

Yakima Creative District

a vision for a creative economy

**What is a
Creative
District?**

**Why was
this
Program
Created?**

**Who/What
is Creative**

**The plan
so far...**

 **YAKIMA ARTS
COMMISSION**

A Creative District is...



**Focal point
for people to
enjoy the
arts**

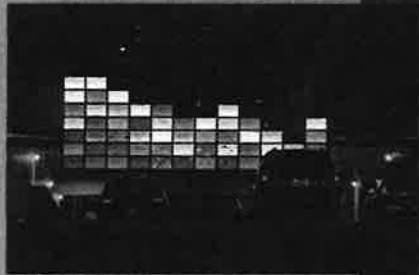
**An exciting
place to live,
work & visit**

**Opportunity
zone to grow
jobs &
economic
development**



Focal point

Art Studios, Public Art, Galleries,
Wineries, Breweries, Theater,
Music, Boutique Shopping, Fine
Dining, Art Festivals and more...



What are
we doing
already

What Yakima is already doing in proposed district

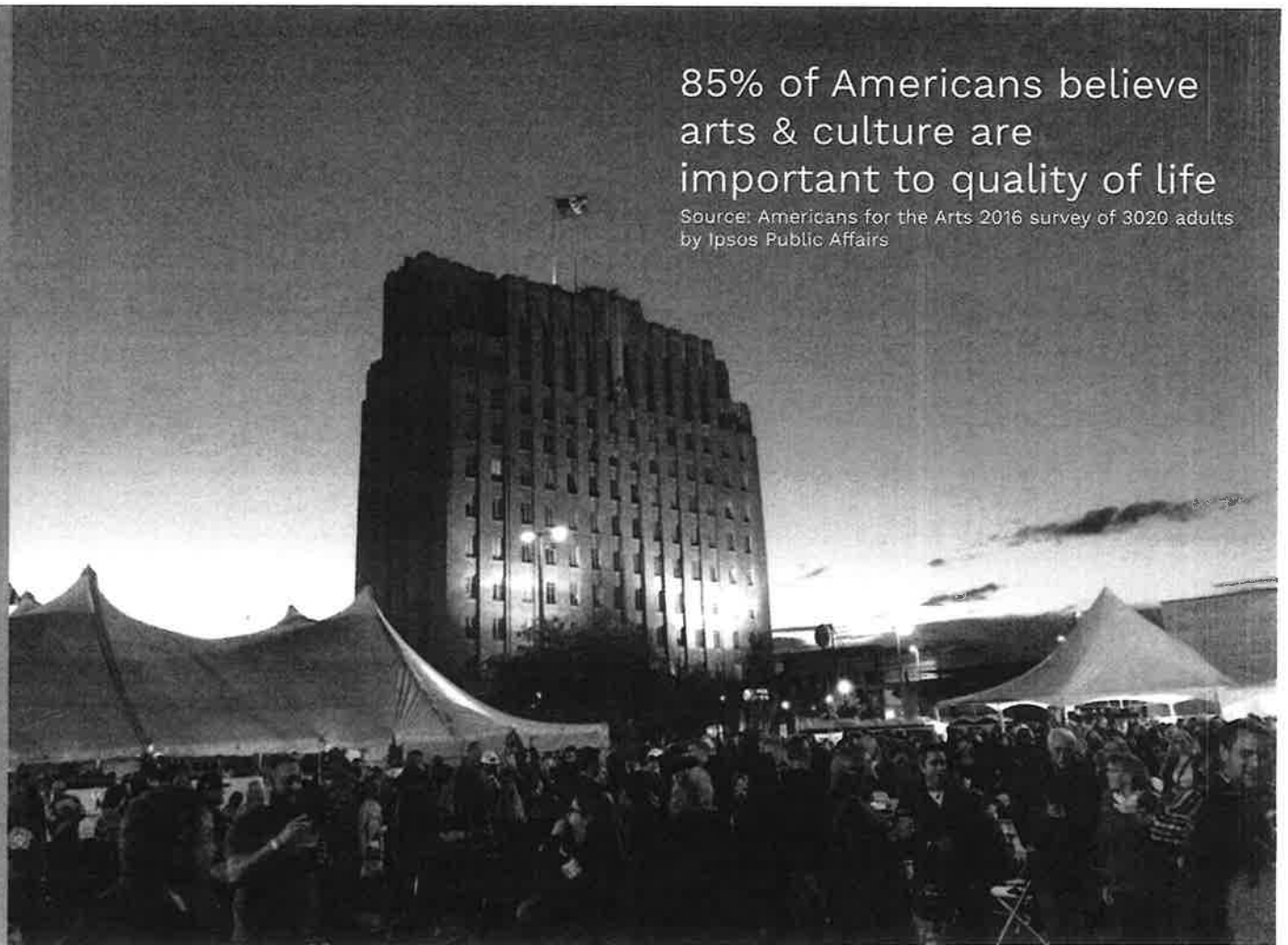
- **Season Performance Hall**
- **Capitol Theatre**
- **Yakima Symphony**
- **Roots and Vines Music Festival**
- **Farmer's Market**
- **Downtown Summer Nights**
- **Caulk Art Festival**
- **Sip & Stroll**
- **Small Business Saturday**
- **Yakima Maker Space (S.T.E.A.M. Events & Classes)**
- **Windows Alive (public art)**
- **First Friday (Downtown Public Artwalk)**
- **Cruz-in the Ave**
- **Holiday Light Festival**
- **and much more...**

The Arts

make for a wonderful place to call home

85% of Americans believe arts & culture are important to quality of life

Source: Americans for the Arts 2016 survey of 3020 adults by Ipsos Public Affairs



An opportunity to grow jobs & economic development

In 2016, 177,000 people in WA were employed in creative industries, with combined wages of approximately \$21.9B



Source: ARTWA

Why

Because creative industries drive growth and retain workers

Case Study

Community Benefits

Economic Development

Not just about the money, but...





Trinidad CO.

- Former Coal Town
- Lost 1300 jobs in 5 years
- 2014 Creative District Designation
- Result 150 start-ups in the creative industry

<https://www.corazondetrinidad.org/>

Colfax



Other WA
Towns

2012 to 2017
Creative Enterprises up **293%**
2013 - 2017
Creative District Attendance Up **30%**
2013 - 2017
Sales Tax Collection up **13.3%**



Creative District Communities

City of Edmonds

Chewelah

Olympia

Langley

Twisp

Port Townsend

Tenino

Issaquah

Washington's Creative
Economy

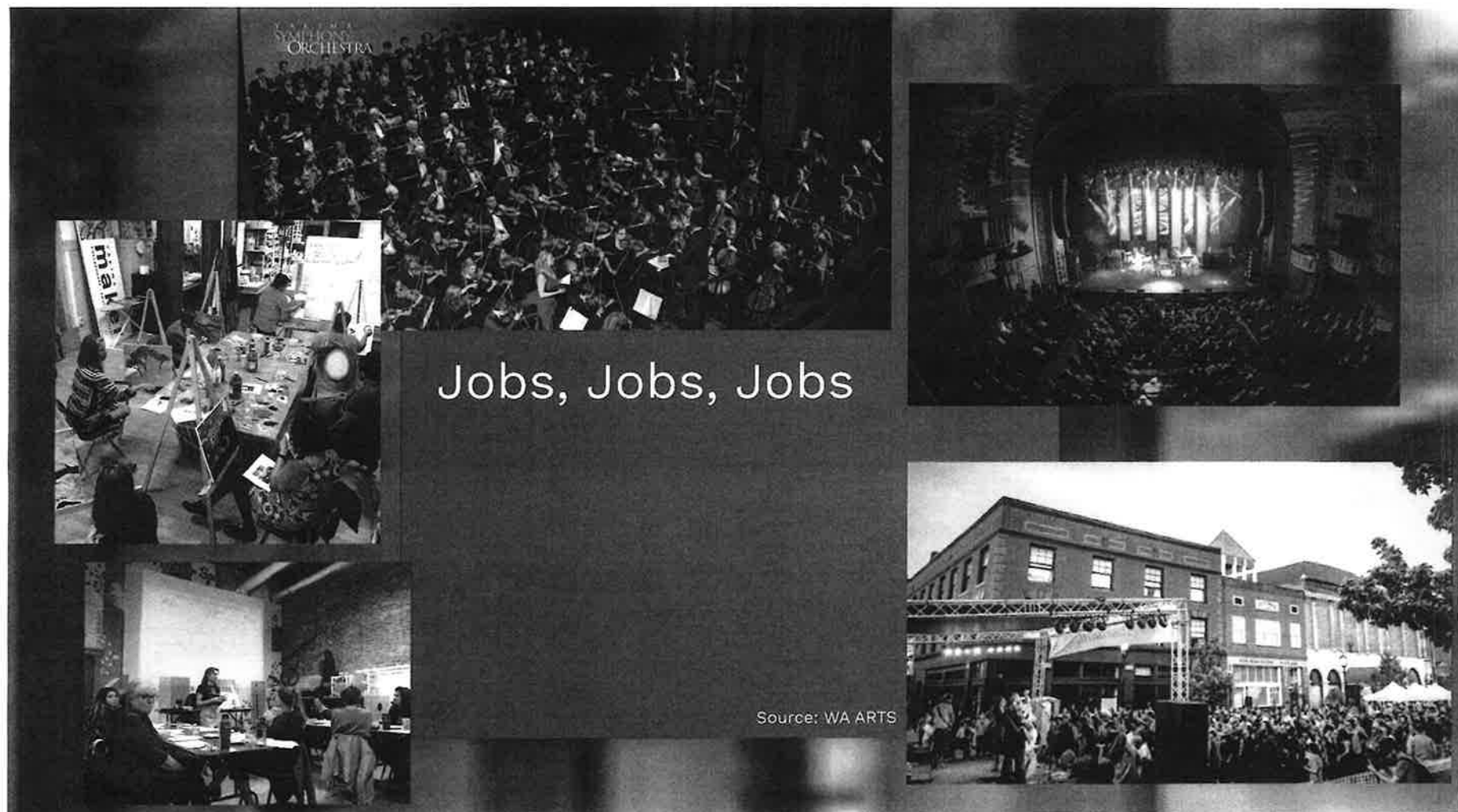
Benefits to the Community



- Long-term job creation
- New business & industries brought to community
- Redevelopment of community assists
- Increased tourism
- Increased community livability

82% of Americans believe arts & culture are important to local business and the economy

Source: Americans for the Arts 2016 survey of 3020 adults by Ipsos Public Affairs



Jobs, Jobs, Jobs

Source: WA ARTS

ORCHESTRA



Jobs, Jobs, Jobs

The number of creative jobs in Washington State has grown an average of 3% annually since 2011, making it one of the fastest growing sectors in the state.

Source: WA ARTS



Washington State's Creative Economy

2019
BY THE NUMBERS



352,295
JOBS IN WA IN 2019



14,000
JOBS GAINED
SINCE 2018



50%

CREATIVE WORKERS



50%

TOP 10 CREATIVE JOBS

- 1 SOFTWARE DEVELOPERS
- 2 POSTSECONDARY TEACHERS
- 3 SALES REPRESENTATIVES
- 4 ART DIRECTORS
- 5 WRITERS AND AUTHORS
- 6 MUSIC DIRECTION
- 7 GRAPHIC DESIGNERS
- 8 MARKETING MANAGERS
- 9
- 10



\$38.5B
TOTAL INDUSTRY
EARNINGS

\$109,283
AVERAGE EARNINGS PER JOB



11% GROWTH
IN CREATIVE JOBS, 2018 - 2019

EMPLOYS MORE
THAN AGRICULTURE,
FOREST PRODUCTS AND
LIFE SCIENCES COMBINED



The creative economy makes up 8.3% of Washington's GDP.

Source Washington State: arts.wa.gov March 2022

So what is a creative

So what is
a creative

jobs

good
and
services

Creative Economy

- Artists
- Entertainers
- Restaurateurs
- Inventors
- Bakers
- Museums
- Writers
- Historic & Cultural Assets
- and much more





Over 80 SOC Occupations Qualify

Standard Occupational
Classification System



From Actors to Web
Developers
and Brewers

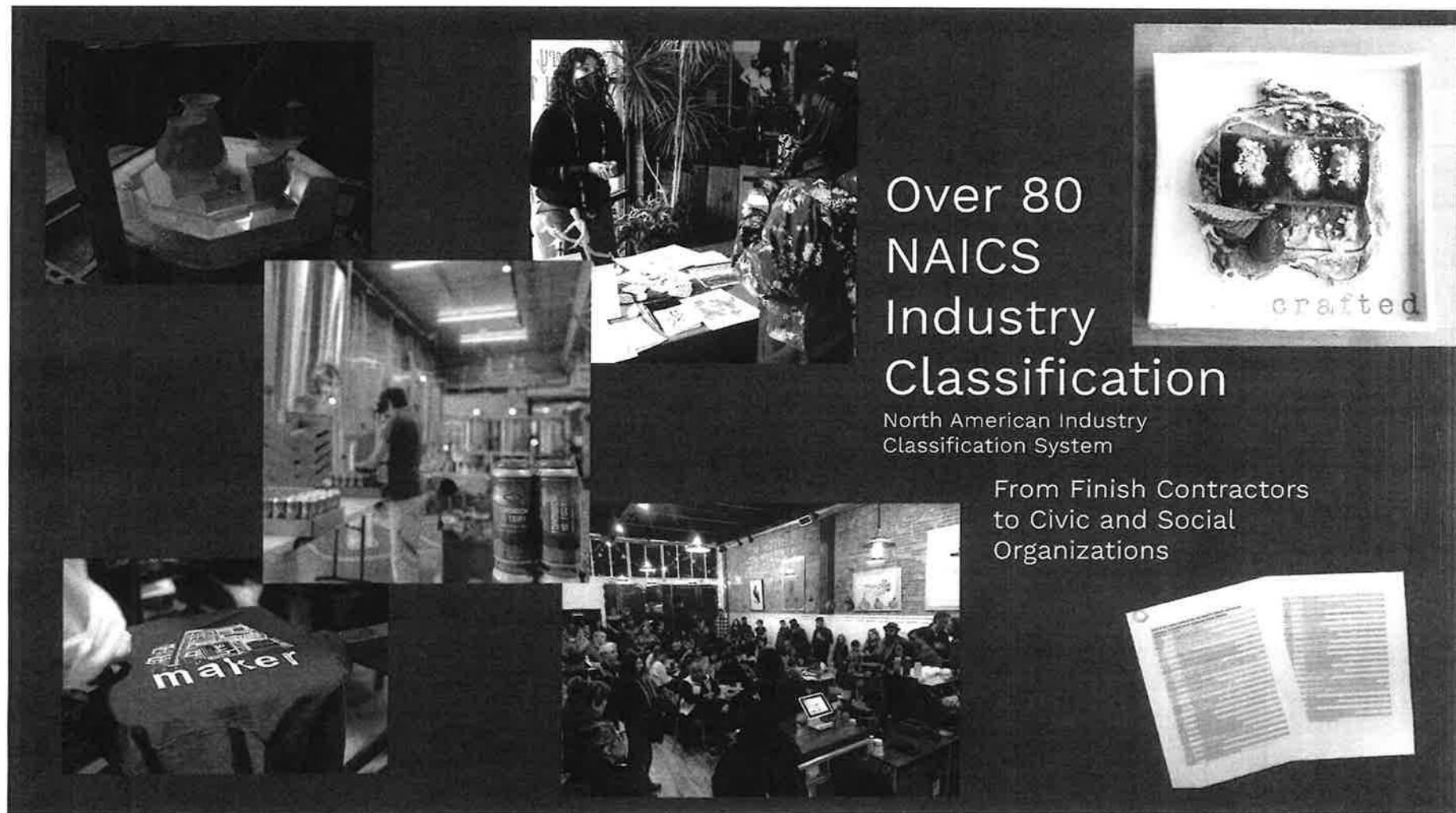


List of Occupations by SOC (Standard Occupational Classification) Codes

SOC Code	Occupation
11-1011	Architects and architectural drafters
11-2011	Engineers and engineering technicians
11-3011	Scientists and research scientists
11-4011	Healthcare practitioners and healthcare technicians
11-5011	Education and training professionals and technicians
11-6011	Business and management professionals and technicians
11-7011	Legal, social, and community service professionals and technicians
11-8011	Arts, performance, and creative professionals and technicians
11-9011	Other occupations

SOC Code	Occupation
27-201	Actors
27-202	Advertising sales agents
41-301	Agents and business managers of artists, performers and athletes
15-101	Architects
19-501	Architectural and architectural drafter
17-101	Architectural and civil engineers
17-301	Archivists
27-101	Art directors
27-102	Artists and related occupations, all other
27-103	Audio and video education librarians
27-401	Apprentices and master and journeyman specialists
28-501	Broadcast news analysts
27-501	Broadcast technicians
27-502	Cablecasters and radio performers
27-402	Cablecasters, technicians, video and motion picture
41-701	Career counselors and photographic methods
27-403	Carpenters and joiners
17-102	Chemical and nuclear engineers
19-101	Chemists
27-404	Computer programmers
27-502	Computer scientists
15-102	City and town planners
27-405	Craft artists
27-104	Dancers
27-406	Debate coaches
27-407	Directors, except film, television and education
27-408	Editors
27-409	Entertainers and performers, sports, and related workers
27-410	Entertainers, except film, television and related workers, all other
27-503	Estimators and engineers
27-504	Executive secretaries
27-505	Film and video editors
27-506	Film and video camera operators and related workers
27-507	Fine arts, including painters, sculptors and related workers
27-508	Florists
27-509	Furniture finishers
27-510	Graphic designers
27-511	Illustrators
27-512	Interior designers
27-513	Interpreters and translators
27-514	Journalists and writers, except fiction, poetry and related
27-515	Landscapers and groundskeepers
27-516	Librarians
27-517	Managers, all other
27-518	Managers, except sales, business operations and related
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Over 80 NAICS Industry Classification

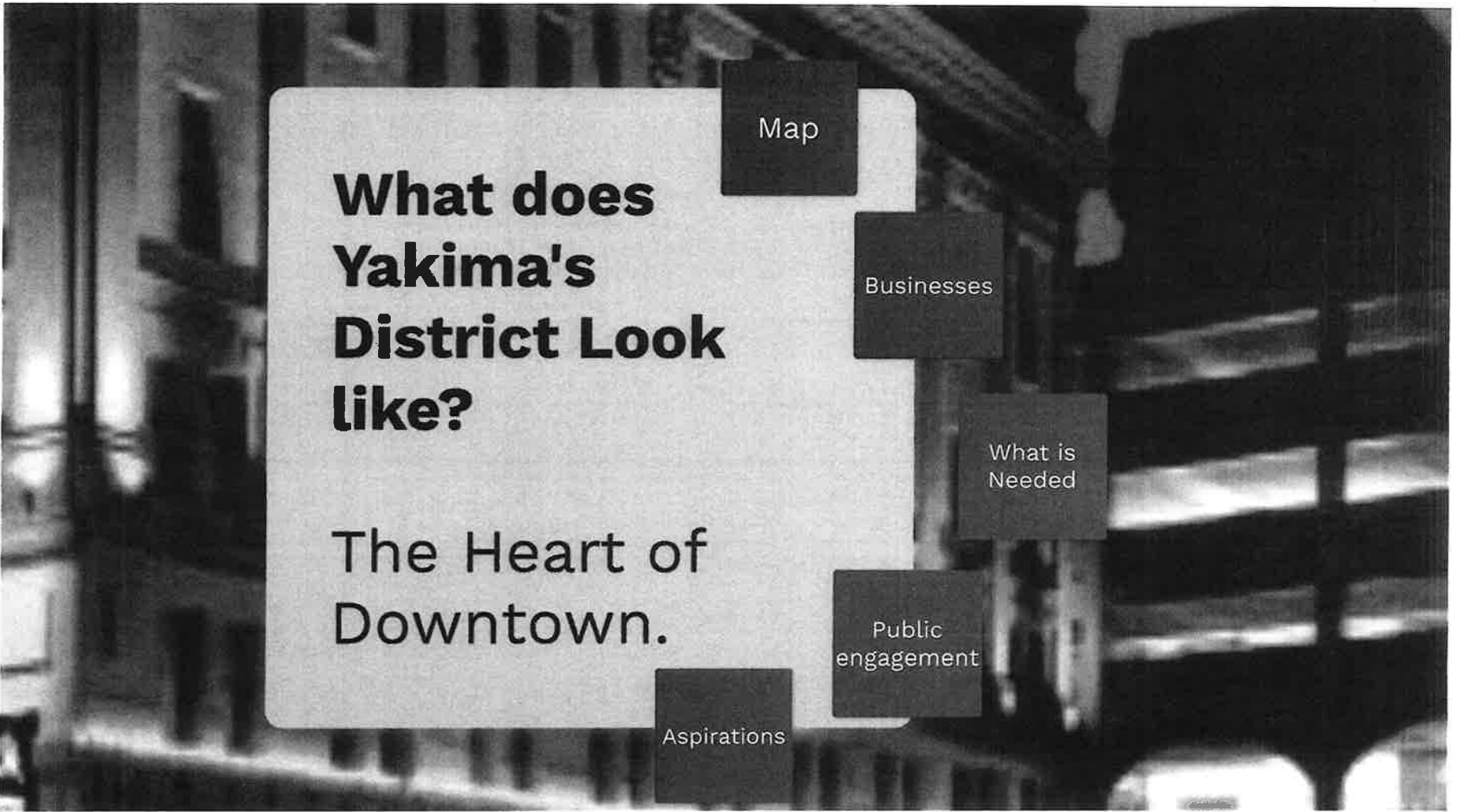
North American Industry
Classification System

From Finish Contractors
to Civic and Social
Organizations

List of Creative Industries by NAICS (North American Industry Classification System) Code (2016)

NAICS Code	Industry
238100	Grass and dining contractors
238200	Fire and sprinkler contractors
238300	Other building fixtures contractors
238400	Freeway
238500	Commercial printing except screen and book
238600	Commercial printing except screen and book
238700	Book printing
238800	Book printing except screen and book
238900	Book printing except screen and book
239000	Textile, ceramic, and plumbing fixture manufacturing
239100	Other ceramic and plumbing fixture manufacturing
239200	Other ceramic and plumbing fixture manufacturing
239300	Other ceramic and plumbing fixture manufacturing
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510100	Radio networks
510200	Radio stations
510300	Television broadcasting
510400	Cable and other subscription programming
510500	News syndicates
510600	Libraries and archives
510700	Internet publishing and broadcasting and web search portals
510800	Architectural services
510900	Landscape architectural services
511000	Drafting services
511100	Interior design services
511200	Industrial design services
511300	Graphic design services
511400	Other specialized design services
511500	Advertising agencies
511600	Public relations agencies
511700	Media buying agencies
511800	Media representatives
511900	Display advertising
512000	Direct mail advertising
512100	Advertising related to advertising
512200	Other services related to advertising
512300	Commercial photography
512400	Fine art photography
512500	Theater companies and theater districts
512600	Dance companies
512700	Musical groups and artists
512800	Other performing arts companies
512900	Promoters of performing arts, sports, and similar events with facilities
513000	Promoters of performing arts, sports, and similar events without facilities
513100	Agents and managers for artists, athletes, entertainers, and other public figures
513200	Low-income artists, writers, and performers
513300	Museums
513400	Historic sites
513500	Zoo and botanical gardens
513600	Other performing arts, sports, and similar events
513700	Cafes
513800	Event organizers and event production
513900	Photofinishing laboratories (except one-hour)
514000	One-hour photofinishing
514100	Video and social organizations



What does Yakima's District Look like?

The Heart of
Downtown.

Map

Businesses

What is
Needed

Public
engagement

Aspirations



Just Some of the Current Creative Businesses within potential Yakima Creative District

- Capitol Theater
- 4th Street Theater
- The Seasons Performance Hall and Gallery
- Yakima Maker Space
- Leading Force Energy & Design
- Collab Coffee Gallery
- Ron's Coins and Collectables
- Orion Theater
- Northtown Coffee
- Essencia Artisan Bakery
- Single Hill
- Kana Winery
- AntoLin Cellars
- E.Z. Tiger
- Crafted
- Sewn
- The Tap
(just to name a few)

Minimum Requirements

- Designated, contiguous geographic area
- Area is walkable and/or navigable
- Concentration of artistic or cultural activities
- Clearly defined arts and culture identity and brand
- Structured entity formally recognized by local Gov't designated as district admin. w/ assigned staff role to carry out Creative District activities
- Minimum \$20,000 annual operating budget
- Broad community buy-in
- Partnership agreement amongst entities
- Program strategic plan (covering 3-5 years)
- Site visit by Creative District Program Staff

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Public Engagement

The collage illustrates various public engagement activities:

- Community Meeting:** A large room with people seated at tables, possibly a community meeting or workshop.
- Whiteboard Activity:** A woman writing on a large whiteboard, likely during a brainstorming session.
- Display Board:** A display board with various documents, posters, and handwritten notes, including a poster titled "CAR SHOW? LIVE ART? OUTSIDE AT SUN-DAYS?".
- Mural/Wall Display:** A large mural or wall display with text and graphics, including a building illustration and the text "Yakima Make Space" and "Yakima Creative District".

Thinking Big

Downtown Arts Festival

Sculpture Park

Interactive Public Art

Street Performers

Neon Alley (Capitol Theatre)

Green Belt (with public art)

Live / Work Artist Housing

Arts Center (foundry, glass blowing,
metal works, ceramics, art classes)

Trolley system connecting outlying
cultural centers (Yakima Valley Museum, Larson
Gallery, Warehouse Theater)

SmART Grants to promote creative
enterprises (\$500 to \$1000 grants to support local public art
projects in creative district)

The Process

How does the process work?

Gather

Get your team together



Plan

Plan your Creative District
Get broad community support
Work with community stake holders
Think BIG



Apply

Write & Submit your formal application

Begin

Implement your District plan and track progress

Yakima Creative District

a vision for a creative economy

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