



*New jobs, thriving businesses
and bustling communities – where
the arts go, these follow.*



CREATIVE VITALITY

**In Washington State
2010 Update**

Backstage at Seattle's
Intiman Theatre

JERRY DAVIS

Introduction

In 2005 we teamed with WESTAF and the Seattle Office of Arts and Cultural Affairs to establish the Creative Vitality Index (CVI) to help us to understand the context of artistic and creative enterprises, educate the community at large about the creative economy, and inform public policy decision-making about trends and related issues. In this updated report, we provide new baseline numbers, quick stats, and stories that illustrate the creative economy in action.

Washington's CVI continues to increase each year, from just below the national baseline in 2007 at .99, to just over at 1.01 in 2008. Revised data streams eliminate some unreliable variables (movie theater sales), and now include new indicators of performing arts participation, as well as revenue data from individual artists, writers, and performers. Additionally, we have more detailed employment data to better track full-time, part-time, and self employed workers in the creative sector.

With these improvements in place, we continue to learn about Washington's creative economy:

- Creativity drives jobs. Creative occupations increased by 2.5% in Washington between 2006 and 2008.
- The Arts mean business. Nonprofit arts and arts-active organizations in Washington earned revenues of well over a half billion dollars in 2008.
- Washington reads. More books are bought and sold in Washington than the national average.

I hope you will find opportunities to share your stories, and talk with your friends, neighbors, and others about why the arts and the creative economy are important to you and your community.

Kris Tucker

WASHINGTON'S CREATIVE VITALITY



The baseline score for the Creative Vitality Index is 1.00; this is the national score using the same data streams used locally. A region's score reflects a value relative to this national baseline; a score of 1.00 or greater means that the area has a relatively strong arts sector.

Since the last CVI, there have been several changes to our methodology, resulting in a small shift in the overall numbers. While Washington's CVI number has dropped a bit in comparison to the nation, it does not indicate a decrease in the overall creative economy – just the way we calculate the index.

The Washington State Creative Vitality Index for the 2008 calendar year was 1.01 – bringing us above the national average. Seattle-King County has the highest regional index, with an overall value of 2.09.

The Creative Vitality Index Defined

The Creative Vitality Index measures the health of the creative economy in a city, county, state or other geographic area compared to the national index, and creates a benchmark for future measurement. The Index has two major components. One component measures seven indicators of community participation in the arts, the other measures arts-related employment.



60%

Seven indicators of community participation in the arts



Per capita art gallery and individual artist sales



Per capita photography store sales



Per capita performing arts revenue



Per capita book and record store sales



Income of other nonprofit "arts active" organizations



Income of nonprofit arts organizations



Per capita musical instrument and supply store sales

40%

Arts-related employment in more than 30 professional categories

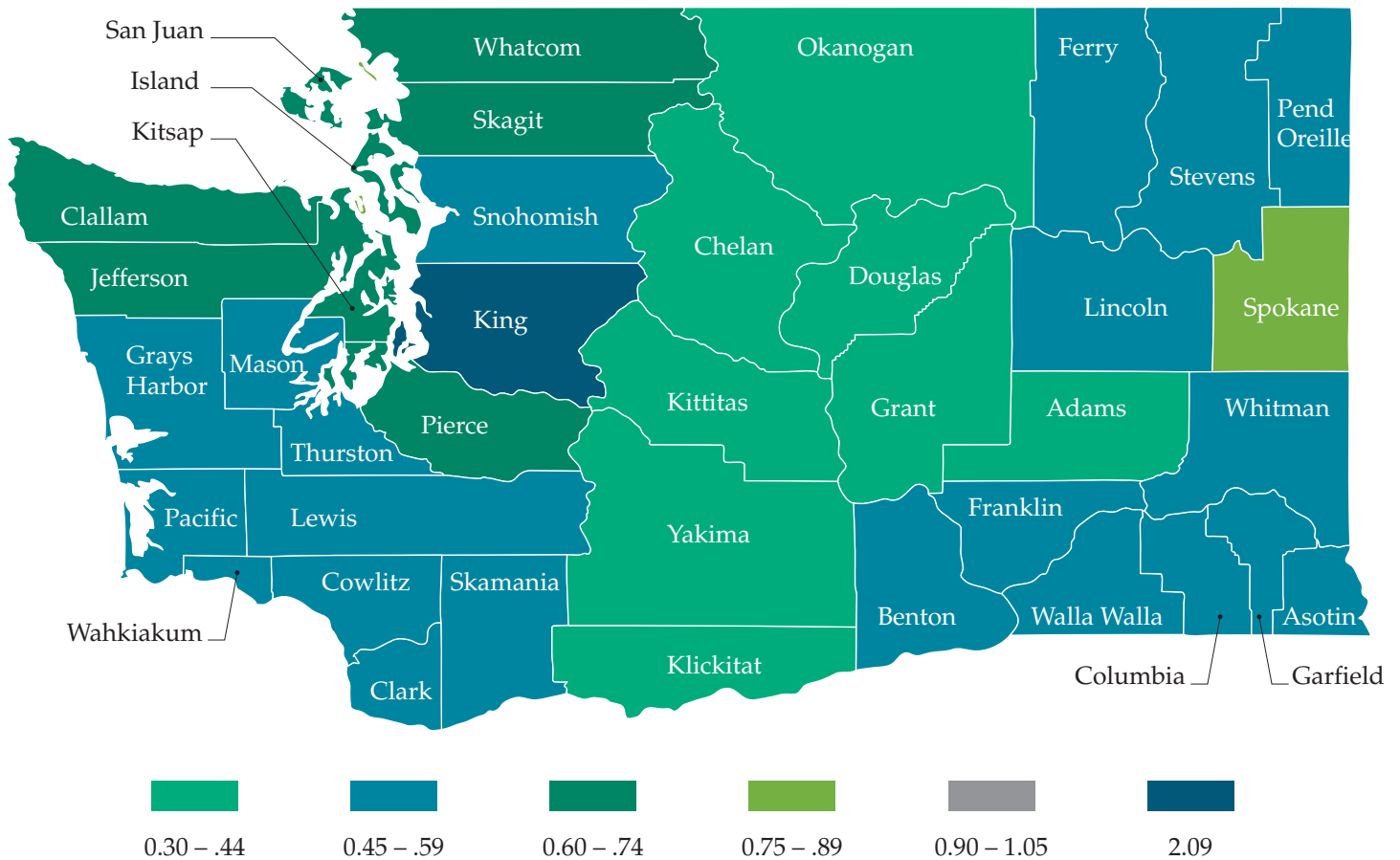


Arts-related employment

CREATIVE OCCUPATIONS INCLUDE Actors; Advertising and Promotions Managers; Agents and Business Managers of Artists, Performers, and Athletes; Architects (except landscape and naval); Art Directors; Audio and video equipment Technicians; Broadcast Technicians; Camera Operators Television, Video, and Motion Picture; Choreographers; Commercial and Industrial Designers; Dancers; Editors; Fashion Designers; Film and Video editors; Fine Artists including Painters; Sculptors, etc.

Creative Vitality Index

By Workforce Development Area in 2006-2008



| WDA | REGION | 2006 | 2007 | 2008 |
|-------|--------------------------|------|------|------|
| WDA1 | Olympics | 0.68 | 0.67 | 0.65 |
| WDA2 | Pacific Mountain | 0.54 | 0.53 | 0.55 |
| WDA3 | Northwest Washington | 0.74 | 0.75 | 0.72 |
| WDA4 | Snohomish County | 0.54 | 0.53 | 0.56 |
| WDA5 | Seattle-King County | 2.03 | 2.01 | 2.09 |
| WDA6 | Pierce County | 0.64 | 0.63 | 0.63 |
| WDA7 | Southwest Washington | 0.51 | 0.50 | 0.51 |
| WDA8 | North Central Washington | 0.38 | 0.38 | 0.41 |
| WDA9 | Tri-County | 0.38 | 0.39 | 0.40 |
| WDA10 | Eastern Washington | 0.44 | 0.45 | 0.49 |
| WDA11 | Benton-Franklin | 0.47 | 0.49 | 0.49 |
| WDA12 | Spokane County | 0.75 | 0.76 | 0.77 |

| WORKFORCE DEVELOPMENT AREAS | |
|-----------------------------|---|
| WDA1 | Clallam, Jefferson, Kitsap counties |
| WDA2 | Grays Harbor, Mason, Pacific, Thurston, Lewis counties |
| WDA3 | Whatcom, Skagit, San Juan, Island counties |
| WDA4 | Snohomish County |
| WDA5 | King County |
| WDA6 | Pierce County |
| WDA7 | Cowlitz, Clark, Skamania, Wahkiakum counties |
| WDA8 | Okanogan, Chelan, Douglas, Grant, Adams counties |
| WDA9 | Kittitas, Yakima, Klickitat counties |
| WDA10 | Pend Oreille, Ferry, Stevens, Lincoln, Whitman, WallaWalla, Garfield, Columbia, Asotin counties |
| WDA11 | Benton, Franklin counties |
| WDA12 | Spokane County |



CREATIVE COMMUNITY

Bellingham

Situated on a tree-lined body of water with Lummi Island beyond, Whatcom County's largest city is tailor-made for artistic inspiration.

The region is home to six major theaters, a thriving film community, Western Washington University's internationally respected public art collection, and a growing arts district anchored by the Smithsonian affiliated Whatcom Museum of History and Art, Whatcom Symphony Orchestra, and North Sound Youth Symphony. Then there is the music scene, which has generated some of the most groundbreaking musical acts to emerge in the last ten years, including multi-million-album selling group *Death Cab For Cutie*.

The city of 75,000 has more to thank for its thriving arts community than a nice view. Investments from both public and private entities have paved the way for the downtown cultural district and supported the growth of institutions throughout the city.

Last year, the Whatcom Museum opened *Lightcatcher*, an \$18 million 43,000-square-foot LEED certified facility with a 180-foot illuminated façade. The new facility contains a children's

museum, as well as a state-of-the-art interactive gallery.

Recently, the Mount Baker Theatre underwent a major \$9 million overhaul, and increased its show capacity from 65 shows to around 300 each year while partnering with Seattle Theatre Group to bring larger acts through town. And the Pickford Film Center will soon open a new \$3.2 million home, moving from the modest home it has held since 1998 into a renovated historical building with two screens.

Western Washington University and its College for Fine and Performing Arts provide a stream of young artists that keep the local dance, theatre, and visual arts communities awash in fresh talent – as well as 13,500 students who serve as an audience for the artists, local and national, who come through a city that is attracting top tier national acts.

The Lightcatcher building, added to Bellingham's Whatcom Museum in 2009, was designed by Seattle-based Olson Kundig Architects.



ARTIST AT WORK
TACOMA

Jessica Spring

Jessica Spring, the owner and operator of Tacoma's Springtide Press, produces just about anything that a person can crank out of a letterpress: artist books, designs, prints, and bound books, broadsides and ephemera. With the art form coming into yet another renaissance, Spring is busy cranking away at the press, but not too busy to help organize *Wayzgoose*, an annual printers festival – dedicated to St. Bartholomew, the patron saint of bookbinders – that takes place at King's Books in downtown Tacoma every spring. "I love to print with wood type, ornaments and lead type," she says. "I also love to print with unexpected materials." This she's done, using vinyl records, telephone wire, Astroturf – and underpants.

100,000+
creative jobs in the state

Audiosocket

Chances are that you hear the work of Audiosocket every day, at the gym, in your car, on your sofa at home. As a music licensing firm, the Seattle company is responsible for placing music in all sorts of media including video games, TV, new media, and films.

Since 2007, Audiosocket's staff of 11 has been helping independent musicians make a living making their art, racking up a roster of 1,200 artists whose music is disseminated to, and paid for by, global clients like Toyota, Greenpeace, and Intel, as well as the television series *Lost* and stations like Nickelodeon.

"Audiosocket is very selective about the content it delivers to the market place," says director of artist relations and marketing Sarah Hunt. "The company works with artists, bands and composers that are active and creating culturally relevant content. When accepted onto the roster, artists have agents pitching their music to all media platforms."

That roster includes Ellensburg's *Star Anna* and Port Townsend's *New Faces*, as well as Seattle's *Andrea Wittgens*, *Carrie Akre*, *Voyager One*, "Awesome" and *KJ Sawka*.

Audiosocket works to support musicians through a series of community development programs. The company hosts artist showcases, and has sponsored the annual SXSeattle party that showcases local talent at the South by Southwest Music Festival in Austin, Texas. They also provide quarterly artist forums that provide education, information, and resources to help artists with their careers.

Audiosocket grossed almost half a million dollars in 2009, much of which went into the pockets of locals musicians and workers – dollars that then get circulated throughout the region.

(BELOW) ANDREW WAITS; (RIGHT) COURTESY OF THE CITY OF SPOKANE



Spokane



Spokane's Martin Woldson Theater at the Fox underwent a \$31 million renovation in 2007 before reopening as home to the Spokane Symphony.

Spokane – the capital of the Inland Empire – was the hub of rail and shipping in the West around the turn of the twentieth century, but at the beginning of the 21st century its economy is based largely on technology and its culture is flourishing.

The groundwork for this transformation was laid more than 35 years ago with the city's hosting of Expo '74, the World's Fair that reintroduced the world to this charming Eastern Washington town and brought with it an infusion of culture – in the form of international influence and architectural inspiration – and development, including numerous public art installations along the river, the IMAX, as well as the Washington State Pavilion, which has since become the INB Performing Arts Center.

The second stage of the transformation began in 2002 with the development of the Davenport District. Anchored by the historic Davenport Hotel, the 18-block district hosts numerous businesses, four galleries and six performance venues.

A centerpiece of the District,

the Martin Woldson Theater at the Fox, was saved from the wrecking ball and reopened in 2007 after a \$31 million renovation that provided 175 construction jobs for 18 months. Since its reopening, the Fox has contributed \$16 million annually to the economy of the Inland Northwest. It is now home to the Spokane Symphony Orchestra and a spectacular venue for a variety of events.

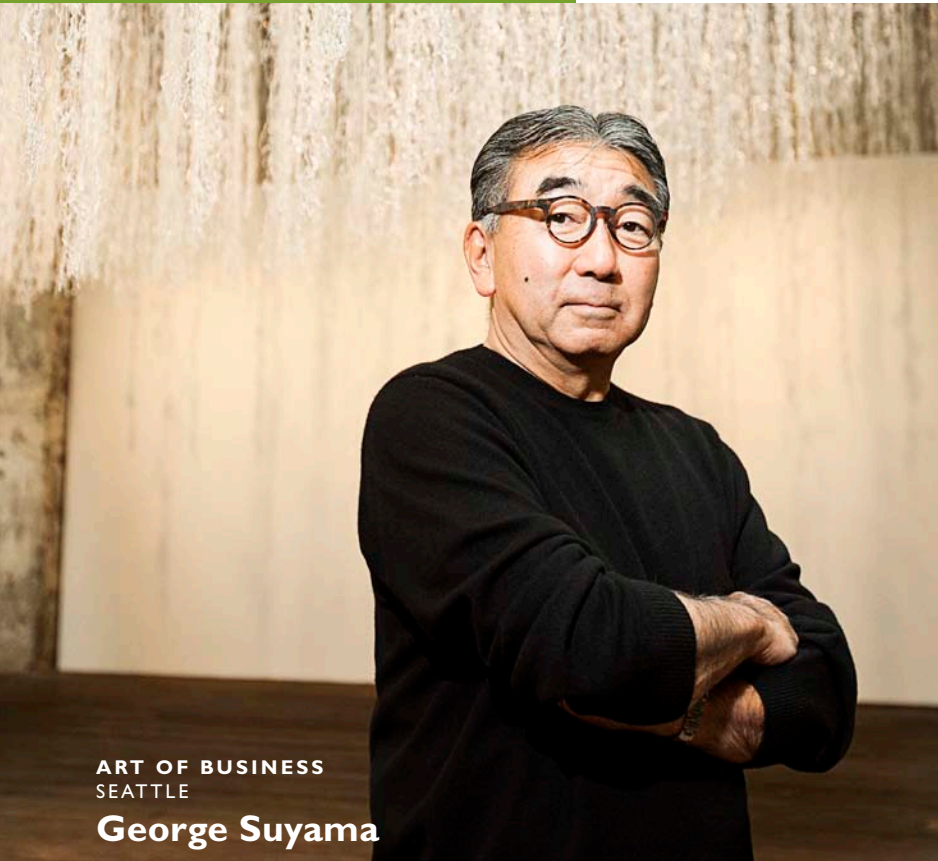
Locals and tourist come, stay, and spend in order to visit the Northwest Museum of Arts and Culture, one of the largest cultural institutions in the Inland Northwest, and local theaters including Interplayers Ensemble and the Spokane Civic Theatre. Monthly First Friday arts events culminate in two major art walks (in February and October).

The community is fully activated during the long days of summer, when 30,000-plus visitors attend the month-long annual Spokane Artfest.



2.5% Increase

in creative occupations from 2006 to 2008



ART OF BUSINESS
SEATTLE
George Suyama

For three decades, George Suyama and his 12 employees at Suyama Peterson Deguchi have had a hand in developing artfully designed residential structures as well as works of public art, a personal passion of the architect's since his days on the Seattle Arts Commission in the '70s. While not an artist himself, Suyama learned from his early mentor Gene Zema the importance of considering Japanese and Northwestern art within his design work. Now, Suyama employs one arts or craftsperson on each project – numbering 20-plus currently – allowing their vision to influence the final design. “We try to find the most craft-oriented people to work on our projects,” he says. “I always believe that made the project stronger.” Suyama also supports artists by putting their work on display at Suyama Space, the gallery housed in the firm's Belltown offices.



ARTIST AT WORK
SPOKANE

Joel Smith

Joel Smith makes his living with words. Most of that living comes from his day job as a reporter for the *Pacific Northwest Inlander* where he covers the arts, culture and government of his city. Where Smith feeds his creative spirit, though, is through his music, in solo performances and as the smart-aleck front man for Spokane five-piece Americana pop band the *Hands of Plenty*. Since releasing his first album in 2003, the young artist has toured his city's clubs and across the country, and earned accolades such as *Spokane 7* magazine's Artist of the Year in 2007. Since then, Smith has continued to report on his community with a critical eye and perform for it with a sharp tongue.

ART OF BUSINESS
WALLA WALLA

Walla Walla Foundry

For thirty years, Walla Walla Foundry has brought some of the world's greatest living artists to Washington, and along with them jobs, tax dollars, hotel stays, and retail sales. It is at this local business that those artists work to make their ideas for large-scale contemporary art a reality.

Mark Anderson, the Foundry's owner, was born and raised in the south Washington community that has in the last 20 years become well-known for its vineyards. Anderson attended the local Whitman College where he studied studio arts and became obsessed with the process of creating large-scale artworks. He went on to apprentice at a local foundry where he helped the owner cast works of Western art. Anderson was more interested in contemporary art, and started the Walla Walla Foundry.

The Foundry started working with artists out of San Francisco and soon received requests from artists on the East Coast, leading to precipitous growth. Now in its 30th year, the foundry employs 46 workers who work mainly on commissions from outside the state. And while many foundries on the West Coast have seen their workload drop considerably during the recent economic climate, the foundry's business has not flagged. Anderson does not advertise to attract artists, but benefits from a reputation for its quality work.

“Luckily the town is more interesting than it was 30 years ago,” he says, laughing. “I have clients visit me here and they all think that Walla Walla is a pretty fine place.”

A selection of Walla Walla Foundry's portfolio populate the business's yard.





The Maryhill Museum of Art's collection will get more room to breathe with a recently-announced expansion.



ART OF BUSINESS FORKS

Dazzled by Twilight

"Hollywood Saves a Small Logging Town." That is the type of headline you would expect to find only in the movies, but it's really happening in the small town of Forks on the Olympic Peninsula. This small logging town, beset by economic hardship even before the 2008 economic crisis, is the setting for *Twilight*, currently one of the most lucrative film franchises. With such fame has come innumerable tourists, mostly teenaged girls and their families looking for magic where mortal Bella and vampire Edward fell in love.

In late 2008, the day after the first film in the franchise opened, Annette Root opened up *Dazzled by Twilight* in Forks and gave those wandering vampire fans a place to call home. Open seven days a week, *Dazzled* sells *Twilight* books, movie memorabilia, and handmade items created by fans of the show. The shop also offers three tours – *Breaking Dawn*, *Volturi*, and *Twilight* – for \$40 each.

Root has since opened a second location in Port Angeles. The shops now employ 50 people, with plans to add 15 more during the busy summer season. The store's success has aided the small town in a time of economic distress, and contributes in other ways to the region's prosperity. Explains Root, "We routinely provide donations to local causes, the scholarship auction, local derby car entrants, and the high school and extracurricular sports teams seeking sponsorships."

CREATIVE COMMUNITY

Goldendale

When the public was welcomed inside the Maryhill Museum of Art near Goldendale in 1940, it was privy to works of art that rivaled those in the finest urban museums in America, including a collection of 75 works by French sculptor Auguste Rodin – the world's largest – and featuring the artist's most famous work, *The Thinker*.

Since then, the museum, which boasts a stunning view of the Columbia River, has attracted tourists by bus, car, camper, and bicycle – bringing their curiosity, as well as money to spend. Nearby Goldendale is a benefactor of both, an active rural community of 3,800 that is home to the Golden Art Gallery. Started in 2004 by a local arts guild, the non-profit gallery serves to educate young artists, organize arts

events, and promote the works of local artists, from glassworkers to fine art painters, jewelers, sculptors, glassworkers, photographers and muralists.

Sixty years after wowing those first discerning crowds, the Maryhill Museum of Art continues to break new ground – literally and figuratively – with creative and innovative 21st Century planning. The Museum has recently entered into a unique agreement with Windy Point Partners to site 15 wind turbines on the eastern end of the museum's 5,300 acres nestled in this corner of Washington state. The relationship is anticipated to generate more than \$100,000 in revenue for the museum each year. According to The American Wind Energy Association, this is the first wind energy project in the United States to generate revenues for a nonprofit museum.

\$200 Million

earned by book and
record retailers

7 percent greater than the national average

CREATIVE VITALITY

In Washington State
2010 Update

The Washington State Arts Commission *advances and supports arts and culture in Washington State through leadership, knowledge, funding, and resources that build participation in and access to the arts. We improve community vitality, aesthetics, and education by supporting high quality arts and arts education endeavors.*

More information about our programs and digital versions of this booklet, and the complete Creative Vitality Index research report, are available on our website at www.arts.wa.gov.



NATE WATTERS

A packed house greets Scottish pop group Belle & Sebastian at Seattle's Benaroya Hall for the opening night of the inaugural City Arts Fest on October 21, 2010. The four-day festival, conceived and programmed by the staff of *City Arts* magazine, took place in twenty-one venues throughout the city and featured more than thirty events that brought musicians, authors, dancers, actors and artists of all types together to celebrate the opening of the indoor arts season. The festival brought more than 20,000 arts patrons into Seattle's downtown core for the weekend and garnered praise from media across the nation.