



CREATIVE
WACO

LOOKING BACK... LOOKING FORWARD

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ABOUT CREATIVE WACO

We grow and support the artistic and cultural life of Waco and McLennan County.

- 4 ½ years old
- *Local Arts Agency* for Waco and McLennan County
- 2 x full-time staff + 3 x part-time staff

STRATEGY **RESOURCES** **TALENT** **DATA**



STRATEGY: WACO CULTURAL PLAN (2016)

- Grow and support successful, sustainable arts organizations in Waco.
- Develop a hub of cultural activity in downtown Waco to attract residents, businesses and tourists.
- Engage the creative sector in revitalization, entrepreneurship, education, and economic development.





INVESTMENT

Regranting

- from Oct 1, 2016
- Mature organizations needing operational support

Arts Match Program (AMP)

- Arms & legs on cultural plan
- Innovation and/or high impact





INVESTMENT BY THE NUMBERS

Regranting of \$125,000 per year has:

- Attracted \$2m+ in additional funding. (\$16 for every \$1 invested)
- Impacted 399 professional artists, 3,725 students & volunteers, and 40,200 audience members
- Average 18.5 % attendees from outside McLennan County
- Since Summer 2017 every eligible arts non-profit in Waco has won TCA grants.
- Fall 2019, largest ever combined state funding for Waco in a single round: \$76,000





INVESTMENT BY THE NUMBERS

- AMP grants of \$63,510 leveraged \$207,000 in additional support (\$3.26 for every \$ invested).
- Impacted 2,400 artists 44,800 audience members.
- Waco's wider non-profit arts sector delivers \$63.7m in economic impact per year; \$2.3m in local tax revenue.





CULTURAL DISTRICT & GRANTWRITING

- Waco's Cultural District application was highest scored in State
- 2019 state appropriation of \$10m for Cultural Districts
- 2019 was CW's first year of eligibility for most arts-based grants
- CD Grant from State of \$50,000 for 2020 "Chalk Waco" Festival (Silo Marathon)
- During 2018-19, CW brought in \$279,500 grant funding for programs and projects.





PUBLIC ART

- 2018 and 2019 oversaw \$1m private funding invested in public art programs for Waco.
- Establish a framework for commissioning high quality public art on behalf of the community on either city or private property – where appropriate adopted into City portfolio on completion.
- **BLEK LE RAT**



PUBLIC ART: TORNADO SCULPTURES





PUBLIC ART: SCULPTURE ZOO





PUBLIC ART: ARTPRENTICESHIP





PROFESSIONAL DEVELOPMENT

- “Waco Arts Alliance” for arts leaders (Speakers, workshops, networking, joint marketing)
- Online resources (Creative Directory, “how to” guides, Creative Summer Camp Calendar, Data)
- Baylor business school & marketing department
- “Work of ARTists”: 2 years of funding for arts entrepreneurship & incubator program (with Start-Up Waco & Chambers of Commerce).





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LOOKING FORWARD

- Achieved a lot in 4 years.
- Growth across all artforms is constrained by lack of facilities/infrastructure.
- Impacts not just arts, but perception of our attractiveness and competitiveness as a city.
- Downtown clustering of 2015-2016 level arts activity alone would add at least \$8.2m direct new spending in our downtown area per year. (not including ticket sales).





LOOKING FORWARD

- Looking forward to working with City to implement findings from Keen Consulting Summer 2020
- “right size” considerations for Waco
- capital costs
- operational costs
- current need
- market opportunity
- breakthrough possibilities



Questions?



Creativewaco.org