

Renton Municipal Arts Commission
CVI Final Report
June 25, 2013

The City of Renton's Council adopted in 2010 Renton's Arts & Culture Master Plan. This Plan was developed by the Renton Municipal Arts Commission (RMAC) in collaboration with the broader arts and culture community and business community. Unfortunately, resources were not available to provide in-depth information about creative businesses. The CVI Pilot Project allowed RMAC to gather information and learn more about the breadth and depth of creative businesses in the City.

1. What were the key goals and/or intended outcomes of your CVI Pilot Project?
Our goals were to increase the understanding and awareness of the impact of creative enterprises by compiling CVI data in collaboration with a steering committee including the business, education and non-profit arts communities; identify opportunities to build upon it; and develop tools to advocate for and communicate the impact.
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 CVI data provided us a starting place to gather information from other sources such as the City's business license database. Once we realized that an index # was not achievable for Renton (because the information wasn't at the City level but rather at the County), we decided to expand the definitions of "creative employees" to include additional high tech companies and other categories. For instance, Wizards of the Coast is located in Renton but their NAICS code lists them as a "Toy and Hobby Goods and Supplies Merchant Wholesalers." We were unsure if the CVI data captured our largest creative employer so we relied on our data.

The CVI zip code data for Renton was helpful in guiding our research. The data included:
Individual artist sales (\$9M+)
Musical instrument sales (\$724k)
Theatre companies (\$1.4M+)
Photographers – 886 jobs

This information, combined with our business license database information, resulted in the committee selecting 3 focus group areas: Technology, STEAM and Home occupation businesses.

The initial analysis started a conversation from a local photographer that offered to provide free workshops to home occupation business owners interested in the photography business.

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 were unable to complete the focus groups as proposed due mainly to committee changes. We had some great conversation within the committee about information discovered and how to build relationships. We had great discussions with the marketing consultant for the City to determine how to incorporate the results in a broader marketing message.

4. As a result of your efforts this year, do you believe there will be any lasting impact in your community? With project partners? Why or why not?

When we complete our project, we expect that additional businesses will be engaged in conversation to help develop policies to support creative businesses. We will also explore business recruitment opportunities.

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

We anticipated that key partners would be Renton Chamber of Commerce, Renton Technical College, Renton History Museum and local businesses. In addition, staff members from the City's Community & Economic Development Department served on the committee. Unfortunately, members of the original committee changed over time due to 3 changes of jobs, a death, and a pre-mature baby.

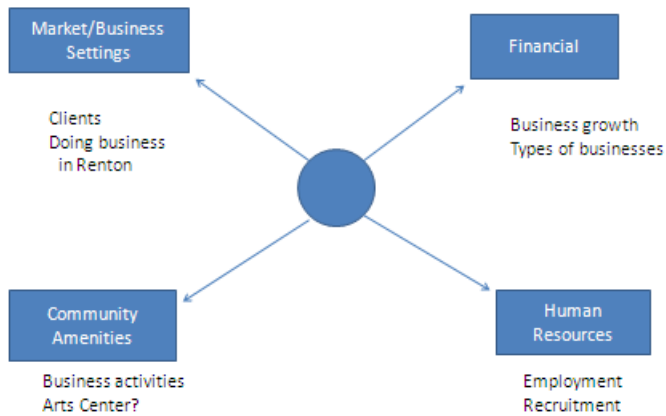
Despite these challenges, recent interest in the project has been expressed by the new Chamber Board of Directors President and a new Arts Commissioner. We anticipate that the focus groups will be more successful due to the connections, expertise and desire to connect with these businesses as well.

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.

I believe the partnerships created are likely to expand and add more partners.

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

Macro-view of data to be collected by Focus Groups



This summarizes the result of information gathered from focus groups.



This image shows some of the creative industries that we want to better connect.