

CHAPTER 3: STRATEGIES

The priority strategies presented in this chapter are organized by goal. For each strategy, the likely lead is indicated in parenthesis to identify responsibility for implementing that particular strategy over the life of this plan. The three forms of leadership are defined as:

- **Lead: City of Edmonds** – City government is the primary lead, initiating action and managing this strategy.
- **Lead: Community with City of Edmonds** - This strategy requires community leadership and action, with the input or support of city government, and may include other agencies such as the Port of Edmonds, Edmonds Public Facilities District (ECA), Edmonds Community College, Business Improvement District (BID), Chamber of Commerce, Senior Center and other nonprofit organizations.
- **Lead: Community** – Leadership, action and management of this strategy is based in the community, and may involve multiple individuals, businesses, government, local foundations, nonprofits and other non-governmental entities.

The planning process identified possible tactical approaches for some strategies, and a number of additional ideas were captured from the larger community. Both are documented in Appendix E: Potential Tactics and Additional Ideas.





Goal 1. Reflect Edmonds’ commitment to arts and culture through integration of the arts in the city’s physical infrastructure, event planning, image and brand.

- 1.1 Ensure Arts staff or EAC are represented in City infrastructure planning to explore the potential for arts elements in public spaces or development of arts-related City of Edmonds facilities. (Lead: City of Edmonds)
- 1.2 Advocate for legislative actions at the local, regional and state levels that impact arts related policies. (Lead: City of Edmonds)
- 1.3 Enhance and refine coordinated marketing strategies to promote Edmonds as an arts and culture destination. (Lead: Community with City)
- 1.4 Advance the 4th Avenue Cultural Corridor project including planning, infrastructure, short term projects, and long term funding. (Lead: Community with City)
- 1.5 Encourage use of exterior public spaces such as the Rotary Pavilion at City Park, Dayton Street Plaza, Hazel Miller Plaza, Port and ECA grounds for arts and culture events and activities. (Lead: Community with City)
- 1.6 Encourage Port of Edmonds to continue inclusion of artwork and arts events in Port projects and on Port-owned lands. (Lead: Community with City)
- 1.7 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. (Lead: Community with City)
- 1.8 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. (Lead: Community with City)

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- 1.9 Sustain successful events that build Edmonds' distinct identity and attract visitors, and nurture new events and projects that further contribute to it. (Lead: Community)
- 1.10 Develop new events that fill 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. (Lead: Community)



Goal 2. Embrace an expansive view of art and culture to include and respond to multiple forms of artistic and cultural expression.

- 2.1. Increase the diversity of arts and cultural offerings to expand opportunities in Edmonds. (Lead: Community with City)
- 2.2. 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. (Lead: Community with City)
- 2.3. Engage Edmonds' existing, new, and growing ethnically specific communities to develop events, programs or exhibits. (Lead: Community with City)
- 2.4. Support arts education outreach programming in schools by EAC, EAFF, and other nonprofits in partnership with Edmonds School District. (Lead: Community with City)
- 2.5. Provide professional development classes for artists, building strong entrepreneurs. (Lead: Community)



Goal 3. Foster creative community partnerships to increase and secure accessibility to the arts and cultural experiences.

- 3.1 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. (Lead: City of Edmonds)
- 3.2 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. (Lead: Community with City)
- 3.3 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. (Lead: Community with City)
- 3.4 Convene the arts and culture community periodically, building on the 2013 Art Summit. (Lead: Community with City)
- 3.5 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. (Lead: Community with City)
- 3.6 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. (Lead: Community)
- 3.7 Explore expanded collaborations between arts venues and cultural organizations for ticketing and marketing. (Lead: Community)



USE SPACE

Goal 4. Maximize and diversify use of spaces for arts and cultural activities in Edmonds.

- 4.1 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. (Lead: City of Edmonds)
- 4.2 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, the former Public Works building. (Lead: City of Edmonds)
- 4.3 Convene a leadership process to evaluate the implications of the inventory survey and determine needs, options, and opportunities for space for cultural activities. (Lead: Community with City)
- 4.4 Advocate for affordable forms of live/work development that can accommodate and support working artists in Edmonds. (Lead: Community with City)
- 4.5 Advocate for creative partnerships in both public and private sectors to provide additional space for visual, performing, and literary arts activities. (Lead: Community with City)
- 4.6 Convene artists and businesses to encourage temporary use of space (e.g., empty storefronts) for popup galleries, exhibition space, and performance space. (Lead: Community and City)
- 4.7 Support the sustained operations of the Edmonds Center for the Arts. (Lead: Community)



Goal 5. Strengthen communication among arts and cultural organizations and projects to enhance scheduling, information sharing and collaboration and to increase cultural awareness in the community.

- 5.1 Provide staffing for the Cultural Services Division to advance this 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. (Lead: City of Edmonds)
- 5.2 Establish a method and undertake periodic assessments of cultural tourism and economic impact of arts and culture in Edmonds. (Lead: City of Edmonds)
- 5.3 Advocate for arts and culture organizations to be represented on City, Chamber, BID, Port and other advisory committees. (Lead: Community with City)
- 5.4 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. (Lead: Community with City)
- 5.5 Encourage volunteerism opportunities in arts and culture. (Lead: Community with City)