Cultural Access
WASHINGTON

Inspiration for All

Overview – November, 2016
Cultural Access Washington Legislation – SHB 2263

- Increases public access to cultural activities
- Expands Cultural Education activities in schools and in cultural facilities including transportation
- Provides Sustainable Funding for large and small Cultural, Science, and Heritage organizations in any Washington County
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

2008
Introduced as HB 1837 & SB 5626

2009

2010

2011

2012

2013
No legislation (4Culture Lodging Tax Reauthorization)

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).**
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
Each County (or City) 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
The designated Authority will recommend to the county legislative body a set of guidelines for granting Cultural Access Program awards to organizations for the following:

- 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
Who Does Cultural Access Fund?

After Administrative Expenses, CAWA Funds

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

2. **Arts, Science, and Heritage Cultural Organizations** that have demonstrable programs of public benefit.
How are Organizational Funds Awarded?

**KING County Example**

- **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.
  - **Capital projects, property acquisition, and property improvements.**
  - Awards **not** limited to 15% of budget
Public Benefits

Increased public school student access
- Expand experiences at schools or on-site
- Funds transportation
- Focus on schools in economically-disadvantaged areas

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
Accountability

- Annual expectations from ALL funded organizations for achievement of increased access, measurable public benefit and impact
- Oversight by board of directors appointed by counties
- Cap on program administrative costs
- Annual Audits
- Funding Sunset; Voters reapprove measure every 7 years
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 Your County?

- Expanded access to cultural, scientific, and heritage experiences for your children and grandchildren both in school and on field trips
- Wider opportunities and choices for programming
- Reduced price or free admissions
- Increased 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

Polling

4Culture Guidelines Setting Process
County Council Review
Polling
April - King County Council Places Measure on Ballot

County Council Communications
Public Campaign

Public/Social Awareness Campaign

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)

Public Vote
King County
STATE LEGISLATURE currently authorizes a County to place a tax on the ballot for voters to decide.

COUNTY COUNCIL (or City) will determine the source of Funding - Sales Tax or Property Tax, and place the measure on the ballot.

Voters Approve !!

LOCAL authority (a community foundation, main street foundation, arts commission, etc.) determines the guidelines for awards and distribution of funds.
Steps to Consider

- Can you organize your Cultural Community?
- Are your County Commissioners or City Councils amendable to the Cultural Sector?
- Is your community amenable to taxing themselves to support Arts, Science, and Heritage organizations?
- Who will serve as the “Designated Authority”?
- Where will you find the money for a public campaign?
What Can You Do?

- Become a member of Cultural Access Washington
- Lobby County Councilmembers to support Cultural Access on the ballot
- Visit: WWW.CULTURALACCESSWA.ORG

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