

Community Cultural Plan Implementation Summary, 2014 – 16

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Since 1994, the City of Edmonds Arts Commission (EAC) has played a key role in facilitating the development and updates of the Community Cultural Plan (CCP). The planning document is truly a community plan which means that there are strategies which are led by the City staff and EAC, but also strategies where the lead is the community or it is a combined effort.

Although EAC is not the lead for many strategies in the 2014 Community Cultural Plan, the Commission provides vital leadership as a convener in the cultural community. In 2014- 16 EAC organized and convened a series of work groups to advance the CCP implementation process:

- 18 meetings
- 55 volunteer participants
- Meetings addressed four work group topic areas based on CCP strategies
 - Space for Art
 - Programs & Events
 - Communications
 - Arts Education
- 24 cultural organizations represented plus individual artists, businesses, and citizens
- 2015 Mini Arts Summit – update on implementation, over 50 volunteer participants
- Since 2014, volunteers have contributed about 400 hours, with many additional hours contributed to specific organizations and projects.

The work group meetings provide a forum to link the efforts of the community advisory committee, the EAC, and other interested community members as the CCP is implemented.

The six work areas are summarized as follows based on the 34 strategies in the CCP:

1. **SPACE FOR ART** – strategies involving public space and use of private and public spaces for arts and culture.
2. **COMMUNICATION** – strategies involving attracting visitors to events and strengthening the online presence of arts and culture in Edmonds for our organizations, artists, and audiences.
3. **PROGRAMS AND EVENTS** – strategies to sustain existing and develop new events and activities.
4. **ARTS EDUCATION** – strategies involving youth engagement and arts outreach to build new audiences.
5. **STRONG ARTS SECTOR** – strategies to ensure representation in community planning, strengthening organizations and venues for arts activities.
6. **CITY OF EDMONDS** – strategies for advocacy and implementation of City programs.

Accomplishments to date are listed under each strategy for each of the six work areas. The original CCP Goal and Strategy number is in parentheses followed by the main lead(s) identified.

1. SPACE FOR ART– strategies involving public space and use of private and public spaces for arts and culture

- a. Advance the 4th Avenue Cultural Corridor project including planning, infrastructure, short-term projects, and long term funding. (1.4) Community with City

Problem identified: The 2009 concept plan was not implemented due to economic downturn, but it is important to follow up with short-term/interim projects based on those proposals and continue to plan for long term project.

- City of Edmonds Arts Commission and community convened 4th Ave interim art meetings, established advisory group, selected artist through public process, and obtained \$15,000 private funding from Edmonds Arts Festival Foundation (EAFF) in 2015
- Interim art “Luminous Forest” by Iole Alessandrini scheduled for installation June 2016
- Interim Pocket Park for 4th Avenue, planning/construction in 2016

- b. Advocate for creative partnerships in both public and private sectors to provide additional space for visual, performing, and literary arts activities. (4.5) Community with City

Problem identified: There is a perception that physical space for art activities is inadequate, including exhibit space and affordable artist studio space. One aspect of the problem is lack of awareness about space that does exist.

- Cascadia Art Museum, private nonprofit, opened Sept 2015, has attracted thousands of visitors, includes curated exhibit space, room for arts education activities, and event rental space
- Historical Museum interior remodeled (rental space) and new plaza created, 2015
- Dayton Street Plaza Park, a small gathering space with seat wall and art elements, under construction, June 2016 completion
- Replacement of City owned outdoor stage at Frances Anderson Center scheduled, fall 2016
- Library exterior entry re-landscaping and art planned for 2016-17 to create more welcoming and visible entry to Library and Plaza, fundraising started 2015
- Use of Senior Center for Unclad Show, a special art exhibit and class, March 2016
- Planning for new Senior Center includes multipurpose spaces that could be used for arts activities
- Art Start Northwest, new nonprofit, purchased property on Main St. in 2016, concept to include space for creating art and arts education in new facility

- c. Encourage use of exterior public spaces such as the Rotary Pavilion at City Park, Dayton Street Plaza, Hazel Miller Plaza, Port and Edmonds Center for the Arts grounds for arts and culture events and activities. (1.5) Community with City

- Hazel Miller Foundation (HMF) grants for new EAC concert series at Hazel Miller Plaza, 2013-16
- Hazel Miller Plaza summer concerts expanded to 1 1/2 hrs on Thurs evenings, 2015
- Strong community sponsorship for Summer Concerts at City Park, ongoing
- Sea Jazz at the Port on Wed and Sun in collaboration with schools, 2013-16
- Artists in Action on Sundays at Port in conjunction with Art Works, 2014-16
- Historical Museum Plaza installing walking tour map of historic sites in downtown, 2016

- Edmonds Center for the Arts (ECA) presenting outdoor event for 10th anniversary, July 30, 2016
- d. Encourage Port of Edmonds to continue inclusion of artwork and arts events in Port projects and on Port-owned lands. (1.6) Community with City
- Port promoting Sea Jazz & Artists in Action programs
- e. Convene artists and businesses to encourage temporary use of space (e.g. empty storefronts, public plazas) for popup galleries, exhibition space, and performance space. (4.6) Community with City
- EAC “On the Fence” program expanded to include three fences in 2015, including use by students and art projects which call attention to environmental issues
 - Art Walk established as nonprofit with part-time director in 2014 – new temporary art on Art Walk night, more music/live performance, new Wine Walk 2015, Cascadia Art Museum attracting large numbers on Art Walk nights
 - Historical Museum’s Scarecrow Festival established 2013 to showcase original design scarecrows outside in both public and private spaces – expanded and ongoing
 - Temporary exhibit of sculpture outside private businesses implemented with Cole Gallery 2015
- f. Ensure Arts staff or EAC are represented in City infrastructure planning committees to explore the potential for arts elements in public spaces or development of arts-related City of Edmonds facilities. (1.1) City
- Arts Manager included in planning for 5 Corners and SR 99 planning projects
 - EAC works with Parks on public amenities, wayfinding and flower basket poles
 - EAC represented on Dayton Street Plaza design team, Marina Beach Master Plan advisory group, downtown public restroom advisory group, and Civic Park Master Plan advisory group
- g. Ensure integration of the arts and public amenities including wayfinding signage in the Downtown Waterfront Activity Center, and gateways and key corridors in other areas of the City. (1.7) Community with City
- Parks, Rec & Cultural Services sign program designs developed, major wayfinding signs fabricated and installed in 2014 – 16 with support from Ed! Business improvement district (BID)
 - EAC/Parks expanding flower pole replacement program with unique artwork poles (22 completed, 9 commemorated, 5 new to install for 2016)
 - Stages of History public art plaques walking tour in downtown completed 2014, collaboration with EAC, Historic Preservation Commission, Parks, and Historic Museum
 - Highlight gateways identified in Streetscape Plan; with art or art elements, 5 Corners completed 2014, two budgeted in 2016 City budget and stated priority for BID
 - Committee led by Cultural Services established in 2015 to review guidelines and plan for waterfront and parks interpretive signage

- h. Encourage the City to review/develop zoning and permitting incentives that actively encourage developments that sustain the vision for a people-friendly, culture oriented community, which includes public art and public space, and adds to a rich network of cultural resources.
(1.8) Community with City
 - City Code update and Comprehensive Plan update in 2015-16
- i. Create and revise a full inventory of publicly accessible cultural facilities and outdoor spaces within the City limits to identify capacity for presenting various artistic disciplines and activities.
(4.1) City
 - Basic inventory in 2014 CCP, EAC updating in 2016, commitment to funding study in 2017 through EAC
 - Evaluation of City Facilities done by Finance in 2015
 - Historic Museum reviewing long term maintenance issues, development of plaza area to north
 - Long term future plans for ECA, early discussion
- j. Convene cultural community and City leadership process to evaluate the implications of the inventory survey and determine options and opportunities for space for cultural activities.
(4.3) Community with City

2. COMMUNICATIONS - strategies involving ways of attracting visitors to events and strengthening the online presence of arts and culture in Edmonds for our organizations, artists, and audiences

Problem identified – lots going on, but not well known. Provide a single source for calendar of arts events in Edmonds for residents and visitors with the challenges of both getting organizations to post their events and getting people looking for events to go to the calendar.

- a. Enhance and refine coordinated marketing strategies to promote Edmonds as an arts and culture destination. (1.3) Community with City
 - City Economic Development Dept. developed new Visit Edmonds website with strong focus on cultural tourism
 - EAC Tourism Promotion funding for arts & culture events expanded as Lodging Tax Revenues for the city increase, 2015
 - Art Walk Edmonds nonprofit board created, focus on new initiatives for promotion, 2015 -16
 - Ed! promoting Edmonds through advertising and new website, 2014-16
 - City produced new visitor brochure, 2016
- b. Strengthen coordinated communications planning and strategies for the City, Chamber and other entities to create an online presence for arts and culture in Edmonds which includes information on events, spaces for art and cultural activities. (5.4) Community with City
 - City and community developed online event calendar which went live in November 2014 as part of new City website Visit Edmonds, increasing number of events listed
 - Active recruitment of organizations to utilize calendar, number listing events increasing monthly

- c. Expand existing or create new collaborations between arts venues and cultural organizations for ticketing and marketing. (3.7) Community
- Marketing forums coordinated by Economic Development Department, 2016

3. PROGRAMS and EVENTS - strategies involving sustaining existing and developing new events and activities

Problem identified – need to leverage and collaborate for existing events and new events, expand audience, improve communications and build on successful collaborations.

- a. Develop new events that fill programming gaps (in terms of interests, age of audience, timing of event etc.) to enhance economic development and contribute to Edmonds' identity as a cultural destination. (1.10) Community
- Literary Walk - one time partnership event in 2014
 - EAC developed Program Planning Tool for use by groups initiating or expanding events, 2015
 - CAFÉ Creative Age Festival developed in 2016, over 200 attendees
 - EAC partnership with Sno Isle Library for new family music events, 2016-17
 - Historical Museum Heritage days, established end of 2013
 - Cascadia Art Museum lecture series and special events
 - Sno Isle TEDx program held at ECA, 2015-16
 - ECA launched new Dementia-Inclusive Series in 2015, serving community members with memory loss and their care partners
 - ECA developing new Film Series to launch in October 2016
- b. Increase the variety/diversity of arts and cultural offerings to expand art program opportunities in Edmonds. (2.1) Community with City
- Increasing number of venues with live music, pubs, restaurants etc.
 - Edmonds Tunes at Café Louvre, 2014
 - EPIC Group Writers free workshops expanded to cover diverse topics, writing contest expanded, workshop event planned for 2016
 - Steel Magic Northwest, new steel drum orchestras for youth nonprofit established, 2015
- c. Sustain/expand successful events/programs that build Edmonds' distinct identity and attract visitors. (1.9) Community with City
- Hazel Miller Foundation, Hubbard Foundation, and Edmonds Arts Festival Foundation provide grant support for community arts programs and events in addition to growing community and business sponsorships
 - Art Studio Tour event celebrated 10th year, 2015
 - EAC Write on the Sound celebrated 30th year, 2015, expanded preconference to full day in 2014
 - Olympic Ballet Theater 35th celebration with new production of the classic ballet Sleeping Beauty, 2016

- Cascade Symphony, celebrating 55th season, expanded to two Holiday Concerts to meet demand, 2015-16
 - Driftwood Players Festival of Shorts well established program
- d. Support the provision of free and low-cost events to encourage participation by a broad range of city residents, including youth and young adults, and include intergenerational programs in multiple disciplines. (2.2) Community with City
- Edmonds Center for the Arts free Kidstock! Event, growing participation
 - ECA Arts for Everyone \$2 ticket program for high-need schools and low-income families and seniors
 - Hazel Miller Plaza noon family concerts on Tuesdays, 2014 – 16
 - Edmonds Theater free Throwback Thursday movie series initiated in 2016
 - EPIC free writing groups expanding
 - Library programs, wide variety ongoing
- e. Engage Edmonds' growing ethnic community to develop events, programs or exhibits. (2.3) Community with City
- Edmonds Historical Museum exhibit "Salish Bounty", partnership with Burke Museum and Hibulb Center for Native American culture - 2016
 - Cascadia Art Museum Native American blessing event 2015
 - City established Diversity Commission, 2015

4. ARTS EDUCATION - strategies involving youth engagement and arts outreach to build new audiences

Problem identified – increase youth engagement, community engagement and outreach.

- a. Support arts education outreach programming in schools by EAC, EAFF, and other nonprofits in partnership with Edmonds School District (ESD). (2.4) Community with City
- Senior Center and Edmonds Woodway High School "Generations Project" with creation of dramatic productions based on life stories, 2016
 - Hazel Miller Foundation support for EAC arts education outreach, 2014–16
 - EAC and EAFF partnering to support ECA outreach in literary arts and dance, 2015 -2016
- b. Maximize youth engagement with professional artists by encouraging arts organizations and the School District to coordinate opportunities for visiting artists to engage with youth and students through workshops or events. (3.6) Community
- Frank DeMiero Jazz Festival, celebrated 40th year in 2016
 - Jazz Connection, expanding reach in schools and scholarships, 2015-16
 - Artists In Residence program in ESD ongoing, support from EAFF and EAC
 - ECA's free Artist Residency & Outreach programs bring a minimum of five artists into the schools each year

- c. Foster and support partnerships and cooperative programming among Edmonds Arts Commission, Edmonds Community College, ECA, EAFF, Edmonds Library, Edmonds Senior Center, other nonprofits, and the Edmonds School District to promote classes and activities aimed at building new audiences for culture. (3.2) Community with City
- EAC, EAFF and others provide support for ECA free annual Kidstock! Program
 - ECA provides student outreach programs, and HMF, EAC and EAFF help sponsor, 2014 ongoing
 - ECA partnership brings free artist outreach opportunities into Edmonds Senior Center
 - Music4Life nonprofit supplying instruments to students expanded to Edmonds School District, 2014
 - EAFF provides Visual Arts Idea Grants for K-12 classrooms, 20 projects funded in 2014-15, and annual college level scholarships in Visual Arts
 - Driftwood scholarships for college level theater arts funded by HMF, 2015-16
 - EAFF provides Community Grants to a wide variety of organizations
 - Sno Isle Library supports EPIC Group Writers meetings; Seattle Opera Previews and music events with EAC
 - ECA planning 10th anniversary free “Birthday Bash” celebration in 2016 for all ages, Kidstock! Model
 - Cascadia Art Museum education program to support 4th grade curriculum
 - Historical Museum education program to support 4th grade curriculum and “Trunk Tales” program for classroom learning
 - ECA expanded summer camps, Parks summer camps
 - Driftwood Players new Driftwood Troupe education program in theatrical arts in 2016
- d. Encourage development of options for engaging youth and students in arts organizations, including internships, apprenticeships and continuation of the dedicated Student Representative position on the Arts Commission. (3.3) Community with City
- Arts Commission student representative position filled 2013-present
 - Historical Museum partnership with UW Museology Graduate Program’s Exhibit Design class, 2015-16
 - EAC collaboration with EdCC Project Management Class to assess promotion of Public Art Collection, 2016

5. STRONG ARTS SECTOR - strategies to ensure representation in community planning, strengthening organizations and venues for arts activities

Problem identified – arts nonprofits and businesses are a vital part of the community and the community needs to support continued growth and development.

- a. Convene the arts and culture community periodically, building on the 2013 Art Summit. (3.4) Community with City
- EAC convened work groups on Cultural Plan strategies, 2014 – 16
 - EAC convened July 2015 Mini Summit, 50 attendees
 - EAC planning winter 2017 Mini Summit/arts gathering

- b. Advocate for arts and culture organizations to be represented on City, Chamber, BID, Port and other advisory committees. (5.3) Community with City
 - Representation on BID
- c. Support the sustained operations of the ECA as outlined in its 2013 business plan. (4.7) Community
 - Ongoing City and Community support, sponsorships increasing annually
- d. Encourage volunteerism opportunities in arts and culture and financially strengthen cultural organizations through other mechanisms/partnerships (italicized words not in the original strategies but an important concept discussed in the plan). (5.5) Community with City
 - Cascade Symphony Orchestra Business Alliance program established with 61 charter members, 2016
 - Strong existing and new volunteer programs – e.g. for ECA, EAF, Write on the Sound, and Cascadia Art Museum
 - EAC helps advertise volunteer opportunities in quarterly newsletters; recent increase in free trainings
 - Historical Museum sponsored event to promote volunteerism, 2016
 - Chamber event to promote volunteerism, planned 2016
- e. Provide professional development classes for artists, building strong entrepreneurs (best practices). (2.5) Community
 - Edmonds Community College (EdCC) ArtsNow/ULearn programs, ongoing
 - EAFF Community Grant partial scholarships for EDGE program for artists (EdCC), 2016
- f. Convene artists and arts businesses to discuss and explore establishing an “art recycling center” or similar mechanism to promote trading/sharing of resources between artists and encourage “upcycling” of materials by community members. (3.5) Community with City
 - ArtSpot collects art materials for distribution to schools
 - EAFF provided supplies to teachers from Previously Loved Art Sale donations until 2015
- g. Advocate for affordable forms of mixed-use and live/work development that can accommodate and support working artists in Edmonds. (4.4) Community with City
 - Hwy 99 Subarea planning, 2016
 - 4th Avenue Cultural Corridor Planning, 2009-16

6. CITY OF EDMONDS - strategies involving advocacy and implementation of City programs.
Advancement of all work groups for implementation of the CCP is priority role of the City of Edmonds.

- a. Advocate for legislative actions at the local, regional and state levels that impact arts related policies. (1.2) City of Edmonds
 - Arts office partners on participation in Arts Day in Olympia, ongoing since 1995
 - Arts & Humanities month proclamation annually in October, updated video on arts & culture organizations in 2015
 - Regional Snohomish County issues, ECA leadership
 - State Cultural Access legislation passed, 2015

- b. Support arts organizations through providing free or low cost informational resources to assist by strengthening board development, marketing and sponsorship strategies, and building financial support. (3.1) City of Edmonds
 - EAC began partnering with Everett Community Foundation in 2013 to host and promote trainings, best practices, for nonprofits, ongoing
 - EdCC/Artist Trust provide workshops, ongoing

- c. Establish a method and undertake periodic assessments of cultural tourism and economic impact of arts and culture in Edmonds. (5.2) City of Edmonds
 - City Economic Development Commission and Tourism Committee collected preliminary event attendance statistics, 2014 – 15
 - ECA periodically accesses economic impact
 - Arts Fund study included Snohomish County in 2015

- d. Support a City funding plan and schedule for the maintenance and asset reinvestment at City-owned facilities that house cultural functions e.g. EAFF Gallery, Wade James Theatre, Frances Anderson Center, Historical Museum, the former Public Works building. (4.2) City of Edmonds
 - Ongoing facility maintenance has been a relatively small part of annual City budget and long term deferred maintenance issues need to be addressed – currently being reviewed by City staff

- e. Provide staffing for the Cultural Services Division to advance the Cultural plan, represent and plan for arts and culture in the City of Edmonds and to implement those parts of the plan for which the City is a designated lead. (5.1) City of Edmonds
 - Arts assistant position restored to full-time, 2016

Is something missing? Please let us know. Send your updates to eac@edmondswa.gov