



# COALLA

College Place/Walla Walla Creative District



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

WESTAF, Creative Vitality Suite, November 2017

# Creative District Planning Team

- Brenda Bernards, ArtWalla
- Lydia Caudill, Community Development Block Grant Coordinator, City of Walla Walla
- Tricia Harding, ArtWalla
- Martin Fortney, Executive Director, The Little Theater
- Mike Rizzitello, City Administrator, College Place
- Jenny Rodriguez-Peña, Director, Crisol de Culturas
- Elizabeth Rowden, ArtWalla
- Nadine Stecklein, Asst. Director of Internship Programs, Whitman College
- Kathryn Witherington - Executive Director, Downtown Walla Walla
- Rebecca Zanatta, RJZ Connections, Consultant & Facilitator



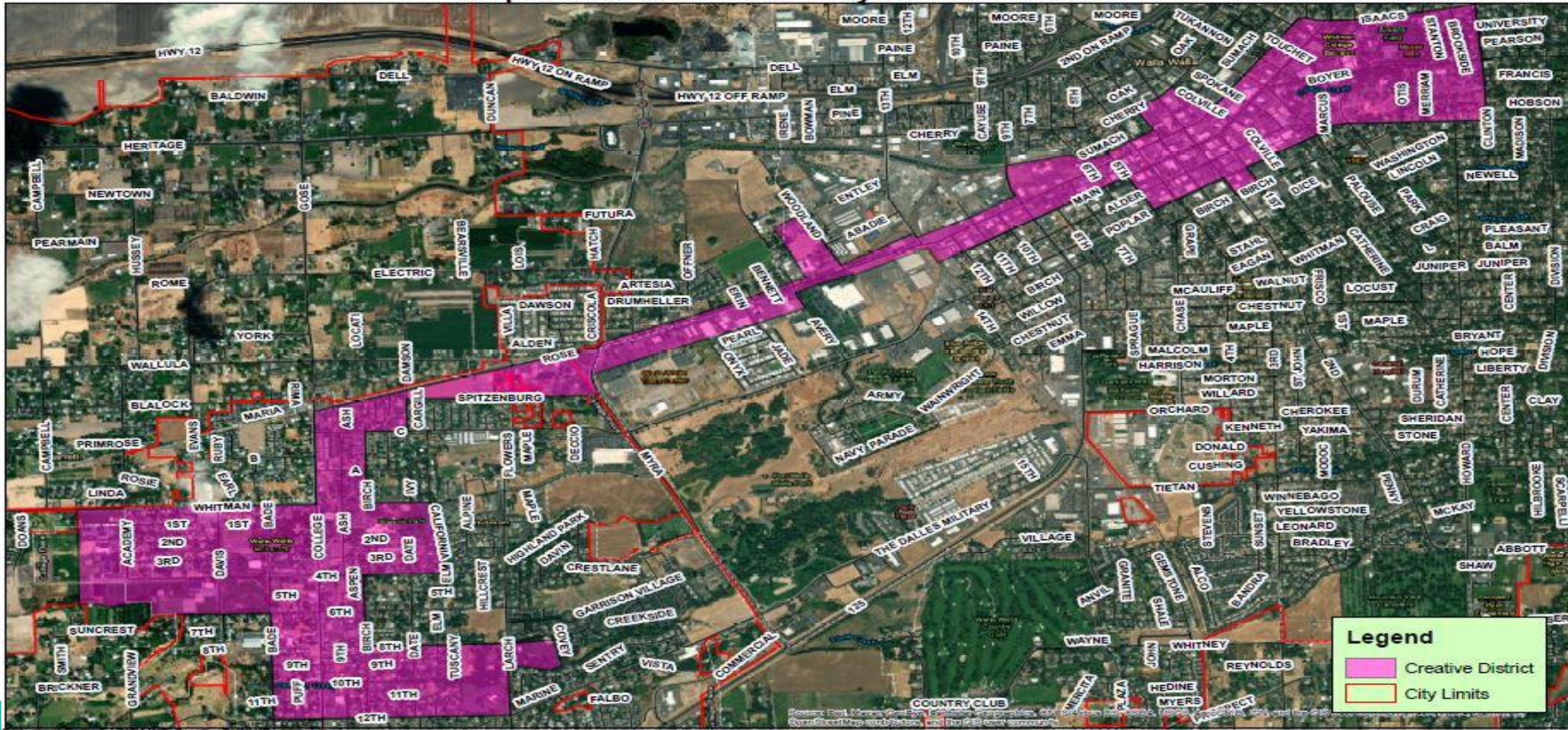


## What is a Creative District?

A Creative District is an exciting place to live, work, and visit. It's a focal point - a geographically defined area of cultural and economic activity.

It's the heart of a community - for people to gather and enjoy the arts and culture a community has to offer.

# Creative District Map



# College Place and Walla Walla Partnership

- In Place

- Emergency Management
- District Court
- Fire Training Tower

- In Progress

- Broadband Planning
- Regionalization of Wastewater
- Sales Tax Sharing Agreement on Big Boxes over 25,000 sq ft



# Draft Vision

Art is always included, and people are always included in art.





# Draft Mission

Arts connect, celebrate, support, and bring vitality to our economy.







# Draft Values

Social Innovation

Empathy

Joy

Inclusion

Relationships

Community

Serendipity





# Draft Goals

## **Goal #1**

Develop a sustainable organization with diverse revenue streams

## **Goal #2**

Engage our community with collective involvement and continued buy-in

## **Goal #3**

Support, develop, and grow our WW and CP Creative Economy





# Community Engagement

Focus Groups

Interviews

Online Survey


Community Meetings

Application

COALLA becomes a reality!



# How will a Creative District benefit my community?

- Grow jobs and economic opportunities for all citizens
  - Attract artists & creative businesses
  - Promote our community's creative identity & history
  - Open funding opportunities to support creative districts
  - Attract new investment, redevelop historic assets
  - Develop opportunities for affordable housing, live/work, and maker space
  - Proactively develop our community's long-term future
  - Increase tourism and bring new visitors to learn about COALLA
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# Potential Funding Sources Available

- State
  - Creative District Capital Grants
  - Creative District Operational Grants
  - Tourism Grants
- Federal
  - National Endowment for the Arts Our Town Grants
  - National Endowment for the Arts Art Works Grants
- Foundation Grants

# Feedback & Questions

- What are your initial thoughts with this Creative District Plan?
- What are you most excited about?
- What concerns do you have?





**THANK YOU!**