King County Cultural Access Info

INSPIRE WASHINGTON
Opening doors to science, heritage, and the arts.
Inspire Washington acknowledges that we and our partners statewide are on the homelands of Native peoples, who have lived in this region from time immemorial. We pay respect to their elders past and present. We acknowledge their stewardship, their forced removal, and their continued fight to live on their ancestral lands.

We acknowledge that King County is on the ancestral homelands of the Coast Salish Peoples, the Duwamish, Snoqualmie, and Muckleshoot.
What’s in this presentation:

• Overview of Inspire WA
• What is Cultural Access: history, funding model, etc.
• How Cultural Access works
• What’s changed and why now
• Next Steps
Mission of Inspire WA:

INSPIRE WASHINGTON
Opening doors to science, heritage, and the arts.

Inspire Washington strengthens communities and nurtures the human spirit by increasing access to science, heritage, and arts programming through advocacy, professional development, education and coalition building.
What we do at Inspire WA:

Create a Cultural Coalition & Partnerships
• Statewide, regional, in cities and towns, and with allies

Advocate for public funding & policies
• Local, state, and federal legislative action
• Connecting community members to lawmakers through the Inspiration League, our online advocate platform

Resource Development
• Arts4All, Creative Economy workgroup, Cultural Access legislation, Working WA 5, and policy development

Education & Professional Development
• Cultural Congress, Cultural Futures, leadership and development programs

Distribute Communication Tools
• Social and traditional media tools and content
Who is Inspire WA:

Staff of 3: Manny Cawaling, Jessi Wasson, and Madeline Dalton.

Board and advisors of 40+ prominent cultural leaders across the state.

Coalition of thousands of state-wide organizational partners, advocates, and businesses.
Who Inspire WA supports: The Cultural Sector!

**SCIENCE & TECHNOLOGY**
nature conservancies, fish hatcheries, zoos, science and innovation centers, aquariums…

**HERITAGE**
historical and cultural heritage sites, humanities, museums…

**ARTS**
visual art, literature, music, dance, theater, spoken word, film, non-commercial radio…
What is Cultural Access?
A publicly funded program that expands community access to cultural programs in science, heritage, and the arts.

- Created by state legislature, providing taxing authority to cities and counties
- Voter approved 0.1% increased sales tax = $15-30 per household per year
- Increases public access to cultural activities
- Expands Cultural Education activities for public school students at both schools and cultural facilities, including transportation
- Provides sustainable funding for not-for-profit science, heritage, and arts organizations
- Based on 2019 tax collection, a Cultural Access program would invest $72 million dollars annually in King County!
Why it Matters?

- Cultural equity throughout King County
- Academic success and meaningful experiences for students
- Greater economic prosperity and competitiveness
- Expanded quality of life
- Vibrant and connected communities
- Sustainable funding for cultural non-profits
- Post pandemic sector recovery with significant job creation and program expansion
History of Cultural Access

2006: Puget Sound Regional Council Economic Strategy includes Cultural Improvement District

2009: Legislation introduced as HB 1666 and SB 5786

2011: Introduced as HB 1837 & SB 5626

2015: SHB 2263 passes to create Cultural Access

2018: Tacoma Creates passes with 67% vote

2022: Inspire Olympia! Passes with 58%

2008: PSRC Outreach to Spokane, Tri-Cities, Vancouver

2017: King County Cultural Access narrowly lost

2019-20: SHB 5792 passes and amends Cultural Access
Looking back at the 2017 Campaign

County Council Process: March – May, 2017

Election: August 2017

Challenges:

• Program concerns and uneven sector support, particularly in suburban areas
• August elections have historically low voter turnout
• Lack of time for a campaign
• Tax fatigue: Sound Transit 3, McCleary solution, and County's renewal of Veteran, Housing, and Human Service Levy.

Voters narrowly rejected by 4,000 votes out of a total of 414,000. Winning is within our reach!
What has changed?

Cultural Access WA and WA State Arts Alliance merged to become Inspire Washington with a broader mission.

- King County program is same as all other counties.
- Funding framework is removed.
- Local authority determines investment.

Councilmanic Authority (allowing city or county council to implement without a vote of the people) is being pursued in the Legislature as a tool for cities and counties to use if desired.

Senate Bill 5792 was approved on March 6, 2020. Thank you Rep. Cindy Ryu for your leadership!
Cultural Access Program Details
4Culture is the Cultural Development Authority of King County and provides funding and support for the cultural work that makes King County vibrant.

4Culture is funded by 37.5% of lodging tax collected from King County and 1% for Art.

4 funding categories + 4 departments = 4CULTURE

- Special Projects
- Cultural Facilities
- Sustained Support
- 1% for Art
- Public Art
- Heritage
- Preservation
- Art
Who will administer Cultural Access?
4Culture creates and administers the funding program.

How long does the program last?
Voters would approve Cultural Access for 7 years and must be renewed after that.

What is Inspire Washington's role?
- Advocate for the program and propose/lobby for legislative changes when needed.
- Educate leaders and communities about the opportunity and coach local campaigns.
- Strategize opportunities to implement in King County and will champion a public campaign.
Who is eligible to receive Cultural Access funding?

• Non-profit, 501(c)3 organizations
• Advancing and preserving the visual or performing arts, heritage, technology and science (such as zoology, botany, anthropology, or natural history)
• Must provide programming or experiences available to the general public

Who is NOT eligible to receive funding?

State agencies, city governments, private foundations, radio or television broadcasting network or stations, cable communications system, internet-based communications venture or services, newspapers, or magazines.
Breakdown of Potential Cultural Access Revenue
(Amounts based on 2019 tax collection)

- Sustained Support ($36 mil)
- Public Schools Cultural Access ($10.8 mil)
- Public Free Admission ($10.8 mil)
- Building for Equity ($7.2 mil)
- Countywide Initiatives & Projects ($4.5 mil)
- Startups ($1.44 mil)
- Administrative ($1.26 mil)
Administered by 4Culture, funding would be divided into 7 categories:

**Sustained Support (50%)**
Sustained Support awards are grants to meet the day-to-day needs of arts, preservation, heritage, and science organizations, including rent, utilities, payroll, and other basic annual expenses.

**Public School Cultural Access (15%)**
A special fund that expands access to arts, heritage, and science education for public school students in each of King County’s 19 public school districts. Awards in this program go to arts, heritage, and science nonprofits that provide activities in schools, brings local artists, historians, and scientists into the classroom, and provide field trips to cultural venues for students.

**Public Free Admission (15%)**
Arts, heritage, preservation, and science organizations are reimbursed to cover the costs of providing free access to the public for science and cultural experiences. Funds may also be used to reduce or eliminate travel-related costs incurred, by organizations, to bring visitors to science and cultural venues or events.
Funding Breakdown con’t

**Building for Equity (10%)**
Awards that help organizations acquire, build, or renovate bricks and mortar buildings as well as purchase the essential equipment that makes cultural and scientific experiences possible.

**Countywide Initiatives and Projects (6.25%)**
A special fund for taking advantage of unique opportunities and making proactive investments in countywide initiatives, public programs, support for individual cultural practitioners, limited time events, or unmet community needs.

**Startups (2%)**
A fund for the creation of new organizations to help ensure all geographic areas of King County and all communities have access to science and culture.

**Administrative Costs (1.75%)**
Funds to support 4Culture to administer the program, as stated in the legislation.
How would organizations receive funding?

Using 4Culture’s existing model, but open to science and technology organizations.

Organizations would apply to 4Culture’s website for any of the 6 Cultural Access programs that they are eligible for.

Cultural Access would increase the Sustained Support funding 4Culture could distribute from $2 million to $36 million!
Looking Forward
Implementation

1. Build a coalition of cultural organizations
2. Outreach to communities
3. County Council places the issue on the ballot
4. Countywide Cultural Access Campaign targeting voters
5. Voters approve a tax, 0.1% of sales
6. First funding would be delivered approximately 18 months after voter approval
HOW do we want to win?

• WITH a united cultural sector and a broad and diverse coalition
• FOR the communities that benefit
• BY discussing the value of cultural programs
• WITH support from cities and towns across King County

WHEN do we want to win?

• Earliest ballot opportunity is Nov 2023
• Will depend on many factors: county-wide polling, other future ballot initiatives, King County leadership support, Inspire WA fundraising, etc.
Next Steps for YOU!

1. Sign up for the Inspiration League at InspirationLeague.org
2. Become a Champion for Cultural Access by meeting with stakeholders to education and excite them about the opportunity
   • Your cultural organization staff & board
   • Business groups & networks
   • PTSAs
   • Chambers of Commerce
   • Rotary
   • Clubs
   • City Council
   • School Board

HOW? Inspire WA has provided talking points, a one sheet, and this slide deck for all to download at InspirationLeague.org
Website Info Hub
Thank you!

Questions?

Email us at advocacy@inspirewashington.org