

EDMONDS CREATIVE DISTRICT FIVE-YEAR STRATEGIC PROGRAM

Creative District Goals:

Area A: Strengthen and expand **creative identity** of Edmonds Creative District.

Area B: Leverage and connect **creative experiences** in Edmonds Creative District.

Area C: Retain and attract **creative businesses and nonprofits** in Edmonds Creative District.

Creative District Milestones Year 1 – 5:

Milestones were developed and refined during discussions of goals and priorities with stakeholders and in the general community meeting. The arrangement of milestones over five years reflects the concern that there is ongoing action to move forward aspects of the goals.

Year 1 - Milestones for 2019:

- Establish District, administrative support, and convene **Creative District Advisory Group**, representing existing leadership entities, to oversee 5-year program (*January/February*)
- Compile **baseline** of creative businesses as a percentage of total for CD (*January/February*)
- Create **directory of creative sector organizations and tourism assets** (businesses, organizations, venues, activities) within the Creative District (*January/February*)
- Assess current marketing/tourism promotion activities, convene stakeholders, and develop **new brand identity** related to the Edmonds creative sector (*January – August*)
- Reformulate business attraction **advertising** to include Creative District designation with longer term goal of including new CD brand identity (*January*)
- Work with the City of Edmonds Diversity Commission to convene a broad sector of the community to discuss **creating a more inclusive environment** (*January – December*)
- Convene a **Creative Learning Task Force** to examine and support learning opportunities for people of all ages, abilities and cultural background with Creative District entities (*April – December*)
- Assess additional needs and, identify funding, for new **wayfinding and related signage** in the Creative District (*May – October*)
- Identify potential benefits of creation of **4th Avenue Cultural Corridor** for Creative District and establish next steps in planning process (*February – December*)

Year 2 – Milestones 2020:

- **Update relevant City plans** and documents to reflect Creative District designation and align City Comprehensive Plan update (e.g. Economic Development Plan, Community Cultural Plan)
- Convene a **Creative Sector Summit** to provide opportunities to build and expand assets through **programming, initiatives, and experimentation** across the Creative District
 - Identify gaps in the creative and tourism sector based on Creative District directory
 - Identify strategies for enhancing diversity and inclusion in the creative sector
 - Explore cooperative experimentation with arts & culture entities
 - Explore cooperative experimentation with recreation, leisure and other creative assets
- Develop strategies to support and expand opportunities for new and existing creative industries and consider **potential incentives**
- Advocate for ongoing government and private sector **investment** in Creative District anchors (organizations, venues, activities, and events)

- Support and **expand brand use** for the Creative District and marketing efforts in Snohomish and North King County working in cooperation across the sector
- Convene task force to work with advancing steps towards **completion of 4th Avenue Cultural Corridor**

Year 3 – Milestones:

- Build on/expand **strategies for diverse populations** to link to, contribute to, and participate in programming for Creative District entities (including new Waterfront Center etc.)
- Establish strategies to fill **gaps** in creative and tourism sector
- Convene task force to identify opportunities for **maker space, co-working and start up opportunities** for creative industries
- Evaluate **brand use and collaborative marketing** efforts, and implement improvements
- Convene working committee to inventory existing **art experiences in the public realm** and to strategize future opportunities
- Participate in City public process for planning/engineering **4th Avenue Cultural Corridor**

Year 4 – Milestones:

- Implement strategies to **support and expand opportunities** for new and existing creative industries
- Support and **expand brand use in Creative District marketing** efforts beyond Snohomish and North King County
- Identify and advocate for expanded opportunities for **pedestrian flow** within the Creative District
- Develop implementation plan for **4th Avenue Cultural Corridor**, including funding plan

Year 5 – Milestones:

- Initiate potential **incentives for retention/expansion** of existing creative sector businesses and **attraction of new** businesses
- Evaluate Creative District designation **impacts** on community, businesses etc.
- Develop **goals** for next Creative District **5-year program**
- **Evaluate brand program**
- **Complete wayfinding projects** to support pedestrian flow and vehicular access and support brand
- Initiate implementation of **4th Avenue Cultural Corridor**, including pursuing funding