2 Stimulate and generate private investment in economic development and redevelopment activities as recommended in the Investment Strategy Report.

PE8.1 Strengthen economic vitality by helping to stabilize and improve property values in historic areas through the continued support of the Heritage Commission and planning to protect and promote our historic resources.

PE8.2 Encourage new development to harmonize with existing historic buildings and areas.

PE8.3 Protect and enhance the City's ability to attract tourists and visitors through preservation of historic resources.

PE8.4 Renovation, reuse and repair of existing buildings is often preferable to new construction and should be done in a manner that protects and enhances the resource when historic properties are involved.

PE8.5 Help low and moderate-income individuals rehabilitate their historic properties.

PR8.6 Provide technical support to art organizations.

PR8.8 Create a range of opportunities for the public to interact with art; from small workshops to large community events.

PE9.2 Continue to support efforts to restore, maintain and improve Olympia's local museums and other attractions.

PE11.2 Provide support for start-up businesses. Develop local awareness of the need for business incubator facilities, and allow for more home-based businesses

#### **GE3: A vital downtown provides a strong center for Olympia's economy**

PE3.1 Support a safe and vibrant downtown with many small businesses, great public places, events and activities from morning through evening.

#### **GE4: The City achieves maximum economic, environmental and social benefit from public infrastructure:**

PE3.6 Use tools such as the Downtown Project, Community Renewal Area downtown plan and other planning processes and tools to improve the economic and social health of downtown

PE4.3 Make decisions to invest in public infrastructure projects after analysis determining their total costs over their estimated useful lives, and their benefit to environmental, economic and social systems.

PE4.4 Consider whether the public cost of new or improved infrastructure can be recovered through increased revenues the City can expect from the private investment the improvement will attract.

PL5.5 Provide incentives and assistance for preserving, restoring, redeveloping and using historic buildings, districts, neighborhoods, streets, structures, objects and sites.

PL5.6 Support public or non-profit acquisition of the most important historic resources to ensure their preservation

PE7.3 Define a more active City role in stimulating development, and influencing the design and type of development.

PE7.4 Continue to coordinate and partner with the Thurston County Economic Development Council to promote Olympia's economic redevelopment opportunities

PE10.3 Examine the feasibility of establishing an arts center for the community

PL5.5 Provide incentives and assistance for preserving, restoring, redeveloping and using historic buildings, districts, neighborhoods, streets, structures, objects and sites.

PL5.6 Support public or non-profit acquisition of the most important historic resources to ensure their preservation.

#### **GE8: Historic resources are used to promote economic stability in the City**

PE8.1 Strengthen economic vitality by helping to stabilize and improve property values in historic areas through the continued support of the Heritage Commission and planning to protect and promote our historic resources.

PE8.2 Encourage new development to harmonize with existing historic buildings and areas.

PE8.3 Protect and enhance the City's ability to attract tourists and visitors through preservation of historic resources.

PE8.4 Renovation, reuse and repair of existing buildings is often preferable to new construction and should be done in a manner that protects and enhances the resource when historic properties are involved.

PE8.5 Help low- and moderate-income individuals rehabilitate their historic properties

D.3 Inventory historic architecture in Downtown. The historic inventory will help identify buildings or groups of buildings that can be considered historically significant. This may lead to expansion of the historic district or register properties, along with opportunities to incentivize reuse of older buildings. The inventory should be accompanied by research to identify incentives and restoration resources for historic preservation activities.

D.4 Examine potential expansion of historic district boundary and/or historic designation of additional structures. Consider adding key historic properties to the register of historic places to support their preservation and make them eligible for tax credits. The City may also consider expanding the historic district boundary to include some key adjacent properties that are currently not included. However, expanding the boundary should be done judiciously as including buildings of lesser significance would dilute the overall integrity of the historic district.

#### **GE9: Tourism is a community revenue source**

PE9.1 Provide or support, services and facilities to help visitors enjoy our community's special events and unique character, and work to fully capture the potential economic benefits of their visits.

PE9.4 Implement strategies to enhance heritage tourism opportunities.

PE7.2 Market Olympia’s advantages to local and out-of-town businesses that may be considering expansions or new facilities in the area.

**GE10: Olympia is a regional center for arts and entertainment.**

PE10.2 Support local art galleries, museums, arts and entertainment facilities, live music venues, arts organizations, and businesses.

PR8.7 Establish and promote a theater and entertainment district in downtown Olympia.

LU.5 Identify buildings and tools appropriate for adaptive reuse, and promote these tools to encourage older, character-defining buildings to be rehabilitated with housing, retail, office, and/or entertainment space.

D.5 Develop an art and wayfinding plan that adds more public art and wayfinding to the streetscape in a well-coordinated fashion.

**GE11: Small businesses contribute to Olympia’s economic diversity**

PE11.1 Promote the concept that buying from local businesses is a way to strengthen the local economy.

**GL3: Historic resources are a key element in the overall design and establishment of a sense of place in Olympia**

PL18.1 Regulate the design of downtown development with specific but flexible guidelines that allow for creativity and innovation, enhance historic architecture and recognize distinct areas of downtown, and do not discourage development

**GL4: Neighborhoods take pride in their historic identity**

PL4.1 Assist older neighborhoods and districts to discover their social and economic origins and appreciate their historic features.

PL4.2 Facilitate the preservation of historic neighborhood identity and important historic resources.

PL5.2 Coordinate with adjacent governments; particularly to provide public information about the area’s history and development.

PL5.9 Promote mutual goals in historic areas, including districts, buildings and sites, through collaboration among City departments, the Heritage Commission and other commissions

**GL5: Historic preservation is achieved in cooperation with all members of the community and is integrated into City decision-making processes**

PL5.4 Continue programs – such as the Heritage Commission, the Heritage Register and the historic marker program – that effectively identify, recognize, and encourage the preservation and continued use of historic structures, districts, and sites which provide physical evidence of the community’s heritage.

PE10.1 Continue to provide programs and services that support visual and performing arts activities in Olympia.



**GL18: Downtown designs express Olympia’s heritage and future in a compact and pedestrian-oriented manner**

PL18.1 Regulate the design of downtown development with specific but flexible guidelines that allow for creativity and innovation, enhance historic architecture and recognize distinct areas of downtown, and do not discourage development

**GL19: Downtown’s historic character and significant historic buildings, structures, and sites are preserved and enhanced**

PL3.1 Protect and evaluate historic and archaeological sites.

PL3.2 Preserve those elements of the community which are unique to Olympia or exemplify its heritage.

PL3.3 Protect historic vistas from the Capitol Campus to Budd Inlet and the Olympia Mountains and from Budd Inlet to the Capitol Group.

PL3.4 Safeguard and promote sites, buildings, districts, structures and objects which reflect significant elements of the area’s history.

PL 3.5 Encourage development that is compatible with historic buildings and neighborhood character, and that includes complementary design elements such as mass, scale, materials, setting, and setbacks.

PL3.6 Plan for land uses that are compatible with and conducive to continued preservation of historic neighborhoods and properties; and promote and provide for the early identification and resolution of conflicts between the preservation of historic resources and competing land uses.

PL3.7 Identify, protect and maintain historic trees and landscapes that have significance to the community or neighborhood, including species or placement of trees and other plants.

PL5.1 Work with the State archaeologist to protect archaeological resources.

PL5.7 Recognize the value of historic preservation as part of the effort to maintain an affordable housing stock.

PL5.8 Promote economic vitality through historic preservation.

PL19.1 Promote the Downtown Historic District to provide a focal point of historic interest, maintain the economic vitality of downtown, and enhance the richness and diversity of Olympia

PL19.3 Design new development and renovations so they are compatible and harmonious with the established pattern, alignment, size and shape of existing downtown area.

PL19.4 Incorporate historic buildings into redevelopment projects and restore historic facades.

PE9.3 Support continued tree plantings as a way to continually improve on Olympia’s natural beauty and attractiveness to tourists – and to help create a network of scenic roadways and streets.

### OLYMPIA ARTS CULTURES AND HERITAGE PROFILE

# ECONOMIC IMPACT ASSESSMENT

APRIL 2018

## INTRODUCTION AND SUMMARY

### INTRODUCTION

The City of Olympia has a vibrant arts and culture community that serves as a rich resource for its citizens and a strong pillar of the local economy. The City looks to expand its current arts, cultural and historic assets and capture new opportunities for the future. The City has commissioned the development of an Expanded Arts Cultures Heritage (ArCH) Profile to guide these efforts. The purposes of the program are to review current plans and policies; review relevant and promising practices elsewhere; identify short-term and long-term options; and identify resource requirements and economic returns for those options.

The economic impact of an Expanded Profile is addressed in three elements:

- The role of arts culture and heritage in the local economy. This role can be summarized in a measure called the Creative Vitality Index.
- The impact of arts culture and heritage on a local economy, including appropriate economic measures and relevant parameters.
- The return on investment in plans and actions, with an assessment of the level of investment required and the nature of the economic returns.

This report documents the results of the economic impact assessment. It is organized in four sections.

Introduction and Summary

Creative Vitality Index

Economic Impact

Return on Investment

The key findings and conclusions of these sections are summarized below.

### Summary

#### Creative Vitality Index

The Creative Vitality Index (CVI) is an accepted measure of the contribution of creative activities, including arts and culture, to local economies. The index reflects a weighting of two components: indicators of community participation in the arts (60%) and arts-related employment (40%). The CVI is calculated relative to a baseline for the country. With a value of 1.41 in 2016, the creative economy is very strong in Olympia.

The CVI for Thurston County can be compared to the CVI of Clark, King, Spokane and Whatcom Counties in Washington, Marion County in Oregon (which includes the capital city Salem), Ada County Idaho (which includes the capital city Boise), the State of Washington, and the United States as a whole. The individual components of the CVI can be compared on a per capita basis.

- On a per capita basis, Thurston's employment in creative occupations falls short of the level in every jurisdiction other than Clark County, Spokane County, and Marion County.
- On a per capita basis, Thurston's cultural nonprofit revenues fall short of the level in every jurisdiction other than Clark County and Marion County.
- On a per capita basis, Thurston's performing arts participation falls short of the level in every jurisdiction other than Clark County and Marion County.
- On a per capita basis, Thurston's bookstore and electronic media sales exceed those of Clark County, Whatcom County, Marion County, and the USA.
- On a per capita basis, Thurston's musical instrument sales are higher than those in other areas shown except King County and Clark County.
- On a per capita basis, Thurston's art gallery sales fall short of the level in every jurisdiction other than Clark County, Spokane County, and Marion County.

This comparison is only a partial picture of Olympia's stature in arts and culture. While it suggests that Olympia and Thurston County's position overall is strong as indicated by a CVI greater than that of the State and country as a whole, it still falls short of the performance of larger counties such as King, Spokane, and Ada. It also falls slightly below Whatcom County which has a smaller population.

## **Economic Impact**

An economic impact assessment considers the economic contribution of selected arts and culture sectors. It measures the new economic activity that results from the cultural facilities and programs. This impact is the sum of patron spending before, during and after events, as well as the expenses incurred by the organizations in presenting an exhibition or program. A distinction can be drawn between aggregate impacts and “new money impacts”. Aggregate impacts are the total spending by attending patrons and presenting organizations. A portion of the aggregate impact is related to money coming into the local economy from external sources, either spending by non-resident patrons or funds derived by arts and cultural organizations from sources outside the region.

Artsfund periodically produces an economic impact study of arts, cultural and scientific organizations for King County and the Central Puget Sound area. The most recent study was prepared in 2014. This comprehensive assessment provides several results relevant to Olympia.

- New money impacts are dependent on attracting patrons from outside the local area.
- The activities that attract the most non-local patrons are those that are distinctive and not available elsewhere in the region.
- Activities that attract overnight visitors support higher levels of spending and greater economic impact.
- Combinations of arts and culture activities can extend the visitor experience and support longer visitor stays and more spending.
- Indirect and induced impacts (the multiplier effect) supplement the direct impacts and contribute to the total impact.
- Support of arts and culture activities by local residents contributes to improved quality of life and likely make the area more attractive to new business investment and start-up or relocating companies.

## **Return on Investment**

Development of an expanded ArCH profile will require a range of strategies and actions. These strategies and actions will vary in the level of investment required and the nature and extent of economic return. Investment includes both onetime expenditures for capital projects and working capital, and recurring expenditures for staffing and purchased services. The appropriate measure of economic return is new money generated. The new money is related to local spending by non-resident patrons or funds derived by arts and culture organizations from outside the area.

The overall ArCH Profile has identified seven recommendations to enhance the local ArCH scene.

1. Create a new ArCH structure within City government.
2. Demonstrate the synergy between Arts, Cultures and Heritage through branding, programming, and services.
3. Leverage the City’s commitment to ArCH through strategic partnerships throughout the community.
4. Make Olympia a regional center for the arts, cultures and heritage.

5. Expand and improve available space for arts, cultures, and heritage.
6. Grow local resources to support arts, cultures and heritage.
7. Develop metrics to measure performance and track the arts, heritage and cultures in, of and for our community.

The investment required and the economic benefits for each are considered in conceptual terms because the recommendations themselves are strategic in nature and their outcomes have not been analyzed in detail. The investment associated with each is considered in terms of the relative magnitude (with respect to each other). At the low investment end, the coordination activities may require few new resources, rather a redeployment of existing staffing, or modest increases over time. At a moderate level, new staffing and purchased services may be required to fund planning and promotional efforts.

Most of the economic benefits are related to increasing the number and spending of non-resident patrons. This can be achieved in several ways:

- New programs and facilities can enhance unique and distinctive visitor opportunities in Olympia.
- Expansion of existing programs can expand visitor potential by supplementing existing activities and extending the visitor experience.
- Physical improvements can improve the quality of the visitor experience.
- Marketing can increase awareness of local opportunities to non-residents.
- An expanded ArCH scene will attract outside funding to arts and culture organizations.

In addition, some of the recommendations create value by increased utilization of resources.

In every case, any enhancements of the local arts scene will make the community more attractive to private investment by businesses and residents.

## Creative Vitality Index

The Creative Vitality Index (CVI) is an accepted measure of the contribution of creative activities, including the arts and culture, to local economies. The CVI was created in 2002 by the Western States Arts Federation (WESTAF), in cooperation with the Washington State Arts Commission, and the Seattle Office of Arts & Culture. The CVI is designed to serve as a tool to inform public policy decision making and to support the work of advocates for the development of the creative economy.

As explained in The Creative Vitality Report by the Washington State Arts Commission,

“The Index can be used for the following purposes:

- To consistently define the parameters of a localities’ creative economy;
- To explain the components and dynamics of the creative economy;
- As a source of information for arts and culture advocacy messaging;
- To call attention to significant changes in the creative economy ecosystem;
- To underscore the economic relationships between the for-profit sector and the nonprofit sector;
- To benchmark the status of a local creative economy to diagnose weaknesses in that economy.”

Using proprietary software Creative Vitality Suite, the Thurston Economic Development Council has produced a report for the Olympia area (zip codes 98501 and 98502). The index reflects a weighting of two components: indicators of community participation in the arts (60%) and arts-related employment in more than 30 professional categories (40%). The CVI has varied as follows over the past five years:

2013	1.33
2014	1.32
2015	1.36
2016	1.41

The CVI is calculated relative to a baseline for the country as a whole. With a value well above 1.0, the creative economy is very strong in Olympia.

The CVI for a city such as Olympia is likely to be considerably higher than the value for its host county because much of the cultural activity is concentrated in the city. Using the Creative Vitality Suite, The Thurston Economic Development Council prepared a Regional Comparison Report that considered Thurston as well as King, Spokane and Whatcom Counties in Washington, Marion County in Oregon (which includes the capital city Salem), Ada County in Idaho (which includes the capital city Boise), the State of Washington, and the United States. Use of individual cities is complicated by the need to specify cities as combinations of zip codes. However, the county level comparison does provide some important conclusions. Table 1 on the following page presents the results of that comparison.

The first line of the table expresses the CVI relative to Thurston County, rather than the United States as a whole. As shown, Thurston's CVI exceeds that of any of the other regions except for King County, Ada County, and Whatcom County. The individual components of the CVI are compared on a per capita basis at the bottom of the table.

- On a per capita basis, Thurston's employment in creative occupations falls short of the level in every jurisdiction other than Clark County, Spokane County, and Marion County.
- On a per capita basis, Thurston's cultural nonprofit revenues fall short of the level in every jurisdiction other than Clark County and Marion County.
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- On a per capita basis, Thurston's art gallery sales fall short of the level in every jurisdiction other than Clark County, Spokane County, and Marion County.

This comparison is only a partial picture of Olympia's stature in creative vitality. While it suggests that Olympia and Thurston County's position overall is strong as indicated by a CVI greater than that of the State and country, it still falls short of the performance of larger counties such as King, Spokane, and Ada. It also falls slightly below Whatcom County which has a smaller population.

**Table 1. Creative Vitality Index Regional Comparison**

	Thurston County	Clark County	King County	Spokane County	Whatcom County	Marion County	Ada County	WA State	USA
<b>2016 CVI Value (relative to Olympia)</b>	1.00	0.69	2.33	0.99	1.04	0.63	1.22	0.75	0.71
Creative Occupations	4,102	5,808	64,279	7,216	3,462	3,721	8,652	125,662	5,335,387
Cultural Nonprofit Revenues	\$14,098,543	14,543,007	597,145,641	27,855,677	13,064,755	8,194,236	26,255,371	843,143,585	37,267,033,028
Performing Arts Participation	\$8,101,962	4,595,214	368,798,726	16,446,083	6,480,186	3,628,200	24,407,896	474,516,566	24,887,173,325
Bookstore and Electronic Media Store Sales	\$21,472,340	23,604,013	329,349,348	40,525,677	15,650,531	21,277,555	45,053,973	586,914,174	23,835,084,616
Music Instrument Sales	\$4,271,947	9,015,816	37,472,339	7,608,828	2,602,801	3,488,744	5,382,852	100,872,059	3,764,533,697
Art Gallery Sales	\$24,422,829	39,893,775	548,604,274	31,901,212	27,088,509	22,668,809	46,059,753	957,476,413	56,546,225,616
Population	275,225	467,024	2,149,997	499,072	216,786	336,319	444,041	7,288,007	323,127,513
<b>Past Performance (relative to Thurston County)</b>									
2016 CVI Value	1.00	0.69	2.33	0.99	1.04	0.63	1.22	0.75	0.71
2015 CVI Value	1.00	0.69	2.33	0.99	1.08	0.63	1.28	0.77	0.74
2014 CVI Value	1.00	0.61	2.33	0.99	1.03	0.65	1.39	0.75	0.76
2013 CVI Value	1.00	0.58	2.33	0.99	1.00	0.66	1.43	0.75	0.75
<b>Per Capita Comparison</b>									
Creative Occupations	0.015	0.012	0.030	0.014	0.016	0.011	0.019	0.017	0.017
Cultural Nonprofit Revenues	51.226	31.140	277.743	55.815	60.266	24.364	59.128	115.689	115.332
Performing Arts Participation	29.438	9.839	171.535	32.953	29.892	10.788	54.968	65.109	77.020
Bookstore and Electronic Media Store Sales	78.017	50.541	153.186	81.202	72.193	63.266	101.464	80.532	73.764
Music Instrument Sales	15.522	19.305	17.429	15.246	12.006	10.373	12.122	13.841	11.650
Art Gallery Sales	88.738	85.421	255.165	63.921	124.955	67.403	103.729	131.377	174.997
Population	275,225	467,024	2,149,997	499,072	216,786	336,319	444,041	7,288,007	323,127,513

## Economic Impact

The Creative Vitality Index is related to, but different than an economic impact assessment of arts, culture and heritage. An economic impact assessment considers the economic contribution of selected arts sectors. It measures the new economic activity that results from the cultural facilities and programs. This impact is the sum of patron spending before, during and after events, as well as the expenses incurred by the organizations in presenting an exhibition or program. A distinction can be drawn between aggregate impacts and “new money impacts”. Aggregate impacts are the total spending by attending patrons and presenting organizations. A portion of the aggregate impact is related to money coming into the local economy from external sources, either spending by non-resident patrons or funds derived by arts and cultural organizations from sources outside the region. The impact of these external funds is referred to as “new money” impacts. Unlike the discretionary spending of a local resident, if these organizations were not present, the new money spending would not be available to the local economy.

Economic impacts can also be distinguished as direct or total, with total impacts including indirect and induced impacts. Direct impacts are related to organization and patron spending. Indirect impacts are related to purchases for goods and services associated with the primary activity, and induced impacts are related to expenditures by the households of primary employees. Together, indirect and induced impacts represent the “multiplier effect” as new money circulates through the economy.

It should be emphasized that new money impacts aren’t the only benefit of arts and culture activities. Many contribute to improved quality of life which is enjoyed by local residents, and likely make the area more attractive to new business investment and start-up of relocating companies. According to a report by the National Governor’s Association, *Arts and the Economy, Using Arts and Culture to Stimulate State Economic Development*,

“The arts are an important complement to community development. They provide an enhanced quality of life, enrich local amenities, and play an important role in attracting young professionals to an area. Richard Florida, a leading expert on economic competitiveness, innovation, and demographic trends, is credited with coining the term ‘Creative Class,’ which describes young and talented individuals who are mobile and more likely to locate where there is a vibrant and creative environment. Attracting and retaining talented young people and companies is becoming increasingly important to states. The arts and culture within an area play an important role in attracting these professionals.”

The Hands On Children’s Museum is an example of a local institution that has a significant economic impact to the community and provides metrics to demonstrate that impact. According to the Museum’s 2016 annual report, the museum served 303,000 visitors. Many of them were from outside Thurston County. The Tourism Impact (spending by non-Thurston residents) was estimated at \$8 million including \$360,000 in hotel stays by overnight visitors. Total annual revenues exceeded \$3 million, a portion of which would be considered new money.

Artsfund periodically produces an economic impact study of arts, cultural and scientific organizations for King County and the Central Puget Sound area. The most recent study was prepared in 2014. While this area has a broader and established cultural scene and a larger population and patron base, some of the results of this study suggest the nature of the economic impact of arts in Olympia.

Table 2 summarizes the overall impact of arts, cultural, and scientific activities in the Central Puget Sound Region. As shown the aggregate impact on business sales was \$2.4 billion. Note that new money impacts represent approximately one-quarter of aggregate impacts for sales, jobs, and labor income. This reflects the fact that much of the activity is related to local resident spending and is not considered new money.



Note also that direct jobs for aggregate impacts are approximately 53% of total jobs. The effective jobs multiplier is 1.88.

**Table 2. Economic Impact of Arts Cultural and Scientific Organizations  
Central Puget Sound 2014**

	<b>Aggregate Impact</b>	<b>New Money Impact</b>	<b>New Money as %</b>
Sales Impacts (\$ millions)	\$2,375.3	\$647.5	27.3%
Total Jobs	35,376	8,182	23.1%
Labor Income (\$ millions)	996.3	257.0	25.8%
Patron Spending (\$ millions)	694.0	312.1	45.0%
Direct Jobs	18,778		
Taxes (\$ millions)	104.7		

Source: Artsfund, Economic Impact Study of Arts Cultural, and Scientific Organizations in the Central Puget Sound Region 2014.

As suggested above, the new money impact is closely related to the geographic origin of patrons. Table 3 summarizes attendance data and patron origin data by type of arts and culture activity. As shown, total attendance for the groups surveyed was 13 million in 2014. The category with the highest total attendance was science (including the Pacific Science Center and Museum of Flight), followed by visual arts, and theater. Science also attracted the highest share of its attendance from outside the local area. Other activities reported 75% to 90% of its patronage as being local.

**Table 3. Arts Cultural and Scientific Organizations Attendance and Patron Origin Central Puget Sound 2014**

	<b>Total Attendance</b>	<b>% of Total</b>	<b>% Local</b>	<b>% Other WA State</b>	<b>% Outside WA State</b>	<b>Total</b>
Arts Services Organizations	751,516	5.6%	93.2%	4.0%	2.8%	100.0%
Dance*	269,138	2.0%	91.0%	7.4%	1.6%	100.0%
Heritage	756,369	5.6%	86.4%	0.061	0.075	100.0%
Music*	966,854	7.2%	91.0%	7.4%	1.6%	100.0%
Science	4,428,671	33.0%	66.9%	10.3%	22.8%	100.0%
Theater	1,458,042	10.9%	92.7%	5.2%	2.1%	100.0%
Visual	2,679,665	20.0%	76.6%	5.1%	18.3%	100.0%
Interdisciplinary/Festival	2,100,781	15.7%	77.1%	8.5%	14.4%	100.0%
Total	13,411,036	100.0%	77.5%	7.6%	14.9%	100.0%
* Patron origin data combined for music and dance.						

Source: Artsfund, Economic Impact Study of Arts Cultural, and Scientific Organizations in the Central Puget Sound Region 2014.

Spending by patrons also varied by patron origin and arts activity as shown in Table 4. Local patrons spent the least at \$45.80 per person per event, followed by patrons from elsewhere in Washington at \$87.05 per person per event, and patrons from outside the state at \$147.60 per person per event.

**Table 4. Arts Cultural and Scientific Organizations Patron Spending Patterns by Geographic Origin Central Puget Sound 2014**

	<b>Central Puget Sound</b>	<b>Other WA State</b>	<b>Outside WA State</b>
Tickets/Admissions	\$24.05	\$25.95	\$21.87
Souvenirs	1.74	3.44	6.14
Parking	2.35	3.27	1.80
Bus/Ferry/Light Rail	0.79	1.94	2.13
Auto Travel	2.13	7.04	8.47
Food Before or After Event	9.43	14.93	14.17
Food at Event	2.40	3.35	2.06
Entertainment	0.80	5.87	3.16
Lodging	0.89	18.28	38.00
Air Travel	0.38	-	46.73
Child Care	0.29	0.18	0.60
Other	0.55	2.80	2.47
Total	\$45.80	\$87.05	\$147.60

Source: Artsfund, Economic Impact Study of Arts Cultural, and Scientific Organizations in the Central Puget Sound Region 2014.

The total economic impact in Central Puget Sound is greater than the potential impact in Olympia, but several of the results are relevant to Olympia.

- New money impacts are dependent on attracting patrons from outside the local area.

- The activities that attract the most non-local patrons are those that are distinctive and not available elsewhere in the region. For example, the Hands On Children's Museum is rated as one of the best in the west and is the most visited children's museum in the State.
- Activities that attract overnight visitors support higher levels of spending and greater economic impact.
- Combinations of arts and culture activities can extend the visitor experience and support longer visitor stays and more spending.
- Economic impact includes spending and employment by the arts and culture organizations themselves as well as patron spending.
- Indirect and induced impacts supplement the direct impacts and contribute to the total impact.
- Support of arts, culture and heritage activities by local residents contributes to improved quality of life and likely make the area more attractive to new business investment and start-up or relocating companies.

## Return on Investment

Development of an expanded ArCH profile will require a range of strategies and actions. These strategies and actions will vary in the level of investment required and the nature and extent of economic return. Investment includes both onetime expenditures for capital projects and working capital, and recurring expenditures for staffing and purchased services. As described in the previous section, the appropriate measure of economic return is new money generated. The new money is related to local spending by non-resident patrons or funds derived by arts and culture organizations from outside the area.

Table 5 on the following page summarizes the basic relationships of investment and return for ten recommendations identified in the ArCH Profile. The elements in the table are expressed in conceptual terms because the actions themselves are strategic in nature and their outcomes have not been analyzed in detail. The investment columns in the table include an overall estimate of the relative magnitude for each recommendation (with respect to each other). The nature of the investment is identified as additional City staff or time, and additional purchased services. The recommendations with an investment identified as low would require only limited staff time. The recommendations identified as moderate would require relatively more staff time and additional purchased services.

The economic benefits for the recommendations are identified in several categories. Most of the economic benefits are related to increasing the number and spending of non-resident patrons. This can be achieved in several ways.

- New programs and facilities can enhance unique and distinctive visitor opportunities in Olympia.
- Expansion of existing programs can expand visitor potential by supplementing existing activities and extending the visitor experience.
- Physical improvements can improve the quality of the visitor experience.
- Marketing can increase awareness of local opportunities to non-residents.
- An expanded ArCH scene will attract outside funding to arts and culture organizations.

In addition, some of the recommendations create value by increased utilization of resources.

In every case, any enhancements of the ArCH scene will make the community more attractive to private investment by businesses and residents.

**Table 5. Elements of Return on Investment**

ArCH Profile Recommendations	Investment			Economic Benefits						
	Magnitude	Additional Staff or Time	Additional Purchased Services	Expand visitor potential by combining activities and extending visitor experience.	Expanded visitor potential by expanding amount and quality of arts offerings.	Expand visitor potential by creating distinctive experiences unique to Olympia.	Expand visitor potential by increasing awareness of opportunities.	Increased utilization of existing resources.	Expand access to outside funding of arts organizations.	Increases attractiveness of Olympia for private investment.
1. Create a new ArCH structure within City government.	Low	✓					✓	✓	✓	✓
2. Demonstrate the synergy between Arts, Cultures and Heritage through branding, programming, and services.	Low	✓		✓		✓	✓			✓
3. Leverage City's commitment to ArCH through strategic partnerships.	Moderate	✓		✓	✓	✓				✓
4. Make Olympia a regional center for arts, cultures and heritage.	Moderate	✓	✓	✓	✓	✓				✓
5. Expand and improve available space for arts, cultures, and heritage.	Moderate	✓	✓	✓	✓			✓		✓
6. Grow local resources to support arts, cultures, and heritage.	Moderate	✓	✓	✓		✓				✓
7. Develop metrics to measure performance.	Low	✓						✓		✓

## Appendix C – Best Practices Presentation

Appendix C starts on the following page.



**edmonds**  
**ARTS COMMISSION**

## PROMISING PRACTICE FEATURES AND ELEMENTS

- The Community Cultural Plan (CCP) serves as a blueprint to position cultural resources as community and economic building blocks.
- Youth Arts Education Partnerships connects youth through periodic partnerships with a variety of organizations and programs
- The City of Edmonds Lodging Tax Advisory Committee (LTAC) provides City Lodging Tax grants to non profits for the promotion of tourism in Edmonds

Mission: To ensure the arts play a significant role in the quality of life in the City, its economic vitality and vibrant community identity.

*Staffed by One Cultural Services Manager within Department of Parks, Recreation and Cultural Services*



## PROMISING PRACTICE FEATURES AND ELEMENTS

- Developed Cultural Master Plan (May 2016 draft): Five Goals: \* Develop Cultural Policy \* Enhance and Preserve Neighborhood Places \* Maintain and Develop Cultural Assets \* Foster Organizations and Partnerships \* Expand Cultural Resources for Diverse Individuals
- Programs “contribute to the city’s achievement of its mission to be the most livable city in the country...”

### Mission:

To enhance Boise by providing leadership, advocacy, education, services, and support for arts and history.

**Vision:** The City’s arts, culture and history are integral parts of our everyday experience and a vivid expression of our diversity, depth and dreams.

*Department formed in 2008*





## EVERETT PERFORMING ARTS CENTER

### PROMISING PRACTICE FEATURES AND ELEMENTS

- Rehearsals and Class space
- Multipurpose community room and spacious lobby area, making the entire facility ideal for a wide range of activities.

### Mission:

To be a regionally recognized and nationally influential center of excellence in family theatre.

Municipally owned / Managed by Village Theater  
Full season of Village Theatre MainStage Productions







## City of Everett - Dept. of Arts and Culture

**Mission:** To enhance the quality of life in Everett by integrating arts, culture, and diversity into our community, making the arts central to our identity and economic vitality.

*Budget: \$943,234 derived from rental of the EPAT, a General Government property tax allocation, donations, and the 1% for Arts allocation.*

### PROMISING PRACTICE FEATURES AND ELEMENTS

- **The Everett Cultural Arts Commission Capital Grant:** Funds the purchase, design, construction and remodeling of buildings used for performing arts, visual arts, and cultural activities.
- **Cultural Arts Grants:** Funds specific artistic and cultural program costs (i.e. artist fees, facility costs, materials, advertising, etc.)



EVERETT

## PROMISING PRACTICE FEATURES AND ELEMENTS

- Exhibit galleries featuring professional artists, as well as emerging young talents
- Art classes for youth, teens and adults, and K-16 art education programs
- State-of-the art hot shop. Artists may rent glass blowing or flame & kiln studios
- Snohomish County's largest auction, Festival of Artists at Work, Artists Garage Sale
- Admission free visual art center

Mission: Serve as a gathering place to culturally enrich community through art exhibits, classes, and workshops.

*A multi-use regional arts center in partnership with Artspace Projects, Inc.*

Initial capital campaign to fund = \$6 million





## PROMISING PRACTICE FEATURES AND ELEMENTS

- Sustainable private/public partnerships
- First Nations heritage inherent in the arts and culture focus
- Authentic acknowledgement of art sources –*content not by First Nation people openly identified*
- Established and maintained an important heritage site/asset under an “arts and culture” banner
- Exists within an established arts district/heritage site

## Mission:

To make the Josephy Center for Arts and Culture a gathering place to celebrate, promote, and inspire arts and culture in Wallowa County.



# THE VALUE AND IMPACT OF HERITAGE AND THE HISTORIC ENVIRONMENT

## THE VALUE AND IMPACT OF HERITAGE AND THE HISTORIC ENVIRONMENT

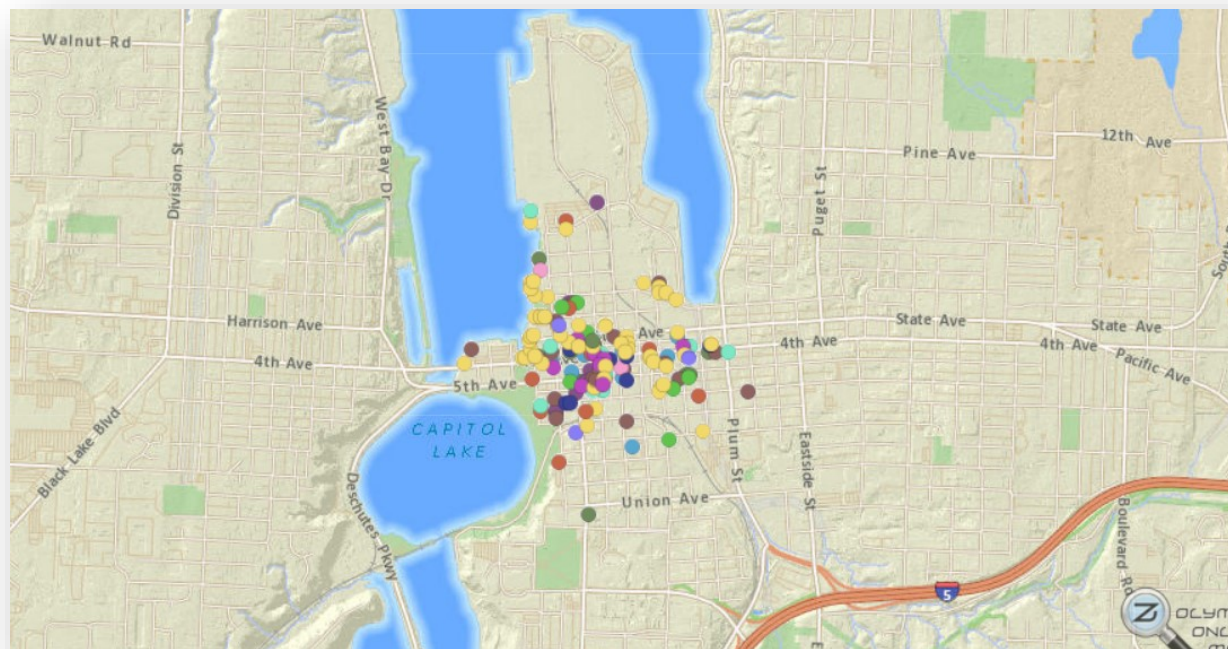


## Appendix D – Downtown Assets Map

Appendix D starts on the following page.

# ArCH Downtown Art Assets

- ☒ Art Businesses
- Type
- Artist Retail
  - Books and Music Stores
  - Classes and Supplies
  - Creative Class Businesses
  - Galleries
  - Government
  - Music Venues
  - Public and Community Art, Mural
  - Studios
  - Tattoos
  - Theaters and Event Spaces
  - Visual Arts Venues



- ♦ 97 self-described Arts, Creative, and Cultural organizations and businesses in Olympia in 2014.
- ♦ 5 theater/venue locations in downtown, 11+ in greater Olympia (private, high school and higher ed)
- ♦ 73 private murals in downtown to date.
- ♦ 110 individual works in the City's collection (140 including traffic box wraps . . . )
- ♦ 424 Arts-Related Businesses Employ 1,013 People (in WA Legislative District 22)



# Downtown ArCH Inventory

Not definitive – subject to change

## **Architects/Graphic Designers**

- Alpha Graphics
- Corio Media
- Jeffrey J. Snyder
- MSGS
- Roussa Cassel at Stable Studios
- Say This - Say That
- Swalling Walk Architects
- Thomas Architecture Studio (TAS)
- Tovani Hart
- Village Green
- Whitney Designs

## **Artist Classes, Resources, Supplies**

- Arbutus Folk School – Traditional skills (like wood work and blacksmithing), music lessons/performance
- Art House Designs - Framing
- Bayview Culinary School – Cooking classes
- Canvas Works – Fiber (sewing and knit/crochet). Supplies and classes
- Captain Little Toy Store – Youth craft materials
- Earthbound Productions 311 Capitol Way N – Community workshop for batik, papermache, construction, etc. Open 7 weeks in advance of Procession of the Species
- Graphic Communications – Giclee printing
- Hands On Children’s Museum – Open studio for youth. Artwork throughout facility
- Let’s Paint – Painting classes
- Oly Dance Coop 116 Legion Way – Social dance
- Olympia Copy & Printing – Copy machines downtown (zines, handbills)
- Olympia Dance Center – Ballet, tap, hip hop
- Olympia Supply – Hardware
- Olyphant – Art supplies, classes
- Painted Plate – Glazing/painting pre-fired bisqueware
- Pantry – Cooking classes
- Studio 721 – Chalk-painting furniture classes
- The Olympia Center – City offerings <https://apm.activecommunities.com/olyparksartsrec/>



### **Artist/Maker Retail**

- Dumpster Values – Locally made clothing
- Especially Made Designs – Upholstery
- Mansion Glass – Stained glass fabrication/repair
- Psychic Sister – Sells some locally-made clothing
- Terra Firma Cosmetics, locally made
- Tom Anderson Design – Fine art studio
- Urban Upholstery – Upholstery, furniture restoration

### **Books & Music Stores/Venues**

- Browsers Books
- Capital City Guitars
- Danger Room Comics
- De Colores Books
- Last Word Books
- Orca Books
- Olympia Timberland Library
- Phantom City Records
- Rainy Day Records

### **EVENTS: Arts & Culture, plus estimated attendance:**

- [Arts Walk Fall](#) – < 10,000
- [Arts Walk Spring](#) – < 15,000
  - Twice annual Arts Walks, where (not typically art) shops become galleries for the weekend, with lots of street activity
- [Bon Odori](#) <1,000
- [Dixieland Jazz Festival\\*](#) <3,000
- [Dragon Boat Races](#) > 5,000
- Duck the Malls
- [Harbor Days](#) <20,000
- [Love Our Local\\*](#) < 1,000
- [Music in the Park](#) <3,000
- [Oly Old Time Music Fest](#) < 1000
- [Olympia Comics Festival](#) < 800
- [Olympia Experimental Music Festival](#) <500
- [Olympia Film Festival](#) < 8,000
- [Olympia Jazz Walk](#) <500
- [Oshogatsu](#) <3,500
- [Procession](#) – < 20,000



- [Shuruq III: The Olympia Arab Festival](#) <3,000
- [Steamboat Stringband Jamboree](#) <500
- [Zine Fest](#) <500

\*Outside downtown

#### **EXHIBITIONS: Coffeehouses/Restaurants** (beyond Arts Walk)

- Batdorf & Bronson – Curated by outside curator
- Browsers Bookshop
- Burial Grounds Coffee
- Café Love
- Café Vita
- Capitol Florist – Curated by owner
- Rush In Dumplings
- The Mark Restaurant – Curated by owner
- Volcano Vapor Café

#### **Galleries**

- Art House Designs – 20 + years - Frame shop, gallery and performance space
- Childhood's End Gallery - 40+ years (original owners) –NW craft and fine art, gallery space
- Gallery Boom – 2+ years - Display space sublet
- Splash Gallery – 7+ years – Olympia- area artist cooperative
- State of the Arts Gallery –20+years (recently sold from original owner)

#### **MUSIC: Bars/Restaurants/Venues**

- 1230 Room – Rock
- Arbutus Folk School – Traditional/old time/bluegrass lessons and performance
- Art House – Jazz, rentals
- Basilico Ristorante – Jazz
- Ben Moore's – Recently changed hands. New owner has an Afro-beat band. Traditionally hosted jazz. Also poetry slams.
- Brotherhood – Aerial dance performances.
- Cascadia Grill – Irish, jazz
- Farmers Market - Thurs-Sun 11am-3pm April-Dec. Not sure if there is music Jan-April.
- La Guitana – Jazz
- Obsidian – Indie
- Pig Bar – Cover bands, small groups.
- Rhythm & Rye – Mid-sized touring bands, funk/alt/blues/jazz/StoryOly (like the Moth Radio Hour).
- Swing Wine Bar – Solo/duo acoustic
- Topsy Piano Bar – Piano
- Traditions Café – Folk, traditional, jazz, singer/songwriter/acoustic
- Waterstreet Café – Jazz

### **Public Buildings**

- City Hall –Working to launch a rotating exhibition program
- Hands On Childrens’ Museum – Public/private. Arts-infused exhibits and curriculum.
- The Olympia Center –By nature of a community center, hosts cultural festivals in multi-purpose space
- Japanese new year, Arab Culture Fest, Zinefest, Comicfest.
- The Washington Center – Public/private. Booking theater, home to local artistic partners, exhibitions

### **Studios/Maker Spaces**

- Harlequin Textile Shop on 5<sup>th</sup> - Maker space
- OlyMEGA – Maker space
- Olympia Knitting Mills and Pope Press – Maker, small gallery, small gathering, classes.
- Stable Studios – Maker, small gallery, small gathering
- Studios above Painted Plate – Maker spaces
- Studios on State – Maker spaces

### **Tattoos**

- Spider Monkey Tattoos
- INKLIFE Tattoos, Body Piercing & Art Gallery
- Electric Rose
- Sorry Mom Tattoos
- Exile Tattoo
- Primeval Ink Tattoo
- Olympia Tattoo Company
- Lit Fuse Tattoo

### **Theaters and Performing Arts Venues**

- Capitol Theater – 501c3 Art Film and live performances. Just bought their building in the last 5 years and have embarked on several major capitol campaigns. Has received State funds. Classic 1940’s (?) theater
- Eagles Club – Private space -2<sup>nd</sup> floor ballroom hosts dance lessons and performances in addition to private rentals
- Harlequin Productions – Medium sized space. Hosts their own theatrical productions, summer camps. Has received State funds
- Midnight Sun – Small black box space run now by Theater Artists Olympia (TAO), also rents. Has incubated many other groups
- Olympia Family Theater – Small-med. black box-sized performance space. Performances, classes, camps
- The Washington Center – City building, non-profit administrative 900 +/- theater and black box. Booking theater and host to many local performance (artistic partners) organizations. Black Box incubated Harlequin and Olympia Family Theater.

## Appendix E – Evaluating Heritage – Best Practices Strategies and Metrics: Results from Query of National Alliance of Preservation Commission (NAPC) Members

### Evaluating Heritage - Best Practices Strategies and Metrics

Michelle Sadlier's on-line query to NACP members: "We are searching for examples of studies, research, or even just anecdotes on how communities are valuing heritage beyond economics. The City of Olympia is running a study to evaluate what we're currently doing to support and generate arts, cultural, and heritage programming and how we can expand on and enhance this work. We'd like to identify metrics that go beyond numbers of designated properties and economic value of tax incentive investment. Are you aware of any good models or resources out there?"

#### Summary of responses:

##### San Francisco Heritage Policy

"Sustaining San Francisco's Living History: Strategies for Conserving Cultural Heritage Assets," recommended legislation to protect the "legacy business" resources in San Francisco. In 2015, San Francisco created the [Legacy Business Registry](#) following by a creation of the [Legacy Business Preservation Fund](#). In April of this year, the National Trust for Historic Preservation hosted a webinar, [here](#), on additional efforts by SF Heritage to preserve and support businesses in historic neighborhoods in the city and nationwide.

#### Summary of Strategies for Sustaining San Francisco's Living History;

1. Develop consistent methodology for identifying and documenting cultural heritage assets
2. Support neighborhood cultural heritage conservation initiative
3. Support mentoring and leadership training programs that transmit cultural knowledge to the next generation
4. Develop financial incentives and property acquisition programs for owners and stewards of cultural heritage assets
5. Promote cultural heritage assets through public education and, when desirable, sustainable models of heritage tourism
6. Establish a citywide "Cultural Heritage Asset" designation program with targeted benefits

##### Historic England

Historic England (UK) has created metrics and collected data on them since 2002 through a program called Heritage Counts, which HE describes as an annual audit of heritage in England. A number of related reports are online at: <https://historicengland.org.uk/research/heritage-counts/>. The range of topical areas that these metrics have focused on include:

- Quality of life
- Regeneration/development
- Tourism

- Education/skills
- Sense of place
- Personal development
- Environmental life

<https://content.historicengland.org.uk/content/heritage-counts/pub/2190644/heritage-infographic2.pdf>

### **Savanna, Georgia**

The Historic Savannah Foundation did an economic impact study that focuses on the benefits of historic designation beyond just tourism: [http://www.myhsf.org/wp-content/uploads/2015/05/HSF-Beyond-Tourism-Report-2015-FINAL\\_optimized.pdf](http://www.myhsf.org/wp-content/uploads/2015/05/HSF-Beyond-Tourism-Report-2015-FINAL_optimized.pdf). The study looked at the relationship of its historic districts to:

- Jobs
- Building rehabilitation
- Property values
- Foreclosures
- Density
- Neighborhoods and Livability measures
- Catalytic Impact of Preservation

### **National Trust for Historic Preservation Green Lab**

Preservation Green Lab's report, "Older, Smaller, Better: Measuring how the character of buildings and blocks influence urban vitality." Here are some of the many (mapped) measures employed:

- Building age
- Character Score
- Diversity of Building Age
- Granularity of buildings
- Number of businesses

The complete report **Older, Smaller, Better** details the results and recommendations that expand upon the findings and principles. The report details the research methodology, statistical modeling results, and mapping analysis, and includes community case studies from the three study cities, Washington DC, San Francisco, and Seattle. The research demonstrates that established neighborhoods with a mix of older, smaller buildings perform better than districts with larger, newer structures when tested against a range of economic, social, and environmental outcome measures.

<http://forum.savingplaces.org/act/pgl/older-smaller-better>

### **Culture's Impact in New Mexico**

The New Mexico Department of Cultural Affairs commissioned report, **Building on the Past, Facing the Future: Renewing the Creative Economy**, quantifies the current economic impact of arts and cultural

industries in New Mexico and identifies challenges and key opportunities. Strategy recommendations include:

1. Establish a business development center for creative enterprises
2. Utilize the business development center to provide at-cost Information Technology services and training to support artists and creative enterprises.
3. Develop and administer a web-based platform for statewide networking among creative professionals, and for the collection and distribution of cultural data generated by arts institutions, creative businesses and funders.
4. Promote the enforcement of the Indian Arts & Crafts Act to protect Native American artists against misrepresentation, and support the capacity of Native communities and professionals to exercise greater influence in the marketplace for their work.
5. Emphasize cultural programming that builds cultural capacity in communities, emphasizing local-over-global narratives, community over individual artists and grassroots organizations over the sponsorship of large centralized institutions.
6. Develop initiatives that expose New Mexico's communities to broader and more contemporary regional, national and global markets; inviting more diverse perspectives, providing more opportunities for engagement and emphasizing renewal as well as preservation.
7. Implement strategies to ensure the effective administration of the 2003 Fine Arts Education Act (FAEA) in elementary schools and advocate for the extension of the FAEA to middle and secondary schools.
8. Establish collaborative efforts between DCA, PED and HED to better prepare educators to teach in New Mexico's culturally diverse classrooms with the development of teacher training, community-engagement programs and culturally sensitive curriculum aligned with Common Core Standards.
9. Develop technically-advanced audience engagement programming to utilize the business development infrastructure outlined above.
10. Prioritize cultural and economic policy that promotes collaborative relationships among communities, beginning with partnerships between the Albuquerque-Santa Fe creative corridor and other regions of the state.
11. Establish a robust economic development plan to promote the state's creative industries cluster, with collaboration among state departments and drawing from the experiences of the film incentive program and the national laboratories.
12. Refashion the state's national marketing campaigns to integrate New Mexico's history and traditions with a more modern, quality-first brand relevant to a broader segment of the state's creative industries

<http://www.newmexicoculture.org/about/cultures-impact>

In addition, the state of New Mexico established in 2007 an Arts & Cultural Districts program as a comprehensive economic development strategy designed to capitalize on the expanding "creative economy." The Arts & Cultural Districts Program promotes the exceptional art and history of New Mexico while assisting communities in developing their cultural and artistic resources to create dynamic and economically vibrant districts. State-authorized Arts & Cultural Districts receive incentives such as

assistance with developing cultural plans and enhanced historic tax credits for the rehabilitation of historic structures within the district.

<http://nmmainstreet.org/arts-cultural-districts/>

## **Pittsburgh**

Place Economics report: <http://www.placeeconomics.com/resources/pittsburgh/>

“Demonstrates that the contribution that historic preservation makes to the economic, social and cultural life of Pittsburgh. on the quantitative side the numbers are impressive. On the qualitative side, the understanding of the importance of preservation from the city’s political, economic, and institutional leadership is equally impressive. “

But among the most significant findings are these:

- Historic Preservation is part of the DNA of Pittsburgh. The active use of historic resources is helping to solidify Pittsburgh’s place as one of the great American cities of the 21st Century.
- Historic tax credit projects have added an average of 500 jobs and \$18 million in salaries and wages every year for the past 35 years.
- The average value of a single family home appreciated at a greater rate than the city as a whole in every City Historic District in Pittsburgh over the past 13 years.
- Real estate sales activity recovered sooner and stronger in City Historic Districts than in the rest of the city.
- Foreclosure rates in City Historic Districts have been less than a third that of the city as a whole since the beginning of the real estate crisis in 2008.
- Heritage visitors make up 45% of visitors to Pittsburgh.
- Heritage visitors add more than \$800 million to the economy of Pittsburgh every year.
- 12,000 Pittsburgh citizens directly owe their jobs to the expenditures of heritage visitors.
- Young knowledge workers and their jobs are disproportionately located in historic districts.
- The racial makeup of both jobs in historic districts and residents in historic districts is a virtual mirror of the city’s racial makeup as a whole.
- When both housing costs and transportation costs are considered, Pittsburgh’s historic districts are actually more affordable than the city at large.
- The density of City Historic Districts is three times greater than the city as a whole, but it is density at a human scale.
- Walk Scores, Transit Scores and Bike Scores are all greater in historic districts than the rest of the city.
- While Pittsburgh lost population between 2000 and 2010, City Historic Districts actually grew in population

## **San Antonio**

<http://www.placeeconomics.com/resources/historic-preservation-essential-to-the-economy-and-quality-of-life-in-san-antonio/>

Findings:

- Historic neighborhoods outperform the city as a whole in a wide range of quality of life criteria including walkability, transit scores, proximity to parks, and bikeability.

- Historic neighborhoods represent high density in a low density city, but at a human scale.
- Historic neighborhoods and buildings are magnets for small businesses, startup businesses, and firms employing knowledge workers.
- Just the heritage portion of San Antonio's tourism industry is responsible for \$2.5 billion in visitor expenditures, resulting in nearly 52,000 jobs and \$1.7 billion in salaries and wages.
- Construction in historic districts (both rehabilitation and new construction) have represented an investment of \$1.4 billion over the last ten years generating an average of 1,860 jobs and \$100 million in salaries each year.
- Property values in historic districts have appreciated at a greater rate, were less adversely affected by the real estate crisis, and recovered sooner than did housing in either Neighborhood Conservation Districts or the city as a whole.
- Almost every historic district had foreclosure rates below that of the city of San Antonio.
- Historic neighborhoods are extraordinarily diverse in income, race, ethnicity, age and family structure and are largely a mirror of the demographic characteristics of San Antonio.
- San Antonio's historic neighborhoods are the epitome of Smart Growth.
- The Office of Historic Preservation is the leader in the nation for active community engagement by a city preservation department.

Conclusion: The evidence is strong, but not surprising to San Antonians – historic preservation is essential to the economy of this city, and even more central to the quality of life.

#### **Additional Advice for “inventing our own metrics” from Nick Vann, AIA, State Historic Architect**

Olympia could always create its own metrics to understand where opportunity lies. Thinking creatively about how you can create data that doesn't exist using other data sets... for example:

- Calculate median age of buildings in a neighborhood against rate and/or length of homeownership or average time to sell (for example in West Olympia or South Capitol, I imagine the median age is older than most neighborhoods, and the rate and/or length of homeownership is higher than average).
- Do a Jane Jacobs-esque exercise with community members and children where you ask them to draw the first thing that comes to mind when they think of Olympia.
- Do a survey of artwork around town to find locally-inspired art of places you might find in Olympia. This shows up in unexpected places... the hallways at Group Health have historic photos of Oly, and there's a giant Old Cap painting on the wall at Trader Joe's.

#### **Additional Resource for Measuring Benefits of Historic Preservation**

##### ***The Economic Benefits of Historic Preservation in Washington State Technical Report***

Prepared for: Washington Department of Archaeology and Historic Preservation

<http://www.dahp.wa.gov/sites/default/files/EconomicDevStudyTechnical%20Report.pdf>

Prepared for: Washington Department of Archaeology and Historic Preservation Prepared by: Matt Dadswell Tetra Tech EC, Inc. 12100 NE 195th Street, Suite 200 Bothell, WA 98011 William B. Beyers Department of Geography University of Washington Seattle, WA 9819

# THE VALUE AND IMPACT OF HERITAGE AND THE HISTORIC ENVIRONMENT





## Appendix F – Draft Resource Committee Value and Vision Statements

### Values Statements for Refinement

#### Draft

*Derived from Resource Committee Meeting 2: Review and discuss draft Value Statements*

Blue = Value statements that received support from Resource Committee. The value statements that did not receive indication of agreement, nor supportive comments, were eliminated.

Red = Statements that are modified to incorporate edits and comments

### Value Statements ~ Round 2

#### Community

- Arts, Cultures, Heritage should be community centered, and grounded across communities.
  - Our Arts, Cultures, and Heritage connect communities
  - ~~The vibrancy of all communities in Olympia is essential~~

- Arts, Cultures, Heritage should be community centered and originate from diverse communities

*Another option:*

- Arts, Cultures and Heritage is anchored in the constellation of communities as part of our diverse experiences
- Arts, Cultures, and Heritage promotes community vitality by supporting shared experiences that bring people together to create, celebrate and foster connections and partnerships.
- Arts, Cultures, and Heritage contributes to community vitality by supporting shared understanding and bringing people together to create, celebrate and foster connections.

*Another option:*

- Arts, Cultures, and Heritage contributes to community vitality by bringing people together to create, celebrate, foster connections and partnerships, and honor the natural beauty.

#### Economy is moved here – rather than a separate category

- Our economic vitality is rooted in policies that reinforce the significance of arts, cultures, and heritage to socio economic health and quality of life in Olympia
- Our economic vitality is tied to policies that reinforce the significance of arts, cultures, and heritage to quality of life in Olympia.

#### Equity and Access

- Equitable inclusion and participation that promotes shared history, educational experiences, and builds on the natural beauty, is honored.

- Equitable inclusion and participation that promotes our place in the continuum of shared history, educational experiences, and builds on the natural beauty, is honored.
- **Olympia should be a place without social or economic barriers to arts, cultures and heritage experiences and education**
  - \*This statement received multiple and strong supportive comments
- Arts, Cultures and Heritage is prevalent, inclusive, equitable and available to everyone in our community.
- Arts, Cultures and Heritage is diversely represented, inclusive, equitable and available to everyone in our community.

## Honoring Heritage

- **Honoring our heritage is rooted in authentic connections to our rich and expansive history that shapes and informs the future of our community.**
  - \*This statement received multiple supportive comments

## Economic Vibrancy (leave as separate category or move to Community?)

- Our economic vitality is rooted in policies that reinforce the significance of arts, cultures, and heritage to socio economic health and quality of life in Olympia.
- Our economic vitality is tied to policies that reinforce the significance of arts, cultures, and heritage to quality of life in Olympia.

## All Inclusive Value Statement

We seek to activate arts, cultures, and heritage as pathways to:

- Expand our view and understanding of multiple expressions, mediums, formats
- Share our rich and expansive history
- Elevate interactions with the natural beauty
- Make connections and form partnerships
- Invite respectful dialogue
- Develop supportive policy and implement planning strategies

---

### Additional comments regarding 'Values'

- Will need to clarify meaning of Heritage and Cultures
- Why call out Heritage as a value and not Arts and Cultures?
  - Arts and Cultures make our community more attractive and vibrant.
- We need to distinguish between culture/cultures and define as a value.
- Infrastructure – or lack of it – may be considered a “barrier”, for example - Transportation
- Should we have a separate category for Economy (or not)?
- Clarify what we mean by COMMUNITY and COMMUNITIES.
  - “Many communities a part of our diverse experiences.”
  - Constellation of communities.

# Vision Statements for Refinement

## Draft

*Derived from Resource Committee Meeting 2: Review and discuss draft Vision Statements*

**Blue** = Vision statements that received support from Resource Committee. The vision statements that did not receive indication of agreement, nor supportive comments, were eliminated.

**Red** = Statements that are modified to incorporate edits and comments

## Vision Statements ~ Round 2

1. Collaboration across arts, cultures and heritage experiences take place in service to a cohesive and complementary city and cultural ecology.
2. Collaboration across arts, cultures and heritage experiences take place in shares spaces throughout Olympia.
3. Olympia ~~is~~ **will be** a renowned hub where makers are well supported and engaged in all levels of the city's robust environment, growth and development.  
(comments from committee: *this is an aspirational statement*)
4. Olympia's investment in arts, cultures, and heritage is measurable, consistent, innovative, and sustainable.
5. The City's investment in arts, cultures, and heritage is strategic, measurable, continual, Innovative, and sustained.  
\*This statement received multiple and strong supportive comments, including suggestions for edits
6. Olympia is a city where its Arts, Cultures and Heritage come together, and have significant place-making, economic, social, and on the quality of life.
7. Olympia Arts, Cultures and Heritage are valued, and have significant place-making, social, and economic impact on the quality of life. *Another option:*
8. Olympia's investment in Arts, Cultures, and Heritage is measurable, continual, innovative, sustained and has significant place-making and economic impact on the quality of life.
9. Every Olympian has equal access to its Arts, Cultures and Heritage experience.
10. Every Olympian participates in quality Arts, Cultures and Heritage experiences.
11. Education is fluidly incorporated into all arts, cultures and heritage opportunities.

# ArCH Resource Committee Values/Vision Statements Related Comprehensive Plan Goals & Policy

## VALUES

### Community

- Arts, Culture, Heritage should be community centered, and grounded across communities
  - Our Arts, Cultures, and Heritage connect communities
  - The vibrancy of all communities in Olympia is essential
- Equitable inclusion and participation that promotes shared history, educational experiences, and builds on the natural beauty, is honored.
- Arts, Cultures, and Heritage promotes community vitality by supporting shared experiences that bring people together to create, celebrate and foster connections and partnerships.

### Comprehensive Plan Goals:

- GE9 Tourism is a community revenue source.
- GE10: Olympia is a regional center for arts and entertainment.
- GL4: Neighborhoods take pride in their historic identity.
- GL5: Historic preservation is achieved in cooperation with all members of the community and is integrated into City decision-making processes.

### Equity and Access

- Equitable inclusion and participation that promotes shared history, educational experiences, and builds on the natural beauty, is honored.
- Olympia should be a place with no social or economic barriers to arts, cultural and heritage experience and education
- Arts, Cultures and Heritage is prevalent, inclusive, equitable and available to everyone in our community.
- Arts, Cultures and Heritage is participatory and interactive, with access prioritized and barriers removed.

### Comprehensive Plan Goals:

- GP4 Citizens and other key stakeholders feel their opinions and ideas are heard, valued, and used by policy makers, advisory committees, and staff.
- GE4: The City achieves maximum economic, environmental and social benefit from public infrastructure.
- GL5: Historic preservation is achieved in cooperation with all members of the community and is integrated into City decision-making processes.

### **Honoring Heritage**

- We are building a future built upon the legacy of our past
  - Our heritage is inextricably tied to indigenous peoples
  - Our heritage “flows thru everything”
- Honoring our heritage is rooted in authentic connections to our rich and expansive history that shapes and informs the future of our community.

### **Comprehensive Plan Goals**

- GE8 Historic resources are used to promote economic stability in the City.
- GL3 Historic resources are a key element in the overall design and establishment of a sense of place in Olympia.
- GL4: Neighborhoods take pride in their historic identity.
- GL5: Historic preservation is achieved in cooperation with all members of the community and is integrated into City decision-making processes.
- GL18: Downtown designs express Olympia’s heritage and future in a compact and pedestrian-oriented manner.
- GL19: Downtown’s historic character and significant historic buildings, structures, and sites are preserved and enhanced.

### **Economic Vibrancy**

- Our economic vitality is rooted in policies that reinforce the significance of arts, cultures, and heritage to socio economic health and quality of life in Olympia.
- The vibrancy of all communities in Olympia is essential
  - Investments are seen through equity lens

### **Comprehensive Plan Goals**

- GE3 A vital downtown provides a strong center for Olympia’s economy.
- GE7 Public and private investors are aware of Olympia’s advantages.
- GE8 Historic resources are used to promote economic stability in the City.
- GE11: Small businesses contribute to Olympia’s economic diversity.

### **All Inclusive Value Statement**

Arts, cultures, and heritage is the lens through which we view pathways to:

- Expand our view and understanding of multiple expressions, mediums, formats
- Share our rich and expansive history
- Elevate interactions with the natural beauty
- Make connections and form partnerships
- Invite respectful dialogue
- Develop supportive policy and implement planning strategies

### **Comprehensive Plan Goals**

- GR8: Arts in Olympia are supported.
- GL3: Historic resources are a key element in the overall design and establishment of a sense of place in Olympia.

## **VISION:**

- *Olympia is a creative hub where the shared history of everyone is honored, supported and incorporated into all learning opportunities.*

### **Comprehensive Plan Policies:**

- PR8.4 Provide opportunities for the public to learn about and engage in the art-making process.
- PR8.8 Create a range of opportunities for the public to interact with art; from small workshops to large community events.
- PR8.9 Encourage early arts education opportunities.
- PL3.1 Protect and evaluate historic and archaeological sites.
- PL3.2 Preserve those elements of the community which are unique to Olympia or exemplify its heritage.
- PL3.4 Safeguard and promote sites, buildings, districts, structures and objects which reflect significant elements of the area's history.
- PL3.7 Identify, protect and maintain historic trees and landscapes that have significance to the community or neighborhood, including species or placement of trees and other plants.
- PL4.1 Assist older neighborhoods and districts to discover their social and economic origins and appreciate their historic features.
- PL4.2 Facilitate the preservation of historic neighborhood identity and important historic resources.
- PL5.1 Work with the State archaeologist to protect archaeological resources.
- PL5.2 Coordinate with adjacent governments; particularly to provide public information about the area's history and development.
- PL5.3 Recognize the contributions of minorities, workers, women and other cultures to Olympia's history.

- PL5.4 Continue programs – such as the Heritage Commission, the Heritage Register and the historic marker program – that effectively identify, recognize, and encourage the preservation and continued use of historic structures, districts, and sites which provide physical evidence of the community’s heritage.
  - PL5.7 Recognize the value of historic preservation as part of the effort to maintain an affordable housing stock.
  - PL5.9 Promote mutual goals in historic areas, including districts, buildings and sites, through collaboration among City departments, the Heritage Commission and other commissions.
  - PL19.1 Promote the Downtown Historic District to provide a focal point of historic interest, maintain the economic vitality of downtown, and enhance the richness and diversity of Olympia.
- *Collaboration across arts, cultural, and heritage experiences take place in service to a cohesive and complementary city and urban cultural ecology.*

**Comprehensive Plan Policies:**

- PE3.1 Support a safe and vibrant downtown with many small businesses, great public places, events, and activities from morning through evening.
- PE3.6 Use tools such as the Downtown Project, Community Renewal Area downtown plan and other planning processes and tools to improve the economic and social health of downtown
- PE7.1 Actively promote economic activities that are consistent with the values expressed in this Comprehensive Plan.
- PE8.3 Protect and enhance the City’s ability to attract tourists and visitors through preservation of historic resources.
- PE9.3 Support continued tree plantings as a way to continually improve on Olympia’s natural beauty and attractiveness to tourists – and to help create a network of scenic roadways and streets.
- PL3.6 Plan for land uses that are compatible with and conducive to continued preservation of historic neighborhoods and properties; and promote and provide for the early identification and resolution of conflicts between the preservation of historic resources and competing land uses.
- PL3.7 Identify, protect and maintain historic trees and landscapes that have significance to the community or neighborhood, including species or placement of trees and other plants.
- PL4.2 Facilitate the preservation of historic neighborhood identity and important historic resources.
- PL5.7 Recognize the value of historic preservation as part of the effort to maintain an affordable housing stock.
- PL5.8 Promote economic vitality through historic preservation.
- PL5.9 Promote mutual goals in historic areas, including districts, buildings, and sites, through collaboration among City departments, the Heritage Commission and other commissions.
- PL18.1 Regulate the design of downtown development with specific but flexible guidelines that allow for creativity and innovation, enhance historic architecture and recognize distinct areas of downtown, and do not discourage development.
- PL19.1 Promote the Downtown Historic District to provide a focal point of historic interest, maintain the economic vitality of downtown, and enhance the richness and diversity of Olympia.

- *Olympia is a renowned hub where artists are well supported and engaged in all levels of the city's robust environment, growth and development.*

**Comprehensive Plan Policies:**

- PE3.2 Support lively and active downtown parks and waterfront attractions.
- PR8.6 Provide technical support to art organizations.
- PE10.1 Continue to provide programs and services that support visual and performing arts activities in Olympia.
- PE11.1 Promote the concept that buying from local businesses is a way to strengthen the local economy.
- PE11.2 Provide support for start-up businesses. Develop local awareness of the need for business incubator facilities, and allow for more home-based businesses.
- PL5.7 Recognize the value of historic preservation as part of the effort to maintain an affordable housing stock.
- PL19.1 Promote the Downtown Historic District to provide a focal point of historic interest, maintain the economic vitality of downtown, and enhance the richness and diversity of Olympia.

- *Olympia's investment in arts, cultures, and heritage is measurable, consistent, innovative, and sustainable.*

**Comprehensive Plan Policies:**

- PE4.3 Make decisions to invest in public infrastructure projects after analysis determining their total costs over their estimated useful lives, and their benefit to environmental, economic and social systems.
- PE4.4 Consider whether the public cost of new or improved infrastructure can be recovered through increased revenues the City can expect from the private investment the improvement will attract.
- PE8.4 Renovation, reuse and repair of existing buildings is often preferable to new construction and should be done in a manner that protects and enhances the resource when historic properties are involved.
- PE9.4 Implement strategies to enhance heritage tourism opportunities.
- PE10.3 Examine the feasibility of establishing an arts center for the community
- PL5.1 Work with the State archaeologist to protect archaeological resources.
- PL5.2 Coordinate with adjacent governments; particularly to provide public information about the area's history and development.
- PL5.4 Continue programs – such as the Heritage Commission, the Heritage Register and the historic marker program – that effectively identify, recognize, and encourage the preservation and continued use of historic structures, districts, and sites which provide physical evidence of the community's heritage.
- PL5.5 Provide incentives and assistance for preserving, restoring, redeveloping and using historic buildings, districts, neighborhoods, streets, structures, objects and sites.
- PL5.8 Promote economic vitality through historic preservation.
- PL18.1 Regulate the design of downtown development with specific but flexible guidelines that allow for creativity and innovation, enhance historic architecture and recognize distinct areas of downtown, and do not discourage development.



- PL19.1 Promote the Downtown Historic District to provide a focal point of historic interest, maintain the economic vitality of downtown, and enhance the richness and diversity of Olympia.
  - PL19.3 Design new development and renovations so they are compatible and harmonious with the established pattern, alignment, size and shape of existing downtown area.
  - PL19.4 Incorporate historic buildings into redevelopment projects and restore historic facades.
- *Olympia is the South Sound's best place for all to experience arts, cultures and heritage*
    - Comprehensive Plan Policies:**
      - PR8.5 Provide opportunities that highlight the talent of visual, literary and performing artists.
      - PR8.7 Establish and promote a theater and entertainment district in downtown Olympia.
      - PL3.2 Preserve those elements of the community which are unique to Olympia or which exemplify its heritage.
      - PL3.4 Safeguard and promote sites, buildings, districts, structures and objects which reflect significant elements of the area's history.
      - PL5.2 Coordinate with adjacent governments; particularly to provide public information about the area's history and development.
      - PL19.1 Promote the Downtown Historic District to provide a focal point of historic interest, maintain the economic vitality of downtown, and enhance the richness and diversity of Olympia.
- *Olympia is where arts, cultures and heritage flow together like Artesian Waters!*
    - Comprehensive Plan Policies:**
      - PL5.9 Promote mutual goals in historic areas, including districts, buildings and sites, through collaboration among City departments, the Heritage Commission and other commissions.
      - PL19.1 Promote the Downtown Historic District to provide a focal point of historic interest, maintain the economic vitality of downtown, and enhance the richness and diversity of Olympia.
- *Olympia's public and private investments in arts, culture and heritage removes barriers and aligns with its demographics*
    - Comprehensive Plan Policies:**
      - PE4.2 Stimulate and generate private investment in economic development and redevelopment activities as recommended in the Investment Strategy Report.
      - PE7.3 Define a more active City role in stimulating development, and influencing the design and type of development.
      - PE7.4 Continue to coordinate and partner with the Thurston County Economic Development Council to promote Olympia's economic redevelopment opportunities PR8.1 Pursue a regional community arts center.
      - PR8.2 Pursue affordable housing and studio/rehearsal space for artists, including support for, or participation in, establishing or constructing buildings or sections of buildings that provide living, work and gallery space exclusively for artists.
      - PE10.2 Support local art galleries, museums, arts and entertainment facilities, live music venues, arts organizations, and businesses.

- PL5.3 Recognize the contributions of minorities, workers, women and other cultures to Olympia's history.
  - PL5.5 Provide incentives and assistance for preserving, restoring, redeveloping and using historic buildings, districts, neighborhoods, streets, structures, objects and sites.
  - PL5.6 Support public or non-profit acquisition of the most important historic resources to ensure their preservation.
  - PL5.7 Recognize the value of historic preservation as part of the effort to maintain an affordable housing stock.
  - PL19.1 Promote the Downtown Historic District to provide a focal point of historic interest, maintain the economic vitality of downtown, and enhance the richness and diversity of Olympia.
- *Olympia is a city where its arts cultures and heritage come together, and have significant place-making, economic, and social impact on the quality of life*

**Comprehensive Plan Policies:**

- PE7.2 Market Olympia's advantages to local and out-of-town businesses that may be considering expansions or new facilities in the area.
- PE8.1 Strengthen economic vitality by helping to stabilize and improve property values in historic areas through the continued support of the Heritage Commission and planning to protect and promote our historic resources.
- PE8.2 Encourage new development to harmonize with existing historic buildings and areas.
- PE9.1 Provide or support, services and facilities to help visitors enjoy our community's special events and unique character, and work to fully capture the potential economic benefits of their visits.
- PL3.3 Protect historic vistas from the Capitol Campus to Budd Inlet and the Olympia Mountains and from Budd Inlet to the Capitol Group.
- PL 3.5 Encourage development that is compatible with historic buildings and neighborhood character, and that includes complementary design elements such as mass, scale, materials, setting, and setbacks.
- PL3.6 Plan for land uses that are compatible with and conducive to continued preservation of historic neighborhoods and properties; and promote and provide for the early identification and resolution of conflicts between the preservation of historic resources and competing land uses.
- PL4.1 Assist older neighborhoods and districts to discover their social and economic origins and appreciate their historic features.
- PL4.2 Facilitate the preservation of historic neighborhood identity and important historic resources.
- PL5.5 Provide incentives and assistance for preserving, restoring, redeveloping and using historic buildings, districts, neighborhoods, streets, structures, objects and sites.
- PL5.8 Promote economic vitality through historic preservation.
- PL18.1 Regulate the design of downtown development with specific but flexible guidelines that allow for creativity and innovation, enhance historic architecture and recognize distinct areas of downtown, and do not discourage development.
- PL19.1 Promote the Downtown Historic District to provide a focal point of historic interest, maintain the economic vitality of downtown, and enhance the richness and diversity of Olympia.

- PL19.3 Design new development and renovations so they are compatible and harmonious with the established pattern, alignment, size and shape of existing downtown area.
- PL19.4 Incorporate historic buildings into redevelopment projects and restore historic facades.
- *Every Olympian has equal access to its Arts, Cultures and Heritage experience*
  - **Comprehensive Plan Policies:**
  - PR8.3 Encourage broad arts participation in the community.
  - PE8.5 Help low- and moderate-income individuals rehabilitate their historic properties.
  - PE9.2 Continue to support efforts to restore, maintain and improve Olympia's local museums and other attractions.
  - PP4.1 Build trust among all segments of the community through collaborative and inclusive decision making.
  - PL5.3 Recognize the contributions of minorities, workers, women and other cultures to Olympia's history.
  - PL5.5 Provide incentives and assistance for preserving, restoring, redeveloping and using historic buildings, districts, neighborhoods, streets, structures, objects and sites.
  - PL5.6 Support public or non-profit acquisition of the most important historic resources to ensure their preservation.
  - PL5.7 Recognize the value of historic preservation as part of the effort to maintain an affordable housing stock.
  - PL19.1 Promote the Downtown Historic District to provide a focal point of historic interest, maintain the economic vitality of downtown, and enhance the richness and diversity of Olympia.

## Appendix G – Arts, Event and Heritage 2017 Work Plans

Appendix G starts on the following page.

# ARTS COMMISSION - 2017 Work Plan

*During 2017 the Arts Commission will hold full meetings on the second Thursday of each month. In addition to full committee meetings, Art in Public Places and Community Events & Outreach subcommittees will alternate meetings the hour before each Commission meeting.*

## Section 1 - 2017 Policy and Program Recommendations to City Council

Consistent with past practice, committee recommendations are forwarded to the full Council as part of the report for relevant Council agenda items, often as an attached memo authored by the Chair or committee and/or an oral report by the Chair at a Council meeting. Staff estimates that there is sufficient professional and administrative staff time to accomplish the policy recommendation staff support to the committee in 2017.

*Professional staff liaison for the Arts Commission is Stephanie Johnson.*

Estimated Percent of Overall Committee Effort: 50%

Title Description	Committee Lead & Commitment	Staff Commitment	Schedule	Budget Implications	6 Month Check-In
	<i>Committee hours, not individuals.</i>	<i>Hours reflect working with the committee, not total project staff time.</i>	<i>Estimated completion.</i>		
<b>1.1 2017 Municipal Art Plan to City Council</b>  <b>Description:</b> As part of the 2017 Work Plan process, recommend plan for 2017 dollar per capita funds and any potential capital projects where 1% funds might apply. <b>Deliverable:</b> Recommend 2017 Municipal Art Plan to City Council.	APP 3 hours	3 hours	March		

<b>1.2 Music Out Loud</b>  <b>Description:</b> Honoring past musicians and celebrating today's music, this project pairs artistic elements incorporated into the ground plane of several sidewalks in downtown Olympia, with a summer series of music performances. <b>Deliverable:</b> Complete construction and performance schedule.	APP/CEO 6 hours	6 hours	December	Municipal Art Fund	
<b>1.3 City Gateways</b>  <b>Description:</b> In coordination with the Planning Commission, complete Gateway Public Art Master Plan. <b>Deliverable:</b> Gateway public art master plan.	APP 20 hours	20 hours	Feb/March-August	None	
<b>1.4 Arts Center Support</b>  <b>Description:</b> Continue to explore and support efforts to bring an Arts Center to Olympia and develop opportunities for artists and art organizations in the community. <b>Deliverable:</b> Facilitate continued communication with Olympia's arts community.	CEO 2 hours	2 hours	Ongoing	None	
<b>1.5 Support Creative District</b>  <b>Description:</b> Support City downtown strategy planning efforts in the development of a Creative District. Explore costs, benefits and community interest in establishing a formal creative district/corridor in downtown Olympia. <b>Deliverable:</b> Continue communication with	CEO/APP 4 hours	4 hours	Ongoing	TBD	

Olympia's arts community and monitor progress of ArtsWA program development at state level.					
<b>1.6 Commission Retreat/Work Session</b> <b>Description:</b> Spring retreat to orient new Commissioners, fall session to discuss new work plan. <b>Deliverable:</b> Complete the retreat	Commission 3 hours	3 hours	May and October	None	
<b>1.7 Expressive Enhancement of Downtown</b> <b>Description:</b> Develop initiatives for the expressive enhancement of the downtown area in collaboration with the PBIA and ODA. <b>Deliverable:</b> Recommendations for GG review	Commission 4 hours	4 hours	Ongoing	TBD	
<b>1.8 Proposal for Arts Organizations Granting Program</b> <b>Description:</b> Research and develop proposal for granting program. <b>Deliverable:</b> Recommendation to General Government Committee	CEO 4 hours	4 hours	October		

## SECTION 2.

### 2017 Arts Program Support

Arts Commission members provide valuable volunteer assistance to accomplish the City's annual arts program. Also, as programs are implemented and administrative procedures developed, staff often consults with Commissioners for their input and perspective. Input from the Commission is considered by staff in implementing the program or policy.

Unless noted under "Budget Implications," there is sufficient staff time/resource available in 2017 to accomplish or advance these items.

Estimated Percent of Overall Committee Effort: 50%

<b>Title Description</b>	<b>Committee Lead and Commitment</b>	<b>Staff Commitment</b>	<b>Schedule</b>	<b>Budget Implications</b>	<b>6 Month Check-In</b>
<b>2.1 Arts Walk 54 &amp; 55</b>  <b>Description:</b> Provide ongoing input on policies, procedures, and marketing. Assist with map distribution. <b>Deliverable:</b> Engage artists and downtown community.	CEO/Entire Commission 5 hours	5 hours	April 28 & 29  October 6 & 7  November: Poster Jury	None	
<b>2.2 Public Art Assessment</b>  <b>Description:</b> Based on developed process for assessing City public art, periodically review the public art collection for vandalism, cleanliness and repair. <b>Deliverable:</b> Assist staff in determining what artworks require repair, removal or conservation efforts.	Commission 2 hours	2 hours	April	Public Art Maintenance Fund	
<b>2.3 Arts &amp; Heritage Day at the Capitol</b>  <b>Description:</b> Participate in Arts & Heritage Day at the Capitol.	Commission 4-6 hours	4-6 hours	February	None	



<b>Deliverable:</b> Set meetings and invite constituents of the 20th, 22nd, and 35th districts - participate in the day's events.					
<b>2.4 Traffic Box Mural Wrap Public Art Project</b>  <b>Description:</b> Working in partnership with Public Works, 10 transit boxes in East Olympia will be wrapped with artwork by local artists of all ages, printed on vinyl. Designs will be made available for online voting. <b>Deliverable Project.</b>	APP 4 hours	4 hours	December	Municipal Art Fund	
<b>2.5 Percival Plinth Project</b>  <b>Description:</b> Annual exhibition of sculpture on Percival Landing, as well as long-range vision for permanent installation of People's Choice purchases. <b>Deliverable:</b> Program plinths for art exhibitions.	APP 4 hours	4 hours	September	Municipal Art Fund	
<b>2.6 Poet Laureate</b>  <b>Description:</b> Assist as needed to support program. <b>Deliverable:</b> Poet Laureate program is supported and successful.	CEO 12 hours	12 hours	March	Municipal Art Fund	
<b>2.7 Implementation of Temporary Display of Art at City Hall &amp; Programming</b>  <b>Description:</b> Develop policy, programming, schedule, selection process and criteria for loaned, rotating exhibitions and concurrent presentations at City Hall. <b>Deliverable:</b> Placement of temporary art in City Hall.	APP 6 hours	6 hours	December	Municipal Art Fund for Arts Infrastructure	

<b>2.8 Northwest Public Art Conference</b>  <b>Description:</b> Support Olympia's hosting of arts administrators from OR, ID, WA and BC October 12-14, 2017. <b>Deliverable:</b> Assist as necessary.	2 hours	2 hours	October 12-14	None	
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# ArCH Background: Heritage & Cultures Resources

Resource or Program	Numbers	Notes
Number of individually designated historic properties	771	Individually designated &/or designated within a historic district
Number of designated historic districts	5	3 National Register of Historic Places 2 Olympia Heritage Register
New additions to Olympia Heritage Register	6 since 2013	3 residential; 3 Downtown commercial
Number of current Special Valuation contracts	10	Special Valuation is the state's property tax relief program for rehabilitation of a designated historic property; 1 of these properties also successfully participated in the (federal) Preservation Tax Incentive program 1 due to be submitted (222 Market)
Value of current Special Valuation contracts	\$888,417.00 since 2014	= The amount of private investment in the rehabilitation, which is then deducted from the property value for tax determination purposes; Estimated value of 1 due to be submitted = \$1,200,000.00 (222 Market)
Number of historic property rehabilitation permits reviewed	25-35 annually	Typically 1/3 are reviewed by the Heritage Commission, 2/3 by staff; Sharp rise in 2017
Rehabilitation outreach to member of the public	1-4 times per month	Phone or on-site advice by staff or Heritage Commission
Preservation Month & ad-hoc outreach activities	2-4 per year	May of each year. "This Place Matters" theme selected by the Heritage Commission & staff reaches out to other interested community groups to develop a series of public events. <b>2016:</b> Olympia's labor history <b>2017:</b> Olympia oyster Other outreach events in partnership with different heritage organizations. <b>2017:</b> Joint lectures with OHS&BHM & WSHS <b>2017:</b> Capital City Modern Tour Day with DOCOMOMO WEWA
Preservation Awards	1-3 per year	Fall of each year. Awards given out to people or organizations who exemplify excellence in historic preservation (projects) or serve as champions for Olympia's historic places <b>2015:</b> - Owners & businesses of the Wildwood Building (rehabilitation); - Lauren Danner (for successfully placing her mid-century home on the National Register of Historic Places, Olympia's first mid-century home to achieve this milestone) <b>2016:</b> - Sean Kirby, owner of the Trena & Leo Belsito House (rehabilitation); - Thurston-Lewis-Mason Central Labor Council (for celebrating the places of Olympia's rich labor history)

Resource or Program	Numbers	Notes
Historic property surveys	3 since 2015	<b>2015:</b> Mid-century residential neighborhoods (ca. 400 houses in 4 neighborhoods) <b>2017 grant</b> (state = \$18,000; county = \$5,000): Downtown (all buildings on ca. 85 blocks) <b>2018 grant</b> (state = \$20,000; county = pending): Priest Point Park cultural resource survey and management plan
Grants for heritage projects	\$60,000 (anticipated \$65,000) since 2014	<b>2014 = \$5,000:</b> SS TJ Potter alley mural (Thurston County) <b>2015 = \$12,000:</b> Mid-century residential survey (Washington State Department of Archaeology & Historic Preservation) <b>2017 = \$23,000:</b> Downtown survey (Washington State Department of Archaeology & Historic Preservation [\$18,000] and Thurston County [\$5,000]) <b>2018 = \$20,000+:</b> Priest Point Park cultural resource survey and management plan (Washington State Department of Archaeology & Historic Preservation [\$20,000]; in progress application for Thurston County grant [anticipated \$5,000])
Tribes which have indicated an interest in Olympia	6	According to the Washington State Department of Archaeology & Historic Preservation*: - Confederated Tribes of the Chehalis Reservation - Confederated Tribes and Bands of the Yakama Nation - Cowlitz Indian Tribe - Nisqually Tribe - Puyallup Tribe - Squaxin Island Tribe <i>* Subject to change</i>
Recorded archaeological sites in city limits	23	According to the Washington State Department of Archaeology & Historic Preservation, which estimates that less than 5% of the state's land mass has been surveyed; precise location of archaeological sites protected by state law
Olympia's potential for archaeology	Very high (highest classification)	According to the Washington State Department of Archaeology & Historic Preservation's predictive model, in which proximity to water is a high risk factor
Staff review of State Environmental Policy Act (SEPA) checklists to ensure protection of historic, cultural, and other Tribal resources	5-15 per year	Involves outreach to interested Tribes (typically Nisqually and Squaxin Island) and Department of Archaeology and Historic Preservation; results in mitigation intended to protect damage and/or destruction of significant resources
Staff intervention in reported disturbance of archaeological site	3 since 2016	Precise location of archaeological sites protected by state law
Salish Sea (Puget Sound) Canoe Journeys	1 per year	The City of Olympia's Director of Strategic Communications (Kellie Purce Braseth) handles these when hosted by regional tribes

## Other Resources:

Thurston County's [Certified Local Governments](#):

- City of Lacey (Lacey Historical Commission; Staff Liaison: Erin Quinn Valcho)
- City of Olympia (Olympia Heritage Commission)
- City of Tumwater (Tumwater Historic Preservation Commission; Staff Liaison: Chuck Denney)
- Thurston County (Thurston County Historic Commission; Staff Liaison: Cami Pederson)

Thurston County's (only) [Main Street Program](#):

- Olympia Downtown Association

Other regional organizations I know of which represent interests in Olympia's heritage and cultures  
(with apologies to those which haven't yet come to mind):

- Centro Integral Educativo Latino de Olympia (CIELO)
- Daughters of the Pioneers, Olympia Chapter
- Hispanic Roundtable of Olympia
- Olympia Area Chinese Association
- Olympia Archaeological Society
- Olympia Harbor Days
- Olympia Genealogical Society
- Olympia Historical Society & Bigelow House Museum
- Olympia-Kato Sister City Association
- Olympia-Tumwater Foundation
- Squaxin Island Museum
- Tribes with a legal interest in Olympia (see above table)
- Washington State Archives
- Washington State Department of Archaeology and Historic Preservation
- Washington State Historical Society

*2017 Olympia Heritage Commission Work Plan Attached*

# Olympia Heritage Commission (OHC) – 2017 Work Plan

*The Olympia Heritage Commission (OHC) proposes to meet nine (9) times in 2017 on the fourth Wednesday of the following months: January, March, April, May, June, August, September, October, and November. Subcommittee meetings and special meetings held as needed.*

**Professional Staff Liaison to the Heritage Commission:** Michelle Sadlier

## Section 1: Policy and Program Recommendations to City Council

OHC recommendations are forwarded to the full Council as part of the staff report for relevant Council agenda items.  
Estimated Percent of Overall Commission Effort: **20%**

Title Description End Product	Committee Lead & Commitment	Staff Commitment	Schedule	Budget Implications
<b>1.a. Promote &amp; Oversee Olympia Heritage Register</b>  <b>Proposed Work:</b> <i>Promote and provide guidance on applications to place individual properties and historic districts on Register; review applications and conduct public hearings on proposed additions; review integrity standards and periods of significance for designation of properties for proposed historic districts.</i>  <b>Deliverable:</b> <i>Recommendations to City Council; plaques for individually listed properties; accurate Register</i>	OHC: Public hearings at regularly- scheduled meetings  Heritage Review Committee: 3-9 hours  Survey & Inventory Committee: 5-15 hours	CP&D Staff:  Individual property application: 20-50 hours  Historic district application: 250+ hours**  Database maintenance: 100+ hours	As needed	Individual property application: Included in base budget  **Historic district application: TBD. If an application is submitted, it is not included in base budget. Grant funding may be sought for Downtown survey to support Downtown Strategy

OHC Standing Committees: Downtown | Heritage Review | Outreach | Policy & Ordinance | Preservation Award | Survey & Inventory



# Olympia Heritage Commission (OHC) – 2017 Work Plan

Title Description End Product	Committee Lead & Commitment	Staff Commitment	Schedule	Budget Implications
<p><b>1.b. Review and Recommend Revisions to Heritage Related City Code</b></p> <p><b>Proposed Work:</b>  <i>Review existing City ordinances and municipal code relevant to historic properties to identify areas for potential code improvements; with staff support, review and make recommendations on OMC 18.12 (Historic Preservation) and OMC 3.60 (Special Valuation).</i></p> <p><b>Deliverable:</b>  <i>Recommendations to City Council; code revisions</i></p>	<p>OHC: 9 hours</p> <p>Policy &amp; Ordinance Committee: 60 hours</p> <p>Olympia Planning Commission: 4 hours</p>	<p>CP&amp;D Staff: 100 hours</p> <p>Legal Staff: 10 hours</p>	<p>January – December</p>	<p>Included in base budget</p>
<p><b>1.c. Evaluate Special Valuation Applications</b></p> <p><b>Proposed Work:</b>  <i>Review applications submitted to the City of Olympia via the Thurston County Assessor; make recommendation to City Council for approval or denial of application; monitor properties currently on the program.</i></p> <p><b>Deliverable:</b>  <i>Recommendations to City Council; ongoing monitoring</i></p>	<p>OHC: Review at regularly- scheduled OHC meeting</p> <p>Heritage Review Committee: 3-9 hours</p>	<p>CP&amp;D Staff: 30-90 hours</p> <p>Legal Staff: 10-30 hours</p>	<p>As needed, 1 to 3 per year</p>	<p>Included in base budget</p>

# Olympia Heritage Commission (OHC) – 2017 Work Plan

Title Description End Product	Committee Lead & Commitment	Staff Commitment	Schedule	Budget Implications
<p><b>1.d. Nominate Historic Preservation Award Recipient(s)</b></p> <p><b>Proposed Work:</b>  <i>Nominate award recipient(s) to recognize local excellence in historic preservation to be presented by City Council; Committee to make recommendations on process improvements</i></p> <p><b>Deliverable:</b>  <i>Recommendation to City Council; Preservation Award Certificate(s) for presentation at City Council meeting</i></p>	<p>OHC: 5 hours</p> <p>Preservation Award Committee: 30 hours</p>	<p>CP&amp;D Staff: 10 hours</p> <p>Communications Staff: 10-20 hours</p>	<p>January – October</p>	<p>Included in base budget</p>

# Olympia Heritage Commission (OHC) – 2017 Work Plan

## Section 2: Policy and Program Recommendations to City Staff

OHC recommendations are forwarded to City staff to guide regulatory decisions on land use and building permits as well as other planning efforts.  
Estimated Percent of Overall Commission Effort: **40%**

Title Description End Product	Committee Lead & Commitment	Staff Commitment	Schedule	Budget Implications
<p><b>2.a. Conduct Heritage Review for Building Permit Applications for Register and Historic District Properties</b></p> <p><b>Proposed Work:</b>  <i>Review and provide recommendations for building permit applications for Register and historic district properties; conduct pre-submission advice meetings with potential applicants; consider possible minimum professional membership requirements as well as method of selection for Heritage Review Committee; develop framework on window and door replacement.</i></p> <p><b>Deliverable:</b>  <i>Recommendations to Building Official; public education and outreach</i></p>	<p>OHC: 9 hours</p> <p>Heritage Review Committee: 30 hours</p>	<p>CP&amp;D Staff: 75 hours</p>	<p>January – December, approximately 1 heritage review meeting per month</p>	<p>Included in base budget</p>

# Olympia Heritage Commission (OHC) – 2017 Work Plan

Title Description End Product	Committee Lead & Commitment	Staff Commitment	Schedule	Budget Implications
<p><b>2.b. Conduct Design Review for Land Use Applications for Register and Historic District Properties</b></p> <p><b>Proposed Work:</b> <i>Work with Design Review Board members on joint committee to review land use applications to Register and historic district properties located within Design Review Districts.</i></p> <p><b>Deliverable:</b> <i>Recommendations to Community Planning &amp; Development Director or Hearing Examiner</i></p>	Heritage Review Committee: 6-12 hours	CP&D Staff: 12-24 hours	As needed, approximately 1-2 per year	Included in base budget
<p><b>2.c. Review and Provide Input on City Projects and Develop Familiarity with Other Regulatory and Budgetary Frameworks Relevant to Olympia’s Heritage</b></p> <p><b>Proposed Work:</b> <i>Review, discuss, and provide historic preservation input on planning, public works, and parks activities such as the design review standards phase of the Downtown Strategy, Comprehensive Plan Implementation Strategy (Action Plan), code updates, and Capital Facilities Plan; build on familiarity with how State and Federal environmental regulations on historic and cultural resources – such as the State Environmental Policy Act and Section 106 of the National Historic Preservation Act – come into play at the local level.</i></p> <p><b>Deliverable:</b> <i>Recommendations to staff</i></p>	OHC: Review at regularly-scheduled OHC meeting  Committee formation as needed	CP&D Staff: Varies	As needed	Included in base budget

OHC Standing Committees: Downtown | Heritage Review | Outreach | Policy & Ordinance | Preservation Award | Survey & Inventory

## Olympia Heritage Commission (OHC) – 2017 Work Plan

Title Description End Product	Committee Lead & Commitment	Staff Commitment	Schedule	Budget Implications
<p><b>2.d. Support the Development of Cultural Resource Outreach Program for City Staff and Volunteers</b></p> <p><b>Proposed Work:</b>  <i>Where appropriate, provide expertise to staff in developing an outreach program to increase awareness of staff and volunteers working on publicly-held land on how to anticipate and respond to the discovery of archaeology and other heritage features significant to Tribes and other communities.</i></p> <p><b>Deliverable:</b>  <i>Outreach program</i></p>	<p>OHC: Review at regularly-scheduled OHC meetings</p> <p>Committee formation as needed</p>	<p>CP&amp;D Staff: 50 hours</p>	<p>February – May</p>	<p>Included in base budget</p>

# Olympia Heritage Commission (OHC) – 2017 Work Plan

## Section 3: Additional Heritage Program Activities

OHC members provide valuable volunteer assistance to help accomplish the City's goals to protect and enhance Olympia's historic character and sense of place. Estimated Percent of Overall Commission Effort: **40%**

Title Description End Product	Committee Lead & Commitment	Staff Commitment	Schedule	Budget Implications
<b>3.a. Conduct and Collaborate on Historic Preservation Outreach</b>  <b>Proposed Work:</b> <i>Organize and conduct activities to champion Olympia's historic places, including historic preservation month; partner with area organizations such as the Olympia Historical Society &amp; Bigelow House Museum, Olympia Downtown Association, Arts Commission, other citizen advisory boards and other community organizations to create educational opportunities; provide research support for staff in producing biannual rotation of City Hall heritage gallery wall photo displays.</i>  <b>Deliverable:</b> <i>Community programs and displays which encourage public participation in historic preservation and appreciation of the historic environment</i>	OHC: Varies  Outreach Committee: 40 hours	CP&D Staff: 80 hours  Communications Staff: 20-30 hours	Ongoing	Included in base budget  Grant funding may be sought for larger-scale outreach efforts

## Olympia Heritage Commission (OHC) – 2017 Work Plan

Title Description End Product	Committee Lead & Commitment	Staff Commitment	Schedule	Budget Implications
<p><b>3.b. Pursue and Enhance Partnerships and Integration with other City Advisory Boards, Organizations and Advocacy Groups</b></p> <p><b>Proposed Work:</b>  <i>Initiate and cultivate partnerships on issues related to Olympia’s historic places, including the Arts Commission and other City of Olympia citizen advisory boards, Thurston County Historic Commission, Tumwater Historic Preservation Commission, and Lacey Historical Commission.</i></p> <p><b>Deliverable:</b>  <i>Partnerships; coordinated approaches to shared issues</i></p>	OHC Members: Varies	CP&D Staff: Varies	Ongoing	Included in base budget
<p><b>3.c. Contribute to Programs and Activities to Enhance Historic Downtown Olympia</b></p> <p><b>Proposed Work:</b>  <i>Work with other City of Olympia citizen advisory boards, City departments, and downtown partners to further downtown planning and improvements; actively participate in the implementation of the Downtown Strategy; provide community leadership on Downtown reconnaissance-level survey conducted by independent consultants; consider next steps for use of the information and recommendations provided in final survey report.</i></p> <p><b>Deliverable:</b>  <i>A Downtown Strategy which reflects and enhances the historical character of Olympia’s Downtown; improvement projects compatible with Downtown’s historic character and sense of place</i></p>	OHC: 20 hours  Downtown Committee: 40 hours	CP&D Staff: Varies	Ongoing	Included in base budget; DAHP & Thurston County grants for survey

OHC Standing Committees: Downtown | Heritage Review | Outreach | Policy & Ordinance | Preservation Award | Survey & Inventory