

CVI Grant Final Report - AFMC

To Cathy Cochrane (cathy.cochrane@arts.wa.gov)

1. We had three key goals and intended outcomes to our project that included:

- a. Raise public awareness of Tri-Cities arts availability and benefits
- b. Create professional video illustrating regional arts & economic value
- c. Hold a regional arts symposium to release the video plus statistical data, tout art's financial benefits, garner community support, increase art visibility, and encourage membership in the Arts Foundation of the Mid-Columbia.

2. How CVI data was used and one "data story" that can be shared:

- a. Revenue and jobs data was used in a video
- b. People at tables during the symposium used the information for discussion
- c. Displays and handouts included the data. These were distributed during the Symposium.
- d. The CVI provided a breakdown of revenues by zip code for specific comparison among the three cities (Kennewick, Richland, and Pasco). This was extremely helpful to illustrate the dramatic disparity between cities with and without Municipal Arts Commissions and arts organizations. With numbers and charts, the differences could not be ignored. Local folks who live in Pasco/Franklin County have undertaken the task of convincing the Pasco officials of the need for either establishing an arts commission or supporting local efforts to promote the arts. The Port of Pasco is currently using a community advisory group as a sounding board for the major expansion of the regional airport, and have included an arts representative on that committee. This is a major step forward.

3. How successful we were in meeting our goal(s), and what the actual outcomes were; key elements and challenges of our success.

The AFMC board feels that the CVI data projects of video(s) and symposium was very successful in providing a forum for discussion of the current arts situation in our area, as well as suggestions on how best to engage more of the citizens, business owners, and political leaders.

- (a) One of the major challenges was getting the key players to participate. Having the Tri-Cities Visitor and Convention Bureau as a partner with their executive director as the moderator was instrumental in having such a good turnout at the symposium. (Over 80 participants.)
- (b) Our panel of speakers provided a cross-section of interests that encouraged attendance. They included both a former and current member of the ArtsWA, a successful author and leaders from Walla Walla, Spokane and Boise arts groups, and major private businesses that have effectively influenced the local economy through art.

4. Lasting impact in your community with project partners and why.

- a. The AFMC, new to art collaboration and advocacy, became more known to the local art community through this symposium. Many more people know that the AFMC exists, and is working to provide ways in which members can work

together to increase art related communication. The CVI project was a great boost to our notoriety and was instrumental as a catalyst for successful art support.

- b. The CVI grant caused the AFMC to create partnerships that might have otherwise taken years to develop. These partners are now extremely supportive and have expressed interest in seeing that the points raised during discussion receive attention in the future.
 - c. A major concern from members in the audience was for better publicity and marketing of the arts. Because of this concern, several projects have evolved:
 - i. The Tri-City Herald publisher invited the AFMC to discuss how their regional newspaper could help. Discussions are ongoing and appear to be headed to a new method for inputting arts news. A round table discussion will invite participation from all arts groups before this new communication method is finalized.
 - ii. The Tri-Cities Visitor and Convention Bureau will include funds in their 2014 budget to produce a brochure and map of regional arts sites and events.
 - iii. The REACH (a new museum currently under construction that will feature regional history) asked the AFMC to organize a committee to oversee the selection of art they will purchase or sell in the gift shop. The committee will select art for public display both inside and out of the new museum. It will also vet items to be sold in the museum store and performing artists for events held in support of, or on the premises of the REACH Museum.
5. **These key partnerships were instrumental to the ultimate success.**
- Tri-Cities Visitor and Convention Bureau – sent out invitations, provided the master of ceremonies, donated \$300 for mileage for presenters, provided discounted lodging for presenters, donated items for speaker gift bags.
 - Kennewick Arts Commission – coordinated the symposium. Provided financial aid
 - Washington State University – waved facilities fee for symposium room and equipment (easel, flipchart, audio), provided items for gift bags, video design assistance
 - Country Gentlemen Catering – refreshments and table cloths donated
 - Richland Arts Commission – Coordinated the video production. Provided \$500 in funds for video equipment, personnel
 - Allied Arts – members donated time & marketing
 - Performing Arts Center Task Force – members donated time, marketing
 - Port of Kennewick – Donated items for speaker gift bags
6. **We believe that the AFMC is likely to expand and add more partners, and perhaps produce another gathering next year.**
7. **Please attach one to three photos with captions that best depict your project.**
I'm still working on getting the still photos. The man who created our video said he had a few, but he's been out of town for a while. I'll send when I can, but I wanted to get this in on time.