Evolve data management and strategic insight at the Washington State Arts Commission

Advance agency efficiency and surface economic insights through a secure CRM solution.

Operating Budget Request

FY25	**$888,998.01**
FY26	**$225,811.97**

Fully funded
in the Governor's budget

Customer Relationship Management (CRM) software solutions transform the way people work. **Workforces across the world rely on CRM solutions for efficient and secure data management.** They centralize data and surface insights about reach and impact.

The problem: a system with no solution

ArtsWA does not have a formal CRM solution. As a result, the agency has no centralized location for constituent data that is accessible by staff members across teams.

ArtsWA needs a secure, proven system for managing constituent data. In addition to improved workflows, a CRM system will surface insights to guide agency focus and strategy.

In FY22, the Washington Legislature approved funding for a CRM feasibility study. This study estimated that **a CRM could cut labor costs at ArtsWA by approximately 50%**—saving over $170,000 per year. With this increased capacity, the organization can grow with technology instead of labor costs.

ArtsWA stands ready to start the next critical phases of this project as soon as funding is approved.

What does this fund?

ArtsWA will use these monies to:

- **Configure the CRM software**
- **Hire a Data Specialist** to manage the system
- **Purchase licenses** to cover all users at the agency
- **Implement project management,** organizational change management, and OCIO-required quality assurance
- **Upgrade the State Art Collection database**

The Washington Legislature has already invested funding toward this project through the feasibility study. **OCIO ranked this request at number 14** (out of 137) in its FY24 list of IT projects recommended for full funding.

The investment

If funded, Washington State will **usher in a new era of efficiency at ArtsWA and surface critical information about the creative economy,** saving taxpayer dollars and advancing strategy.

Photographs © Adobe stock.

ARTSWA

Karen Hanan, Executive Director | 360-252-9976 | karen.hanan@arts.wa.gov