

Clark County CVI Pilot Project Final Report

Key goals and/or intended outcomes

The goals of the project were to create presentation materials incorporating CVI data to communicate with community leaders about the creative economy in Clark County. Our intent was to use the CVI to access local financial data to help us understand the arts place within the economy of the region, and to be able to communicate those figures.

Using the CVI

We incorporated data on sales, revenues and jobs in graphs and in the narrative of presentations. We were surprised by some of our findings. The musical instrument and supplies sales had an index of 1.4, exceeding the national average by 40%, and also surpassed the state average by 26%. We had some knowledge of our love of music through our award winning musical groups in the high schools and the local community college. This finding gives us a different perspective with \$12.90 per capita spent in 2011.

It was not surprising to learn that our performing arts participation is only 20% of the national average, and 26% of the state average. We have become increasingly aware of the lack of affordable venues for theater, dance and music groups to rehearse and perform.

Meeting our goals

There were challenges at first to understand the CVI and corral data. We had to get a handle on the language of the arts economy that a broad spectrum of community leaders and arts advocates could understand and use. We had to identify the artists, writers and performers who make up our arts community to get individual stories. Supporting data is now contained in binders and computer files for continued research. We are able to use the data to introduce the concept of the “Creative Economy” in ways to reach a wide audience. An unexpected consequence was the building of our awareness of more individuals and groups in our community that make up the fabric of our culture. We can tell our stories, and have a vehicle to demonstrate them.

Our goal to create a brochure and Power Point presentations has been met and a plan for distribution is prepared and underway. We will have the report available online at the Arts of Clark County and the Clark County Arts Commission web sites.

Lasting impact

With each presentation it is obvious that there is a desire for an objective measure of the arts impact on the economy. The Clark County Arts Commission and the Arts of Clark County are barely 3 years old. We partnered to put on the successful Clark County Arts and Culture Summit for 120 arts advocates in 2012, and with the CVI Pilot Project partnership we are expanding our reach in the community. We are confident these presentations will lead to new projects and partnerships with other organizations. Members of the team worked together to streamline the message and tell our stories. The result, [The Arts Economy in Clark County](#), is our report to our community.

Thanks

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