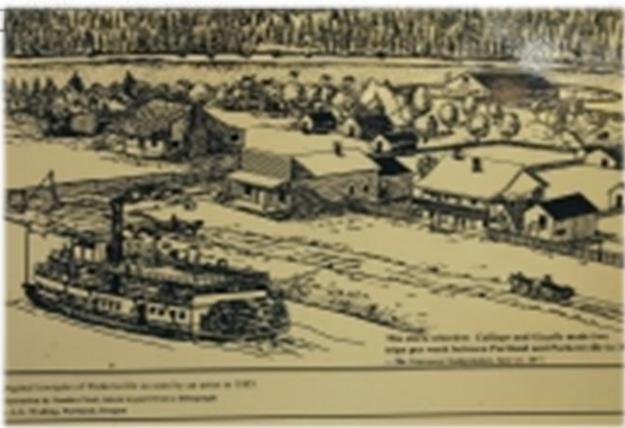
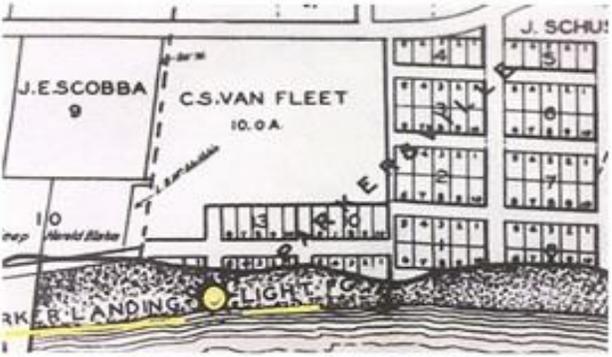




# Performing Arts & Cultural Center Steering Committee Presentation

November 4, 2019

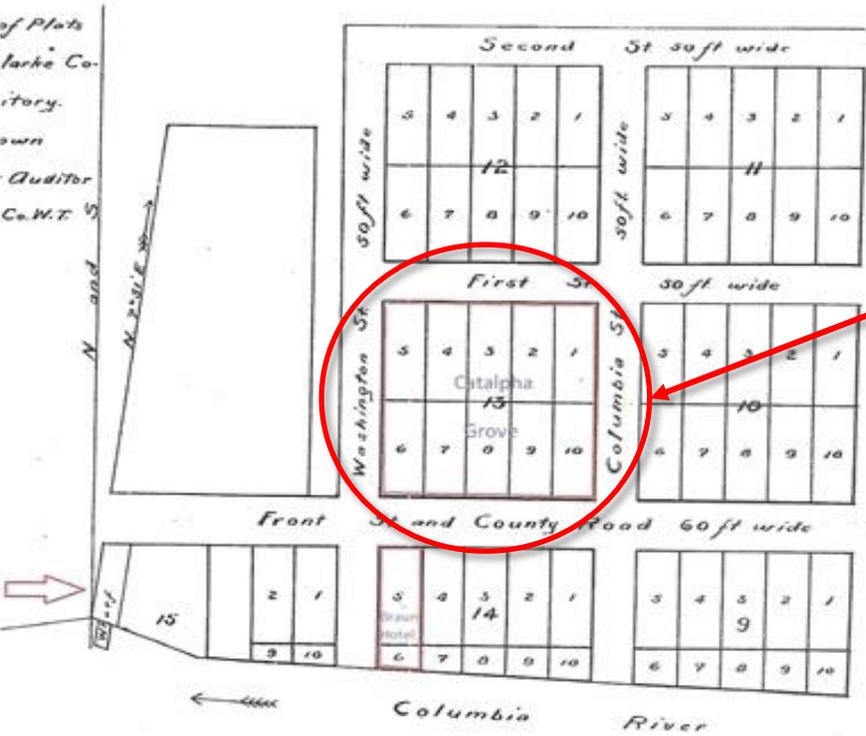


# Historical Significance

## Parkersville & The Catalpha Grove

**Brown/Bruan Hotel and Saloon** – Located in the center of Section C on Lots 5 & 6 of Block 14 of Parkersville was the Brown Hotel of the late 1870s. On Block 13, located directly north of Section C and east of the Van Vleet Plaza, was Catalpha Grove, also owned by the Browns. See photo below.

**Original Parker’s Landing Dock/Wharf Location** - The dock that David Parker constructed for landing of watercraft such as emigrant rafts, canoes, and steamboats is shown on old maps to be at the southwest corner of what is now Section C of the park. See red arrow in photo below.



- Stern-wheelers Calliope & Gazelle made 2 trips per week from Portland to Parkersville in 1877.  
(Clark County Website – Parkersville National Historic Site)
- The Catalpha Grove was built in 1878, along with a hotel & saloon, and was considered as **the** outdoor destination for dancing and entertainment.
- The Catalpha Grove boasted a large dancefloor and hosted events with entertainment that included an aerial trapeze performance and a “fine brass band”.  
(Clark County Heritage Register Nomination Form Clark County, WA)



# Steering Committee Origin Story

# Meet the Team:

- Martha Martin, Ph.D (Co-Chair) – Psychologist/Musician/Photographer (48 Years)
- Alex Yost (Co-Chair) – Community Organizer (15 Years)
- Stuart Bennett – Operations Development (25 Years)
- Chuck Carpenter – School Administrator (35 Years)
- Amanda Carter – Theater Development/Grant Writer (24 Years)
- Taylor Cusack – Operations Startup (12 Years)
- Jason Ferrier – Architectural Project Management (22 Years)
- Kelly Gregersen – Theater Educator (25 Years)
- Clare Hovland – Marketing/Advertising Professional (20 Years)
- David Parker – Professional Conductor/Adjudicator (44 Years)
- Summer Taggart – Events Planner & Manager (35 Years)
- Suzy Warren – International Non-Profit/Musician (17 Years)
- Stephanie Wichmann – Community Outreach Advocate (15 Years)
- Larry Keister – Port Commissioner/Planned Economic Development (20 Years)





# Economic Impact

*“Arts is a formidable industry”*

– Manny Cawaling, Executive Director – Inspire Washington



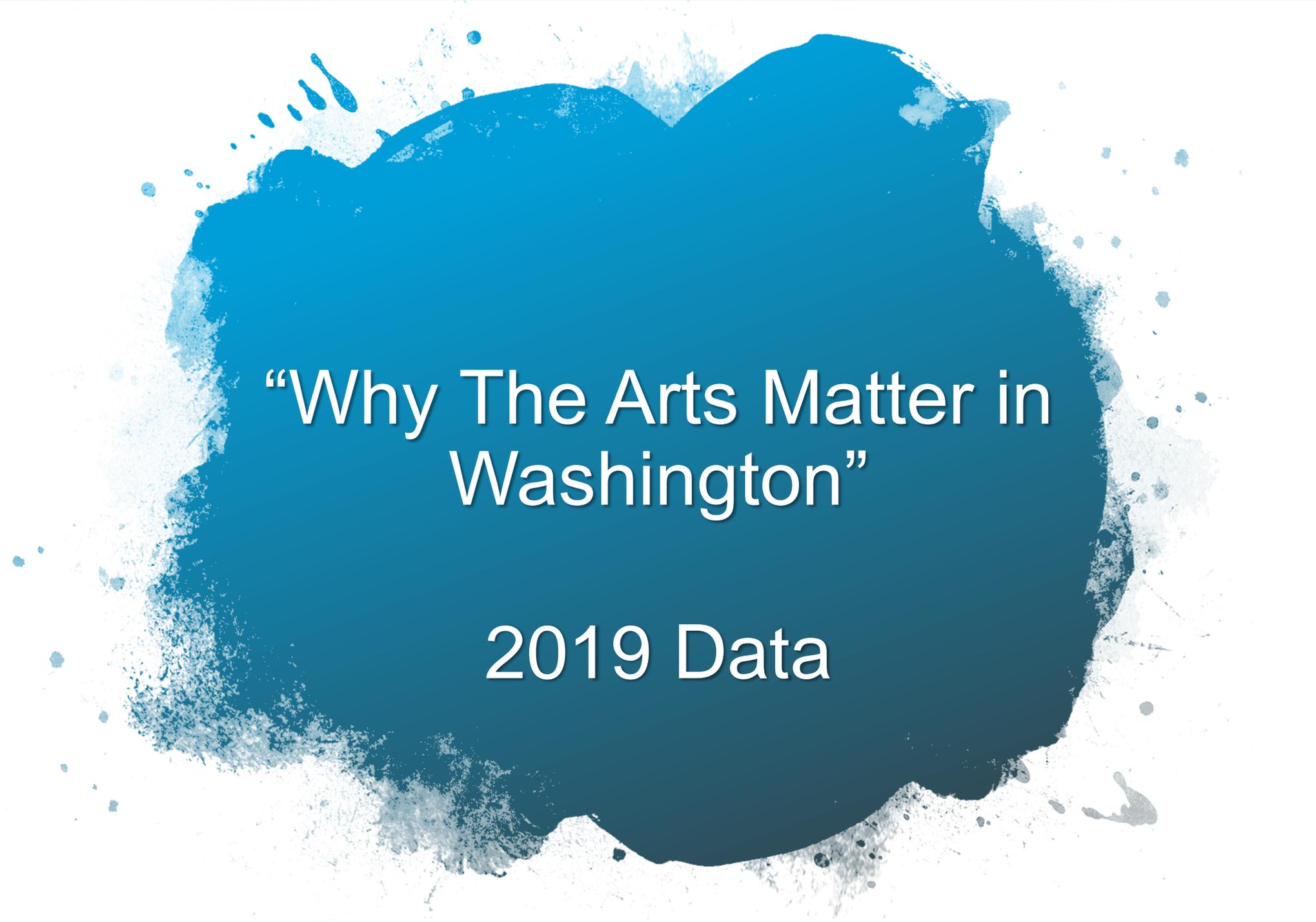
## The Arts/Creative Industry

- Nationally: 673,656 businesses are involved in the creation or distribution of the arts; employing 3.48 million people. 4.2% of the nation's GDP.
- WA State: Arts & Culture industry represents 7.8% of the State GDP = \$35.6 billion.
  - ✓ Made up from 17,000+ businesses and boasts 70,000+ jobs statewide.
  - ✓ WA's Arts & Culture industry surpasses Construction (\$18.8 billion) and Educational Services (\$2.4 billion).



## Local Economic Impact

- Indirect Economic Impact = **\$32** per arts/cultural event attendee  
(NEA study – 2017)
- 1,200 seats X \$32 = **\$38,400** invested in local economy each performance.
- Average show runs for **8 performances** = **\$307,200**.
- **Local job creation!**
  - ✓ Operations, Performers, Managers, Maintenance, and Construction



# “Why The Arts Matter in Washington”

2019 Data



Americans for the Arts  
**ACTION FUND**

# WHY THE ARTS MATTER IN WASHINGTON



## NATIONAL ARTS FACTS

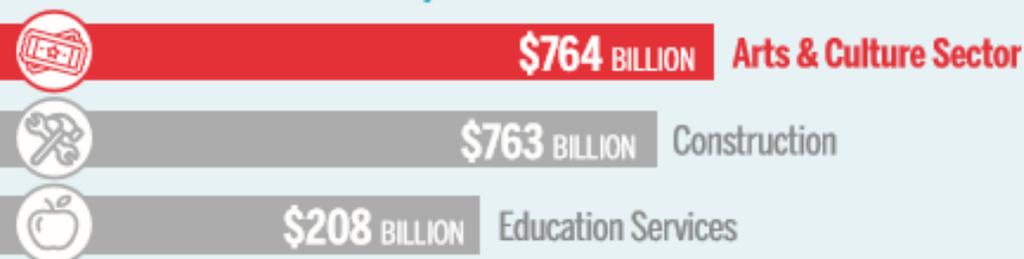
**ARTS SECTOR'S PERCENTAGE OF GROSS DOMESTIC PRODUCT** (Commercial & Nonprofit Arts Organizations Combined)

### ARTS & CULTURE SECTOR REPRESENTS 4.2% OF NATION'S GDP

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a **\$764 billion industry**, representing 4.2% of the nation's GDP—a larger share of the economy than construction (4.1%) or education services (1.1%).

Source: [U.S. Bureau of Economic Analysis](#), 2015.

GDP



**BONUS:** U.S. exports generate a \$24.1 billion arts trade SURPLUS.

## WASHINGTON ARTS FACTS

### THE WASHINGTON ARTS & CULTURE SECTOR REPRESENTS 7.8% OF STATE'S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$35.6 billion** to Washington's economy, representing 7.8% of the state's GDP—a larger share than some other industries in the state.

Source: [U.S. Bureau of Economic Analysis](#), 2015.



**BONUS:** In 2015, WA arts and culture jobs grew by 5.0% while the national average was 2.1%!

## NATIONAL ARTS FACTS

### NUMBER OF ARTS-RELATED BUSINESSES AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

Nationally **673,656 businesses** employ **3.48 million people** who are involved in the creation or distribution of the arts. Based on Dun & Bradstreet data, this means that 3.9% of all businesses and 1.9% of all employees are connected to the creative industries.

Source: Americans for the Arts, *Creative Industries*, 2017.

**673,656** & **3.48M** ARE INVOLVED IN THE CREATION OR DISTRIBUTION OF THE ARTS  
BUSINESSES JOBS

JOBS

ECONOMICS

FUNDING

## WASHINGTON ARTS FACTS

In Washington, **17,642 Arts-Related Businesses** employ **69,844 people**.

- In King County, **8,108 Arts-Related Businesses** employ **34,536 people**.
- In Pierce County, **1,408 Arts-Related Businesses** employ **4,317 people**.
- In Spokane County, **1,046 Arts-Related Businesses** employ **6,172 people**.

Source: Americans for the Arts, *Creative Industries, Washington report*, 2017.

**17,642** & **69,844** ARE INVOLVED IN THE CREATION OR DISTRIBUTION OF THE ARTS  
BUSINESSES JOBS

### ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES

Nationally, the nonprofit arts industry alone generates **\$166.3 billion in economic activity** annually that supports **4.6 million jobs** and generates **\$27.5 billion** in federal, state, and local government revenue.

- Spending by arts audiences generated **\$102.5 billion** to local businesses.

Source: Americans for the Arts, *Arts & Economic Prosperity 5*, 2017.

ART IS A **\$166.3 BILLION** DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY.

In 2015, Washington's arts and culture sector employed thousands of FTE jobs and generated millions of dollars in economic activity. Nonprofit arts groups helped cultivate that activity.

- In Tacoma, for example, nonprofit arts groups generated **\$74.6 million** in economic activity. Audiences of 2.7 million people added another **\$62.6 million** in related spending for a total of **\$137.2 million** for the city in 2015, and this generated **\$14.0 million** in local and state government revenues and **3,656 FTE jobs**.

Source: Americans for the arts, *Arts & Economic Prosperity 5, Tacoma report*, 2017.

ART IS A **\$35.6 BILLION** GDP DRIVER OF OUR STATE ECONOMY.

### PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

**Q** So how much is the federal government investing in the National Endowment for the Arts (NEA)?

**A** Congress has proposed allocating **\$155 million to the NEA in FY 2019**, which has been relatively level for the last several years. This amounts to just **47¢** per capita, yet the nonprofit arts industry generates over **\$13 billion** in federal tax revenue back to the treasury. Imagine what nonprofit arts groups could generate with **\$1 per capita**!

Source: *Americans for the Arts Action Fund*, 2019.  
Read: "Funding The Arts Is Good For the Nation," *The Hill*, 2015.

**Q** What about Washington—how much does state government budget to the Washington State Arts Commission each year?

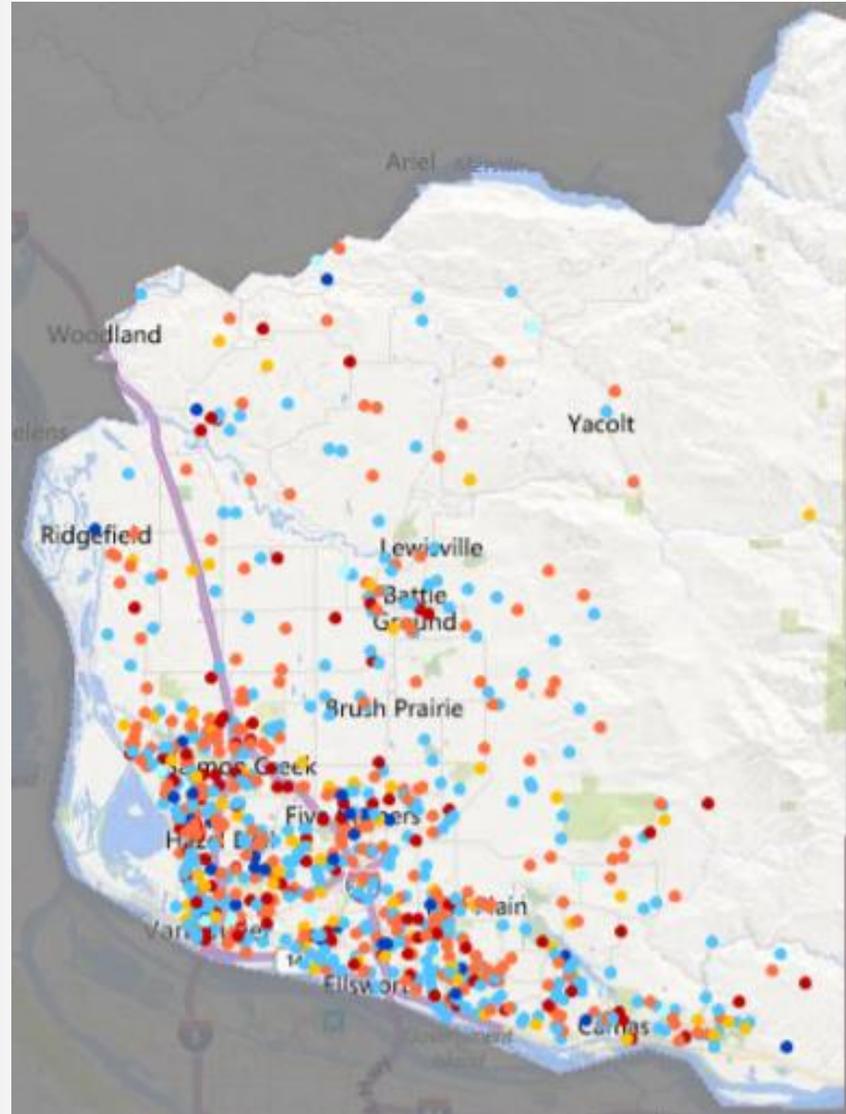
**A** The state allocated **\$1,166,000** to the Washington State Arts Commission. In FY 2017, the Washington State Arts Commission also received **\$820,400** in federal NEA funds, which the Commission re-granted to dozens of cultural organizations throughout the state. Another **32 nonprofit arts organizations** received direct grants from the NEA totaling **\$2,585,400**.

Source: *NEA* and *NASAA*, 2017.  
Read: *ArtsFund report*, 2014.

ENTERING  
Clark  
County

# Arts-Related Businesses (Clark County)

- 856 Arts related businesses in Clark County - employing 2,767 people.
- How many Performing Arts Centers like ours are in our County? NONE.
- Arts-focused businesses attract residents and other businesses.
- Having a cultural organization in a community increases nearby residential property values by up to 20%.
- Arts & culture destinations are the 4<sup>th</sup> largest driver of tourism.
- 68% of tourism in the U.S. is driven by arts-oriented events/activities and businesses.
- 35.3 million adults say that a specific art, cultural, heritage event or activity influenced their choice of destination.
- Arts & Culture travelers stay longer and spend more than average travelers  
(American for the Arts' & Economic Prosperity 5 study)

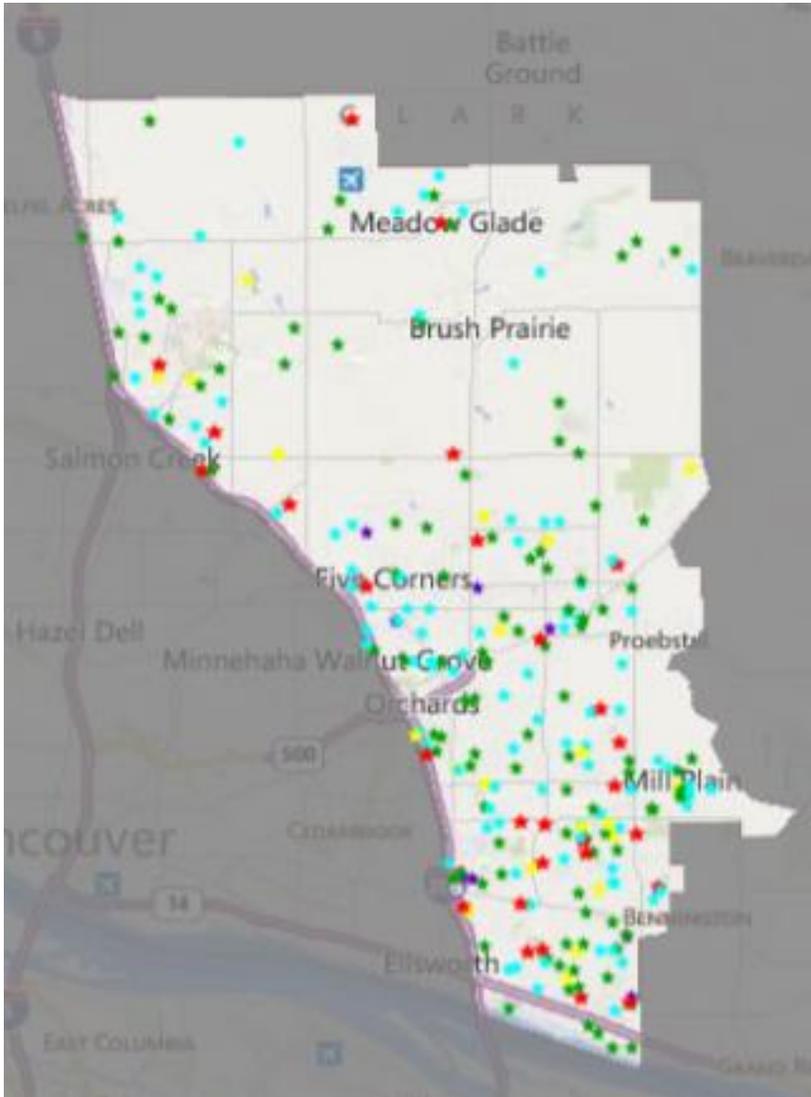


## Arts-Related Businesses

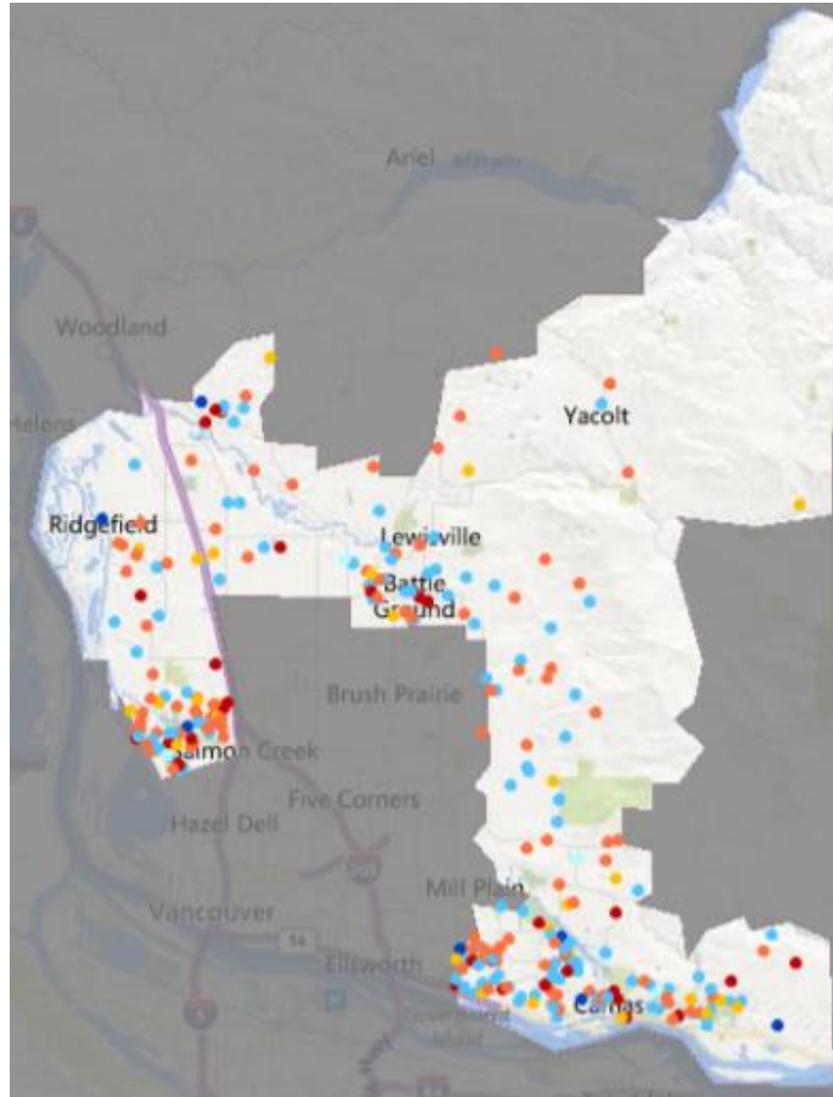
- Arts Schools/Services
- Design/Publishing
- Film, Radio, TV
- Museum/Collections
- Performing Arts
- Visual/Photography



WA State House **District 17**  
270 Arts-Related Businesses  
Employ 957 People



WA State House **District 18**  
307 Arts-Related Businesses  
Employ 666 People



2017  
Districts 17 & 18  
COMBINED

- 577 Arts-Related Businesses
- Employ 1,623 People



**EVERY CHILD  
DESERVES A  
GOOD EDUCATION**





# Education Data

(Americans for the Arts Educational Impact factsheet)

- Partnering with local schools and educators has tremendous community benefits.
- Every \$1 towards after-school arts programs saves \$9 in crime and welfare costs.
- Low-income students who are highly engaged in an Arts program are:
  - ✓ 2x more likely to graduate college
  - ✓ 5x less likely to dropout.
  - ✓ 4 out of 5 more likely to vote.
  - ✓ Score 100 points higher on SAT scores.
  - ✓ 5% drop in neighborhood crime.

# Cultural Data

(Americans for the Arts Cultural Impact factsheet)

- Participants involved in cultural activities are 50% more likely to be involved in other (non-arts) community activities.
- Community members participating in cultural activities are more than twice as likely to volunteer.
- 68% of tourism is Culture-related.
- Engaging in Cultural Heritage improves academic success.
- Arts & Cultural Education encourages empathy and decreases distrust.
- The arts improve intercultural understanding, promote civic dialog, and create a common ground for celebrating diversity and pursuing equity.
- Communities with Cultural Activities preserve cultural heritage and transmit cultural values and history.
- Arts & Cultural participation bridges cultural, ethnic, and racial differences.



# Social Impact

(Americans for the Arts Social Impact factsheet)

- 9 out of 10 say the Arts increase connection to community.
- 9 out of 10 Arts participants report meeting new people and making new friends through their arts experiences.
- Arts participation has a positive effect on social cohesion:
  - ✓ Bringing generations together.
  - ✓ Encouraging partnerships and intercultural understanding.
  - ✓ Reducing fear of crime.
  - ✓ Fostering organization skills.
- Arts make people love where they live – increased GDP.
- Arts-based community design processes make people feel more ownership leading to their communities becoming better places to live, work, and visit.





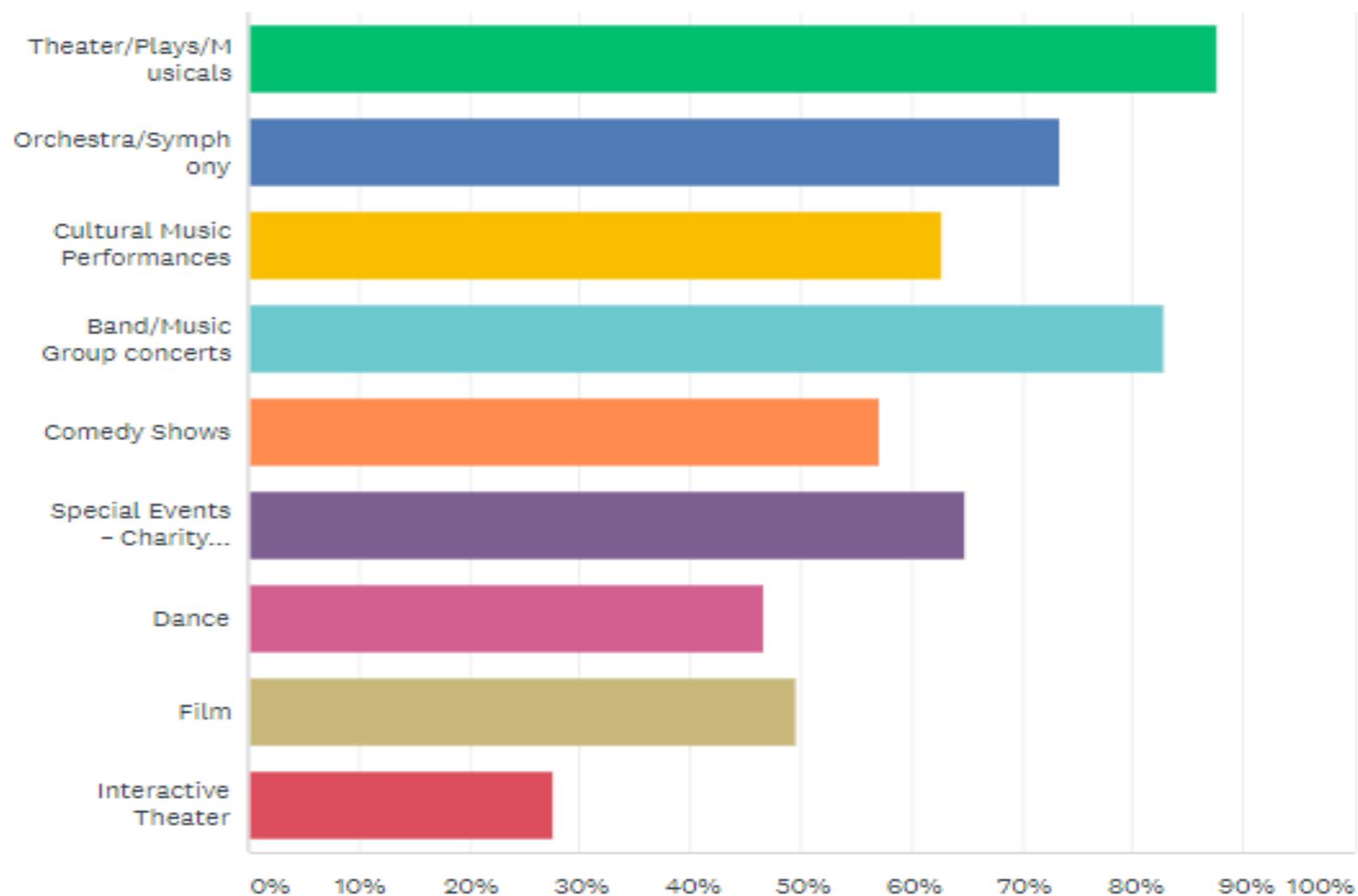
Survey Overview  
and Trends

**THE  
RESULTS  
ARE**

**COMING IN!**

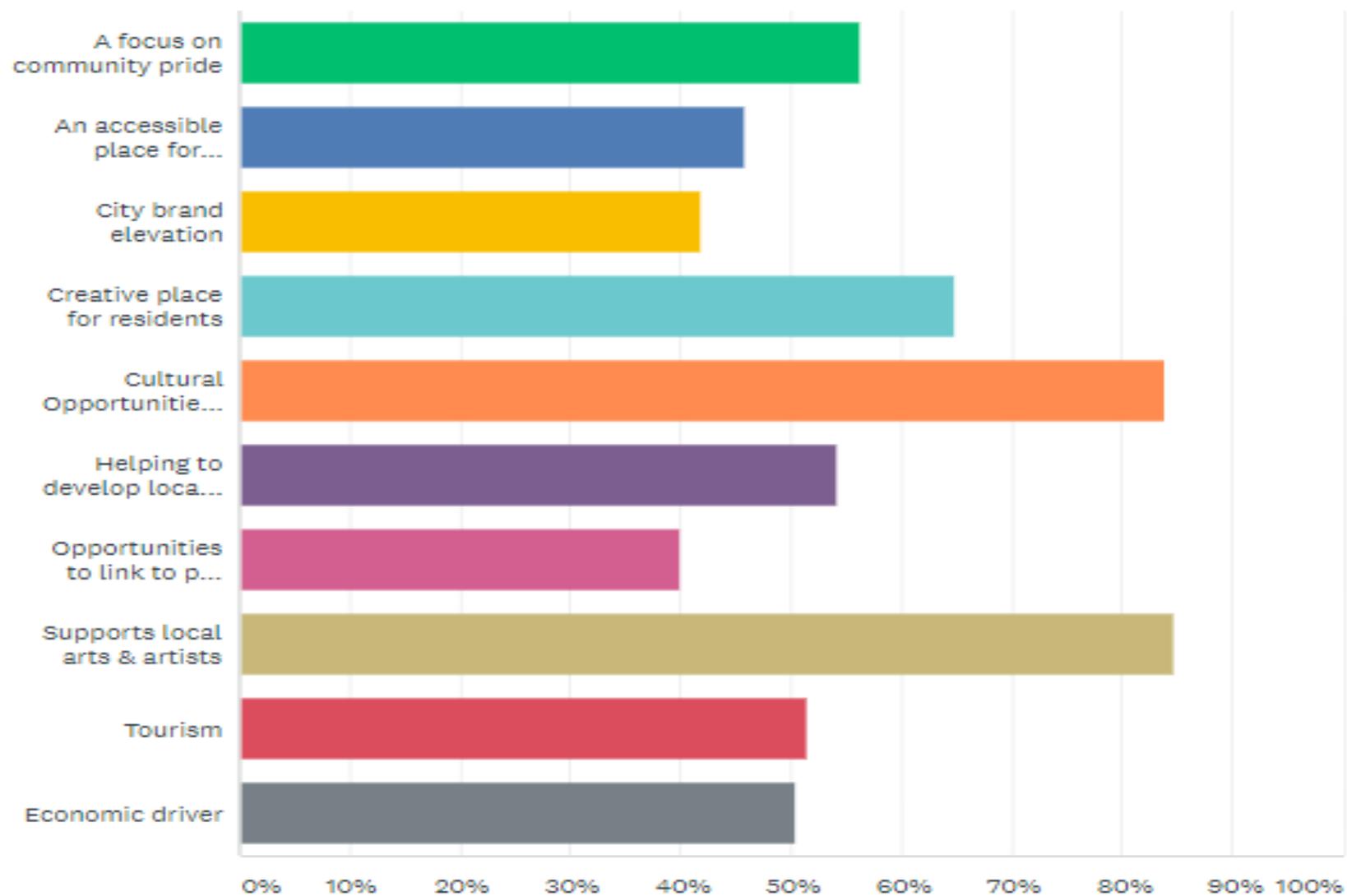
# What sort of performances would you be interested in seeing at your Performing Arts & Cultural Center? (choose all that apply)

Answered: 105 Skipped: 0

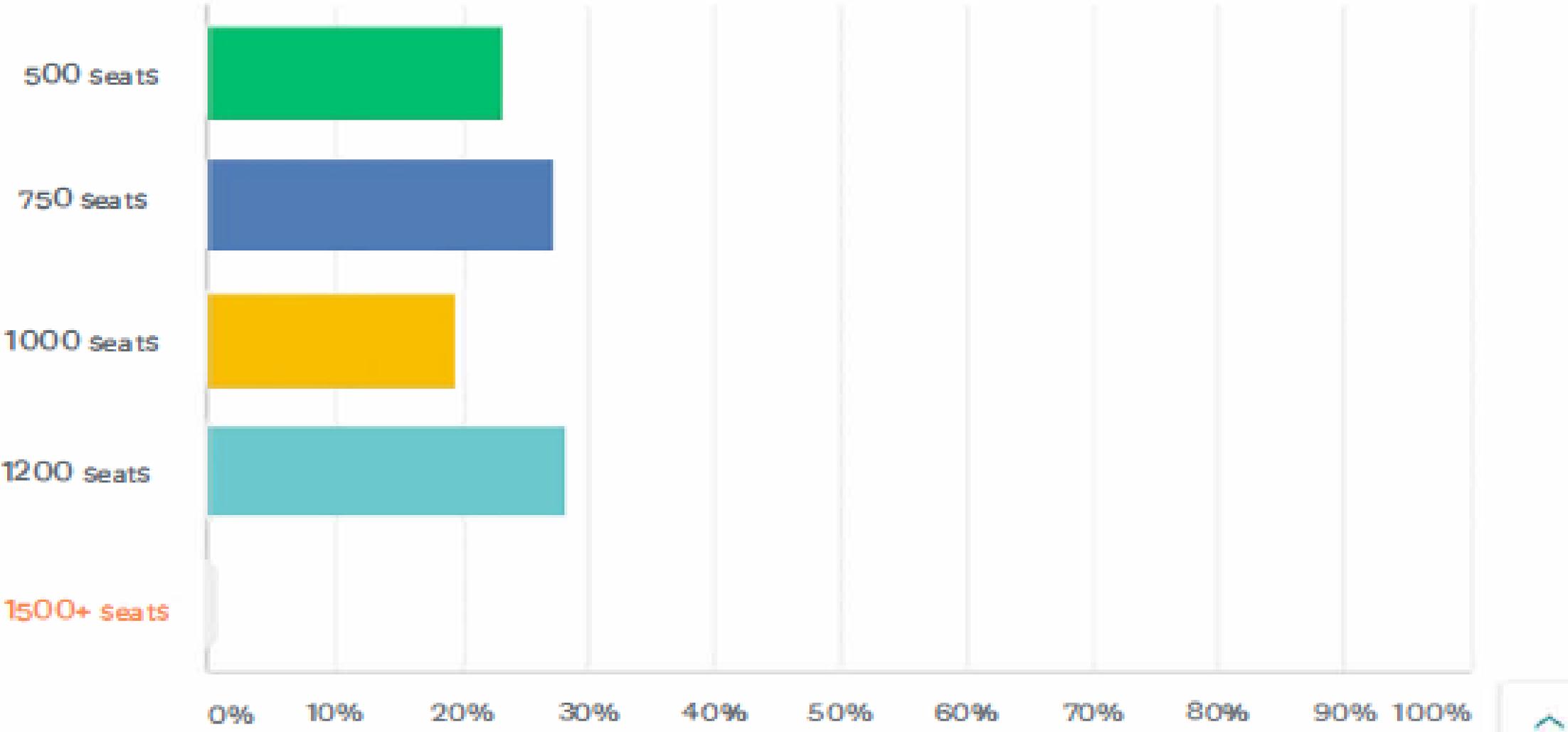


# What do you see as the benefits of a Performing Arts & Cultural Center to our community? (choose all that apply)

Answered: 105 Skipped: 0



# How many seats should the main theater space have?





# Development Concepts/Location

# Programming:

BUILDING AREA: APPROX. 50,000 SQFT  
SITE AREA: 2.5 - 4.5 ACRES

## Master Plan Benefits:

- PROVIDES AN ANCHOR TO DEVELOPMENT
- PROVIDES A DESTINATION DRAWPOINT
- ALLOWS FOR T - CLOSURE FLEXIBILITY
- CONDUCIVE TO ESTABLISHED USES
- LOCAL BENEFITS BEYOND SITE
- USE MAXIMIZES PUBLIC INTERACTION TO GREENSPACES
- USE IS CONDUCIVE TO OUTDOOR / INDOOR
- BLENDING PRESERVING VIEWS AND NATURAL RIVERFRONT

## Considerations:

- DEFINITION OF ARTS DISTRICT WITHIN DEVELOPMENT
- SHOWCASE OF LOCAL WORKS OF ART
- SHOWCASE OF PERFORMING ARTS
- EXPRESS HERITAGE AND HISTORY OF AREA AND SITE
- EXPRESS LOCAL NATURAL MATERIALS
- MAINTAIN A SERENE AND UNIQUE WATERFRONT EXPERIENCE
- CONTINUATION OF PLAYGROUND
- MINIMAL IMPACTS TO NATURAL HABITAT BUFFERS AND STOIC VIEWS
- PARKING AND ACCESS
- FITS INTO NATURAL CONTEXT



# Site Opportunities:

- Amazing framed views.
- Enhanced public access and enjoyment of the waterfront.
- Exterior / Interior display of the arts.
- Blurring of built versus natural world.
- Natural sculptural forms to showcase the arts.
- Backdrop provides a showcase for art.
- Unique venues
- Pedestrian interaction



# Greenspace Opportunities:

- Use of art to enhance landscape.
- Create a natural flow/transition of landscape from waterfront through site.
- Blending of art, music, and play.
- Opportunities for original landmarks.
- Spaces to retreat & relax.
- Photo opportunities
- Events



# Showcase Opportunities:

- Highlight local artists and performers.
- Express local heritage.
- Provide student display spaces.
- Performing arts on display.
- Capitalize on one-of-a-kind views.
- Sculptural building forms that showcase the innovative use of timber.
- Building components/structure as art.
- Educate, Support, and inspire people to participate in the arts.





# Building Components

# BUILDING COMPONENTS:

## MAIN AUDITORIUM 1,200 CAPACITY

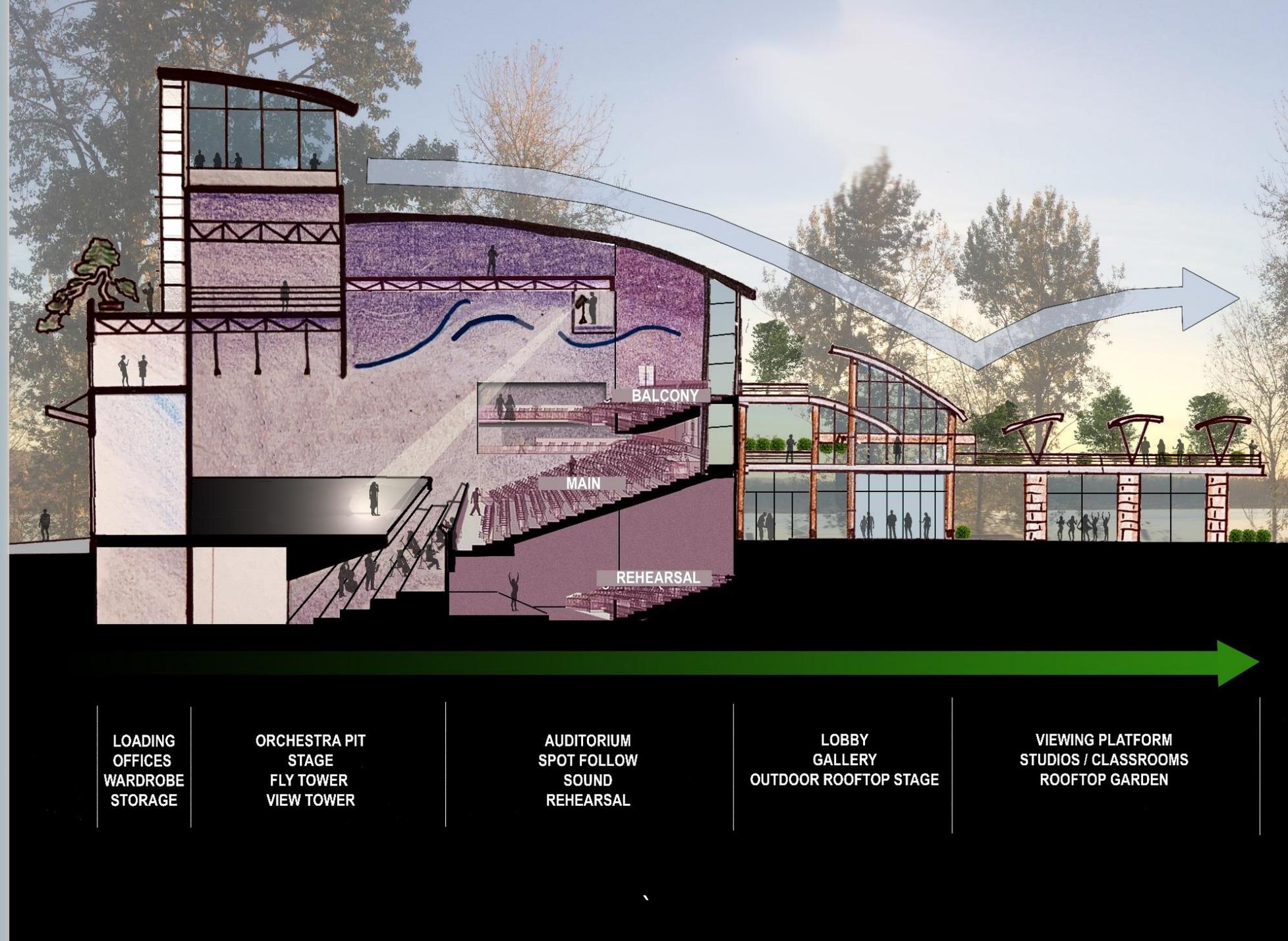
SEATING  
MAIN STAGE  
WARDROBE  
OFFICES / ADMIN  
STORAGE  
LOADING / UNLOADING  
ORCHESTRA PIT  
FLY TOWER  
REHEARSAL / SECONDARY STAGE  
GREENROOM  
SOUND & LIGHTING  
SCENE SHOP  
VIEW TOWER

## GALLERY / LOBBY

ART DISPLAY  
COAT CHECK  
TICKETING  
ENTRY  
CONCESSIONS  
RESTROOMS  
STUDIOS  
VALET  
CAFÉ  
FLEXIBLE USES

# CONSIDERATIONS:

CASCADING SECTION  
MOVEMENT  
HIGHLIGHT SPECIAL VIEWS  
STACKED USES  
FITS INTO CONTEXT  
TRANSPARENT AT WATERFRONT



LOADING  
OFFICES  
WARDROBE  
STORAGE

ORCHESTRA PIT  
STAGE  
FLY TOWER  
VIEW TOWER

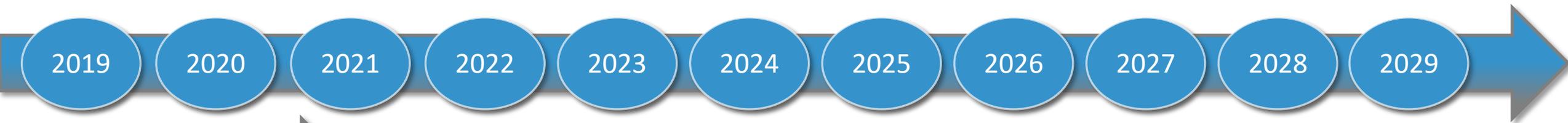
AUDITORIUM  
SPOT FOLLOW  
SOUND  
REHEARSAL

LOBBY  
GALLERY  
OUTDOOR ROOFTOP  
STAGE

VIEWING PLATFORM  
STUDIOS / CLASSROOMS  
ROOFTOP GARDEN



# Project Timeline



Develop Direction & Build Support  
(1-3 years)

Developing & Organizing Campaign  
(1-2 years)

Fundraising & Securing Financing  
(3 years)

Permitting & Construction  
(3 years)



Next Steps

# Develop Partnerships & Continue Outreach

- Manny Cawaling, Executive Director Inspire Washington Port C/W presentation
- Rene Adams, Arts Task Force in Kennewick
- Chris Fidler, Port Angeles Waterfront Center
- Public Input Survey
- Local Tribal Connections
- Local School Districts
- Local Businesses & Organizations

## 2020 Focused Efforts:

- Attend Inspire Washington's Spring Symposium in Seattle
- Develop website & Facebook page
- Form 501(c)3
- Research funding to acquire property





Call-To-Action

# Call To Action



## Joint Venture Opportunity

- Master Planning Process
- Timeline
- Website
- Meetings

