

Creative Vitality Index Final Report - Allied Arts of Whatcom County

should be **no more than 2-3 pages**, and answer the following seven questions:

1. What were the key goals and/or intended outcomes of your CVI Pilot Project?

Whatcom County Arts Planning and Promotion Initiative will define our creative community and apply the data to three different community based projects.

1. Incorporate **data to the 2013 My Downtown Bellingham Master Revitalization Plan**

Goal: The ability to initiate planning for the City Center based on credible data. Thus being able to play to strengths and improve weaknesses. The local surveys conducted last year, emphasize the importance of the arts to the community – this data will help to verify the economic significance!

2. Create **materials for promoting/ advocating for the arts** in our region such as a Power Point presentation, and brochures to be distributed through our Cultural Council

Goal: The creation of tools to provide arts supporters/organizations in which to promote and sustain our vibrant arts community. There are a number of projects that can benefit for is data in the community.

3. Produce **placards to be displayed the windows** of Downtown Bellingham vacant spaces as part of the Temporary Storefront Exhibit Program - advance the concept of the creative economy in our community.

Goal: A large format printed presentation highlighting the communities involvement in the arts and the economic significance in order to spur on involvements and discussion. These displays have been a great way to get the word out about arts issues!

2. How did you use the CVI data? Please provide at least one “data story” that can be shared – for example, about a data point that helped you make a case or contributed to an analysis.

The data was used by the City of Bellingham Arts Commission in there letter to the Waterfront Development Committee requesting that the committee remember to consider Public Art and our creative community in future development plans.

3. How successful were you in meeting your goal(s), and what were the actual outcomes? What were the key elements of your success? Key challenges?

We used the current data to create an new 4 page color “Art Means Business in Whatcom County” that cites the economic inpackt of the arts on our

community. From that research we created a 10 slide Power Point, a Top 10 things card and Poster with key highlights.

4. As a result of your efforts this year, do you believe there will be any lasting impact

New this year -We have presented this information to the Allied Arts Board, Tourism Commission, Bellingham Arts Commission and the Ferndale Arts Commission. The community has requested over 200 copies of the brochure and it has gone out to our 2,100 person e-mail list digitally. Numerous groups have asked for the data for grant writing and project proposals including a new music school and performance theater.

5. Who were the key partners for your project, and how successful was the partnership?

Our key partners were the City of Bellingham, Bellingham Tourism Commission, Bellingham Arts Commission and the Bellingham Whatcom County Tourism Bureau. All organizations are now incorporating the data into their presentations! Alex Wiley , president of the Arts Commission has been a huge advocate and is helping to spread the word about the significance of the program.

6. At this point in time, which of the following best describes your expectations for this partnership: Likely to maintain at about the same level as this year; likely to expand and add more partners; likely to dissolve the partnership.

Our community is hungry for more data. We are currently trying to convince the City of Bellingham that they should allow public spaces to become a music school and another to be a performance venue. This type of data is crucial to our efforts. It will be even more important as the development of our 201 acre waterfront commences in ensuring that the arts are well represented in the planning.

7. Please attach one to three photos with captions that best depict your project.