



ARTS AND CULTURE

IN
SNOHOMISH COUNTY

www.SnoCoArts.org

MEET THE ARTS COMMISSION



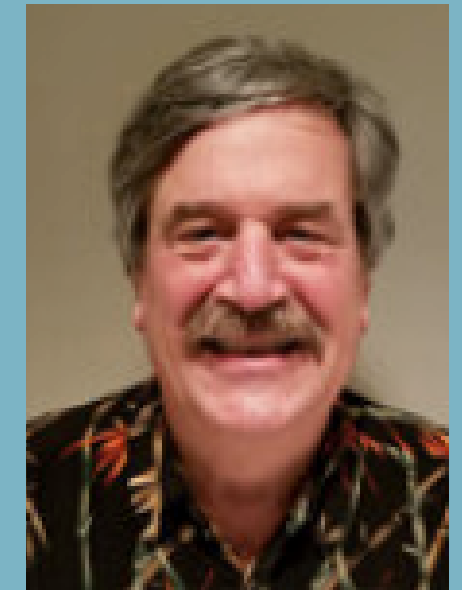
Colin Cole
Dist. 3



Kari Johnson
Dist. 5



Kate
MacKenzie
Dist. 5



David Lotz
Dist. 2



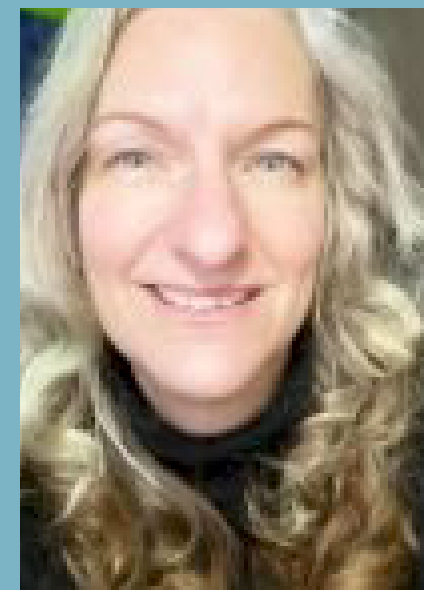
DCNR Staff:
Annique
Bennett



Office Assistant II:
Jackie
Ross



Nicole
Ng-A-Qui
At Large




Lia Blanchard
Dist. 1

Incoming:
Jaym Gates, Dist 4
Joy Ratzel, At Large
Mark Weber, At Large

Find out more at
SnoCoArts.org

WHO WE ARE

An art gallery with various framed paintings on the wall. Two people are seen from behind, looking at the art. The gallery has a modern, industrial feel with exposed ceiling pipes and a concrete pillar. A green exit sign is visible in the background.

Per SCC 2.95 the Arts Commission is an advisory board to the Executive. The Commission Vision, Mission and Foundational Principles guide its annual work plan proposals.

OUR VISION

We envision a world where

- Artists have meaningful opportunities to create
- Art education and artistic exchange are the cornerstone of community development and cultural engagement.
- communities connect through art with the unique places and environment of **Snohomish County**.





OUR PURPOSE

the purpose of the Snohomish County Arts Commission is to propose and oversee the County Arts program

OUR MISSION

The Commission promotes artistic diversity, expands access to arts education, supports local artists, and encourages an understanding of cultural expression. Through the arts' ability to foster empathy and respect, our communities grow/become closer to each other and their environment.

FOUNDATIONAL PRINCIPLES

Education

The arts of imparting and acquiring knowledge of the arts furthers understanding and appreciation of not only the cultural and emotional importance of art, but of the expression of creativity and diversity of all the people.

Opportunity

Abundant opportunities for artists to explore their craft and creativity ensures creative expression flourishes, artists and creatives can thrive in their personal lives, and public access to artistic expression increases.

Empathy/Respect

The arts are uniquely able to provide visceral, emotional, and essential expressions and explanations of their lives and experiences of others in ways that illuminate and motivate viewers to see the world beyond their own perspective.

Access

Access to the arts fosters engagement. The only barrier to enjoyment and appreciation of the arts is an ease of access (be it financial, geographic, cultural, or social).

Progress

Progress cannot happen without imagining, capturing, and expressing the possibilities of a better future. Artists are critical in this exploratory process.

Discovery/ Exploration

Curiosity is the cornerstone to engaged citizens. The opportunity to learn, explore, participate and discover is integral to the arts - they make you feel, make you wonder, and invoke a sense of awe and appreciation.

SNOHOMISH COUNTY
ARTS COMMISSION

PROGRESS AND PLANS



2020

In 2020, 5,300 direct jobs with average annual salaries of \$50,300 in the Arts and Culture sector were down 29% from 2019 across Snohomish, King, Pierce and Kitsap Counties.

2021

To further align with the County's DEI initiatives, and support meaningful community recovery, the Commission created a new Vision and Mission. with foundational principles to increase cultural access, arts education and advocacy.

2022

With (1) FTE staff, Committees flew into action, doubling grant awards, establishing an educational networking forum for cultural workers, artists, private and not-for-profit businesses, and hosting recovery road-show presentations for funding.

2023 + beyond

To advocate for strategic investments in cultural enrichment, arts education and programming, the Commission will use quantifiable ROI metrics to further its service to Snohomish County.

COMMISSION IN ACTION SINCE **JANUARY 2022**

SNO-CAN!

The new Snohomish County Cultural Arts Network (CAN) fosters connections between municipal staff, local arts organizations, creators and cultural workers with monthly community meetings.

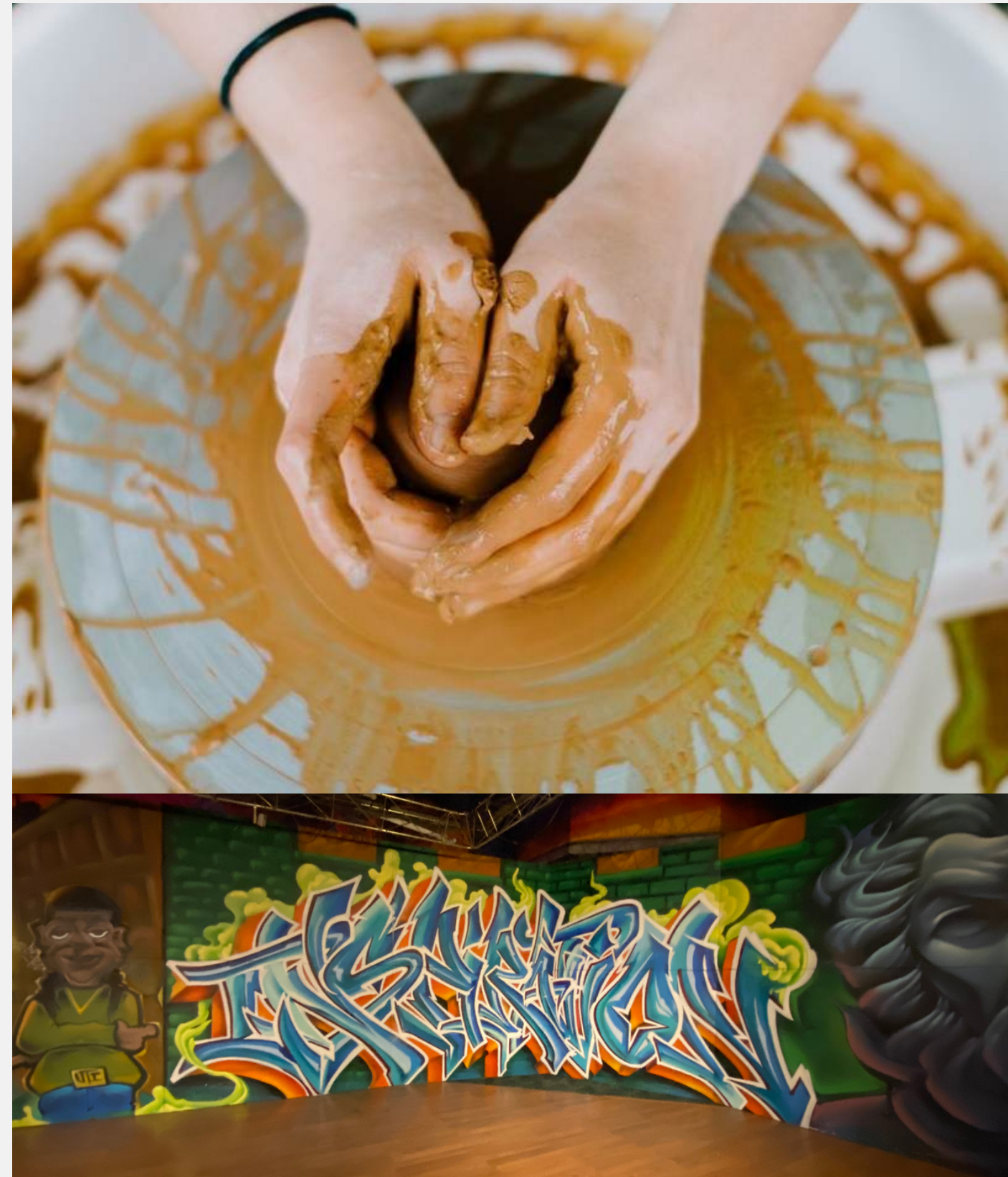
Creative Economy

Arts and Culture are the parents and fuel of industry innovation and economic prosperity. An Opportunity Assessment of ways to harness and grow the sector in Sno. Co. is underway with Better City.

Micro Grants

The Commission advocates for arts education and cultural development over public art acquisitions. \$43K of Percent for Art Funds were awarded to community programs, activities and events.





SNO CAN!

Convening and Growing

Facilitated by the all volunteer Commission Education and Outreach Committee, the CAN convenes free, fun and informative monthly sessions for cultural interests from all corners of the County.

Each month, the Committee makes an open invitation to a wide variety of participants to share updates about their cultural programs, suggest resources, and offer inspired ideas with one another.

The CAN brings the Arts Commission community information about local happenings, they would not otherwise be able to access. The CAN gives insights about local successes, as well as needs the Commission can address in its advisory role.

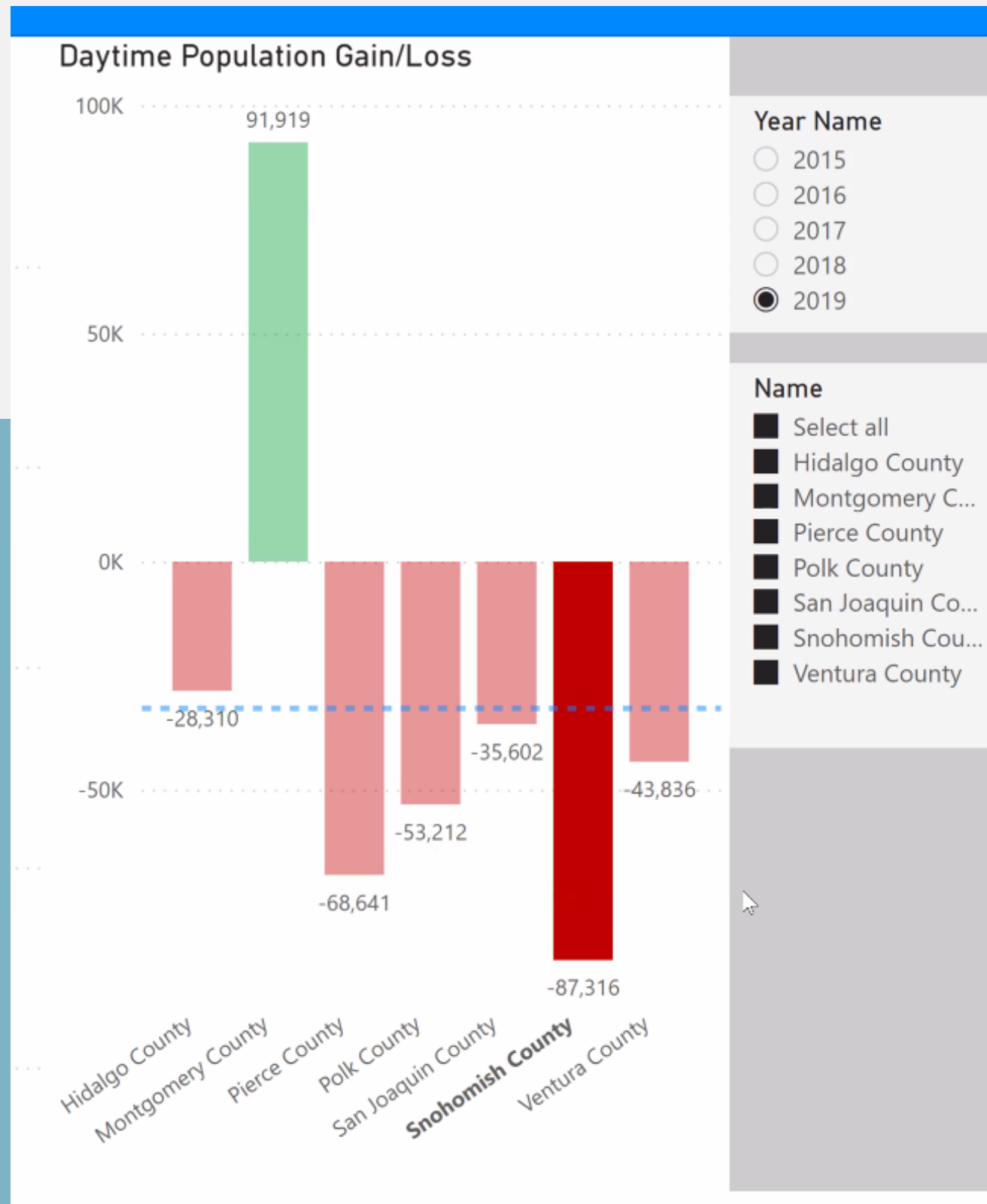
UNDERSTANDING ARTS & CULTURE IN A NEW WAY

If you think of arts and culture as weird paintings that cost more than you make in a year, or a childhood lost to piano and flute lessons that didn't pan out, you're not alone. We get it.

The 2022 Phase 1 Arts and Culture / Creative Economy Opportunity Assessment conducted by economic development firm, Better City won't try and convince you to take up the piano again, but it will offer some quantifiable data about how arts and culture create jobs, improve innovation and graduation rates, boost community connectivity, and grow strong retail, food and beverage business in your downtown by reducing leakage.

Further, this study, its data and information are Snohomish County specific. If arts and culture are proven economic drivers showing measurable improvements in counties comparable to ours, then it's important to understand how (and if) it will work here.

Phase 2 builds an opportunity road map with residents and leaders using outcomes of Phase 1. Quantifiable data and plausible economic opportunities will be used as basis for discussion and further plan development in future years.



OPPORTUNITY ASSESMENT
SNEAK PEEK

A dollar spent in the arts has higher than average multipliers compared to all industries within Snohomish County. Even though the industry is shrinking (by a narrow NAICS definition) it is an opportunity for targeted investments for economic growth.

Economic Impacts (Regional Multipliers)

NAICS	Sales	Jobs
	A dollar spent in this industry will generate \$_____ in new sales	A new job in this industry will create ___ jobs
71111—Theater Companies and Dinner Theaters	\$1.5675	1.4744
71112—Dance Companies	\$1.5695	1.3480
71113—Musical Groups and Artists	\$1.5706	1.3595
71119—Other Performing Arts Companies	\$1.5714	1.3720
71151—Independent Artists, Writers, and Performers	\$1.3072	1.0283
71211—Museums	\$1.5769	1.5290
71213—Zoos and Botanical Gardens	\$1.5810	1.4256

Avg. Sales Multiplier: **\$1.39**

Avg. Jobs Multiplier: **1.33**



OPPORTUNITY ASSESSMENT SURVEY AND PROJECT WEBSITE

As resident populations grow, access and space for cultural representation in Snohomish County, must grow too.

Residents and workforce are the major target audience of the Arts and Culture Creative Economy Opportunity Assessment. Understanding preferences, priorities, topics, trends and consumption patterns are key.

The County Percent for Art funded Assessment Surveys and project links must find their way to folks not traditionally reached. This is an "all partners on deck" moment.

Local discretionary spending is the bread and butter of year round events, activities and patron memberships. Visitor spending is the cherry on top of a large and local sundae.

As such, chambers, municipal, county and cultural communications partners are leaning in with the Commission to ensure Assessment surveys and project website links are launched into communities all across the County.

2022 GRANTS!

A major shift in dollars and sense.

While acquiring more public art for the county collection, and funding lunchtime concerts on the county campus have their place, in 2022, recovery was priority one.

Funds were shifted into micro-grants to support municipal and non-profit cultural arts projects such as community performances, musical instrument repairs, artists in residence programs, theater camps, Take a Kid to the Theater tickets, traditional dance performance costumes, and more.

We hope to find more funding to continue to award targeted support for community programs in underserved areas across the County rather than creating more events that promote the Commission itself.





2023 PROPOSED WORK PLAN

Projected Budget:
\$100,000

The Commission Vision, Mission and Goals enhance and guide its service to the County per SCC 2.95.

The proposed work plan seeks the highest and best use of Percent for Art Funds to benefit Snohomish County communities.



2023 WORK PLAN

Arts & Culture Grants:
\$36,000

Vision: Art education and artistic exchange are a cornerstone of community development and cultural engagement.

All projects are reviewed and evaluated for their ability to broadly benefit the public, and to support underserved populations by fostering access to education and engagement in cultural experiences.



2023 WORK PLAN

Arts and Culture Strategic
Leadership and Planning:
\$25,000

Goal: Transform the Arts Commission into a respected and robust promoter of the arts. Be a model for how such commissions can operate efficiently yet with purpose.

Phase 2: Arts and Culture / Creative Economy Strategic Opportunity Roadmap

Building on Phase 1 completed by economic development firm Better City, Phase 2 compares residential growth rates, demographics and psychographics against existing cultural products and assets to roadmap opportunities for creative economy workers and job creators.

2023 WORK PLAN

Digital Marketing: \$25,000

Goal: Celebrate and promote a diversity of cultural expression to challenge preconceived notions of what arts and culture can or should be, and who can, or should, make it.

Communities show what they care about. You matter.

Unlike sales-driven tourism marketing targeting visitors from 50 miles away or more, Commission marketing *is targeting residents with messages of* inclusion, respect, and an ethos of community belonging through representation.

From community celebrations to interpretive dance, to open mic and, spoken word, to 4th grade violinists, to impromptu bucket drum circles, to new foods and street murals, the Commission seeks to elevate and celebrate what matters most, *the diverse array of resident cultural expression.*



2023 WORK PLAN

Public Art Acquisition, Maintenance and Repair: \$10,000

Foundational Principal: Discovery and Exploration. Curiosity is the cornerstone to engaged citizens. The opportunity to learn, explore, participate, and discover is integral in arts and culture – they make you feel, make you wonder, and invoke a sense of awe and appreciation. This form of engagement fosters growth and strengthens communities.

The County public art collection needs maintenance and repair. The Commission recommends delaying new acquisitions to focus resources on the care of works already in the collection.





2023 WORK PLAN

Sno. Co. Cultural Arts Network (CAN): \$30000

Goal: Form strong partnerships between artists, the community and County to encourage the arts and culture to play a crucial role where they have been previously absent.

The CAN was created to join a broad cadre of partner-advisors with a stake in the Commission's Mission, Vision, Purpose and Foundational Principles.

The free network is convened by the Commission and staff. Sessions are programmed for different audiences such as municipal, cultural, communications and planning staff, non-profit businesses, artists, performers and local and allies.

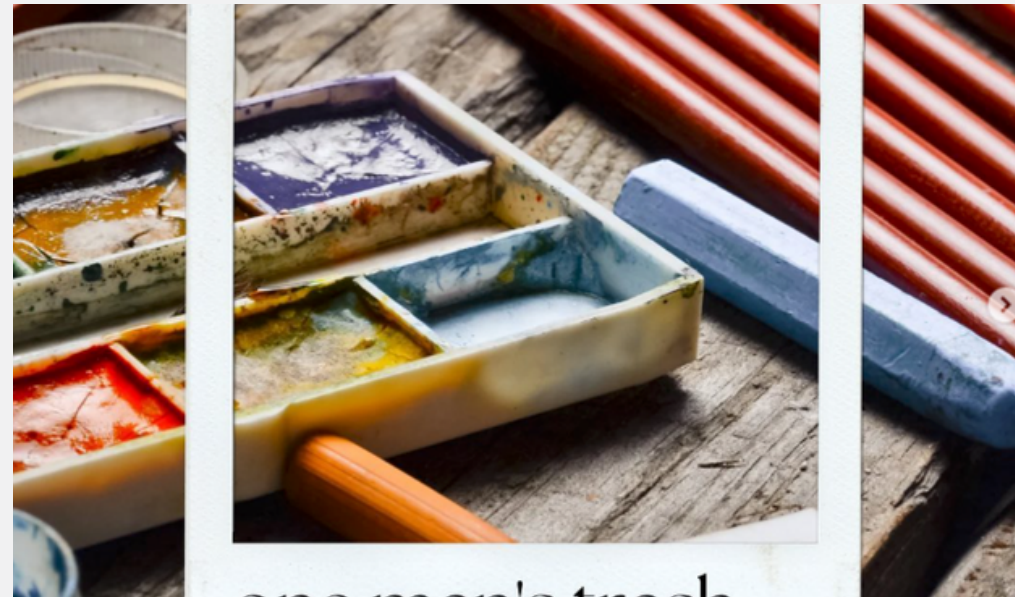
TESTIMONIALS



"Now we are part of CAN, the support of the commission has increased a feeling of inclusion. At the same time, it opens the doors for the community to have the opportunity to use our services. The monthly meetings not only publicize what other organizations are doing within the arts, but we identify and learn what we can do as a group. "

Mary Towes

Mari's Place for the Arts,
Everett



"We received two Arts & Culture grants from the Commission for our youth arts education programming. Being able to provide these experiences to creative youth in our community with funds FROM the community is huge. It shows our educators, partners and parents that we all believe in our youth and are here to support them as they discover their passions and find their voices."

Cat Olsen

Stanwood-Camano Arts Advocacy
Commission



"A thank you to the Sno Co Arts Commission for awarding Shoultes Elementary with a \$2,000 Grant to go towards creating an electric piano lab in our music room. I'm excited to start our piano lessons in the fall!"

Alan Wiseman

Music Teacher
Shoultes Elementary,
Marysville

Add a subheading

Any Questions?