



CITY OF KIRKLAND
City Manager's Office
123 Fifth Avenue, Kirkland, WA 98033 425.587.3001
www.kirklandwa.gov

MEMORANDUM

To: Kurt Triplett, City Manager
From: Ellen Miller-Wolfe, Economic Development Manager
Date: May 27, 2015
Subject: ARTSFUND ECONOMIC IMPACT STUDY EASTSIDE BREAKOUT REPORT

RECOMMENDATION

City Council authorizes the use of \$1,500 from the City Council Special Projects Reserve to help fund an Economic Impact Study Eastside Breakout Report produced by ArtsFund. By accepting this memo during approval of the consent calendar, use of the \$1500 is granted.

BACKGROUND

ArtsFund strengthens the Central Puget Sound community by supporting the arts through leadership, advocacy and grant making. In Kirkland, ArtsFund has contributed approximately \$90,000 to Kirkland Performance Center and \$40,000 to The Kirkland Arts Center over the years.

ArtsFund also has provided important information to the arts community by producing regional Economic Impact Studies in 1997, 2003, and 2009, and one Eastside Breakout report in 2003. The organization is currently preparing its 2014-2015 Economic Impact Study. The study will provide comparative analysis showing post-recession trends in the business activity and fiscal health of regional art and cultural organizations.

The ArtsFund Economic Impact Study demonstrates the significant direct and indirect economic impact made by arts and cultural nonprofits in the Central Puget Sound region. It is a comprehensive analysis of the aggregate expenditures of arts and cultural organizations and their patrons in the local and Washington State economies. The Eastside breakout report will focus on the impact of cultural organizations in eastern King County, including groups in Bothell, Woodinville, Redmond, Kirkland, Carnation, Duvall, Issaquah, Bellevue, Mercer Island, Sammamish and Renton (Attachment A). Past regional collaborations produced The Creative Vitality that identified sources and total economic impact of the Creative Industry. The current economic impact study will build on this data foundation and illustrate how these revenues travel through and augment the regional economy. The full report will be in a white paper format and a summary power point presentation of the key findings will be provided by the end of 2015. The City of Kirkland will be acknowledged in these documents as well as in any public presentations, media releases and social media posts highlighting the Eastside breakout report.

ArtsFund Economic Impact data has been identified as critical to non-profit, government and business leaders tasked with understanding and stewarding the health of our region's economy and civic life. The findings are also utilized by multiple constituencies in both the public and private sector in shaping and promoting local and regional cultural strategies, and in helping community leaders analyze the role of arts and culture as a key component of the region's competitive advantage. ArtsFund EIS is uniquely poised to explore the ways in which the cultural economy intersects with other regional development priorities such as education and transportation.

The Planning and Economic Development Committee of the City Council heard a report on this proposal at its May 26, 2015 meeting and recommended that it be sent on to the City Council with its support. Kirkland, and in particular the Cultural Arts Commission, will benefit from a better understanding of the trends in arts spending and the impacts on the local economy. The City's participation also will bolster future requests by our local arts and culture nonprofits seeking funding for their projects and programs.

Attachment: Fiscal Note



ARTSFUND

Economic Impact Study 2014-2015 Eastside Breakout Report

Overview:

- The ArtsFund Economic Impact Study demonstrates the significant direct and indirect economic impact made by arts and cultural nonprofits in the Central Puget Sound region. It is a comprehensive analysis of the aggregate expenditures of arts and cultural organizations and their patrons in the local and Washington State economies. The Eastside breakout report will focus on the impact of cultural organizations in eastern King County, including groups in Bothell, Woodinville, Redmond, Kirkland, Carnation, Duvall, Issaquah, Bellevue, Mercer Island, Sammamish, and Renton. Full list of organizations below.
- ArtsFund has produced three previous Economic Impact Studies (1997, 2003, and 2009), and one previous Eastside Breakout report (2003). The 2014-2015 Economic Impact Study will provide comparative analysis showing post-recession trends in the business activity and fiscal health of regional arts and cultural organizations.

Deliverables

- Eastside King County specific breakout report from the main Economic Impact Study based on organizational and patron surveys from eastside organizations.
- Report will include findings about new money, income, expenditures, employment, and attendance related to eastside organizations
- Full report will be in a white paper format, and a summary powerpoint presentation of the key findings will also be provided.

Timeline

- January-May 2015:
 - Distribute and collect organizational surveys to over 300 cultural groups in King, Kitsap, Pierce, and Snohomish Counties
 - Distribute and collect patron intercept surveys from a sample of 40 cultural groups to gather data on indirect economic impact of patrons engaging with cultural groups
- June –August 2015
 - Data entry and consolidation conducted by ArtsFund and GMA Research
 - Data analysis conducted by GMA Research and Professor William Beyers of the University of Washington
- September-October 2015
 - Drafts of King County and regional reports produced
 - Final reports and deliverables produced, printed, and distributed to participating organizations, funders, and research partners



ARTSFUND

Eastside Organizations Included in Study

artEast	Kirkland Choral Society
Ballet Bellevue	Kirkland Performance Center
Bellevue Arts Commission	Master Chorus Eastside
Bellevue Arts Museum	Music Works Northwest
Bellevue Chamber Chorus	Northshore Performing Arts Center
Bellevue Downtown Association	Northwest Art Center
Bellevue Youth Symph. Orch.	Northwest Sound Men's Chorus
Bellevue Youth Theatre Foundation	Pacific Northwest Writers Association
Camlann Medieval Association	Pacific Sound Chorus
City of Issaquah Arts Commission	Redmond Historical Society
City of Mercer Island Arts Council	Renton Civic Theatre
City of Redmond Arts and Culture Commission	Renton Historical Society
City of Renton Municipal Arts Commission	Rock School Kirkland
Duvall Arts Commission	Sammamish Symphony Orchestra
Eastside Association of Fine Arts	Second Story Repertory
Eastside Heritage Center	StoneDance Productions
Emerald Ballet Theatre	Studio East
Friends of the Issaquah Salmon Hatchery	The Evergreen City Ballet
International Ballet Theatre	Vedic Cultural Center
Japan Creative Arts	Village Theatre
Issaquah Historical Society	Wintergrass
KidsQuest Children's Museum	Woodinville Repertory Theatre
Kirkland Arts Center	Youth Theatre Northwest

FISCAL NOTE

CITY OF KIRKLAND

Source of Request							
Ellen Miller-Wolfe, Economic Development Manager							
Description of Request							
Use of \$1,500 from the Council Special Projects Reserve for an Economic Impact Study produced by ArtsFund.							
Legality/City Policy Basis							
Fiscal Impact							
One-time use of \$1,500 of the Council Special Projects Reserve. The reserve is able to fully fund this request.							
Recommended Funding Source(s)							
<i>Reserve</i>	Description	2016 Est End Balance	Prior Auth. 2015-16 Uses	Prior Auth. 2015-16 Additions	Amount This Request	Revised 2016 End Balance	2016 Target
	Council Special Projects Rsv.	250,000	80,000	0	1,500	168,500	250,000
	Prior Authorized Use of Council Special Projects Reserve: Public Health Clinic Contribution \$80,000 (contingent on participation of other cities).						
<i>Revenue/Exp Savings</i>							
<i>Other Source</i>							
Other Information							
Prepared By	Neil Kruse, Senior Financial Analyst				Date	May 29, 2015	