

# Soap Lake Creative District Planning Update

September 19, 2024



# Agenda

Leadership Team Introductions

Process Review

District Overview

5-year Strategic Plan

Application Schedule

# Leadership Team

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Alex Kovach

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Caleb Hermans

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Genevieve Gray

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Kayleen Bryson

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Lori Smythe

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Nell Kovach

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Nels Borg

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Ruthann Tobiason

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Shawn Cardwell

# Process – completion of the toolkit

## Setting the Groundwork

1. Vision, Mission, Values
2. Artistic & Cultural Activities, Creative Industries
3. Community Demographics & Identity
4. Partnerships
5. District Administration
6. Geography & Built Environment Characteristics

## District Development & Promotion

7. Community Buy-In & Connection
8. Branding & Promotion
9. Economic Development Activities
10. Education, Workforce & Job Creation
11. Development, Land Use & Housing
12. Evaluating Community Assets

## Crafting the District Plan

13. Setting Goals & Milestones
14. Measuring Progress
15. Program Sustainability

# District Overview & Strategic Plan

# Vision, Mission, Values

## **Vison**

Our vision is a supportive community that encourages artistic expression, collaboration and inspires us all.

## **Mission**

Our mission is to support a thriving and diverse community that celebrates creativity and innovation.

## **Values**

We value the economic, social, and cultural vitality of our district, while fostering a sense of pride and belonging among our residents and visitors.



# Organization

## **What we are**

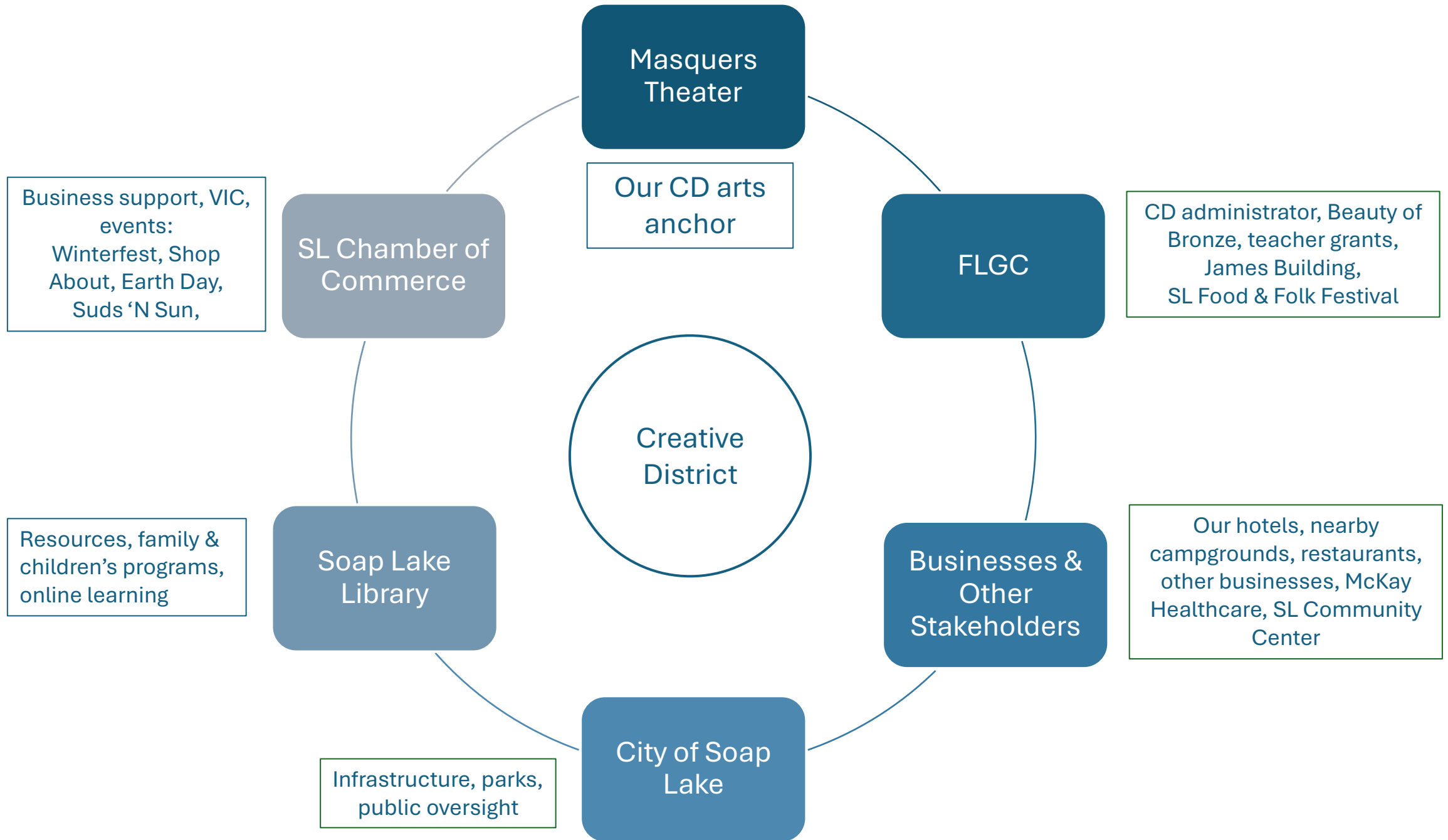
Committed to working with our community as a resource, promoter, coordinator, and collaborator.

A program that will strive to serve as a connector between partners and stakeholders who are also committed to working together.

## **What we are not**

Competing with other SL organizations, nor taking over the activities or initiatives of other organizations.





# Strategic Plan Overview

# Strategic Plan Priorities

Improving & maximizing existing creative assets and programs while exploring new opportunities.

Sponsor/promote events and programs that will increase local community involvement, and drive awareness of the Soap Lake and Lower Grand Coulee community outside of the immediate area.

Build and maintain organizational and financial sustainability.

# Goal #1

Develop a comprehensive marketing plan that includes wayfinding signage, promotional materials, and online marketing.

## Short term – year 1

- Create a branding package
- WSDOT state highway sign package
- Establish data collection methodology
- Obtain ownership of the Calling the Healing Waters documentary

## Long term – years 2 – 5

- Wayfinding signs
- Develop CD promotional content
- Translate content to Spanish and Russian
- Create targeted marketing programs
- Artistic signs/markers

# Goal #2

## Support/Grow Creative District events or activities that promote and support Soap Lake's cultural heritage

### Short Term – year 1

- Create a community-wide Event and Activity Plan
- Collaborate with & support strategic partners
- Strengthen cultural connections
- Cultural heritage awareness & education

### Long Term – years 2 - 5

- Maintain collaborations
- Strengthen current annual events
- Periodically test new events or activities
- Establish consistent Soap Lake “standard” events and activities

# Goal #3

## Evaluate & grow creative economic capacity and assets in the Soap Lake Creative District

### Short Term – year 1:

- Maintenance & support of the Calling the Healing Waters Sculpture & Sundial
- Connect creative economy entrepreneurs to resources and training
- Activities/events for the off-season
- Work with our business stakeholders

### Long-term – years 2 – 5:

- Advocate for purposeful growth
- Professional business space for creatives
- Creative district physical location
- Explore potential - Brent Blake/Lava Lamp Museum
- Washington Filmworks

# Goal #4

Develop a revenue stream that will sustain our creative district certification for the long term.

Short term – year 1

- Find a grant writing resource
- Fundraising plan
- Explore other revenue sources

Longer term – years 2 – 5:

- Grow our annual fundraising
- Establish a physical, revenue generating venue
- Expand other revenue sources

# Goal #5

## Organizational succession planning.

### Short term – year 1

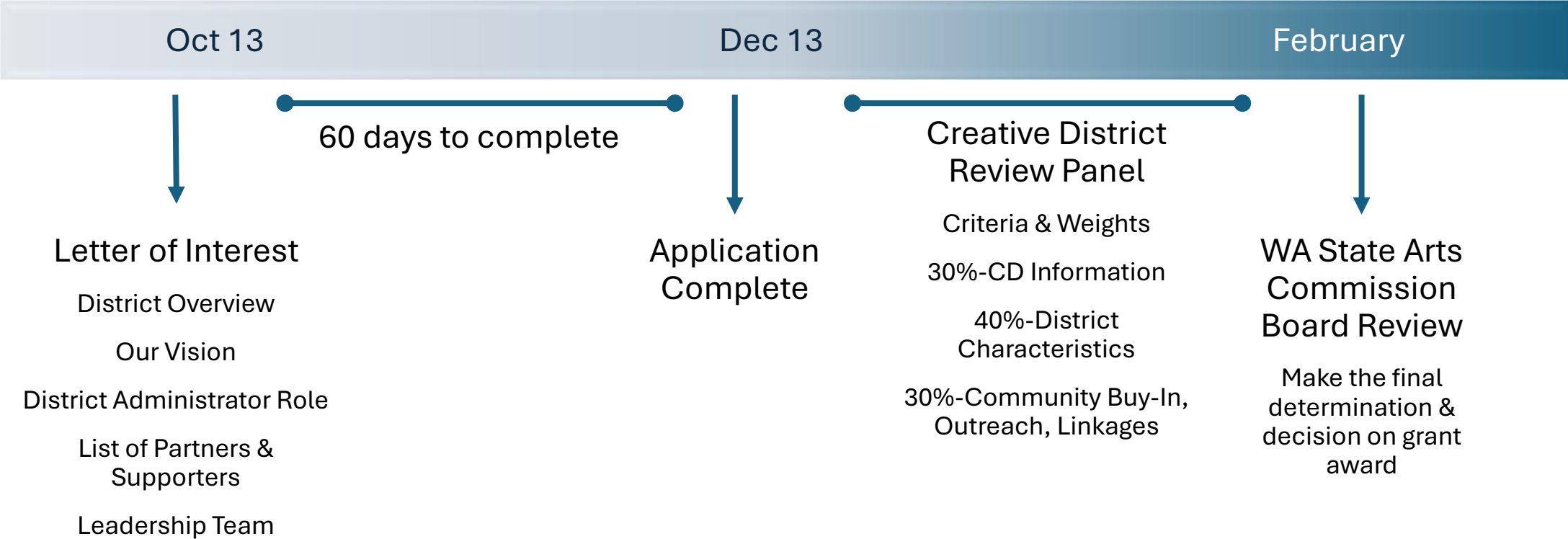
- Defining roles and terms of service for the creative district steering committee.
- Formalize a succession plan
- Plan for a future paid staff position

### Longer term – years 2 – 5:

- Establish a leadership pipeline
- Ongoing recruitment for committee positions
- Strengthen the CD organization
- Hire for a permanent staff position



# Applying for certification



# Question & Answer Period

