Arts as the How: The Future of Cultural Policy in the Time of COVID-19 and BLM

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What is Cultural Policy?

Grants
Public Art
Festivals
Facilities
Emerging Cultural Policy

Arts Education

Placemaking

Diversity, Equity, and Inclusion

Creative Economy
Cultural Policy: From What to How

Studio vs. Intersectional
Arts Funding in the Context of Race

Practices that Guide Our Work

- Naming and centering race
- Seizing on catalytic moments
- Interrogating hard questions
- Continuously pursuing culture shift
Racial Equity in Arts Philanthropy

- The Creative Advantage Arts Education Initiative
- Racial Equity Toolkit: Cultural Facilities Fund
Racial Equity Toolkit: Cultural Facilities Fund
• Center those most impacted in solution building
• Support staff leadership development
• Interrogate how we uphold systems of oppression
• Foster internal and external systems of accountability
• Focus on process and outcomes
• Aspire to be transformational vs. transactional
• Be bold
• Attend to traumas that inevitably come up
The Cultural Space Agency

A new Seattle organization dedicated to cultural space, community wealth-building, and recovery
The Cultural Space Agency

A Structure for Stability

The Cultural Space Agency is an independent, mission-driven cultural real estate development agency. It is a Public Development Authority (PDA) chartered by the City of Seattle – the first to be launched in 38 years. The Space Agency is a key strategy for the preservation of cultural spaces, the building of community wealth, and investing in cultural communities of color.
The Cultural Space Agency

Values

- Keep Race in the Room
- Build Community Wealth
- Who Decides Who Decides?
- Assets are not Always Financial
- Always be Learning
Hope Corps

A New WPA
What is Hope Corps?

CONNECTING NEEDS IN SEATTLE

An opportunity to connect Seattle's extensive creative workforce with our emergent civic needs following the triple pandemic of COVID-19, economic recession, and racism. This program will leverage the skills that creatives have and also expand their skill sets.
Centering BIPOC Creatives

Opportunities will center the recovery on BIPOC creatives with public benefit projects that center the needs of communities of color. Our creative industries will be integral in leading Seattle’s economic revitalization.
Who is Hope Corps

500 Creative Workers

Hope Corps hopes to hire 500 creative workers in Seattle over the course of the next year, prioritizing communities of color, immigrants and refugees, and individuals living with disabilities.

Cohorts

Each cohort of creative workers will have the opportunity to learn from each other, network, and explore professional development and mentorship, so they are better poised for creative industry success.
Who is Hope Corps?

6 COHORTS

- Media & Journalism
- Food Security & Urban Farming
- Public Health
- Mental Health & Healing
- Social Cohesion & Belonging
- Arts Education
Media & Journalism

Cohort 1

Through partnerships with media outlets throughout the region and independent journalists, we will create opportunities for writers, storytellers, photographers, and videographers to tell stories, uplift narratives, and chronicle one of the most historic moments of our lifetimes.
Food Security & Urban Farming

C O H O R T  2

Through partnerships with food banks, mutual aid efforts and the restaurant industry, this focus area brings together the mutual needs of the hospitality industry with a rising need for food security. Chefs, urban gardeners, and other creatives who are part of the food ecosystem connect the dots for our most basic needs.
Public Health

COHORT 3

We will hire artists and communications professionals to help communicate the public health needs for the region focusing on ensuring these messages are created in a variety of languages and with differentiated outputs.

From viral social media videos, neighborhood signage, to templates for small businesses, artists can ensure messages are clear, accurate, and help ensure we can return to a healthy state as soon as possible.
Mental Health & Healing

COHORT 4

The pain of this moment is tangible, and healing is required for so many who have experienced trauma. Anti-racism work, art therapy, healing circles, and other mental health interventions may be used to support those who have lived experience of oppression, exacerbated by the COVID-19 pandemic.
Social Cohesion & Belonging

Cohort 5

Artists are uniquely qualified to bring people together, create and support a sense of belonging within a community, and promote relationships among community members through their craft. This focus area allows artists to do what they do best: make art. Outcomes may include virtual presentations, drive-by dance-a-thons, collective art projects, public art exhibitions, and more.

Seattle Office of Arts & Culture | Arts as the How
Arts Education

COHORT 6

The Creative Advantage, a partnership between Seattle Public Schools (SPS) and the Seattle Office of Arts & Culture, is creating online arts lessons by local teaching artists. The series of approximately 10 to 15-minute arts educational programming segments feature a variety of artistic disciplines for a range of grade levels, K-12.

In addition, local artists and creatives will be invited into classrooms to talk about their practice, career paths, and cultural influences, teaching histories that are not often traditionally taught in schools.
Why Hope Corps?

**INCOME**
Programs will provide *income for some of the most hard-hit industries* and workers while benefiting residents of Seattle and maintaining industries key to Seattle's economic recovery.

**SOCIAL CONNECTION**
Creative industry workers create opportunities to foster social connections, lift our spirits, feed our community, and offer hope for our collective future.

**BUILDING BACK BETTER**
Creative industry workers will help us process this extraordinary moment in history with storytelling and reflection, and will lead change in imagining new possibilities.