1. Who is the Ellensburg Arts Commission
2. What do we do
3. Our request
   - where the funds will come from
   - use of funds
   - measurements of success
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
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, Kittitas Youth Services, Ellensburg Methodist Church, CWU Foundation

www.ellensburgarts.com
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.
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 = $\uparrow$ Artists income

Matching grants = $\uparrow$ Arts organization revenue

Public Art projects = $\uparrow$ 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

<table>
<thead>
<tr>
<th>Description</th>
<th>Region A</th>
<th>Region B</th>
<th>Categorical Index</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Year - 2012</strong></td>
<td></td>
<td></td>
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<tr>
<td>Population</td>
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<td>314,644,387</td>
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<tr>
<td><strong>Industry Data</strong></td>
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<td>Photography Store Sales</td>
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<td>Music Store Sales</td>
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<td>Book and Record Store Sales</td>
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<td>Art Gallery and Individual Artist Sales</td>
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<td>Performing Arts Participation</td>
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<td><strong>Non Profit Data</strong></td>
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<td>Arts Organization Revenue</td>
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<td>Arts-Active Organization Revenue</td>
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<td><strong>Occupation Data</strong></td>
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<tr>
<td>Total Jobs</td>
<td>448</td>
<td>4,759,511</td>
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</tbody>
</table>
- 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.