

Welcome to Workshop No.3

Town of Washington
Economic Development Committee
January 28, 2016

Things Are Happening
In Washington

WACCA – Laurie Lamarre

- Washington Arts, Culture & Conservation Association
- Mission / Goals

Washington's Social & Community Assets

When asked?

#1 – Nature and Outdoor Events

#2 – Arts and Culture Events

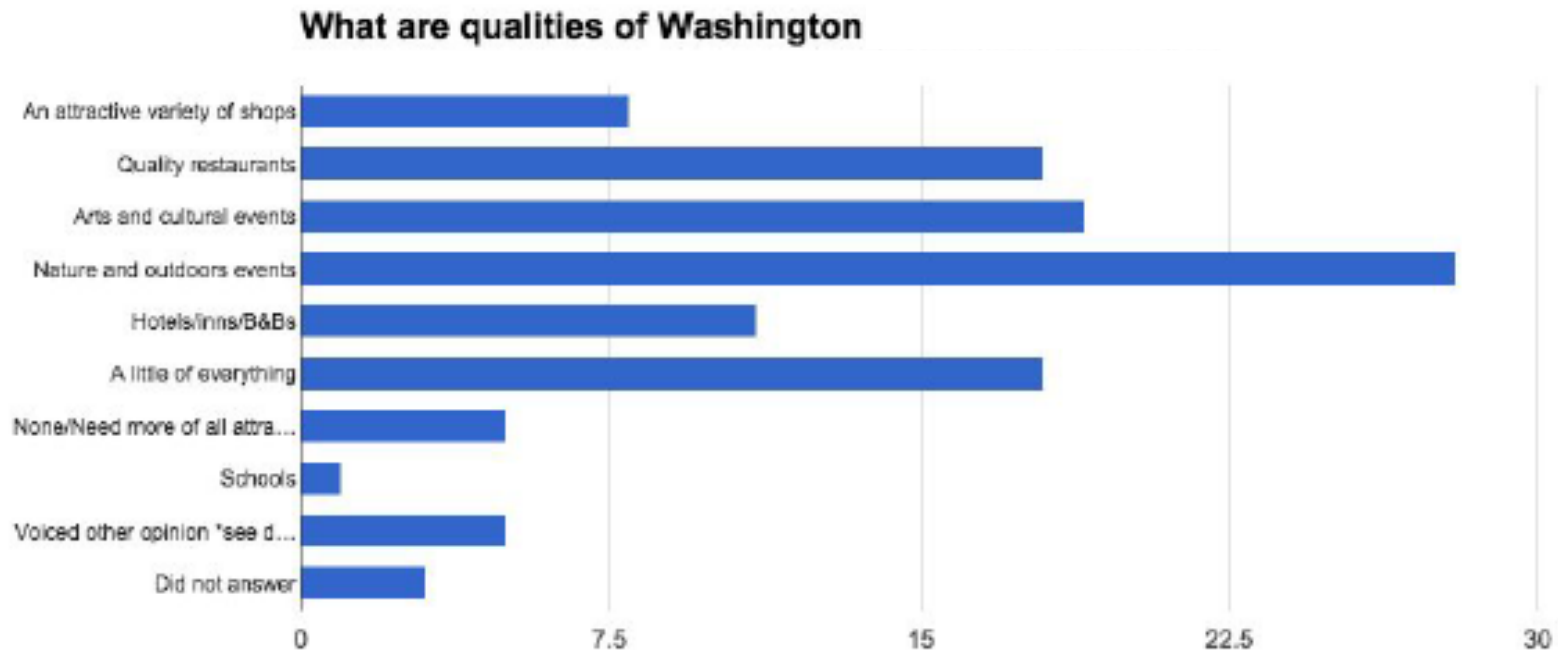
#3 – Quality Restaurants

#4 – A Little of Everything



WACCA

Washington Arts, Culture and
Conservation Association



Washington's Social & Community Assets: Stats

State	Study Region	Population Group*	2010 Population	Spending by Nonprofit Arts and Culture Organizations	+	Spending by Nonprofit Arts and Culture Audiences	=	Total Spending by the Nonprofit Arts and Culture INDUSTRY	ECONOMIC IMPACT OF INDUSTRY SPENDING			
									Full-Time Equivalent Jobs Supported	Resident Household Income Generated	Local Government Revenue Generated	State Government Revenue Generated
CT	Fairfield County	E	901,208	\$83,960,617		\$46,000,821		\$129,961,438	3,972	\$88,292,000	\$4,679,000	\$5,836,000
CT	Greater Hartford Area	Regional	1,030,296	\$148,424,871		\$82,005,472		\$230,430,343	6,879	\$190,202,000	\$5,184,000	\$16,244,000
CT	State of Connecticut	Statewide	3,518,288	\$455,478,455		\$197,482,356		\$652,960,811	18,314	\$462,526,000	\$25,840,000	\$33,236,000

Source: Arts and Economic Prosperity IV, Americans for the Arts, 2012 (www.AmericansForTheArts.org/EconomicImpact).

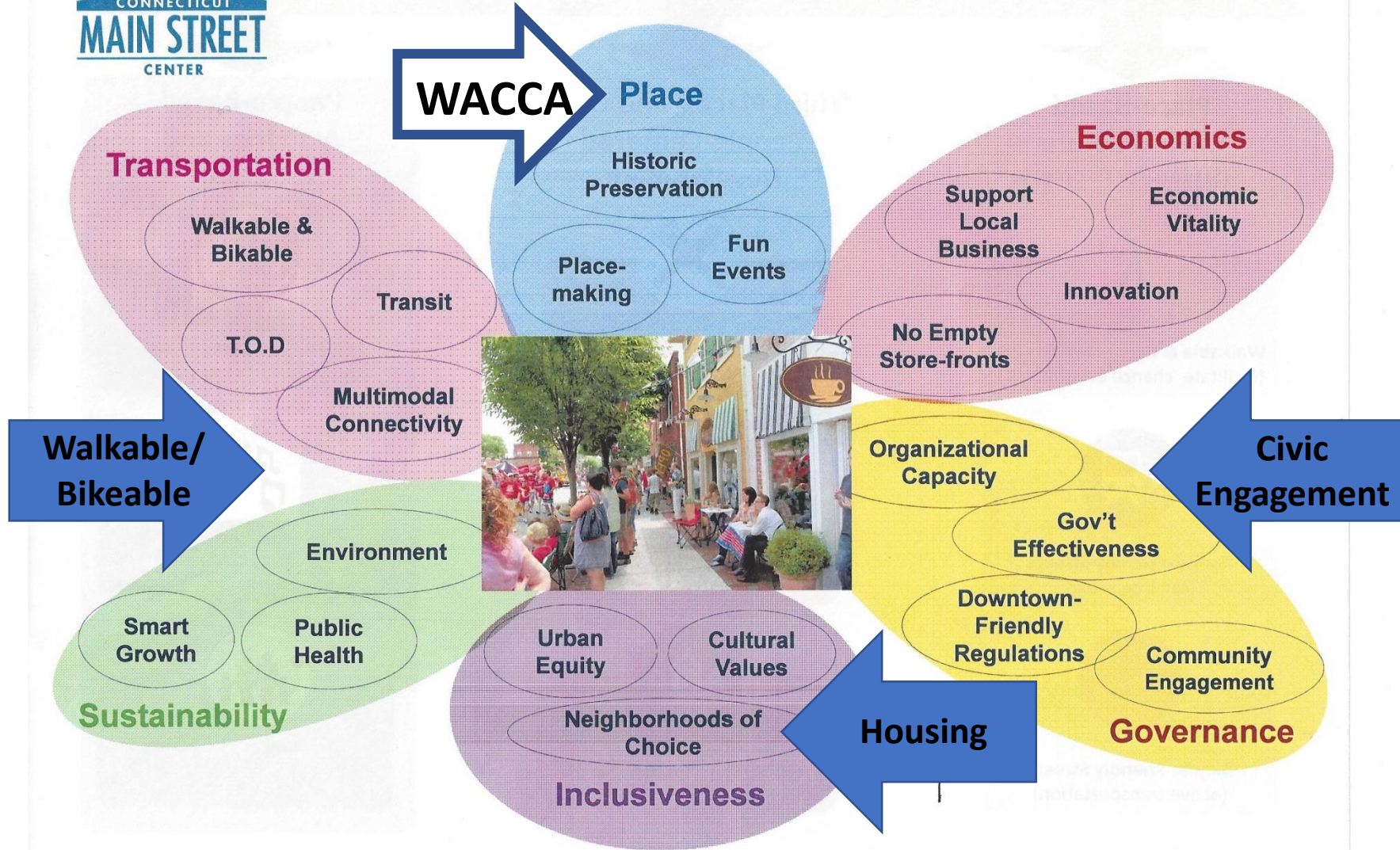
Institute for American Indian Studies (stats on visitation!)

- 70% are school groups, 3rd-5th graders (8,000 individuals)
- 30% “drop-in” visitation (4,000):
 - 80% local/regional (within two-hours driving),
 - 20% outliers (U.S. and international tourists).

WACCA – Leverage Town Assets, Focus on PlaceMaking



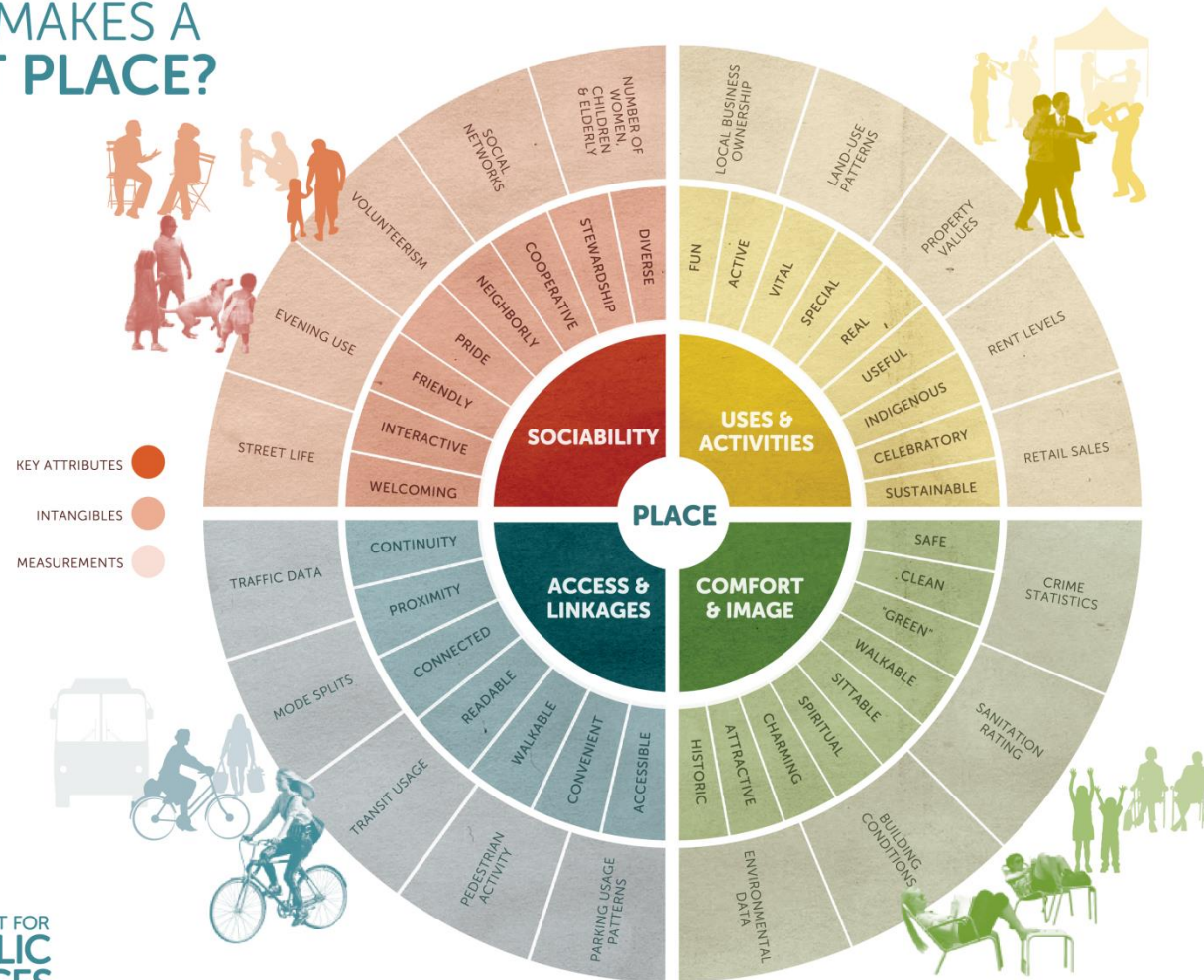
Components of a Vibrant Main Street



WACCA for WASHINGTON

Leverage Town Assets, Focus on PlaceMaking

WHAT MAKES A
GREAT PLACE?



Jump Start: WACCA

- What?

- Collaboration: Community development is locally informed, human-centric, and holistic.

- Why?

- Collective investment and knowledge & resources will drive and impact the community in multiple ways

- How will we know?

- Contribute and measure the ways artists, formal and informal arts/culture/nature spaces, and creative interventions produce community outcomes.



Example: ArtPlace

Define your
community based in
geography

Articulate a change
the group of people
living and working in
that community would
like to see

Propose an arts-based
intervention to help
achieve that change

Develop a way to
know whether the
change occurred

**\$10.5 MILLION TO FUND PROJECTS THAT WORK
WITH ARTISTS AND ARTS ORGANIZATIONS HELP
BUILD STRONGER, HEALTHIER COMMUNITIES
ANYWHERE IN THE UNITED STATES**