



Creative Vitality Index Report to ArtsWA July 18, 2014

Our Goals...

1. Discover ways we excel economically through the arts

State-Wide

- ◆ 3rd highest CVI in State
- ◆ 2nd highest Nonprofit Index in State
- ◆ Highest Arts-Active Index in State

Comparison of 8 counties in Washington with similar populations

- ◆ Highest Art Galleries & Individual Artists Index
- ◆ Highest Independent Artists, Writers, and Performers Index

Comparison of 7 Regions in the West that self-identify as "arts communities"

- 2nd highest CVI
- Highest revenue of Arts-Active Organizations
- 2nd highest Index for Art Galleries & Individual Artists Index

2. Discover collaborations that exist and how we can expand upon them

- ◆ CVI Partners: Fort Worden Public Development Authority, Centrum, the Port Townsend Main Street Program, City Lodging and Tax Advisory Committee, Key City Public Theatre
- ◆ Presentations to: Individual artists' focus group and LTAC. Scheduled presentations in July-August to City Council, Jefferson County Chamber of Commerce, Port Townsend City Director of Marketing

3. Create "story lines" for artists, arts and arts-related organizations for grant writing and promotion.

- ◆ We are sharing CVI "good news" data with artists, gallery owners, government entities and arts organizations.
- ◆ Through our presentations/community conversations, we are gathering stories and suggested strategies.

4. Identify opportunities for county-wide promotion of the arts

Our process to date has been Port Townsend-centered. Over the next few months, we will expand our community presentations and conversations to artists and organizations in other parts of the county. Should we receive a second CVI grant, we will approach our county research as Phase II of our project.



Jefferson County's natural beauty, creative daring, and civic-minded people are sustaining forces for me as an artist, despite economic challenges."

- Response from a survey of individual artists in Jefferson County, June, 2014



Would the CVI data confirm that Port Townsend is indeed an Arts Community as advertised on the welcome sign at the entrance to the city? The data indicates that Jefferson County has the 3rd highest overall CVI score in Washington State. In comparison to seven counties with similar populations, our Art Galleries & Individual Artists Index and Independent Artists, Writers, and Performers index are highest among those the counties.



The Port Townsend Wooden Boat Festival is one of many annual local festivals that contribute to the arts economy of Jefferson County.

Our Partners: Working Together to Enhance the Creative Vitality of Jefferson County

Our partner organizations were active in all phases of our process, including: framing the questions we wanted to ask of the data, critiquing power point presentations, organizing the artists' focus group, assisting with presentations and reports, and deciding how and with whom to share our findings. The foundation staff and board are confident that the partnerships will continue and expand to other organizations as we continue presentations and community conversations within Port Townsend and throughout the county.

The Fort Worden Public Development Authority is managing Fort Worden with the goal to create a life-long learning and arts center. Internationally known Centrum is located at Fort Worden. The Port Townsend Main Street Program, Key City Public Theatre and the City Lodging and Tax Advisory Committee are all invested in promoting the arts through support of one another's strategic and marketing plans. All partners are committed to extending CVI presentations to interested organizations outside of the city so that any activities/projects that emerge through our process reflect the strengths, challenges, and potential for the arts community throughout the county.



Centrum offers many summer arts classes for youth, including its “Dance This” program.



The Fort Worden Public Development Authority is developing a life-long learning and arts center at Fort Worden.

Key City Public Theatre plays an important role in the arts economy of Jefferson County, serving nearly 13,000 patrons per year, 30% drawn from outside the county. Over 800 area students take part in its Youth Education Program each year, and its summer outdoor theatre performances are favorites among local theatre fans.



The Port Townsend Main Street Program's strategic

plan includes the development of an Arts and Entertainment district for Port Townsend. “We anticipate that the information from the Creative Vitality Index will be a useful tool for background information, grant applications, and reinforcement of the value and positive impact of the arts in our community,. The CVI will help us build the arts economy in meaningful ways in the years ahead,” says Executive Director Mari Mullen.



“ **The CVI will help us build the arts economy in meaningful ways in the years ahead.**”

Our Mentor: San Juan

	CVI	Arts. Org	Arts-Active	Artist & Gallery	Ind. Artists, Writers, Performers
JeffCo	1.49	3.67	2.65	1.22	1.09
San Juan	2.342	2.15	1.99	3.31	2.49



San Juan County is using the CVI data to coordinate arts promotion and activities throughout the county's islands.

The islands' beauty and arts activities attract tourists. The high income of the residents contributes to the county's economic vitality.

Jefferson County and San Juan County: Many Similarities

Jefferson County has many of the same attractions as San Juan County, including strong tourism and cooperative art gallery promotions. We will continue our conversations with the San Juan Arts Council to dig deeper into the reasons for their success in drawing tourists and organizing island-wide studio tours.

Our Challenges and Plans for Future Use of CVI Data:

- ⇒ **Distinguishing between Port Townsend and other regions of the county :**
Once we have access to the new CVI data which will allow us to break down the data by zip code, the data will be more useful in creating a marketing plan, creating "story lines" for arts organizations, and expanding collaborations that will reflect and promote the arts economy for the entire county.
- ⇒ **Conducting a "Gap Analysis":** Through mining the CVI data, we are able to identify many strengths as an arts community. We now need to discover, through continued research and collaborations, how we can build on our success and strategize together to increase the economic impact of the arts in Jefferson County.
- ⇒ **Responding to the synergy emerging as a result of the CVI presentations:**
The Port Townsend City Manager has requested that our CVI committee recommend policies and/or goals for development and promotion of the arts to present to the City Council. The foundation is receiving phone calls from arts organizations and individuals who want to be part of our research and conversations. An emerging challenge for our CVI Committee will be to prioritize our goals and activities as we move forward.

Why San Juan's High Index for Artist & Gallery and Independent Artist, Writers & Performers Sales?

- ◆ High income in the community
- ◆ High tourism: beauty and regular ferry service from metro areas
- ◆ High number of artists per capita
- ◆ Annual studio tours on each large island (Labor Day weekend, 300-400 people/per day. Estimated sales: \$100,000)
- ◆ Several long-standing cooperative galleries.

What would increase the profile and income of our local artists?

- ◆ Annual Arts Festival with adjudication
 - ◆ An Arts Institute
 - ◆ Studio Tour Map
 - ◆ Artist's website
 - ◆ County-wide marketing plan
 - ◆ Lower rental spaces for artists
 - ◆ An artists' website with funding to maintain it
- Responses from artists' survey, June, 2014



Jefferson County Community Foundation now self-identifies as an arts-related organization, a new understanding of our role in contributing to the arts economy in our county. Our Fund for Women and Girls' Wearable Arts Show raised \$28,000 for the fund in 2014.