



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



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.

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.

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 (Staffing Costs Only)
Convene and Lead Dialogue amongst ArCH Community	\$5,000/year
Year One Estimated Cost	\$100,000