Cultural Access Washington
SHB 2263 Signed into Law

Authorizes any County in Washington State to ask the voters to approve sustainable funding for access to Cultural, Scientific and Heritage organizations.

Passage would:

* Increase public access to cultural activities
* Expand Cultural Education activities in schools and in cultural facilities including funding transportation
* Require a public vote in any Washington County
* Potential for $68.1 Million annually to KING County Cultural, Science, and Heritage organizations
What do We Mean by Access?

Increased access for public school students
- Expanded experiences at schools or on-site
- Funded transportation
- Focusing on schools with high % of subsidized meals

Increased public access
- Reduced or free admission
- Creation of new or expanded programs
- Increased cultural activities in rural and urban areas
- Sustainable organizations that provide regional benefits
Cultural Access Legislation Timeline

2005
- PSRC Regional Economic Strategy includes Cultural Improvement District

2006
- PSRC Outreach to Spokane, Tri-Cities, & Vancouver

2007
- Legislation introduced as HB 1666 and SB 5786

2009
- Introduced as HB 1837 & SB 5626

2010

2011
- No legislation (4Culture Lodging Tax Reauthorization)

2012

2013

2014
- HB 1783 & SB 6151

2015
- HB 1107 & SB 5463
- SHB 2263 Passes – Signed into law July 6, 2015

2016

Three Step Process

1. **State Law authorizes any single county (or group of contiguous counties) in Washington state to ask voters to approve a tax (0.1% of Sales or equivalent Property Tax) to support access to cultural, scientific, and heritage organizations in that county.**

2. **County or City Councils place the issue on the ballot.**

3. **Voters approve a tax (i.e., 0.1% of Sales).**
King County Council Districts

1 – Rod Dembowski
2 – Larry Gossett
3 – Kathy Lambert
4 – Jeanne Kohl Welles
5 – Dave Upthegrove
6 – Claudia Balducci
7 – Pete von Reichbauer
8 – Joe McDermott
9 – Reagan Dunn

Re-election in November, 2017
Each County Council will designate an Authority for granting awards. Examples could be:

- A local community foundation
- Main street foundation
- Local arts commission
- Washington State Arts Commission

In KING County, 4Culture is the Authority
Who Awards the Funds?

All Counties Exercising Local Control Decide

- Source of Funding (Sales Tax or Property Tax)
  
  **NOTE:** KING County limited to use of Sales Tax Only

- Multiple Counties may implement with an Interlocal Agreement

Additional Flexibility (Counties Other Than King)

- Percentage Distribution of Funds
- Size of Organizations to Fund
If a county chooses not to implement a cultural access program, then any city within that county can “step into the shoes” of the county and implement a program within its boundaries.

In addition to King County, there is County/City activity in:

- Pierce County – Tacoma
- Thurston County – Olympia
- Kitsap County – Bainbridge Island
- San Juan County – Friday Harbor
- Snohomish County – Edmonds
- Benton/Franklin County – Tri-Cities
- Spokane County – Spokane
- Kittitas County – Ellensburg
After Administrative Expenses, Three Categories of Recipients

1. Public School Cultural Access Program: aimed at subsidizing curriculum aligned in-school education through cultural, scientific, and heritage education activities, as well as student access to attend cultural, scientific, and heritage organizations in the county.

2. Regional Cultural Organizations: budgets greater than $1.250 million (King County Budgets total nearly $400 million from 40 Regional Organizations).

3. Community Based Cultural Organizations: budgets less than $1.250 million (King County Budgets total nearly $60 million from more than 300 Community Based Organizations).
How are Organizational Funds Awarded?

**Regional Cultural Organizations (Budgets > $1.25 million)**

- Regional Organizations **compete with one another** based on budget size and annual attendance with **attendance weighted 2x**.
- Funds may be used for cultural and educational activities, programs and initiatives, public benefits and communications, and access related operations.
- Funds may **not** be used for capital projects or property acquisition/improvements.
- **At least 20%** of Regional Organization Funding Awards must be used for public school access activities.
- Grants may **not** exceed 15% of operating budget.

**Community Based Cultural Organizations (Budgets < $1.25 million)**

- Funds may be used for cultural and educational activities, programs and initiatives, public benefits and communications, and basic operations.
- May be used for capital projects, property acquisition, and property improvements.
- Awards **not** limited to 15% of budget.
4Culture will recommend to the County Council guidelines for continued annual awards to Regional Organizations as well as granting Cultural Access Program awards for Community Based Organizations in the following areas:

- Cultural and Educational Activities
- Expanded Programs and New Initiatives
- Public Benefits that Improve/Encourage Access
- Communications to the Public
- Basic Operations
- Capital Projects, Property Acquisition, and Property Improvements (Community Based Organizations only)
Accountability Means ....

- Annual expectations for ALL funded organizations to achieve increased access, measureable public benefit and impact

- The Cultural Access Program Requires:
  - Oversight by a board of directors appointed by counties
  - Cap on program administrative costs (approx. 3.4% of all funds)
  - Annual Audits (Regional Organizations)
  - Funding Sunset (7 years); Voters reapprove measure every 7 years in a special or general election
Public Benefits Obligation

- All organizations - large and small - must adhere to guidelines establishing a **BASELINE STANDARD** of continuous **performance** with respect to the provision of public benefits.

- The law requires Regional Organizations to provide a **REPORT to the PROGRAM** (for the most current year) that summarizes Public Benefits it provided and its participation in the Public School Access program. The organization must also provide a Preview Report on the Public Benefits it plans to provide in the upcoming year.
## Allocation of Funds in King County

### August 2016 King County Sales and Use Taxbase Forecast
Office of Economic and Financial Analysis

<table>
<thead>
<tr>
<th>Tax Year</th>
<th>Value</th>
<th>Annual Growth</th>
<th>% Change from July 2016 Forecast</th>
<th>$ Change from July 2016 Forecast</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>$45,401,665,730</td>
<td>-</td>
<td>0.00%</td>
<td>$0</td>
</tr>
<tr>
<td>2007</td>
<td>$49,268,622,240</td>
<td>8.52%</td>
<td>0.00%</td>
<td>$0</td>
</tr>
<tr>
<td>2008</td>
<td>$47,440,908,710</td>
<td>-3.71%</td>
<td>0.00%</td>
<td>$0</td>
</tr>
<tr>
<td>2009</td>
<td>$40,783,082,660</td>
<td>-14.03%</td>
<td>0.00%</td>
<td>$0</td>
</tr>
<tr>
<td>2010</td>
<td>$40,506,885,020</td>
<td>-0.68%</td>
<td>0.00%</td>
<td>$0</td>
</tr>
<tr>
<td>2011</td>
<td>$42,349,096,619</td>
<td>4.55%</td>
<td>0.00%</td>
<td>$0</td>
</tr>
<tr>
<td>2012</td>
<td>$45,178,847,087</td>
<td>6.68%</td>
<td>0.00%</td>
<td>$0</td>
</tr>
<tr>
<td>2013</td>
<td>$48,553,937,856</td>
<td>7.47%</td>
<td>0.00%</td>
<td>$0</td>
</tr>
<tr>
<td>2014</td>
<td>$52,935,243,480</td>
<td>7.79%</td>
<td>0.00%</td>
<td>$0</td>
</tr>
<tr>
<td>2015</td>
<td>$57,615,757,460</td>
<td>10.09%</td>
<td>0.00%</td>
<td>$0</td>
</tr>
<tr>
<td>2016</td>
<td>$62,616,889,102</td>
<td>9.02%</td>
<td>0.19%</td>
<td>$121,138,743</td>
</tr>
<tr>
<td>2017</td>
<td>$66,290,793,974</td>
<td>5.12%</td>
<td>0.19%</td>
<td>$126,732,539</td>
</tr>
<tr>
<td>2018</td>
<td>$68,091,202,656</td>
<td>3.12%</td>
<td>0.15%</td>
<td>$105,251,463</td>
</tr>
<tr>
<td>2019</td>
<td>$70,448,038,340</td>
<td>3.45%</td>
<td>0.13%</td>
<td>$92,660,116</td>
</tr>
</tbody>
</table>
## Allocation of Funds in King County

<table>
<thead>
<tr>
<th>Description</th>
<th>Percentage of Remaining Funds</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Available to Cultural Access Fund at 0.1%</strong></td>
<td></td>
<td>$68,091,203</td>
</tr>
<tr>
<td>Administration of Program</td>
<td>Program Administration</td>
<td>$851,140</td>
</tr>
<tr>
<td>Program Budget Up to 1.25% of Total Funds</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public School Cultural Access Program</td>
<td>Public School Cultural</td>
<td>$6,724,006</td>
</tr>
<tr>
<td>Access Program 10.00% of Remaining Funds</td>
<td>Access Program</td>
<td></td>
</tr>
<tr>
<td>Regional Cultural Organization Funding</td>
<td>Regional Cultural Organization</td>
<td>$42,361,239</td>
</tr>
<tr>
<td>Funding 70.00% of Remaining Funds</td>
<td>Funding</td>
<td></td>
</tr>
<tr>
<td>Community Based Administrative Budget</td>
<td>Up to 8.00% of Remaining</td>
<td>$1,452,385</td>
</tr>
<tr>
<td>Funds</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community Based Cultural Organization Funding</td>
<td>Remaining Funds</td>
<td>$16,702,432</td>
</tr>
</tbody>
</table>
Regional Organizations Award Calculation

\[
\frac{\text{Avg. Annual Rev.}}{\text{Total Annual Rev.}} = \text{Weighted Revenue Ratio}
\]

\[
\frac{\text{Avg. Annual Attend.}}{\text{Total Annual Attend.}} = \text{Weighted Attendance Ratio}
\]

**Avg. Annual Rev.** means the average annual revenue of the eligible Regional Organization over the past three completed fiscal years.

**Total Annual Rev.** means the total of all Regional Organizations average annual revenue over the past three completed fiscal years.

**Avg. Annual Attend.** means the average annual attendance of the eligible Regional Organization over the past three completed fiscal years.

**Total Annual Attend.** means the total of all Regional Organizations average annual attendance over the past three completed fiscal years.
Regional Organizations Award Calculation

\[
\text{Weighted Revenue Ratio} + \text{Weighted Attendance Ratio} + \text{Weighted Attendance Ratio} \times 3 = \text{Regional Organization Award}
\]
Allocation Considerations

- 20% of Regional Awards must be used for the Public School Access Program
  - This effectively reduces the unrestricted portion of Regional Awards by 20%

- Regional Awards are limited to 15% of annual revenue
  - Funds that exceed the 15% will be used for New Initiatives primarily for Community Based Organizations
  - Early projections show several organizations exceeding the 15% maximum and would make available around $2.2 million for New Initiatives
Projected Funds Distribution

Total Funds Available
$68,091,203

- Regional Orgs Reserved for School Access
  $8,472,248
  12.4%

- Funds for New Initiatives
  $2,234,000
  3.3%

- Public School Cultural Access Program
  $6,724,006
  9.9%

- Community Based Organization Funding
  $16,702,432
  24.5%

- Regional Cultural Organization Funding
  $31,654,992
  46.49%

- Program Administration
  $2,303,525
  3.38%
<table>
<thead>
<tr>
<th>Regional Organizations</th>
<th>Community Based Organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competitive awards based on budget &amp; attendance</td>
<td>Grant based awards for a wide variety of programmatic needs</td>
</tr>
<tr>
<td>Awards <strong>limited</strong> to 15% of Annual Budget</td>
<td>Grants have <strong>no limit</strong> as a % of budget</td>
</tr>
<tr>
<td>Awards <strong>may not</strong> be used for capital projects</td>
<td>Grants <strong>may</strong> be used for capital projects</td>
</tr>
<tr>
<td>20% of awards <strong>must be invested</strong> in public school access programs.</td>
<td>Investment in public school access programs is <strong>not a requirement</strong> for Community Based Organizations</td>
</tr>
<tr>
<td>With 88% of total Budgets, receive 46% of all funds</td>
<td>With 12% of total Budgets, receive 28% of all funds</td>
</tr>
</tbody>
</table>
What does Passage Mean for Regional Organizations?

- Sustainable and substantial funding for many years
- Opportunity (and funding) to expand Outreach and Education broadly into the Public Schools
- Funding to bring otherwise unavailable experiences to King County

Obligations include:

- 20% of awards used for Public School Access Program
- Continued attention to measuring increased access
- Structured logging of attendance
What does Passage Mean for Community Based Organizations?

- Dramatic increase in available funding – up to 10 times current funds from 4Culture
- Opportunities to add or expand programs to address important issues such as racial equality and social justice
- Reduced competition for public funding from large organizations
- Wider variety of programs that may be funded
- Funds to realize their vision and mission
• Potential for a dramatic increase in cultural experiences both in the classroom and at a cultural facility

• Transportation costs may be fully covered for field trips to cultural organizations

• Training for teachers to integrate cultural experiences into the curriculum enhances student learning

• Low income schools will benefit most
What does this Mean for Citizens of King County?

- Expanded access to cultural, scientific, and heritage experiences for our children and grandchildren both in school and on field trips
- Wider opportunities and choices for programming
- Reduced price or free admissions
- Continued high quality of cultural life to help businesses attract and retain talented employees
- Ability for organizations to take risk by bringing high quality programming to the area that otherwise would not be available to citizens
- The impact is high; the price is low – less than $25 per year per citizen
Cultural Access Washington
King County Campaign Timeline

- **4Culture Guidelines Setting Process**
- **Council Review**
- **Polling**
- **April - King County Council Places Measure on Ballot**
- **Public Vote**
- **King County August 1, 2017**

**Polling**
- **Public/Social Awareness Campaign**
- **County Council Communications**

**MEMBER COALITION BUILDING**

- **Fundraising Major Gifts Phase** (Major gifts $20k and up from Individuals & Corporations)
- **Fundraising Public Phase** (Member Organizations & Individuals)

Earn/Raise $1.45 Million for KING Co. Campaign ($1.1 M Members; $350k Contributions)
What Can You Do?

- Become a Member or Friend of Cultural Access Washington and contribute to the King County Campaign
- Lobby County Councilmembers to support ACCESS FOR ALL on the ballot
- Visit: WWW.CULTURALACCESSWA.ORG

Ben Moore, Chairman, Board of Trustees  rewire45@gmail.com
Dwight Gee, Vice-President  dwight1000@outlook.com
James Kraft, Executive Director  james.kraft@outlook.com
D. David Brown, General Manager  david@ddavidbrown.com

Cultural Access Washington | PO Box 806 | Seattle WA 98111