

Work Group Name: Spokane Arts Commission
Department Name: Arts Department
Division Name: Economic Development Division

Mission Statement: “The Spokane Arts Commissions mission is to promote and enhance the quality, accessibility and presence of the arts in Spokane.”

Customer: The Spokane Arts Commission serves the arts organizations, arts businesses, artists, and arts audience including visitors to Spokane and citizens of all ages.

Products or Services provided: 1.) promote the arts through www.spokanearts.org and collateral marketing materials and to assist where possible in tourism marketing efforts as relate to the arts so that people know what’s going on during a Saturday night; so that tourists come to Spokane arts activities; and so that people know about the arts opportunities for their kids, 2.) select, maintain and promote the Chase Gallery exhibitions and programs and to participate where possible in First Fridays, Visual Arts Tour and community events so that the arts audience can participate, to bring people to the community to see art, eat out, and have fun in downtown and neighborhoods, 3.) select and maintain public art through the Percent for Art Program and through private contributions and to assist others in art acquisition for the public spaces in Spokane so that the legacy of public art continues to improve the appearance of Spokane as an interesting, stimulating and destination place, 4.) support the Mayor’s Film Initiative and the continued development of the film industry in Spokane so that films will be made in Spokane, so that the image of Spokane is enhanced and promoted and to provide work opportunities for Spokane film and arts professionals, 5.) act as a clearinghouse for arts issues in Spokane and region so that the arts directory and other resource materials are available, to prevent duplication of efforts and to encourage collaboration!

SWOT:

Strengths: experienced, talented and capable staff; strong volunteer leadership and committed “worker-bee” volunteers; strong Arts Commissioners and arts organization leadership; www.spokanearts.org and marketing materials which have repeatedly been recognized by the Spokane Ad Fed, Chamber and other groups for their design and value; public art collection which is recognized as being one of the best in the state and region; good relationships with regional arts organizations, press, and community groups; wide variety of arts activities, performances and festivals to promote.

Weaknesses: a bureaucracy that does not value the arts generally or the department specifically; lack of local funding to match federal grants and other leveraged funds; lack of ongoing support undermines ability to garner greater support in the community; inadequate staff to meet customer service demands in person and through electronic media; lack of dedicated funding sources leads to continual struggle for position within the general fund; continuous retraining of volunteers and temporary help; bureaucracy can and does re-direct focus with changing political priorities.

Opportunities: ability to build on existing website, arts directory and marketing materials to create more on-line presence for arts organizations and for individual artists to “export” their art work and their talents; matching funds could be sought from federal grants and other sources if we had more funding from the City of Spokane; ability to garner partnerships and collaboration with arts organizations, arts businesses and other partnerships with groups like the Convention and Visitors Bureau, Downtown Partnership and others; new arts assets such as the Fox Theatre and new arts businesses allow for “new inventory” of arts activities and tourism opportunities; new development near to downtown could offer opportunities for developing arts businesses and artist housing especially in the U-District; a chance to re-memorize the serenity prayer daily as we struggle with the things we cannot control.

Threats: dependent on sole staff member and volunteers; no cross training or support staff – if something happens to the sole staff member everything is delayed, derailed or stops; new responsibilities without additional resources; changing political climate; budget shortfalls; lack of diversification of funding sources causes instability.

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Critical Success Factors: 1.) dedicated staff with thorough knowledge of all the arts disciplines, arts organizations, arts businesses and artists of Spokane; 2.) accurate and timely information about the arts and arts events in Spokane; 3.) sufficient support to create the program and leverage resources to be successful; 4.) strong volunteer and community organization support.

Departmental Goals: 1.) promote and enhance the presence of the arts in Spokane; 2.) increase accessibility to the arts in Spokane; 3.) strengthen links among arts organizations, artists, and community (Quality of Life) 4.) maintain city's art assets; 5.) manage the creation, maintenance, and promotion art in public places ; 5.) participate as an active partner in economic development and in efforts to enhance Spokane as a unique destination city; 6.) figure out what the Matrix recommendation means and if it is feasible or appropriate to implement.

Departmental Strategies:

- 1. Promote the arts through www.spokanearts.org and collateral marketing materials**
 - a. Work with BHW1 and MIS to re-design the databases that support the site and the arts directory: By 12/31/07
 - b. Re-design website as needed to accommodate the above: By 01/08
 - c. Reprint Performing Arts Guide and distribute: By 5/31/07
 - d. Update Arts Directory on the website: By 9/30/07)
 - e. Re-design and reprint Sculpture Walk Brochure and distribute: By 5/31/07
 - f. Work with BHW1 to create fall arts promo: By 08/25/07
 - g. Create script for monthly arts program on Channel 5: ongoing
 - h. Update website events: ongoing
 - i. Participate in Davenport District Marketing Committee: ongoing
 - j. Create script for ClearChannel Arts Program: quarterly
 - k. Write promo for Spokane C'DA Living: bi-monthly)
 - l. Set up speakers bureau and schedule speaking for Economic Impacts for the Arts – Leadership Spokane (May), Greater Spokane Incorporated (Fall), Eastern Washington University (Fall), Rotary and Kiwanas
 - m. Arts Information table at First Friday, Season Preview and Inland Crafts
 - n. Arts email newsletter and other communication activities (ongoing)
- 2. Select, maintain and promote the Chase Gallery exhibitions and programs.**
 - a. Participate where possible in First Fridays, Visual Arts Tour and community events
 - b. Curate, install, promote exhibitions in the Chase Gallery
 - i. Kim Kopp, July 10 – August 31, 2007, Reception, August 3, 5 to 8 p.m.
 - ii. Rick Singer, September 6 – October 26, 2007, Reception, October 5, 5 to 8 p.m.
 - iii. Jane Orleman, November 2-December 28, 2007. Reception: Nov. 2, 5-8p.m.
 - iv. Fabric: Sally Chang and Debbie Mumm, January-February 2008.
 - v. Sculpture: Miles Pepper, March-April 2008.
 - vi. Palouse: Katherine Nelson and William Turner, May-June 2008.
 - vii. Sally Machlis and Todd Volz, July - August 2008. Artist reception to be announced.
 - viii. Stephen Chalmers, September - October 2008. Artist reception to be announced.
 - c. Work on Visual Arts Tour (October 2007 and February 2008)
 - d. Work on improvements to First Friday with Inlander and DSP: By 07/01/07
 - e. Complete art selection for 2008 Exhibition Season: By 08/31/07

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- 3. Select and maintain public art acquired through the Percent for Art Program and through private contributions**
 - a. Complete Tom Quinn Mural at the Airport (by 12/31/07) including promo and dedication event
 - b. Complete Ken Yuhasz sculpture at Airport (by 12/31/07) including promo and dedication event
 - c. Complete contracts and planning for Louise Kodis's Art for Airport: By 12/31/07
 - d. Complete contracts and planning for Steve Adams Art for Airport: By 12/31/07
 - e. Find location, design installation and promotion for Govedare sculpture in Chief Garry Park: By 8/31/08
 - f. Support to Nettleton's Addition Art Project: ongoing
 - g. Condition reports for art work: By 10/31/07
 - h. Make recommendations for art repairs and seek funding – Veteran's memorial (by 8/31/07); art cleaning By: 8/31/07
 - i. Mural repairs: By 07/31/07 - Done
 - j. Planning for Veteran's Memorial and other future public art projects including the Boy Scout sculpture: By as needed
 - k. Work to reorganize the Sister City exhibition case and clean the objects: By 10/31/07
- 4. Support the continued development of the film industry**
 - a. Work to revise film website as part of redesign of www.spokanearts.org: By 12/31/07
 - b. Film policy updates: By 12/31/07
- 5. Act as a clearinghouse for arts issues in Spokane and region**
 - a. Leg Affairs Committee for Washington State Arts Alliance: ongoing
 - b. Arts Day Participation for Eastern Washington: By 02/15/08
 - c. Support the renaming of the Bing Crosby Theatre: ongoing
 - d. Support to the Fox and opening activities: By through 2007
 - e. Arts Awards (by 10/31/07) selection and event
 - f. Training workshops for arts organizations: By 03/30/08
- 6. Work to leverage funding**
 - a. Grant application to National Endowment for the Arts: By 9/07
 - b. Grant application to Washington State Arts Commission: Done
 - c. Final reports to WSAC (by 6/30/08) and to Inland Northwest Community Foundation: Done
 - d. Ask for sponsors for marketing materials and Lodging Tax Funding: By 12/31/07
- 7. Other Stuff to create a functioning organization**
 - a. Board Member recruitment, training, and support: ongoing
 - b. Volunteer recruitment, training and support: ongoing
 - c. Volunteer recognition activity: annual event
 - d. Work with Arts Commission to work on legislative issues & other community support both financial and in-kind: ongoing