

Arts and Culture Master Plan

City of Renton
Community Steering Committee
January 28, 2010



Why Does Art Matter Today?

- # Educational Success
- # Future Creative Work
- # Nurturing the Spirit
- # Understanding Diverse Cultures



Educational Success

- # **Studies have shown that involvement in the arts helps kids:**
 - ✓ Increase test scores by as much as 120 points on SAT
 - ✓ Promotes academic achievement
 - ✓ 4 times more likely to participate in a math or science fair
 - ✓ Improves self-esteem
 - ✓ More likely to graduate from high school



Creative Industries

- # Did you know that Peter Adkison founder of Wizards of the Coast worked as a Boeing systems analyst from 1985 through 1991?
- # Computer gaming outsold movies and music recordings combined (2008)
- # America's arts and entertainment are leading exports, with estimates of more than \$30 billion annually in overseas sales, including the output of artists and other creative workers in the publishing, audiovisual, music, recording and entertainment businesses



Economic Impact

- # Arts organizations and events in Renton have a total economic impact of creating 74.5 full time equivalent jobs
- # The arts contribute \$1.3 million city-wide to household incomes
- # Arts patrons contribute \$100,000 in sales tax revenue to the City of Renton
- # Arts patrons contribute \$117,000 in sales tax revenue to the State of Washington

Nurturing the Spirit

According to a recent poll, half of consumers across all income levels say that lack of time is a bigger problem than lack of money, when 42 percent of men and 55 percent of women say they are too tired to do the things they want to do.

- # Technology competes for leisure time
- # Gen X-ers spend 20.7 hours weekly on TV and online combined
- # Gen Y-ers spend 22.8 hours mostly online
- # A new blog is created every second of every day

Live Experiences

Transcendent Moments

Rigor Discipline Craft Depth Emotions



A kid who has
been in a play is
42 percent
less likely to
tolerate racist
behavior
(according to UCLA Study)



Understanding Other Cultures

85 non-English languages in
Renton schools

Why do Art and Culture Matter to You?



- # WHEN was your first art experience?
- # WHO were you with?
- # WHERE were you?
- # WHAT made it memorable?
- # HOW do you participate in Renton art & culture?
- # Do you have a creative outlet?

How do others see arts and culture in Renton?

- # Good public art collection
 - # Theatre spaces
 - # Arts organizations and activities
 - # Collaborative community
 - # Successful partnerships
 - # Diverse population
 - # Business friendly
 - # Good schools, medical care, non-profits
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What is Missing?

- # Does the community have a common vision for success?
- # Are existing resources valued?
- # Are individual artists engaged?
- # Is affordability a key to attracting artists?



Small Group Discussions

- # Individual Artists
- # Cutting Edge & Outside the Box Actions
- # Connecting with Diverse Communities
- # Public Art Opportunities & Partnerships
- # Economic Development & Culture
- # Arts Organizations & Facilities



Goals for Tonight

- # What does success look like?
- # Can we jump-start arts action with short-term, mid-term, & long-term goals?
- # Who owns the responsibility of taking action?

