

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

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Seattle



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

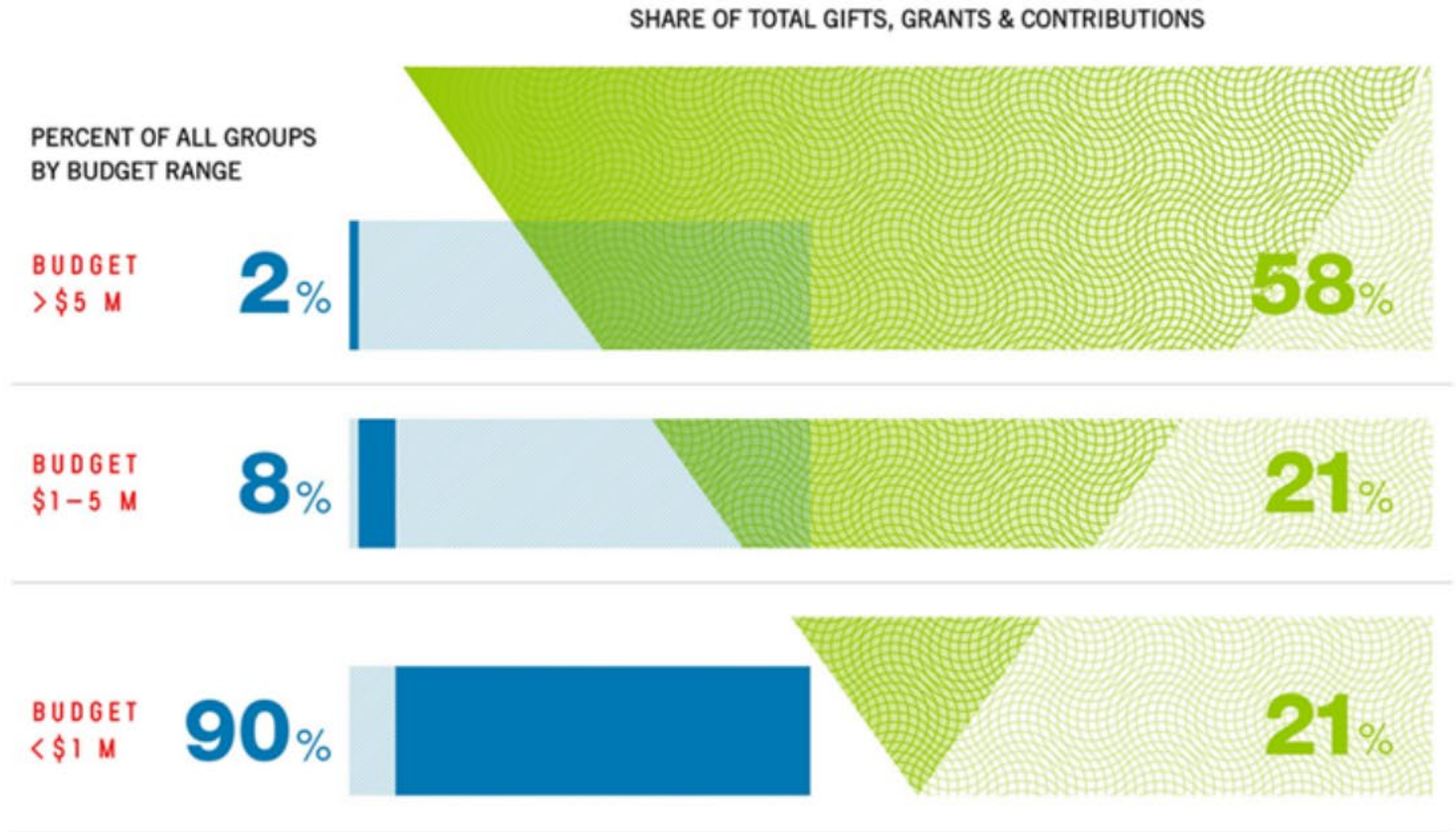
Studio vs. **Intersectional**

Arts Funding in the Context of Race

Source: "Not Just Money: Equity Issues
in Arts Philanthropy," Helicon
Collaborative, 2017

Funding Distribution by Budget Size

Source: National Center for Charitable Statistics (2016)



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



**THE CREATIVE
ADVANTAGE**

**The Creative Advantage
Arts Education Initiative**



Racial Equity Toolkit: Cultural Facilities Fund





Learnings

- 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**.

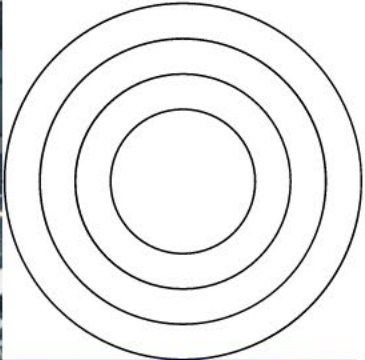


The Cultural Space Agency

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.

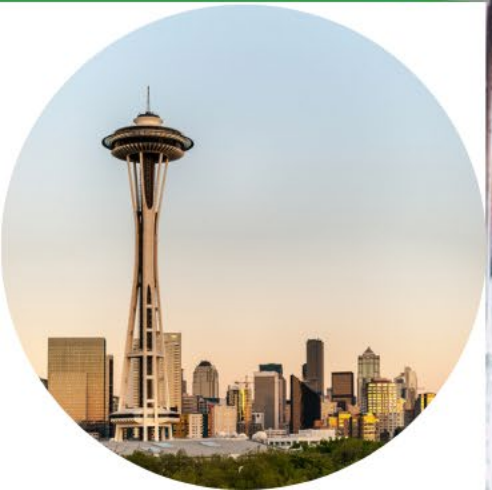
Who is Hope Corps

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

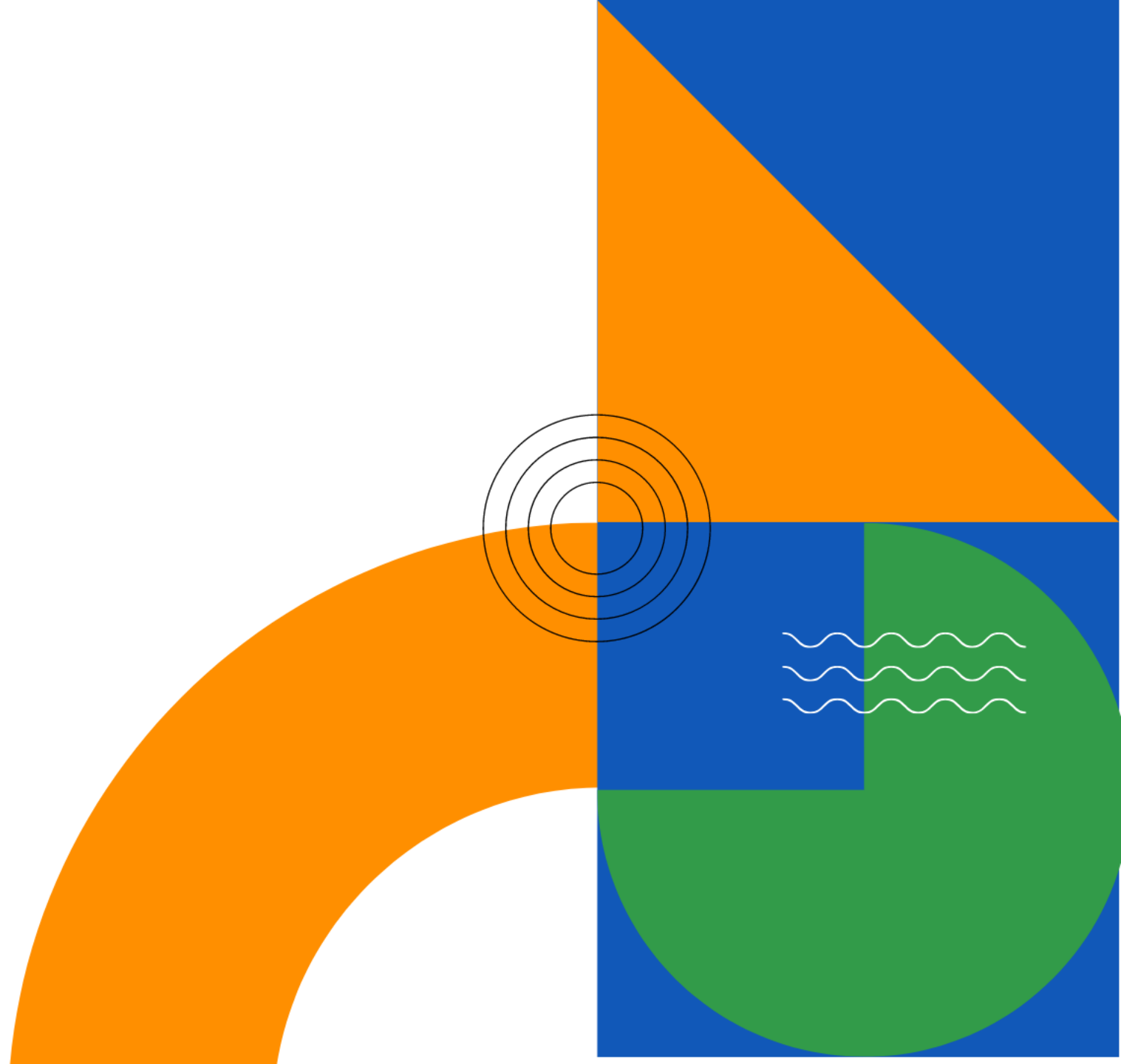
Food Security & Urban Farming

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

COHORT 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.



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.**