



City Council

ArCH Profile Study - Review of Recommendations

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Title

ArCH Profile Study - Review of Recommendations

Recommended Action

Committee Recommendation:

The General Government Committee received a briefing on the Draft ArCH Recommendations on April 25, 2018. No action was taken.

City Manager Recommendation:

Receive a briefing on the ArCH Profile Study recommendations and the recommended next steps. No action requested.

Report

Issue:

Whether to receive a briefing on the ArCH Profile Study recommendations and the recommended next steps.

Staff Contact:

Jay Burney, Assistant City Manager, Executive Department, 360.753.8740

Presenter(s):

Jay Burney, Assistant City Manager
Michael Cade, ArCH Resource Committee Member
Kris Tucker, ArCH Resource Committee Member
Shanna Stevenson, ArCH Resource Committee Member
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 as shown on the attached ArCH Profile Study Schedule. We reached out to ArCH practitioners and brought them together to help understand the current state of ArCH, and to brainstorm new ideas for expanding our ArCH profile. Nearly sixty (60) stakeholders across the arts, cultures, and heritage spectrums participated. A Resource Committee of ArCH professionals was convened to aid in developing recommendations. A listing of the stakeholders and Resource Committee members who participated is attached. Staff briefed the Arts Commission and Heritage Commission along the way, incorporating their input. A draft set of recommendations was also shared with the General Government Committee at their April 25, 2018, meeting.

The final ArCH Report, along with the appendices, is attached. The main body of the report includes the project background, baseline analysis, key findings and recommendations, and an economic analysis. The supporting documents, including meeting summaries, best practices review, and a full economic report are included in the appendices. 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 recommended 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:

ArCH Profile Study Schedule
ArCH Stakeholder List
ArCH Resource Committee Members
ArCH Report
ArCH Report Appendices I - Supporting Documents
Arch Report Appendices II - Meeting Summaries
2016 Creative Vitality Index Summary - Sales and Earnings