



Expanding the **Arts, Cultures & Heritage (ArCH) Profile in Olympia**

Acknowledgments

- › **Jill Barnes:** Washington Center for the Performing Arts Executive Director.
- › **Jonah Barrett:** Multi-media artist, filmmaker, writer.
- › **Michael Cade:** Thurston Economic Development Council Executive Director.
- › **Todd Cutts:** Olympia Downtown Alliance Executive Director.
- › **Ed Echtle:** Olympia Historical Society and Bigelow House Museum Board.
- › **Marygrace Goddu:** State Department of Enterprise Services Cultural Resources Manager, Olympia Arts Commission.
- › **Benjamin Helle:** Washington State Archives in Olympia, Olympia Heritage Commission.
- › **Shanna Stevenson:** Former Coordinator, Women's History Consortium. State Historical Society 2006-2014.
- › **Kris Tucker:** Washington State Arts Commission (ArtsWA) Executive Director, 1999-2014.
- › **Heather Walker:** Washington State Dept. of Health Cultural Resources Coordinator, Olympia Heritage Commission, Former member of Chehalis Tribal Heritage Committee.





Objectives of Study

- › To refresh and expand Olympia's efforts to deliver creative and effective public programs and support for ArCH, and to reach participants and supporters of ArCH who are increasingly sophisticated, mobile and diverse.
- › To ensure ArCH contribute to the City's Comprehensive Plan, Historic Preservation Plan, Downtown Strategy and Parks, Arts & Recreation Plan.
- › To grow and enrich participation of community groups, artists, historians and others in Olympia's arts, cultures, and heritage profile.
- › To establish a broader nationwide reputation for Olympia's arts, cultures and heritage.
- › To provide analysis, clarify options, and explore mechanisms for strengthening the City's commitment to ArCH.



Comp Plan Goals Supported by ArCH

[Olympia will be] An arts magnet: The City will continue to sponsor and support music and art events and festivals, which attract residents and visitors from throughout the area. The City will take advantage of provisions in state law to fund art throughout the capital.

Olympians value the role parks, open space, recreation and art play in our lives; as these contribute to our sense of community, and to our physical, spiritual and emotional well-being.

Our community should continue to be an active center for arts and recreation – and grow and foster their development.

Sustain and expand the role of arts in shaping the quality of life in Olympia and community culture. Olympians value neighborhoods with distinct identities; historic buildings and places.



Links to the Downtown Strategy

- › Establish an Artisan/Tech character area.
- › Incorporating aspects of public ArCH throughout downtown to cultivate the character areas.

City of Olympia ArCH Staffing/Support

Arts & Events Program

Parks, Arts and Recreation



1.75 FTE

Arts Walk
Public Art
Art Education
And More!

Arts Commission

The Arts Commission was created to help enrich the lives of the people of this region and works to support local artists through a variety of unique opportunities.

Historic Preservation

Community Planning & Development



0.6 FTE

Celebrate
Preserve
Protect
And More!

Heritage Commission

The Heritage Commission's purpose is to advise the City Council on issues with historical significance and be the primary resource in matters of historic preservation.

ArCH Throughout the Community



400

arts-related businesses
regionally



1,013

people employed
regionally

- › Washington Center for the Performing Arts
- › Hands On Children's Museum
- › Capitol Theater and the Olympia Film Society
- › Four theatre venues located in downtown Olympia and more than 11 in the greater Olympia area (these include private schools, high schools, and higher education venues)
- › Art Walks of 100 +/- venues in downtown Olympia twice each year
- › 771 individually designated historic properties
- › Six tribes with an interest in Olympia, to include the Squaxin Island Tribe, Nisqually Tribe, Confederated Tribes of the Chehalis Reservation, Confederated Tribes and Bands of the Yakama Nation, Cowlitz Indian Tribe and the Puyallup Tribe.

Defining Arts, Culture, Heritage | For Purposes of Study



The Arts span a spectrum of applications and activities that are tangible and intangible and include visual, performing and literary arts. The arts involve expression or application of creativity, skill and imagination, evoking appreciation for the aesthetics and emotional power.



Culture/Cultures is evident in our customs, cuisines, music, dance, symbols and art, in song, stories, decoration, rituals and celebration. These are the systems of knowledge shared by large group of people. Culture is cultivated and nurtured in a place and time, and passed from one generation to the next. In ArCH, we refer to the plural – cultures – to acknowledge the diversity and matrix of people, heritage and expression in our community.



Heritage is the legacy of buildings, historic places, objects and traditions that are significant to a culture, and maintained and preserved for the benefit of future generations. Heritage may be tangible in terms of books, clothing, tools, machines, artifacts – or as intangible as customs, values, beliefs, languages and traditions. The preservation of heritage demonstrates recognition of the past and of the things that tell its story.

ArCH Profile Study Schedule

	2017								2018											
Project Steps	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Request for Proposals Process																				
Consultant Selection																				
Project Scoping and Planning																				
Public Outreach and Feedback																				
Prepare ArCH Study DRAFT Report																				
Finalize Report																				
Public Outreach	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Stakeholder Meetings																				
Resource Committee Meetings																				
Arts Commission Review																				
Heritage Commission Review																				
City Council Involvement	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
City Council and Committees																				

- Stakeholder Meetings - Groups of (10) ArCH Practitioners
- ArCH Resource Committee - (10) Members
- Arts Commission and Heritage Commission Review: DRAFT Plan

- General Government Committee
- Full Council - Study Review and Next Steps
- Finance Committee

Core Themes



More and better data is needed.



It is timely and strategic to connect ArCH efforts.



Additional financial resources will be needed to advance this work.

The community values ArCH, and the City is expected to play a lead role.



Existing resources can be leveraged through partnerships.



ArCH organizations are in need of marketing support.



There is a big demand for additional space for ArCH: for events, exhibitions, rehearsals, storage, administrative functions and creative work.



Many ArCH organizations and affiliations are ready and eager to share resources and work together.



Communities Evaluated

We reviewed arts and heritage programming and practices of the following 19 communities, selected for their ArCH programs, activities and events:

Boise, ID

Anchorage, AK

Clark County, WA

Montreal, CAN

Everett, WA

Juneau, AK

Bellevue, WA

Cornelius, NC

Edmonds, WA

Sacramento, CA

Seattle, WA

Santa Fe, NM

Methow, WA

Tacoma, WA

Portland, OR

Savannah, GA

Spokane, WA

Vancouver, WA

King County, WA





Keys to Success

- › Clear City/County roles and dedicated staff
- › Policies and planning to clarify and integrate roles and allocate resources
- › Partnerships and networks, coordinated by a lead organization
- › Programs, festivals, recurring events
- › Venues, workshops, and other dedicated and/or shared facilities
- › Defined arts/cultural/historic districts and creative corridors
- › Advocacy, marketing and promotion
- › Media and communication: cultural portal, social media, web-based platform, maps, guides, newsletters calendars, etc.
- › Dedicated funding, including fundraising and patronage
- › Educational components and coordination
- › Capacity-building to strengthen community organizations (training, workshops, etc)
- › Strategic investments
- › Metrics for measuring performance and success

Review Recommendations

1

Create a new ArCH structure within City government

Current arts and heritage staff are focused on well-established priorities, so additional leadership and resources are needed to develop the potential synergy between Arts, Heritage and Culture, and to shape the path for maximizing the City's investments.

2

Demonstrate the synergy between ArCH through branding, programming, and services.

Connecting ArCH requires creative work, skillful design, some start-up projects and an evolving vision.

3

Leverage the City's commitment to ArCH through strategic partnerships throughout the community.

City leadership is key to focusing efforts of the many partners who contribute to ArCH.

4

Make Olympia a regional center for ArCH.

Downtown Olympia must be the center for ArCH facilities and opportunities, while diverse opportunities are supported throughout our city.

5

Expand and improve available space for ArCH.

City leadership and community partners must pull together to meet the facility needs for ArCH activities, and to implement related goals of the Comprehensive Plan and Downtown Strategy.

6











Grow local resources to support ArCH.

Additional public and private funds are needed to support growth in ArCH.

7

Develop metrics to measure performance and track the arts, heritage and cultures in, of and for our community.

Good data is key to building support, ensuring accountability, and setting priorities.

Arch Profile Recommendations	Investment		Return on Investment
	Add. Staff or Time	Add. Purchased Services	Economic Benefits
1. Create a new ArCH structure within City government.			<ul style="list-style-type: none"> › 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.
2. Demonstrate the synergy between ArCH through branding, programming and services.			<ul style="list-style-type: none"> › Expand visitor potential by combining activities and extending visitor experience. › Expand visitor potential by creating distinctive experiences unique to Olympia. › Expand visitor potential by increasing awareness of opportunities. › Increases attractiveness of Olympia for private investment.
3. Leverage City's commitment to ArCH through strategic partnerships.			<ul style="list-style-type: none"> › 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 increasing awareness of opportunities. › Increases attractiveness of Olympia for private investment.
4. Make Olympia a regional center for ArCH.			<ul style="list-style-type: none"> › 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 increasing awareness of opportunities. › Increases attractiveness of Olympia for private investment.
5. Expand and improve available space for ArCH.			<ul style="list-style-type: none"> › Expand visitor potential by combining activities and extending visitor experience. › Expanded visitor potential by expanding amount and quality of arts offerings. › Increased utilization of existing resources. › Increases attractiveness of Olympia for private investment.
6. Grow local resources to support ArCH.			<ul style="list-style-type: none"> › Expand visitor potential by combining activities and extending visitor experience. › Expand visitor potential by increasing awareness of opportunities. › Increases attractiveness of Olympia for private investment.
7. Develop metrics to measure performance.			<ul style="list-style-type: none"> › Increased utilization of existing resources. › Increases attractiveness of Olympia for private investment.

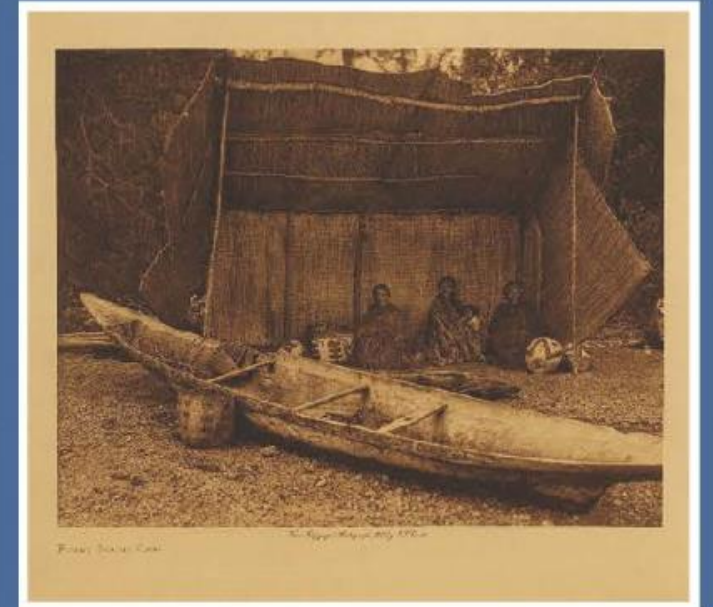
Economics

Heritage - An Important Pillar of ArCH

- › Heritage conveys a sense of place that promotes Olympia's uniqueness.
- › Authentic stories and historic places enhance the quality of life in a community.



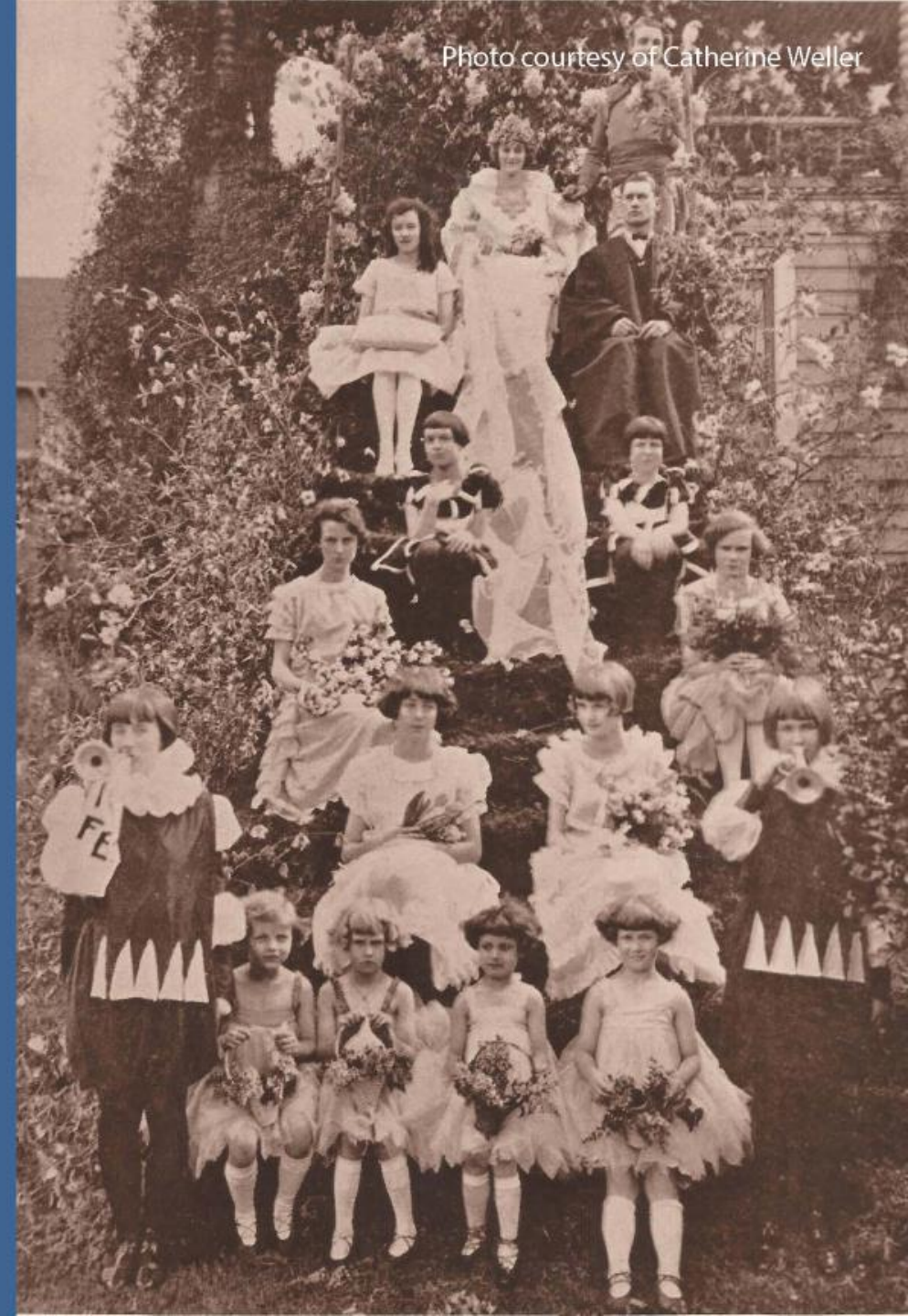
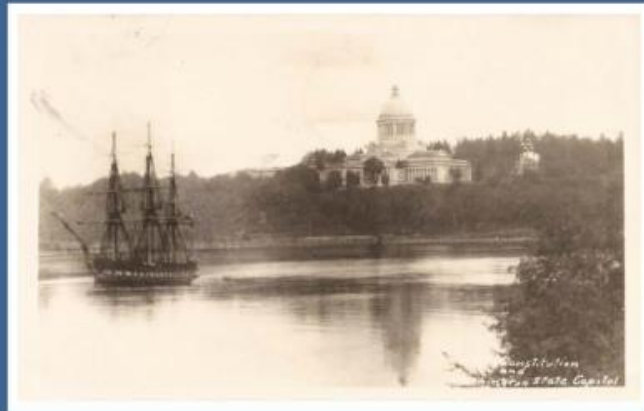
Puget Sound Camp, Northwest University Library,
Edward S. Curtis's *"The North American Indian,"* 2003.
http://curtis.library.northwestern.edu/site_curtis/



Photos from private collection
unless otherwise noted.

Heritage - An Important Pillar of ArCH

- › Contemporary Olympia is part of a continuum of heritage and culture reaching back to the Native American people who first lived here and going forward with them to embrace many other cultures, events and narratives.
- › Real places and stories of Olympia help everyone belong and feel a part of the community.



Heritage - An Important Pillar of ArCH

- › Arts, Culture and Heritage join together to enliven the arts authentically and the energy of arts and culture conveys the sense of place and history in ways that help the community have a fresh look at the past, present and future.
- › Continuing the ArCH program and creating an Arts, Culture and Heritage Center in Downtown Olympia are important goals for the future vitality of the city.



Community Benefits - Arts

- › Art creates the opportunity for people to see things in different ways
- › The cohesion of a community is what binds residents to each other and to their locality.... vital in creating a common vision for a collective future. When differences arise or cohesion weakens, the arts help bring people together.



Community Benefits - Community Cohesion

- › Meet new people & make friends
- › Cross barriers of social class and ethnicity
- › Feel more positive about their community
- › Celebrate local culture and heritage
- › Reduce social isolation
- › Bridge language barriers and unite disparate groups
- › Build trust, optimism, tolerance



Community Benefits - Tourism

- › Arts, cultural heritage, and history drive over two-thirds of all of the tourism in the US engaging tourists of all ages
- › Cultural tourists stay longer and spend more
- › 68 percent of travelers say that traveling to another culture increases empathy, and 77 percent say they can communicate better with different types of people after traveling.
- › Cultural exchange is strongly linked with increased inter-cultural dialogue, mutual understanding, political stability, and peace-building.



Recommendations to Expand ArCH in Olympia - Year One

Implementation Option	Approximate Cost
Align existing Arts and Events, Historic Preservation, and Economic Development Programs through a cross-departmental team to lead the initial ArCH work.	\$0
Add an additional 0.4 FTE to Historic Preservation to make it full time and commit staff time to further developing our ArCH partnership opportunities with the Tribes.	\$55,000
Work Through the City's Finance Committee to Explore Revenue Options to Support ArCH, including The Cultural Access Tax, and Partnerships with Other Organizations and Non-Profits, and evaluating staffing needs.	\$0
Work through the City's General Government Committee to fully scope work plan.	\$0
Create new ArCH Brand and Identity Work with In-House Resources or through a consultant.	\$35,000
Evaluate Funding Partnerships with ArCH Partners.	\$0
Begin conversations with ODA, PBIA to scope infrastructure needs for lighting, transit, pedestrian safety.	TBD
Apply for Creative District Designation through ArtsWA	\$0 <i>(Staffing Costs Only)</i>
Convene and Lead Dialogue amongst ArCH Community	\$5,000/year
Year One Estimated Cost	\$100,000

Implementation Recommendation - Next Steps

› Referrals to Finance Committee

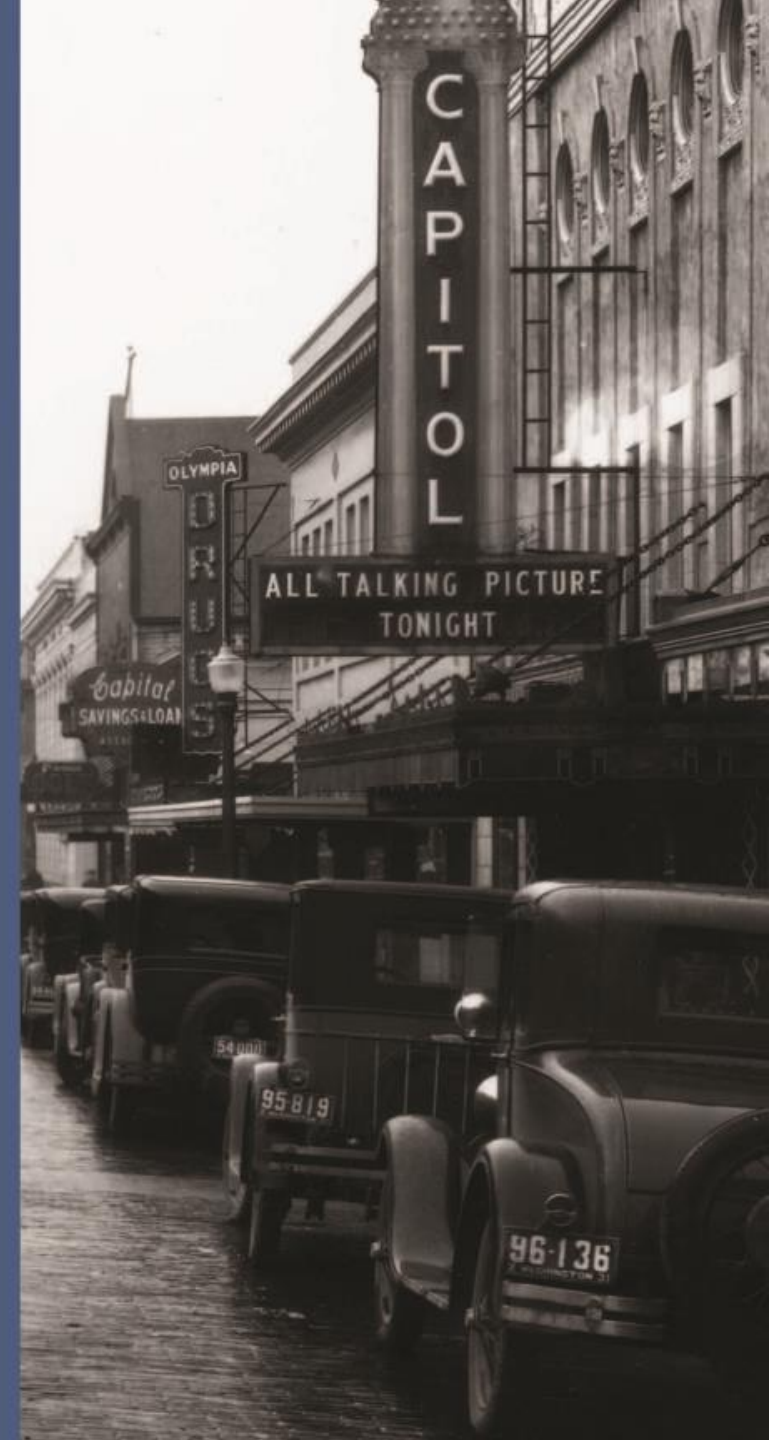
- › 2019 Budget Request - \$100,000 for First Year Implementation (2018)
- › Funding for 2020 and Beyond (2019)

› Referrals to General Government

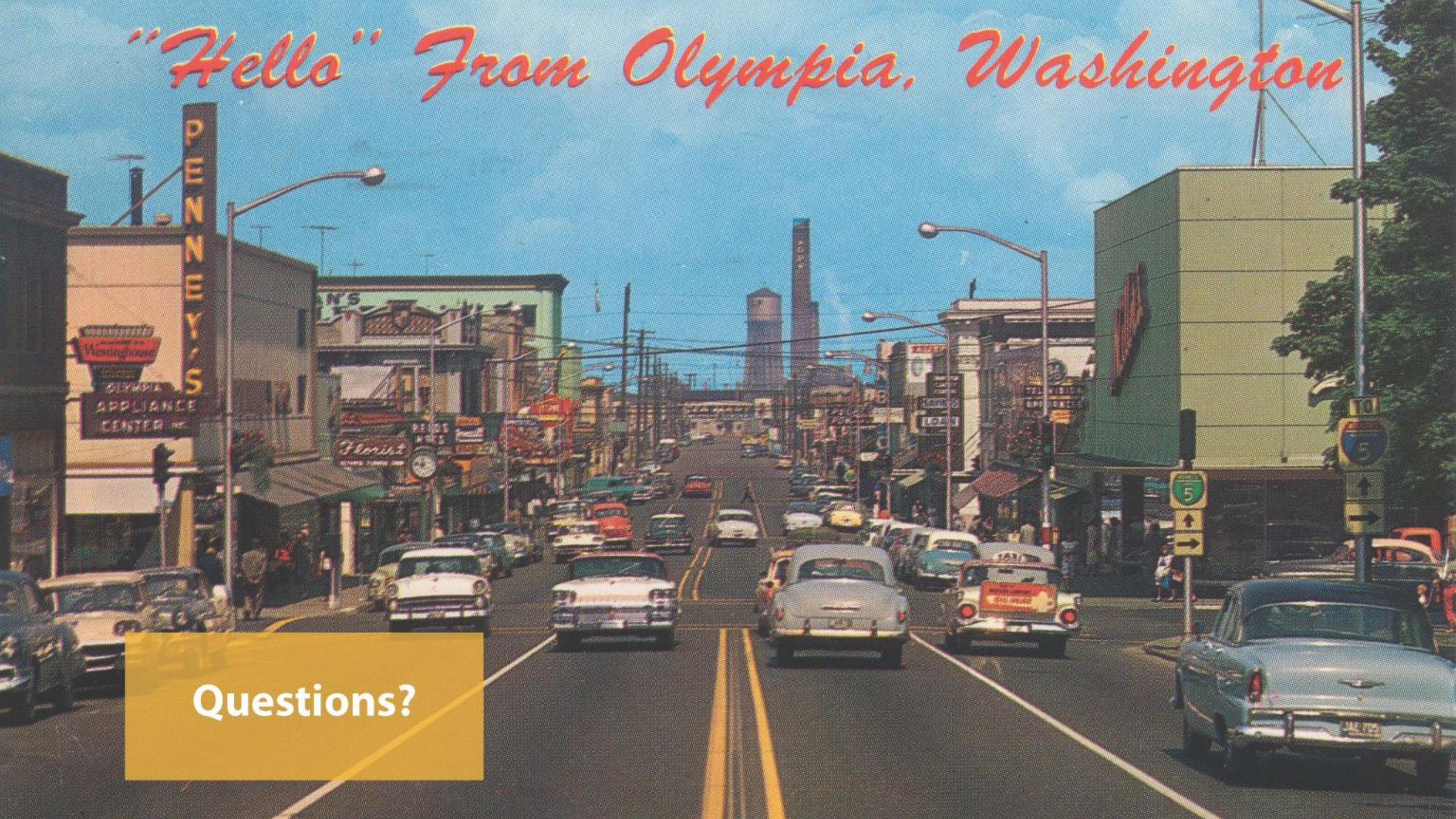
- › 2019 Work Plan Discussion (2018)
- › Future Years Work Plans (2019)

› Apply for Creative District Designation Through ArtsWA (2018)

- › Activate Downtown Strategy Artisan/Tech District



"Hello" From Olympia, Washington



Questions?