



APPENDIX B

BEST PRACTICES RESOURCES AND RESEARCH

INTRODUCTION

In order to inform the arts and cultural plan with the experiences of regions, counties, and cities around the country, the consultants selected several general topic areas for the best practices research. The selections were based on the outcomes of the fact-finding conducted earlier in the planning process. Three areas stood out as particularly important in Pierce County, including:

- ➔ Advocacy and information sharing networks
- ➔ Building infrastructure to support local arts commissions in the county
- ➔ Coordination for arts learning and engagement.

The consultants looked at regions, counties, or cities that had relevant programs, even though in most cases those areas had characteristics that were not directly comparable to Pierce County. In this case, we believe that there is much to learn at the programmatic level. The communities explored included:

- ➔ Boulder County, Colorado
- ➔ Broward County, Florida
- ➔ Clackamas County, Oregon
- ➔ Community Partnership for Arts and Culture (Cleveland, Ohio)
- ➔ Cultural Alliance of Greater Birmingham (Alabama).
- ➔ Fulton County, Georgia
- ➔ Greater Philadelphia (Pennsylvania) Arts Alliance
- ➔ King County, Washington
- ➔ Los Angeles County, California
- ➔ Portland (Multnomah County), Oregon.

In this appendix, the consultants present additional information on the topics listed above. The information has informed but does not appear in the body of the cultural planning report. The experiences and programs of these other communities can provide guidance as Pierce County's arts and cultural sector continues to advance the goals and strategies of this



plan. When possible web links (current at the time this report was written) are provided for access to additional information.

ADVOCACY AND INFORMATION SHARING NETWORKS

CREATIVE ARTS NETWORK IN PORTLAND, OREGON REGION

<http://theartscan.org/>

The Creative Advocacy Network (CAN) is a 501(c)3 organization established to mobilize the Portland Metropolitan Region in support of a new public fund for the arts and engage the region's elected, arts, education and business leaders in readying this proposed funding package for the ballot in November 2010 or beyond.

In 2008, a region-wide wide planning process engaged 1,500 leaders in developing a Creative Action Plan for the Portland Metropolitan Area called Act for Art. This vision for the future of the arts and culture in the region identified the need for a new \$15-\$20 million dedicated annual fund for the arts and arts education. The Creative Advocacy Network (CAN) was established in 2008 to make this goal a reality. To learn more about the recommendations in Act for Art, download the 2008 Creative Action Plan in its entirety at this address, <http://www.racc.org/advocacy/act-art>.

BOULDER COUNTY (CO) ARTS ALLIANCE

http://www.bouldercountyarts.org/about_story

The Boulder County Arts Alliance educates, supports and promotes artists and cultural organizations throughout Boulder County. It provides money, time, expertise, and opportunities to the arts and cultural community; facilitates communication and cooperation among artists, audiences, and art agencies; and acts as an advocate for arts and culture.

Over the years, its programs and services have expanded to include an extensive membership benefits program that offers employment opportunity notices; discounts on goods, services, classes, and performance tickets throughout the county; arts business workshops; and fiscal agency. Its grants program includes:

- ➔ Grants of \$1,000 for individual and organization projects
- ➔ Fellowships of \$1,000 are awarded each year in different disciplines
- ➔ An award of \$1,000 presented to one representational painter each year
- ➔ A \$500 mini-grant program administered two times per year to help emerging individual artists and small arts organizations cover project or equipment costs



CLACKAMAS COUNTY (OR) ARTS ALLIANCE

<http://www.clackamasartsalliance.org/about.htm>

In 1994 the Board of County Commissioners appointed 14 volunteers to a citizen advisory board known as the Arts Action Alliance of Clackamas County. The Alliance's original scope was focused on arts advocacy exclusively and a single staff assistant provided part-time coordination to the board. In 1999, the Arts Helpline was launched to provide information and resources to artists, organizations and interested citizens. The Helpline uncovered unmet needs in the County arts community and by 2002, new services were developed, including art exhibits in public buildings that provide opportunity for emerging artists; mentorships offer customized training and consulting to organizations; and meetings were convened to bring people together around common interests.

In 2006 the Arts Alliance joined with Tourism to create the County's Department of Tourism and Cultural Affairs. The synergies of this connection have created many opportunities for cultural tourism strategies, advancing our advocacy campaign. The Arts Alliance's long-standing commitment to increasing art access in Clackamas County was raised to a new level in 2007, when County Commissioners approved a Three-Year Master Plan for siting art projects in parks, plazas and other public places countywide.

BERKSHIRE COUNTY (MA) CREATIVE

<http://berkshirecreative.org/2010/02/10/mark-your-calendars-for-sparkettes/>

The mission of Berkshire Creative is to stimulate new job growth and economic opportunity in the region by sparking innovative collaborations between artists, designers, cultural institutions and businesses. Berkshire Creative and its partners have developed, implemented, and collaborated on many initiatives to support the growth of the creative industry: making connections, growing jobs, and creating economic opportunity.

A recent initiative is SPARK, which includes SPARKette networking events for industry clusters within the creative economy. SPARKettes are an opportunity for colleagues in an industry cluster to meet and connect at a scaled down, focused networking event. Participants may be part of one of the clusters, seeking services from them, or are just interested in learning more about a particular group. Monthly meetings are held in various locations with a different industry cluster addressed each month, such as visual media (publishers, printers, writers, photographers, graphic designers, web designers, publicists, marketers); culture and heritage (museums, theatres, theatre companies, garden museums, historic homes, libraries, heritage preservation); film and media (film, animation, new media, and supporting industries); entrepreneurs and small business (small business owners, entrepreneurs, sole proprietors, freelance professionals); education (museum educators, public and private school teachers, school administrators); or housing support (interior design, landscape architects, architects, builders, home product designers/makers, real estate agents).



BUILDING INFRASTRUCTURE TO SUPPORT LOCAL ARTS COMMISSIONS IN THE COUNTY

LOS ANGELES COUNTY ARTS COMMISSION'S MUNICIPAL CULTURAL PLANNING PROGRAM

<http://www.lacountyarts.org/internet/inttv.htm>

In 2006 and 2007, the Los Angeles County Arts Commission received grants from the National Endowment for the Arts and the L.A. County Quality and Productivity Commission's Productivity Investment Fund to implement an initiative to support five municipalities in creating a municipal cultural plan. A strong cultural plan is a valuable tool that builds community consensus, maximizes cultural assets, and resolves specific cultural/neighborhood development issues.

FULTON COUNTY (GA) ARTS COUNCIL'S COMMUNITY CULTURAL DEVELOPMENT PROGRAM

<http://www.fultonarts.org/programs/community-programming/community-cultural-planning>

In 1979, the Fulton County Board of Commissioners created the Fulton County Arts Council to enhance the quality of life of its constituents. As the mechanism through which the County funds cultural programs and services offered by nonprofit arts organizations, the Fulton County Arts Council (FCAC) is both partner and catalyst in developing new arts opportunities in Fulton County.

The FCAC also supports programs which ensure broad access to the arts in the county's ten municipalities and unincorporated areas, and in schools, senior centers, summer camps and neighborhood locations. The 15-member Council, appointed by the Board of Commissioners, advises the Board on arts and cultural related policy; each commissioner appoints two members for two-year rotating terms.

Through the Community Cultural Development program, the Arts Council partners with Fulton County municipalities to develop strategies for increasing arts opportunities and resources countywide. Based on fact-finding and community consensus, the Arts Council guides each municipality and its civic leaders through a systematic process, creating a unique "cultural blueprint" for the respective community.

Thus far the Council has created plans for the municipalities of Alpharetta, Roswell and East Point. This program also supports other municipal planning initiatives including: feasibility studies for specific planning districts (e.g., the Cultural District Study for Downtown Atlanta) and facility assessments related to the arts.



LOS ANGELES COUNTY ARTS COMMISSION'S FORUMS FOR ARTS COMMISSIONERS

http://www.lacountyarts.org/internl_inttv.htm

Each of the County's 88 municipalities approaches the arts and cultural needs of its residents in different ways based on the community's broader needs and their city governmental structure. In 2005, the Arts Commission surveyed municipalities, hosted a meeting of staff representatives of 23 cities, and convened its first-ever forum for municipal arts commissioners. These three activities provided an in-depth picture of the challenges faced in funding, advocacy, and governance.

In 2005, the Arts Commission hosted the first Countywide Arts Commissioner Forum, designed to bring arts commissioners and their staff from throughout the county to discuss common issues, challenges, and to inform arts commissioners with information about their role and how they can be most effective. Through a series of panels and breakout sessions, participants learn about various topics including cultural planning, public art, arts education, and anything goes (a session where commissioners can discuss various issues), as well as gain advice from professionals and seasoned commissioners.

GREATER PHILADELPHIA CULTURAL ALLIANCE'S ENGAGE 2020 LEADERSHIP

<http://www.philaculture.org/programs/engage2020leadership>

The Engage 2020 Leadership Program of the Greater Philadelphia Cultural Alliance is a collaborative learning program that is designed to build capacity at nonprofit art and cultural institutions through group attendance at a national conference, face to face meetings and learning opportunities with program peers, and networking.

The Cultural Alliance offers a limited number of scholarships to employees working at Cultural Alliance member organizations to attend national conferences relevant to the work of our sector.

LOS ANGELES COUNTY MUNICIPAL ARTS SURVEY REPORT

http://www.lacountyarts.org/internl_inttv.htm

In 2005, the Arts Commission inventoried and assessed the level of arts programming among the county's 88 municipalities, resulting in the Los Angeles County Municipal Arts Survey Report.



ARTS LEARNING AND ENGAGEMENT

WASHINGTON STATE ARTS COMMISSION'S ARTS EDUCATION RESEARCH INITIATIVE (AERI)

<http://www.arts.wa.gov/education/aeri.shtml>

The Washington State Arts Commission recently released its new AERI publication, *K-12 Arts Education: Every Student, Every School, Every Year*. The publication is a follow up to the initial 2005 *AERI report*. The purpose of the AERI is to gather and share quantitative and qualitative data about arts education in K-12 schools, so that educators, policy makers, arts leaders, and community members have the information they need to support positive change in our schools.

The *Every Student* booklet is based on a survey to K-12 principals during the 2008-2009 school year. Principals responded from across the state – from 37 out of 39 Washington counties, from schools and students that are collectively representative of the state's K-12 population as a whole. In addition to the survey, researchers followed up with site visits to selected schools to learn more about schools' successes and challenges. The booklet includes context from external state and national research, and markers of quality and suggestions for taking action.

The AERI was developed to identify what is working, where we can improve, and what we can do, working together, to provide better arts education for the state's students. WSAC has a particular interest in the important role that professional arts organizations can play as committed partners working with schools and districts. We know that reaching our goal will take many partners; we hope that with increased engagement from education partners and arts partners across the state, we can reach our goal of ongoing, in-depth, and consistent, arts education for every student, at every school, every year.

LOS ANGELES COUNTY ARTS COMMISSION'S ARTS FOR ALL

<http://www.lacountyarts.org/page/artseducation>

In September 2002, the Los Angeles County Board of Supervisors adopted *Arts for All: Los Angeles County Blueprint for Arts Education*, a strategic plan to restore arts education - in dance, music, theatre, and the visual arts - to the 1.7 million students in Los Angeles County's 81 school districts.

Arts for All provides a series of policy changes and educational initiatives to create systemic change and institutionalize sequential, K-12 arts education in Los Angeles County school districts, based on the Visual and Performing Arts Standards for California Public Schools. The *Blueprint* proposes that systemic change can only occur through the commitment and involvement of every stakeholder group, and identifies the steps each stakeholder can take.



The initiative is led by the *Arts for All* Executive Committee and is managed by the Los Angeles County Arts Commission. More than 100 organizations, including the Los Angeles County Office of Education, work in partnership to meet the goals and strategies contained in the *Blueprint*.

ARTSFUND

Study Recommends Improvements on Arts Education

[ArtsFund Arts Education Study Exec Summary \(187KB PDF\)](#)

With generous support from The Clowes Fund, Inc. ArtsFund has completed a study that evaluates how funders, nonprofit arts groups and public schools can collaborate to improve arts education. Beyond concrete and achievable recommendations, the study also made clear that ArtsFund can play an important role in building that collaboration. This fall, we will work with Philanthropy Northwest and arts education professionals to discuss the study and develop plans for implementing key initiatives. Puget Sound Business Journal's Clay Holtzman follows this discussion on his blog, accessed at the following link: http://www.bizjournals.com/seattle/blog/2009/06/arts_groups_key_to_strengthening_arts_education.html

PITTSBURGH (PA) CULTURAL TRUST'S TIX FOR TEACHERS

<http://www.pgharts.org/education/TixForTeachers.aspx>

The Tix for Teachers offering is part of the Cultural Trust's ArtSmart program. It currently helps over 6,000 area K-12 teachers share and enjoy the arts. This free program offers discounted tickets to performances, meet-and-greet opportunities with artists and pre-performance receptions for selected shows. Participating educators can save up to 50% with more than 50 arts organizations in the region. Tix for Teachers members enjoy the benefits of learning about The School Day Matinee Series, Act 48 approved workshops and student workshops first.

NEW YORK STATE BUDGET WOES THREATEN SCHOOL FIELD TRIPS, BUT MUSEUMS OFFER ALTERNATIVES

Rochester Democrat and Chronicle

<http://rocnow.com/article/local-news/20102150329>

The lights go out in Jefferson Avenue Elementary's cafeteria and Tim Cawley, of the Rochester Museum & Science Center, ignites the gas, filling the water cooler with a bright blue flame that hums, swirls and spews a line of fire out the top of the clear plastic container. For the students at Jefferson Avenue, the methyl alcohol pyrotechnics kicked off an hour of science education cleverly disguised as a series of flashes, fireballs and explosions. The program carries a price tag of \$400; quite a bargain, especially compared to the costs — as much as \$11 per student — associated with bringing those same 300 kids out on a field trip.