



Maintain agency CRM system

Invest in ongoing maintenance and operation for ArtsWA's Customer Relationship Management (CRM)

OPERATING BUDGET REQUEST

\$385,385 annually

Ongoing funding

The Washington State Legislature knows how vital a Customer Relationship Management (CRM) tool is to ArtsWA's operations. Over the past two years, the legislature invested \$1.2 million to bring this technology online at ArtsWA. We request ongoing funding to cover the second and final phase of this project: maintenance, licensing, and staffing support for the ArtsWA CRM.

Critical support for a complex tool

CRMs are complex tools that require ongoing maintenance to function properly. **ArtsWA needs ongoing maintenance and operational funds to make the most of this investment and safeguard it into the future.**

Because of their data-heavy nature, agencies and organizations with CRMs hire dedicated personnel to oversee the day-to-day management of the system and surface critical insights from the data. With a total staff size of only 37, ArtsWA needs a .5 FTE Data Specialist to manage the CRM and assist the agency with reporting and data-driven decision making.



Above: Illustration © Adobe. Lower left: ArtsWA employees currently store data in unconnected spreadsheets.

What does this fund?

ArtsWA will use these monies to:

- » Maintain and operate the agency CRM, including both day-to-day maintenance and the application of performance-enhancing upgrades
- » Sustain staff CRM licenses
- » Hire an FTE Data Specialist to manage the CRM and assist the agency with reporting and data-driven decision making

ArtsWA performed extensive research and received professional consultations in the development of this request. If funded, the state's investment in ArtsWA's CRM will be secured for the years ahead.

The investment

Through ongoing maintenance and dedicated, specialized staffing, funding for this request will directly support the statewide goal of efficient, effective, and accountable government.