

# TUMWATER PARKS AND RECREATION ARTS STRATEGY 2022



## **Tumwater Parks and Recreation Arts Strategy 2022**

### **Background**

The City of Tumwater sits on the Deschutes River in Washington State. One can stroll through our forested parks and see artists sketching, taking photos, and writing. Tumwater is a beautiful place with a treasure trove of creative people.

In order to facilitate more support for the arts and culture in the community, the City of Tumwater, led by the Parks and Recreation Department, compiled an Arts Task Force in 2018. The Task Force was made up of community members, artists, and youth in Tumwater. The efforts of the Task Force led to the creation of a Tumwater Cultural Arts Survey. The survey was sent out to the community so that the City of Tumwater could gain more understanding about what arts offerings and support were needed and wanted.

A strategy was put into place to hire an Arts Specialist, secure an arts budget, create an Arts Strategy, and form an arts commission to administer and lead the Tumwater Arts Strategy. The Arts Specialist position, which is housed in the Parks and Recreation division, will be tasked with administering this strategy, along with the Commission.

### **Arts Survey Summary**

The Tumwater Arts Survey was completed in 2021. The survey reveals that the Tumwater community wants more support for arts and culture.

The survey participants want more live music and community events in our parks. Brewery Park at Tumwater Falls, owned and managed by The Olympia Tumwater Foundation, is on the top of the list.

The community wants more support for local artists, public art initiatives, and arts focused events.

Live music and theater are the most requested performing arts offerings. The community also expresses a strong interest in children's and family theater. Comedy and street performances are also highly requested. Among music genres, folk, pop, and classical are the most requested. Country, children's, blues, and jazz are also community favorites.

The community desires an increase in visual arts offerings. Access to adult and children's art classes and workshops are the most requested visual arts offerings. Painting, ceramics and

pottery, and performance art are three highly requested art offerings. Mixed media, folk art, and jewelry are other community requests.

## **Vision Statement**

The City of Tumwater is dedicated to building an innovative and sustainable arts and culture ecosystem that works for all.

## **Goals**

1. Build an innovative and sustainable arts and culture program with diversity, equity, and inclusion (DEI) at the core.
2. Survey and protect art and culture that is already present in the City. Use existing systems, resources, partnerships, and spaces to create and showcase the arts.
3. Create a public arts strategy that enlivens the community, communicates diverse stories, and adds to the mosaic of economic development in Tumwater.
4. Cultivate support and engagement from the community regarding the Arts Strategy by adding art offerings to Parks and Recreation events and cultural celebrations. Emphasize to the community that art making and art interaction are for all.
5. Create new partnerships, events, and systems, that elevate the lives of Tumwater citizens and other stakeholders through art making, engagement with the arts, and cultural exchange. Use the arts as an integral catalyst of economic development.

## **Objectives**

### **(Actionable Tasks That Will Lead to Goals Being Met)**

#### **1. Form an Arts Commission**

- The Arts Specialist is assigned to work with the Commission.
- The Mayor appoints Commissioners.
- The Arts Specialist regularly reviews the Arts Commission needs.

#### **2. Build a Communication Plan for the Arts in Tumwater**

- Explore tools to communicate with the community.
- Keep an updated record of helpful resources for the arts community.
- Communicate information about the Commission and the Arts Program.
- Monitor the use of communication tools.

#### **3. Integrate Art into Existing Tumwater Events with DEI as a Driving Force**

- Continue adding arts offerings to Parks and Recreation events.

- Partner with other City departments and outside organizations to add arts and cultural offerings to events.
- Peruse professional development for DEI. Connect with cultural organizations and local tribal art leaders to learn about arts needs of varying communities.
- Communicate stories about DEI, culture, and history.

#### **4. Utilize and Highlight Existing Spaces**

- Inventory art that is already present in public facilities in Tumwater.
- Devise a plan on how to add public art and public events to public spaces.
- Devise a plan to support local businesses with adding art to private spaces, i.e. grants and resources.

#### **5. Grow the Program**

- Investigate new partnerships.
- Investigate new sources of funding.
- Review arts and culture program staffing needs and adjust when needed.
- Create a Tumwater Arts and Culture Program marketing strategy.

#### **6. Funding for the Arts Program**

- Execute a funding study for 1% capital projects for Arts.
- Execute a funding study for an increase to \$2 per capita (an increase from \$1 per capita).