

# TURNING DATA INTO ACTION

Monday, April 11, 2016

2:00-4:30pm



ARTSFUND

Using the research from ArtsFund's recent Economic Impact Study as a framework, today's discussion will explore how data drives decisions in support of the arts by policy makers, civic leaders, funders, and businesses.

## Agenda

### Welcome

Sarah Sidman, Director of Strategic Initiatives & Communications, ArtsFund  
Kimerly Rorschach, Director, Seattle Art Museum

### Presentation of ArtsFund's Economic Impact Study Results

Sarah Sidman, Director of Strategic Initiatives & Communications, ArtsFund  
Andrew Golden, Program, Advocacy, and Operations Coordinator, ArtsFund

### Panel discussion

*featuring*

Sung Yang, Deputy Executive, Office of King County Executive Dow Constantine  
Kim Vu, Seattle Market Manager, Enterprise Business & Community Engagement,  
Bank of America

Tracey Wickersham, Director of Cultural Tourism, Visit Seattle  
Bernie Griffin, Managing Director, The 5th Avenue Theatre

Moderated by Terri Hiroshima, Vice-Chair, Seattle Arts Commission

Open discussion and Q & A

Closing

Networking and Reception

Sponsored by The Boeing Company





**Sung Yang** is **Deputy Executive** for King County Executive Dow Constantine. In this role, Yang directs the Executive's office operations and administrative staff, major initiatives, and the central coordination between policy, communications and external relations. Yang has served as the Executive's lead on numerous issues since he took office in 2009, including: the development of the King County/4 Culture Building for Culture capital funding program, and the expansion of the Washington State Convention Center. Prior to joining the Executive's office, Yang was Chief of Staff for Seattle City Light and served in senior posts for Seattle Mayor Greg Nickels, Governor Gary Locke, and Seattle City Councilmember Martha Choe. Yang was an attorney prior to entering public service. He has also served on the boards of numerous non-profit organizations in Seattle.

**Kim Vu** is the Seattle Market Manager for **Bank of America**, serving the greater Puget Sound region. As Market Manager, she is responsible for the Bank's investment and engagement in the community. Within the Bank, Kim was recently selected as one of twelve multicultural women leaders to participate in a year-long leadership program in collaboration with American Express and Prudential through the Blue Circle Leadership Institute. Kim has worked with community organizations and social venture startups for over 20 years. She serves on the national Juma Ventures board, while also serving as the chair of their local Seattle advisory board. Kim has been recognized as a 100 Women of Influence, 40 Under 40, and Women of Distinction in Banking & Finance by the Silicon Valley Business Journal for her contributions to community and promoting diversity in business.



**Tracey Wickersham** is the Director of Cultural Tourism for **Visit Seattle**. She connects the city's arts and heritage community and the tourism industry, and develops and leads cultural tourism marketing strategies and programs. Her 25 years of experience in the arts, government and nonprofit sectors include serving as the Director of Marketing and Communications for The 5th Avenue Theatre, and as the Cultural Programs Manager for the City of Kent. Tracey serves on the Executive Committee and Board of Directors for 4Culture, as Co-Chair of the national Cultural Tourism Alliance, on numerous local cultural marketing committees, and recently completed eight years of service on the Board of Plymouth Housing Group. A passionate music fan, Tracey has hosted a program on KBCS 91.3 FM for more than 25 years.

**Bernadine (Bernie) C. Griffin** joined The 5th Avenue in 2002 and has been Managing Director since January 2010. She oversees the administrative, fundraising, marketing, information services and facility operations, as well as oversight of all activities related to the Board of Directors. During her tenure, The 5th Avenue has grown from a \$10 million to a \$27 million organization. She brings to her position 30 years of fundraising and arts management experience. Prior to The 5th Avenue, Griffin held positions at the Geffen Playhouse, The Laguna Playhouse, Seattle Symphony, Seattle Repertory Theatre, The National Actors Theatre and The University of Denver. She is a member of Theater and Communications Group, the National Alliance for Musical Theatre as well as a board member of Seattle Rotary #4 and the Downtown Seattle Association. She has also served as a grants panelist for the National Endowment for the Arts. Griffin was named one of the Puget Sound Business Journal's 2013 Women of Influence.



**Terri Hiroshima** recently joined the University of Washington as a Senior Director of Marketing and Communications, and was formerly Vice President of Communications at Seattle Metropolitan Chamber of Commerce. She has served and worked in Seattle's non-profit sector for more than 20 years, holding executive and marketing leadership positions at Crosscut Public Media, Seattle Theatre Group, Empty Space Theatre, and One Reel. She is currently vice chair of the **Seattle Arts Commission** and serves on the Langston board; in the past she has served on the boards of Shunpike and Degenerate Art Ensemble. Terri earned a Bachelor of Science degree in Public Relations from Boston University, and completed Seattle's Leadership Tomorrow program in 2009.