City of Sequim Arts Advisory Commission

Goals

2023

For more information about Creative District Certification please visit:

- https://www.arts.wa.gov/creative-districts/
- https://www.arts.wa.gov/wp-content/uploads/2019/05/CD-Program-handout-FINAL.pdf

For more information about Public Art please visit:

- https://www.artsfund.org/wp-content/ uploads/2018/11ArtsFund_2018_SIS_Collateral_r6_digital.pdf



For more information about Community Arts Programming:

- https://artsandplanning.mapc.org/creative-engagement
- https://artsandplanning.mapc.org/tools-and-approaches
- https://www.artsfund.org/social-impact-study-2018/#advisorycommittee

Values
Vision
Mission

For more information about Arts Education please visit:

- https://www.amacad.org/sites/default/files/publication/downloads/2021-Art-for-Lifes-Sake.pdf
- https://www.k12.wa.us/student-success/resources-subject-area/arts

City of Sequim Arts Advisory Commission

Values, Vision, Mission



Values

Inclusivity, Equity, Art for Everyone.

Vision

A welcoming, diverse and exciting cultural community.

Mission

To encourage, support and facilitate various forms of artistic and cultural activities within the greater Sequim community.



2023 Arts Advisory Commission Goals

- **Community Arts Programs**

Arts Workshops & Skills Development, Open Music Jams, Music In The Park, Community Paint Project, Innovative Arts Fair, 4th Grade Holiday Ornament Tree.

- **Public Arts Projects**

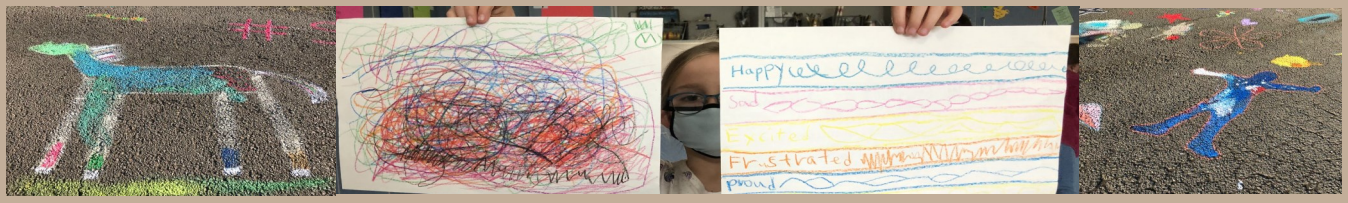
Murals, Mosaics, Utility Box Art, Gallery Exhibitions, Musical Street Performances & Buskers.

- **Supporting Sequim's Creative Economy**

Create opportunities for Arts Tourism, Increase Economic Opportunities for Local Artists.

- **Creative Arts District Certification (Approved by Council, Resolution 2018-20)**

Strengthen Sequim's Creative Sector, Diversify Economy, Enhance Quality of Life.



Community Arts Programs

Arts Workshops & Arts Skills Development, Music in the Park, Creative Arts District Certification, Gallery Exhibitions at Civic Center

Arts education plays a vital role in the personal and professional development of citizens and, more broadly, the economic growth and social sustainability of communities.

- Builds well-rounded individuals;
- Broadens our understanding and appreciation of other cultures and histories;
- Supports social and emotional development;
- Builds empathy, reduces intolerance, and generates acceptance of others;
- Improves school engagement and culture;
- Develops valuable life and career skills
- Strengthens community and civic engagement

What Are the Benefits of Community Arts Education & Arts Workshops?

- **Health & Wellness** In both primary care and behavioral health, music and art therapy are widely recognized strategies to reduce stress and anxiety, and cope with symptoms of disease. Evidence of arts' direct impact on human health and wellness is strongest for aging adults and people diagnosed with Alzheimer's or other disorders that cause dementia. Older adults involved in the arts have fewer visits to the doctor, require less medication, and experience less depression than older adults not involved in participatory arts programming.
- **Neighborhood Vitality** The presence of arts is linked to increased neighborhood livability, community cohesion, and social wellbeing. Research ties the benefits of arts and cultural participation to the informal education and empowerment of the community, and to a sense of pride and shared sense of belonging. Arts also play an important role in fostering social connection and inclusion. Arts participants are more than twice as likely to volunteer in their communities, independent of education, age, gender, or ethnicity.
- **Youth & Education** Involvement in arts can improve academic and social outcomes for youth across socioeconomic status. Arts provide opportunities to learn critical thinking skills and build technical capacity for expression. While research indicates all students benefit from arts involvement, studies show that arts' effect on academic achievement and positive outcomes is strongest for lowest-income students. They have better academic outcomes, such as increased high school graduation rates, and social-emotional outcomes, including fewer behavioral challenges.



Public Arts Projects

Music Jam, Murals & Mosaic Projects, Busking & Street Performances, Community Paint Project, Innovative Arts Fair, 4th Grade Ornament & Holiday Tree Project, Utility Box Art Projects

Why Are The Arts Important For Our Community?

- **The arts contribute to our quality of life.**
  They encourage civic discourse and collective problem-solving. Public Art is a vital part of our built environment.
- **The arts are vital to our identity**.
  They preserve our unique cultural heritage. By supporting the arts, we support our traditions for future generations.
- **The arts foster our children's success in school.**
  They stimulate imaginations. They promote critical thinking, communication, and innovation.
- **The arts drive our economy.**
  They create jobs and revenue. They attract business and tourism.



Music Jam

What is Public Art?

- Public art is any type of art intended for public spaces or the public realm.
- It is typically created by artists who "endeavor to generate dialogue with the community, at times about the issues central to their lives." (AFTA, 2016).
- Public art can be reflective of and responsive to social political, and historical issues, cultures, and human experiences.
- It energizes and activates people and places, and it can enhance a community's vitality, social life, and livability.

Art in the public realm intersects with the built environment in both expected and novel ways.

- It can react to current conditions, arise from public- and private-sector led revitalization and redevelopment, and engage with the civic issues of our time.
- Art in the public realm can take many forms from site-specific projects in 2D and 3D like murals and sculptures, to platform-based works such as temporary art on screens or in festivals and performances
- Public art can be embedded into infrastructure and catalyze community development.



Utility Box Art



Public Mosaics



Street Performers & Buskers



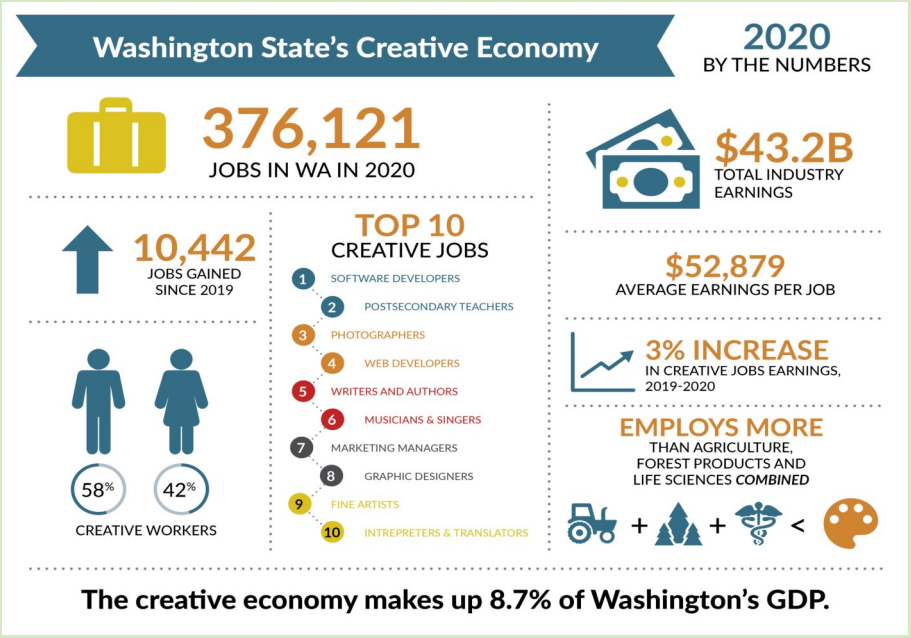
Public Murals

Supporting Sequim's Creative Economy

Enhancing Arts Tourism & Arts Commerce

By developing the creative economy, communities are investing in their future. They can grow jobs; increase economic, educational, tourism and cultural opportunities; and boost livability for residents and visitors.

An important area of planning and policymaking is nurturing the economic development of the arts sector. This work includes ensuring the economic strength and sustainability of small, mid-sized, and large arts organizations and small individual artists/producers. It also includes defining and measuring the economic impact of arts and culture activities, creative production, and associated industries and occupations; taken together, these are understood as the creative economy.





Arts - A Sustainable and Responsible Industry

While people are worrying about environmental issues and questioning corporate social responsibilities, arts organizations are typical examples of responsible and sustainable businesses, employers and consumers. This is a clean industry, creates jobs that cannot be outsourced and contributes significant tax revenue.

Arts - The Cornerstone of Tourism

Tourism industry researchers have concluded that arts travelers stay longer and consume more than other tourists. The U.S. Department of Commerce demonstrated that the percentage of international tourists who visit American museums on their trips has grown annually since 2003. Arts tourists stay longer and spend more, which greatly benefits local merchants.



Creative Arts District Certification

Help Sequim Thrive with Creative District Certification

The Certified Creative Districts program works to help communities in Washington thrive. Its purpose is to help communities strengthen their creative sector, diversify their economy, and enhance their quality of life.

What is a Certified Creative District?

- A Creative District is an exciting place to live, work, and visit.
- It's a focal point - a geographically defined area of cultural and economic activity.
- It's the heart of a community - for people to gather and enjoy the arts and culture a community has to offer. It can include cultural facilities, arts-related organizations, and creative and other businesses that support or complement these activities.
- It's a way for a community to grow jobs and create economic opportunities for all people through the arts. And it's a place where innovation and creativity can thrive, helping a community move enthusiasti-cally into the future.

How will Creative District certification benefit my community?

- Grow jobs and economic opportunities for all citizens
- Attract artists & creative businesses
- Promote your community's creative identity
- Increase tourism and bring new visitors
- Attract new investment, redevelop historic assets
- Opportunities for affordable housing, live/work, and maker space
- Proactively develop your community's long-term future







