

# % for Art Proposal

1. Who is the Ellensburg Arts Commission
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3. Our request
  - where the funds will come from
  - use of funds
  - measurements of success



# The Ellensburg Arts Commission

## **1.33.060 Purpose.**

The city arts commission, created by Ordinance No. 3269, adopted August 18, 1980, is declared **created for the purpose of appropriately advising the city council and staff regarding the furtherance of performing and/or visual arts within the city for the benefit of both the local public and visitors and tourists** whom the city desires to attract to the city of Ellensburg. [Ord. 3292 § 1, 1981.]



# Commissioners are active members of the community

- Ellensburg Downtown Association
- Clear Channel
- Landmarks and Design Committee
- Lodging Tax Advisory Committee
- Art Galleries and Nonprofits
- Artists
- CWU faculty and staff



CLEARCHANNEL



ECTV 2

galleryone  
VISUAL ARTS CENTER



# OBJECTIVES

## Short-term successes:

- Community leaders and artists become aware of the importance of funding for the arts and the state of local funding available for Ellensburg
- A community coalition for the arts is strengthened
- Pride in the local talent and creativity that is abundant in the City of Ellensburg

## Mid and longer-term success:

- City Council uses credible data (CVI) to inform their decision about funding for the arts
- **EAC becomes a sustainable funding source** for the arts in Ellensburg
- Organizations are strengthened and more opportunities for artists are available on a local level

# Connect regionally and statewide

- Washington State Arts Alliance
- Washington State Arts Commission
- Arts Day in Olympia



# Fund artists and arts org projects

- Central Washington Dance Ensemble
- Free Family Days at Gallery One
- St. Patrick's Day Celebration
- Ellensburg Film Festival
- Buskers in the Burg
- Dick and Jane's Spot
- Spirit of West



Provide leadership and advocacy for the arts by supporting and promoting the activities of individuals, organizations, and governmental agencies in the City of Ellensburg.

# Standards of Funding

- 25% Artistic excellence
- 25% Budget Feasibility
- 25% Public Benefit
- 25% Experience to execute project

In 2012, 38% of requested funds were awarded

In 2013, 23% of requested funds were awarded

# First Friday Art Walk

**15 venues monthly**  
**450-600 participation**

“First Friday is 10% of my monthly business” -- First Friday Participant and downtown business

**One of Sunset magazine’s Top 5 Small Town Art Walks....**

420 Loft Art Gallery, Clymer Art Gallery and Museum, D & M Coffee Downtown, Edward Jones Investments, Ellensburg Public Library, Ellensburg Wine Works, Gallery One Visual Arts Center, Gård Vintners, Goodey Gallery / Western Art Association, Orange Spice Salon, Sarah Spurgeon Gallery, Sigle Law, Cornerstone Pie, Klittitas Youth Services, Ellensburg Methodist Church, CWU Foundation





# City Arts Collection

- Washoe
- Ernest Norling Wall Mural
- Wind sculpture
- Bike racks



To manage, build and maintain the city's public art collection through a variety of funding sources and innovative partnerships.

# We've been in the community

- Met with business leaders
- Artists and organizations
- City Council members
- Pop-Up Picnic
- Chamber awareness



# What we recommend

An investment of 10% of new construction sales tax revenue into the arts.

<i>Construction Analysis</i>											
	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	Average
Construction of buildings	264,241	371,035	458,363	251,467	148,765	439,018	314,270	150,934	242,833	265,623	290,654.90
Heavy & civil construction	14,085	22,491	27,235	22,657	46,658	29,810	24,666	12,912	21,751	20,181	24,244.60
Specialty trade contractors	129,076	148,679	186,805	194,314	198,830	209,343	134,707	129,528	116,483	138,212	158,597.70
<b>Total construction</b>	<b>407,402</b>	<b>542,205</b>	<b>672,403</b>	<b>468,438</b>	<b>394,253</b>	<b>678,171</b>	<b>473,643</b>	<b>293,374</b>	<b>381,067</b>	<b>424,016</b>	<b>473,497</b>

<i>Construction As % of Sales Tax</i>											
	16%	19%	21%	15%	12%	18%	15%	10%	12%	13%	15%
Const. as % of T. Sales Tax											
Total Construction	414,699	549,354	679,986	478,804	403,967	629,800	483,334	302,108	386,470	433,949	476,247.10
Total Sales Tax	2,575,423	2,893,153	3,203,011	3,224,842	3,298,297	3,462,533	3,176,599	2,942,884	3,191,167	3,263,614	3,123,152.30

# With a focus on

- Creating partnership grants for organizations to leverage funds
- Continuing artist projects funding
- Professional development for artists
- Investment in public artworks



# Funds are for

- ARTS EDUCATION
- PUBLIC BENEFIT
- CAPITAL INVESTMENTS
- ENHANCE LIVABILITY
- ENGAGE COMMUNITY



# Why a percentage of Construction Sales Tax?

- Ties into economic health
- Choice of where to invest funds
- Outside of operational funds (unscheduled income)

# NOT LODGING TAX

- not about HEADS IN BEDS
- Ellensburg DECISION MAKING
- different reasons of existence (product vs advertising)

## RCW 67.28.1816

applicants applying for use of revenues in this chapter must provide the municipality to which they are applying estimates of how any moneys received will result in **increases in the number of people traveling for business or pleasure on a trip**



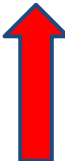
# Measurements of Impact

- Expanding public access to the arts
- Increased revenue for downtown businesses
- Additional funding for art organizations
- Increase CVI
- More public art projects






# Figures to watch

Artists project funding =  Artists income

Matching grants =  Arts organization revenue

Public Art projects =  Access to the arts

# What is CVI?



- Reveals footprint of economic activity
- Uses labor market data to measure supply of creative occupations , sales, etc
- Uses 990 reports and SOC (standard occupation classification codes)

**Does not measure: volunteer hours, higher education employment, unclaimed income**

# What is CVI?



- **Art Gallery/Dealer Revenues**
- **Individual Artist, Writer and Performer Revenues**
- **Performing Arts Participation**
- **Annual Nonprofit Arts Organization Totals**
- **Photography Store sales, Music Store Sales, etc**

# Creative Vitality Index, Summary of Inputs 2012

Region A: Kittitas

Region B: United States

Description	Region A	Region B	Categorical Index
<b>Year - 2012</b>			
Population	42,286	314,644,387	
<b>Industry Data</b>			
Photography Store Sales	\$0	\$1,475,516,000	0.000
Music Store Sales	\$72,000	\$3,292,403,000	0.163
Book and Record Store Sales	\$182,000	\$9,217,571,000	0.147
Art Gallery and Individual Artist Sales	\$2,330,000	\$42,891,311,000	0.404
Performing Arts Participation	\$511,000	\$17,722,350,000	0.215
<b>Non Profit Data</b>			
Arts Organization Revenue	\$284,274	\$14,125,244,769	0.150
Arts-Active Organization Revenue	\$775,572	\$16,303,269,625	0.354
<b>Occupation Data</b>			
Total Jobs	448	4,759,511	0.700

# Arts Impacts

- Increased funding in the arts invests in an industry that supports jobs, generates government revenue, is the cornerstone of tourism and economic development, and drives a creativity-based economy.
- **Investment in non-profit arts generates a spectacular 7:1 return on investment.** For every \$1 of public support invested in the arts, \$7 are invested in private support.
- The arts create an immediate impact — every dollar of arts funding goes to work immediately creating jobs, attracting investment, generating tax revenue, and stimulating local economies through tourism and consumer purchases.
- Artists constitute a sizeable class of workers — only slightly smaller than the total number of active-duty and reserve personnel in the U.S. military.
- The **performing arts draw more attendance than sports. 70% of Americans** attend at least one performing arts event per year versus 53% that attend one sports event.
- Children who receive an arts education on a regular basis are more likely to be recognized for academic achievement and less likely to engage in delinquent behavior.
- A strong arts and culture sector and a creative workforce attract and keep businesses in the community – it is one of the top ten attributes corporations look for in a new business site.

- Americans for the Arts, The Arts & Economic Prosperity

# Without an increase funding

- Continue to lose arts assets such as Dick and Jane's Spot
- Ineligible for larger, matching grants from the NEA, ArtsWA, etc
- Partnerships with community members, local artists and artist support are not possible
- Could continue to fall behind other counties in the state



# In conclusion



# Questions?

Presented by **Alex Eyre**, Chair, Arts Commission and **Monica Miller**, Executive Director, Gallery One

Special thanks to arts commissioners **Laura Bobovski**, **Jerry Dougherty** and **Ben Oblas** as well as **Ellensburg City Council Members**.

Thank you to our partners, the **Washington State Arts Commission**, the **Western State Arts Federation** and **Gallery One Visual Arts Center**.

