



General Government Committee
Arts, Cultures and Heritage (ArCH) Study
Update

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Title

Arts, Cultures and Heritage (ArCH) Study Update

Recommended Action

Committee Recommendation:

Not referred to a committee.

City Manager Recommendation:

Receive the briefing and Discuss. No Action Requested.

Report

Issue:

Whether to receive briefing and discuss the draft Arts, Cultures, and Heritage (ArCH) Study.

Staff Contact:

Jay Burney, Assistant City Manager, Executive Department, 360.753.8740

Presenter(s):

Jay Burney, Assistant City Manager
Kendra Dahlen, The Athena Group

Background and Analysis:

In 2017, Council appropriated \$50,000 in funding out of the 2016 Year End Fund Balance to conduct a review of Arts, Cultures, and Heritage (ArCH) in Olympia and update Olympia's Creative Vitality Index (CVI). The purpose of the study was to evaluate the current state of ArCH in our community and develop recommendations to enhance the Olympia community's offerings of and support for ArCH programs.

In July 2017, the City hired the Athena Group through a Request for Proposal Process to aid in conducting the ArCH Study. Simultaneously, the City contracted with the Economic Development Council to update the CVI.

Staff and the Consultant team undertook an extensive public engagement process, reaching out to ArCH practitioners and bringing them together to help understand the current state of ArCH, and to

brainstorm new ideas. Nearly sixty (60) individuals across the arts, cultures, and heritage spectrums participated. A Resource Committee of ArCH professionals was convened to aid in developing recommendations. Staff has briefed the Arts Commission and Heritage Commission along the way, incorporating their input.

DRAFT ArCH Recommendations are attached, along with a DRAFT Economic Impact Analysis. The Economic Development Council has also completed the update to the CVI, which was used as a basis for the Economic Analysis. The updated CVI is attached as well.

Staff will provide an update on the process, key report findings, and next steps.

Neighborhood/Community Interests (if known):

Arts, Cultures, and Heritage practitioners throughout the community have been involved or are awaiting the results from this study.

Options:

Briefing and Discussion. No Action Requested.

Financial Impact:

\$50,000 in funding from the 2016 Year End Fund Balance was appropriated by Council for this work.

Attachments:

DRAFT ArCH Recommendations
2016 Creative Vitality Index Summary - Sales and Earnings