

# BELLEVUE ARTS COMMISSION



*Department of Bearing & Orientation* by SuttonBeresCuller performed as part of Bellwether 2018.



Community Development

**MAY 4, 2021  
ZOOM MEETING**

“The arts are an important expression of how people think of and experience the city and each other. Bellevue seeks to foster a strong arts and cultural community chiefly supported through a wide range of artists, art and cultural institutions, and arts groups offering a variety experiences to an engaged audience.”

*-City of Bellevue, Comprehensive Plan, Urban Design & the Arts Element*



Community Development

# Agenda



# Agenda

Tuesday, May 4, 2021

Bellevue Arts Commission

Zoom Meeting: 4:30 p.m.

Commission Staff Contact: 425.452.4852

The City of Bellevue Arts Commission meeting for May 4 will be conducted virtually via Zoom Webinar. The public can access the meeting here, <https://cityofbellevue.zoom.us/j/93644607814> using Password: 573648 or by connecting to the Zoom Webinar using Webinar ID: 936 4460 7814 and Password: 573648. For those members of the public unable to access internet services, a telephone option will be made available to listen to the proceedings. The phone number to access the meeting is +1 253 215 8782, Webinar ID: 936 4460 7814 and Password: 573648.

1. **CALL TO ORDER** 4:30  
Chair Malkin will call the meeting to order.
2. **APPROVAL OF AGENDA AND MINUTES** 4:30 – 4:35
  - A. Chair will ask for approval of the agenda.
  - B. Chair will ask for approval of the April 6th regular meeting minutes.
3. **ORAL COMMUNICATIONS** 4:35 – 4:45  
There will be no opportunity for oral communications at this meeting. All written comments received prior to 3 p.m. on May 4 will be read or summarized into the record at the meeting. If you wish to provide written comment to the Arts Commission, please email [mstamm@bellevuewa.gov](mailto:mstamm@bellevuewa.gov) with the subject line “Written Communications – May 4”.
4. **ACTION, DISCUSSION, AND INFORMATION ITEMS**
  - A. Bellwether 2021 Review 4:45 – 5:25
  - B. Grant Program Updates 5:25 – 5:50
  - C. BelRed Creative Consultancies Report 5:50 – 6:20
5. **COMMISSION QUICK BUSINESS** 6:20 – 6:25
6. **REPORTS** 6:25 – 6:30
  - A. Commissioners’ Committee and Lead Reports
  - B. Project Updates from Staff
8. **ADJOURNMENT** 6:30 pm  
Chair will adjourn the meeting.

Bellevue Arts Commission meetings are wheelchair accessible. Captioning, American Sign Language (ASL), or language interpreters are available upon request. Please phone at least 48 hours in advance 425-452-6168 (VOICE) for ADA accommodations. If you are hearing impaired, please dial 711 (TR). Please contact the Arts Program at least two days in advance at [mstamm@bellevuewa.gov](mailto:mstamm@bellevuewa.gov) or call 425-452-4064 if you have questions about accommodations.

**ARTS COMMISSION MEMBERS**

Philip Malkin, Chair

Maria Lau Hui, Vice Chair

Lydia Aldredge

Judy Gowdy

Ashmita Gulati

Monik Martinez

Carl Wolfteich

**COUNCIL LIAISON**

John Stokes

**STAFF CONTACTS**

Scott MacDonald, Arts Community Manager, 425-452-4852

Manette Stamm, Arts Program Assistant, 425-452-4064



Community Development

# Minutes

BELLEVUE ARTS COMMISSION  
REGULAR MEETING  
MINUTES

April 6, 2021  
4:30 p.m.

Bellevue City Hall  
Virtual Meeting

COMMISSIONERS PRESENT: Chairperson Malkin, Commissioners Aldredge, Gowdy, Gulati, Lau Hui, Martinez, Wolfteich

COMMISSIONERS ABSENT: None

STAFF PRESENT: Scott MacDonald, Manette Stamm, Department of Planning and Community Development

OTHERS PRESENT: Eric Stelter, Roxanne Shepherd, PACE

RECORDING SECRETARY: Gerry Lindsay

I. CALL TO ORDER

The meeting was called to order at 4:30 p.m. by Chair Malkin who presided. All Commissioners were present.

2. APPROVAL OF AGENDA AND MINUTES

A. Approval of Agenda

**Motion to approve the agenda was made by Commissioner Aldredge. The motion was seconded was by Commissioner Gulati and the motion carried unanimously.**

B. Approval of Minutes

**Motion to approve the February 2, 2021, minutes as submitted was made by Commissioner Martinez. The motion was seconded was by Commissioner Aldredge and the motion carried unanimously.**

3. ORAL COMMUNICATIONS – None

4. ACTION ITEMS AND DISCUSSION ITEMS

C. BelRed 121st and Spring Artwork

Arts Community Manager Scott MacDonald reminded the Commissioners that the artist Jill Anholt had been selected in 2017 by a panel comprised of community members, stakeholders and professional artists, as well as one Arts Commissioner. Ms. Anholt's selection to be the BelRed Streetscape Plan artist came with a scope that included the public art chapter in the plan and two artwork pre-concepts for early development of the plan. Those two concepts were presented to the Commission in October 2020: *Cut and Fill* located at 121st and Spring, and *Lost and Found*, a quartet of mobile artworks. Under the established vision, public art in BelRed is to respond to the transitional nature of the area as well as the distinct character and experience of the district and the experience of the district and its diverse communities.

Additionally, the public art is to unite geographical, social and cultural contexts while overall enriching the experience of the district and stimulating discourse.

Mr. MacDonald said the recommendation of staff was to proceed with design development for *Cut and Fill*, and to pause further development of *Lost and Found* until both budget and capacity allow. He said the recommendation was predicated on the potential for *Cut and Fill* being a landmark artwork; the expression of support by local community groups; the artist's body of work; and the fact that the pre-concept is consistent with the mission of the public art collection.

The intent is for the artwork to trigger a dialogue with the pedestrians, commuters and cyclists who will likely pass by the piece multiple times a day during their commutes. It is to be interactive and welcoming, and it will spark contemplation and reflection about the work's immediate surroundings and the wider Spring District. If the Commission approves moving forward with design development, updates will be provided and the final design will be brought back to the Commission for approval ahead of contracting for fabrication and installation.

Chair Malkin asked what the prognosis is for the future budget and staff capacity to accommodate *Lost and Found*. Mr. MacDonald said the second element is not current on the schedule or in the work plan, though there is an increasing desire, particularly by the Council to make progress on the BelRed Arts District. Budgeting in terms of specific work plan items covers two years at a time, and the project is not in the budget for either 2021 or 2022. The estimate that the four elements of the work will cost \$100,000 each for a total budget of \$400,000.

Chair Malkin voiced his support for *Cut and Fill* but said he also likes the engagement *Lost and Found* would bring about in the community. Mr. MacDonald allowed that the four elements would not necessarily have to come in as a set. Down the line consideration could be give to doing an additional one or two of the elements.

A motion to approve the artist concept and move forward with *Cut and Fill* was made by Commissioner Gowdy. The motion was seconded by Commissioner Lau Hui and the motion carried unanimously.

Commissioner Gulati asked if breaking up *Lost and Found* into individual elements and bringing them online over a number of years could mean having to use different materials. Mr. MacDonald stressed that each element is currently only a pre-concept. He said he would provide the artist with feedback about wanting continuity between the elements. In the event the project is pursued, approval will be sought from the Commission.

#### A. Performing Arts Center Eastside Update

Performing Arts Center Eastside (PACE) executive director Roxanne Shepherd said she has been part of the project for six years. She noted that Eric Stelter serves as board chair. She allowed that while the project has been in existence for some time, it is really a startup. The unusual circumstance of the pandemic has allowed for stepping back and taking a hard look at the organization, what has worked, and what the challenges have been. Attention has been given to putting all of the pieces in place and the project is now ready to be brought to life.

Mr. Stelter said he has served as PACE board chair for a little over a year. He said he came to the project in light of it being the most important project on the Eastside. The average time it takes to bring a performing arts center online is 20 to 25 years, and PACE has been around for 17 years. He said in visiting performing arts centers in various cities, and in talking with their



executive directors, he concluded that Bellevue has the assets in place to get the project done. The biggest roadblock to date has been the fact that a few elements of the project were misaligned or done out of order. By simply rearranging things, all has come into focus. During Covid, the focus has been on revamping the project's governance; developing a strategic plan; and developing a form of discipline. That work has led to serious negotiations with serious people with seriously large amounts of money about becoming a major naming partner.

The PACE project will be located in the Downtown at 106th Avenue NE and NE 10th Street thanks to a generous gift from the Freeman family, which is currently valued at between \$45 million and \$50 million in cash and land, the largest gift made to the arts in the history of the Pacific Northwest. While located in Bellevue, the mission of PACE is to serve the entirety of the Eastside. The project will be transformative to the culture of Bellevue in general, both the arts culture specifically and how Bellevue sees itself. Bellevue is the heart of the Eastside, is internationally known, and it a vital tech center.

It has taken 50 years for Bellevue to grow into what it is currently. In just the next seven years, the number of jobs, office space square footage and number of residences will all double. That is an astonishing fact. Two of the world's biggest companies, Microsoft and Amazon, are headquartered in Bellevue, and the gaming industry on the Eastside is bigger than all of Hollywood. With all the development, the question on the minds of many is what is being built culturally that will be meaningful and that will enhance livability on the Eastside. It is huge that the Council and the department heads are all on the same page in terms of building an astonishing city. Having a shared goal helps everyone move past all differences. The city has done a number of studies that land under the umbrella of the creative economy. There is much the PACE project does to help address all of what the city has identified as needing to happen. There is also the realization on the part of the city that it cannot go it alone and things must be done in partnership with others. The project will be critical to the city given the degree to which the great companies headquartered in Bellevue are operating in a world market for employees. Attracting and retaining those employees is a big part of the city's work through the provision of amenities.

PACE is more than a 2000-seat performing arts venue. It is in fact five separate venues that work together or separately. The main hall is a formal setting with an orchestra pit and a stage, but it also converts to a flat floor and has a movable stage. The hall does not have to be full to work given the electronic architecture that can accommodate everything from a single cello on stage to a rock band, a musical revue or a single speaker. The hall is meant to provide for a wide variety of uses. The lobbies have been designed to serve as meeting places in and of themselves. Before and after shows they will be filled with people interacting. The indoor space alone is 41,000 square feet, which is the equivalent of two full floors of a typical highrise. The lobbies can also serve as their own space given that the main hall will be wrapped with multiple high-resolution LED screens that can be curated with fine art, film or other presentations, in addition to marketing upcoming shows in a way that can be seen from outside the building.

The facility includes a studio space that can be used for recitals and black box productions. It is also a tech risk space in which someone in a motion capture suit can dance and appear simultaneously on a stage somewhere else, such as Beijing, or even as an avatar on the PACE main stage. The studio will also be used for arts education purposes when performers are in town. It also includes a community flex space that has been included in response to input from arts organizations on the Eastside, most of which do not have space for classrooms, meetings and what amounts to small conventions. The 9000-square-foot space is designed with flexible walls that can be divided down to as many as 15 individual rooms. Additionally, the donor lounge and conference room is a space that will be used during shows by the many wonderful

donors, but it will also play host to cocktail parties for non-profits, and as the PACE boardroom.

Some of the work that is currently underway includes a community engagement effort. Given the mandate to serve the entire Eastside community, steps are being taken to engage with arts and community groups across the Eastside with an eye on building relationships and trust. The intent is to have all programming and the use of the building reflect the entire community. The programming that pays will allow for programming things that do not pay as well, and that will help to serve the entire community.

Mr. Stelter said prior to Covid it was clear how much everyone on the Eastside was looking for advanced experiences for full evenings, something that can be traced back to the very first study conducted 20 years ago. The city recognized early on that the best location for the facility would be right in the core of the central business district, and noted that ideally it should be attached to a mixed use project. Often performing arts centers go places trying to catalyze real estate developments or a part of town that is not overly busy, but in the case of PACE exactly the opposite is the aim given that the Bellevue Collection collectively comprise the second busiest location in the entire state, behind only SeaTac. To date 12 studies have been done and each reaches the conclusion that PACE will be serving the top unserved arts market in the United States given the combination of the propensity of people on the Eastside to participate in the arts and the demographics. There is no venue larger than a thousand seats on the Eastside, and 67 percent of the seats in all facilities regionally between Tacoma and Everett are in Seattle, yet that same region has only 27 percent of the total population. In cities across the nation, a multiuse facility is their first project.

Ms. Shepherd clarified that the programmable LED screens will cover the entire outside of the concert hall and will be visible from each level of the lobby.

Commissioner Lau Hui asked if the building is physically connected to the Hyatt. Mr. Stelter said the two main entries on NE 10th Street and from the Wintergarden have access to the Hyatt. Additionally, there are connections directly to the meeting rooms and ballrooms of the Hyatt, but those normally will be closed unless there is a joint event, or unless catering is brought in through that door. Ms. Shepherd added that all underground parking will be networked, meaning that those coming in can park anywhere. Mr. Stelter said PACE will be connected via three skybridges to 12,500 parking stalls, three major hotels, and more than 70 restaurants.

Ms. Shepherd said music educators have long wanted to hold their regional and national conferences in Bellevue but have not been able to due to a lack of a venue large enough to accommodate them.

Commissioner Martinez asked if there is a kitchen or concession stand included. Mr. Stelter said the food handling elements have not yet been fully designed. He said there is no intention of including facilities to prepare food on site. The Hyatt has a massive commercial kitchen in the basement and a plating kitchen on a level across the hall from an opening to PACE. There will be food service, but it will be prepared off site and brought in. Ms. Shepherd said there will be a serviceable kitchen as part of the donor lounge and conference room where previously prepared and delivered food items can be handled. There also will be food service support for visiting artists.

Chair Malkin asked if consideration has been given to having a resident performing group. Ms. Shepherd said there are no plans to have a resident company. The intent is to host arts groups that call Seattle home. Not having a resident company will allow PACE to be more flexible with its calendar, thus maximizing profit-producing nights. Mr. Stelter said PACE

will seek long-term partnerships with groups, giving them a place to play every year. That is actually the new way facilities are doing resident companies. Wintergrass will be one such partnership and Village Theatre is another.

Chair Malkin asked if there will be built-in facilities for making recordings. Mr. Stelter said the facility will be designed to do everything well and nothing poorly. It will have both recording and broadcast facilities. Some of the technology that will be included does not yet exist.

Commissioner Lau Hui said it was her understanding the facility could be built and operational in five years. Mr. Stelter said everything will flow from the partner naming gift that is being sought. Negotiations to land that give are currently under way and things look positive. Should the gift be landed in the spring, and should the remainder of the fundraising go well, and should all permitting issues get resolved, it is possible the center could be opened in four and a half years.

Commissioner Gulati asked if the building will strictly host performing arts or if it will also host other art forms. Mr. Stelter said with the LED screens and the various spaces, the building will be able to serve a variety of purposes, even non-traditional arts.

Chair Malkin thanked Mr. Stelter and Ms. Shepherd for their update and asked that the Commission continue to be updated.

#### B. Utility Box Wrap Program

Arts Program Assistant Manette Stamm reminded the Commissioners that a call was issued to commission artists to design unique works with which to wrap utility boxes. The artists were required to be residents of East King County and to be listed on the Eastside Artists Roster. Artists were permitted to submit up to five example artworks. Depending on the total number of boxes, stipends for the projects will range from \$750 to \$4000. In all, 70 submissions were received, though one was a resident of Seattle and as such was dropped, leaving 69 eligible submissions. The bulk of the submissions, 23, came from Bellevue.

Ms. Stamm said the selection panel chose six artists and two alternates. She shared with the Commissioners the example artworks submitted by the six selected artists: Juliana Kang Robinson from Mercer Island; Marsha Rollinger from Renton; Raili Janese from Kirkland; Vikram Madan from Bellevue; Larine Chung from Bellevue; and Molly Keen from Clyde Hill. Also shared with the Commissioners were the example artworks submitted by the two alternates: Becky Lucas from Issaquah; and Kevan Atteberry from Bellevue.

Once approved, staff will work with the selected artists to create draft designs then a few weeks more to produce final designs. Once the final designs are in hand and approved by the Commission, they will be submitted to the installer for final layout. Installations will occur during the months of July and August.

Commissioner Wolfteich asked what the difference is between a one-box duo and a two-box duo. Ms. Stamm said a two-box duo has a total of four boxes, where a one-box duo has two total boxes. A duo is where two separate boxes share a single foundation. The boxes are not all the same size.

Chair Malkin said it was his recollection that there had been a discussion about having a single artist do all the boxes in a single stretch. Ms. Stamm said the panel could not reach a consensus on having a single artist address a corridor. Commissioner Gulati said depending

on how things go, in a future phase a single artist may be selected to address a full stretch of corridor.

Mr. MacDonald added that the maximum number of boxes considered for a single artist was eight in the form of four two-box duos. Ultimately those four duos were split between two artists. Looking ahead, there are some interesting opportunities in terms of applying the program to the Downtown. He said his recommendation there would be to seek to cement a district character. Given that the Grand Connection is a cultural corridor, it might make more sense to use a mix of artists along it. The peace meal approach is a good fit for BelRed given that it is a district where a lot of different types of art is made.

Commissioner Aldredge noted that the selected artists have a fairly wide range of ethnicities. She asked if that was done intentionally. Commissioner Gulati said it was part of the deliberative process. She stressed that everyone was given equal opportunity. It just so happened that the artists most liked by the selection committee were in fact quite diverse.

Mr. MacDonald added that the BelRed Streetscape Plan has a vision that will be provided to the artists. The artists will apply their own unique styles to the vision.

A motion to approve the commission of artworks from the selection of artists recommended by the panel was made by Commissioner Aldredge. The motion was seconded by Commissioner Wolfeich and the motion carried unanimously.

5. COMMISSION QUICK BUSINESS – None

6. REPORTS

A. Commissioners' Committee and Lead Reports – As Noted

B. Project Updates from Staff

Mr. MacDonald reported that work to finalize details for the upcoming Bellwether is under way. The recent events at the Bellevue Arts Museum caused the process to step back, though. In a community open letter written by a group of artists and advocates and drafted by the curator of Yellow No. 5, the show currently at the museum, who is the first Black and first female to be a guest curator at the museum, there were various accusations made focused on some dismissive comments made by the executive director, Ben Haywood, during a meeting with the curator. The comments were interpreted as being racist and potentially sexist. In addition to serving as a response to those comments, the open letter was in regard to how the museum responded to the concerns that were voiced by the 400-plus people who signed the letter, namely that the museum's response, particularly by the board, was not open and clear enough. The statement posted to the museum's website was somewhat buried in the website's architecture and was not specific to the occurrence. The executive director subsequently resigned. Bellwether had been planning a big show at the museum and a huge majority of the artists planning to be in the show are people of color. Any conversations that need to happen will be respected before fully committing to working with the museum, and indeed before fully committing to the framework of the show.

Commissioner Martinez noted that she serves as a member of the Bellevue Arts Museum advisory board. She said a meeting was held earlier in the day that included an update from Rebecca Lyman, president of the board of trustees. It was stated that the board will begin the process of looking for a new executive director but will not rush into doing so in order to first heal the relationship between the museum and the community. She allowed that there are a

number of systemic issues to be addressed, and it will be difficult to once again gain the trust of the community.

Mr. MacDonald said from the city's perspective the situation presents the opportunity to get out into the community and talk about the issues. The conversations will not be easy. Bellwether is a good forum for the conversations among a myriad of other programs and forums.

Chair Malkin commented that both Commissioners Martinez and Wolfteich are part of the Bellwether committee and he suggested they should be included in part of the conversations to give the Commission a role in helping to unravel some of the drama with the museum.

Mr. MacDonald reported that the maintenance contract has yet to be finalized given that more works have been added to the scope. He also reported that a new catalog of the portable art collection has been compiled and he said it will be shared with the Commission once it is finalized.

With regard to the Eastside Artists Roster, Mr. MacDonald said it now has 84 fully registered artists. There has been some interest expressed by other cities wanting to use it. The expectation is that it will continue to grow and be a great tool.

Mr. MacDonald mentioned that the May meeting of the Commission will be Chair Malkin's last after serving eight years. Time will be taken at that meeting to reflect on his contributions.

Mr. MacDonald noted that Commission elections for chair and vice chair are slated to occur at the June meeting.

Commissioner Wolfteich asked if there was a timetable for once again holding meetings in person. Mr. MacDonald said he did not expect to see in-person meetings before September.

Commissioner Gulati informed the Commission that the Bellevue Downtown Association has put out a date for an in-person art festival for the first week of September. Mr. MacDonald said the Bellevue Downtown Association is also planning an outdoor music series that may be in person. The Bellevue Arts Museum will hold its arts fair virtually.

## 8. ADJOURNMENT

Chair Malkin adjourned the meeting at 6:08 p.m.



Community Development

# Action & Discussion



Tuesday, May 4, 2021

Bellevue Arts Commission

Zoom Meeting: 4:30 pm

Commission Staff Contact: 425.452.4852

## **Bellwether 2021 Review**

At this meeting, one of the Creative Directors of Bellwether 2021, Ben Beres, will present an update on the program.

### **BACKGROUND**

Due to the pandemic, Bellwether 2020, set to normally take place in September, was transformed mid-2020 into a digital art gallery to showcase ten original digital artworks and projects. As the pandemic stretched on, this component was eventually cancelled. All artists, both the original artists working on the planned full-scale Bellwether and the artists working on the digital gallery were moved to 2021's Bellwether event.

As the pandemic continues, staff and the Creative Directors are continually reevaluating the program to ensure that the public can experience the artworks in a safe manner that fully complies with future guidelines and potential restrictions. As it isn't clear yet what those will be in September, today's update should be considered current Bellwether plans that may change to meet future conditions.

### **CURRENT ACTIVITY**

The Creative Directors are working with artists and curators on finalizing artwork and events for the show.

Staff is in talks with EastHUB, a new community development organization, on developing a musical and art showcase featuring predominantly Eastside artists. This component is something new added this year that will engage a lot of Eastside artists, groups and organizations. They will also potentially be working on marketing for Bellwether and sponsor development.

### **NEXT STEPS**

The Bellwether Committee will begin meeting to receive updates on this year's events and to plan for next year. Some of this work will take place before this year's Bellwether occurs with more detailed discussions of what to do in future years after the conclusion of the show.

### **STAFF CONTACT**

Manette Stamm, Arts Program Assistant  
425-452-4064, [mstamm@bellevuewa.gov](mailto:mstamm@bellevuewa.gov)

# Discussion

Tuesday, May 4, 2021

Bellevue Arts Commission

Zoom Meeting: 4:30 pm

Commission Staff Contact: 425.452.4852

## Grant Program Updates

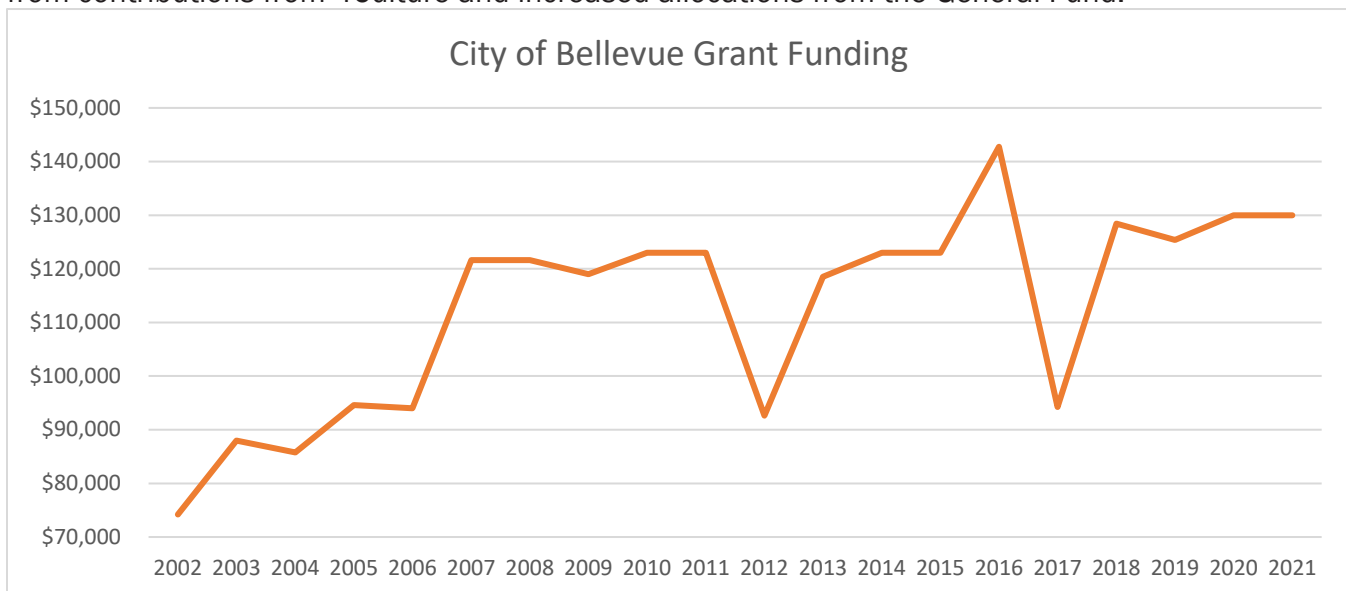
At this meeting, staff will provide a review of planned work to analyze the Arts Grants Program.

### BACKGROUND

The Arts & Culture grants program provides support to many artists and organizations across the Eastside. This support allows organizations to develop ongoing art, cultural and heritage programming, and offer events that fill cultural gaps and increase access to those who experience financial and physical barriers to the arts. With the goal to provide support, increased access, and diversity in programming, the Grants Program is vital to many in Bellevue and its neighbors. The grants program has had various changes over the years by changing the types of grants available and going online in 2019. Staff has received feedback on different elements of the grants process. In addition, staff sees a benefit to ensuring that the grants program is as effective and accessible as possible.

While this work is separate from a discussion of funding, there are connections between funding and how the grants program is structured. For example, the current program is structured to incentivize organizations to have more sustainable organizations in order to meet the greater requirements under the Eastside Arts Partnership grants. Feeding that incentive is the restriction that grants can only be awarded for two years for the same event under Special Projects. Coupled with increased organizations applying for grants and a larger pool of organizations applying for EAP grants, this has resulted in over a \$1,200 decrease in average awards to EAP recipients since 2017.

It is also important to note that funding for the grants program has increased over the years, partly from contributions from 4Culture and increased allocations from the General Fund.



This review will tie into other upcoming research that the Grants and Committee are involved with.

## **REVIEW**

This review will include consolidating feedback, reviewing original grant goals, comparing the program to other peer granting programs, equity analysis and improving the application timeline. This review aims to ensure that we have a well-functioning and easily accessible granting program that serves our community. Periodically revisiting the guidelines, application and process will help the program adapt to changing industry standards and allow for a better, more nimble and equitable approach to grantmaking. This review will target administrative changes that can be adapted into the 2022 granting cycle, along with more programmatic changes that will need more time for review before being incorporated into the grants program.

The five areas of review are outlined below. Each area will aim to answer key questions and develop research and recommendations to improve the grants program.

### **Part 1: Feedback and Lessons Learned**

Key questions: What changes, recommendations, suggestions have we received over the past three grant cycles? Are these changes targeting the guidelines, application, process, outreach, help, etc.? Are there lessons learned from the pandemic that would allow the grants program to be more adaptable?

This area will compile feedback and lessons learned from previous granting cycles. Each target area, including the Special Project grants, the online application and guidelines, will include an overview of the issue, a proposed solution, and a timeline if that solution targets more administrative changes that can be accomplished for 2022, or more considerable pragmatic changes. This area of research will most likely cover the most shorter-term changes, as the subsequent research parts may lead to identifying programmatic changes that will require additional layers of review before being incorporated into the program.

### **Part 2: Program Goals**

Key question: With the substance changes to the program that occurred in 2016 under Arts Program Manager Joshua Heim, what were the goals of the changes, and are they being achieved?

The changes that resulted in the most recent grants program review included introducing the Power Up program and the bifurcation of the Eastside Arts Partner grants to Pro and Community Partners. With these changes came various goals that will be evaluated in this review and may include suggested improvements or alternation.

### **Part 3: Peer comparison analysis**

Key question: How does Bellevue's grants program compare to other local municipalities' granting programs?

This review will develop research into other granting programs around the Puget Sound and compare them to Bellevue's with the aim to understand industry standards, missing or redundant programs, ease of use, and access.

### **Part 4: Equity analysis**

Key questions: Who do we serve, and are we helping fund programs for our whole community? Are there barriers that prohibit access to the grants program that could be remediated? How can we improve on our outreach to our diverse communities?

The equity analysis will cover a few areas, namely: Access and inclusion, barriers and ease of use, and outreach. It could also include an additional survey of current grantees about who their organization is and who they serve (demographic/diversity questions).

#### **Part 5: Improve timeline**

Subtle changes to the previous granting timeline to allow applicants more time to review guidelines and apply, and for the City to promote the grants program.

#### **NEXT STEPS**

Staff will finalize the review plan following this discussion and will bring a final proposal to the Arts Commission at the next meeting. The Grants and Funding Committee (Commissioners Ashmita Gulati and Maria Lau Hui) be consulted throughout this review.

#### **ATTACHMENTS**

Attachment A: City of Bellevue EAP and Power Up Grant Guidelines 2021

Attachment B. City of Bellevue Special Projects Grant Guidelines 2021

#### **STAFF CONTACT**

Manette Stamm, Arts Program Assistant

425-452-4064, [mstamm@bellevuewa.gov](mailto:mstamm@bellevuewa.gov)



# 2021 Guidelines

Photo courtesy of the Evergreen City Ballet. Image by Michelle Smith-Lewis.

## DEADLINES

Letter of Intent:  
September 21, 2020

Full Application:  
October 5, 2020

## GET HELP

Kaya Strategik is on hand to answer your questions and assist with your application. Call during regular business hours.

(206) 705 - 3258  
[bellevuegrants@kayastrategik.com](mailto:bellevuegrants@kayastrategik.com)

## EASTSIDE ARTS PARTNERSHIPS

Funding for annual arts, cultural, and heritage programs that serve residents and visitors in Bellevue, Washington.

We support nonprofit organizations that deliver proven, high quality programs and services to Bellevue residents year after year through two programs: Community and Pro Partners.

## Need to POWER UP?

We strengthen our partners to help increase their abilities and impact with capacity building funding and assistance.

## Apply online

[www.bellevuearts.smapply.io](http://www.bellevuearts.smapply.io)

## Program Overview

### Purpose

The public funding that supports EAP grants is an investment in our community. The importance of these dollars reaches beyond the intrinsic value of the arts, increasing the quality of life of our residents, the education and development of our children, the vitality of our businesses, and our sense of connectedness to the community. Providing direct support to arts and heritage organizations is included in the *Cultural Compass* goals, Bellevue's cultural plan, and include:

- Strengthen Bellevue's arts and cultural organizations and opportunities for artists, both vocational and professional.
- Employ Bellevue's arts and cultural assets to further the City's economic development priorities.
- Promote the arts and cultural traditions of Bellevue's increasing diverse population to distinguish and enrich civic life.
- Foster a unique learning-oriented cultural environment for people of all ages.

### The Partnership

EAP offers operating support, capacity building, and technical assistance to nonprofit organizations that provide annual arts, cultural, and heritage programs in Bellevue. EAP encourages:

- Programming quality and sustainability.
- Arts access for Bellevue residents.
- Artistic, managerial and fiscal excellence.
- Greater cooperation and collaboration among arts groups.

Balancing excellence in the arts and community has been achieved by a dedicated partnership between the Bellevue Arts Commission and the arts community. Together we will continue to build a more culturally rich Bellevue.

### Public Funding = Public Benefit

Washington law requires that individuals or organizations who receive public funding must provide a public benefit. Examples of public benefit are:

- Free public performances, exhibitions, workshops, screenings, or readings.
- Free scholarships to ongoing, fee-based arts educational or training programs.
- Accommodating services that expand access and inclusion to individuals with limited physical or English-speaking abilities.

## Program Contact

This funding program is administered by the City of Bellevue Arts Program. For more information contact:

### Manette Stamm, Arts Program Assistant

(425) 452-4064

mstamm@bellevuewa.gov

For help with your application please contact:

### Kaya Strategik

(206) 705-3258

bellevuegrants@kayastrategik.com

We offer customer service and technical support in five languages:

- English
- Mandarin
- Japanese
- Russian
- Spanish

## Eligibility

### Who May Apply

- Bellevue-based nonprofit arts and cultural organizations with an arts-based mission.
- Arts organizations not headquartered in Bellevue or non-arts organizations based in Bellevue that operate arts programs or facilities in Bellevue.
- Offer at least one cultural program or service open to the public in Bellevue.
- A minimum of 2 consecutive years in operations.

### Who May Not Apply

- Individuals or organizations without an official IRS 501 c3 designation.
- Organizations receiving direct funding for operations from the Bellevue City Council.

### Application Timeline

<b>Aug 3, 2020</b>	Guidelines published
<b>Aug 31</b>	Online Application portal opens
<b>Sept 21</b>	Letter of Intent due at 11:59 p.m.
<b>Oct 5</b>	Applications due at 11:59 p.m.
<b>Oct-Nov</b>	Allocation Committee review
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<b>Jan 8, 2021</b>	Award acceptance due by 11:59 p.m.
<b>Nov 29</b>	Post-Grant Report due by 11:59 p.m.

The City reserves the right to change this timeline.



# Funding

Bellevue City Council currently provides an annual allocation to support arts organizations. Applications are reviewed on a competitive basis according to the eligibility and review criteria. Funding amounts are determined by recommendations of an Allocations Committee, endorsement by the Arts Commission, and then approved by Bellevue City Council.

## Two Funding Levels

Two funding levels are available: Community Partners and Pro Partners. The difference between them is the award amount, application, and support materials.

### Community Partners

Up to \$5,000 (and not to exceed 50 percent of total annual budget) for organizations with an annual budget less than \$200,000 and primarily run by volunteers who support a community of practice and offer community-based arts and cultural opportunities.

### Pro Partners

Up to \$10,000 for organizations with an annual budget at or above \$200,000 and paid staff who present professional-level arts experiences or curriculum-based arts education programs.

### Which level is right for you?

Organizations with an annual budget of less than \$200,000 can choose to apply to either the Community Partner or the more robust Pro Partner award. Larger budget organizations that are unable to submit the required materials of a Pro Partner application can apply as Community Partner. The choice is yours.

LEVEL	COMMUNITY PARTNERS	PRO PARTNERS
<b>Grant Funding</b>	Up to \$5,000 and not to exceed 50 percent of proposed annual budget	Up to \$10,000
<b>Organization Budget</b>	Gross receipts under \$200,000	Gross receipts over \$200,000
<b>Application</b>	Simplified form	Standard form
<b>Attachments and required materials</b>	<ul style="list-style-type: none"><li>• 2 work samples</li><li>• Estimated FY 2020 Budget</li><li>• Cash balance statement</li></ul>	<ul style="list-style-type: none"><li>• 2 work samples</li><li>• Estimated FY 2020 Budget</li><li>• Cash balance statement</li><li>• Most recent IRS Form 990 or 990 EZ</li><li>• Policies &amp; procedures for the annual evaluation of the executive director</li><li>• Board approved strategic plan</li><li>• 2021 program and event list</li></ul>
<b>Grant Reports</b>	Simplified grant report form focused on results	Standard grant report form
<b>Can you Power UP?</b>	Yes	Yes

# Evaluation Criteria

## Creative Engagement

- Quality and effectiveness of the organization's existing and proposed arts, cultural, and heritage programming and services to meet the cultural needs of an audience and/or constituent group.
- Extent of creative and civic participation by Bellevue's diverse residents and visitors.
- Meaningful creative and civic opportunities for working artists, cultural workers and volunteers.
- Diversifies the forms of art, creative experiences and cultural resources available to Bellevue residents and visitors.

## Public Access and Benefit

- Quality and extent of public benefits offered to Bellevue residents and visitors.
- Significant access to cultural opportunities to under-served groups, or, demonstrates improved access by underserved people and communities.
- Marketing strategies and reach are appropriate to target audience(s) and attendance.
- Effort and evidence of inclusive communications to new and/or underserved people and communities, particularly those who speak a language other than English at home.

## Organizational Capacity and Sustainability

- Demonstrated financial capacity and stability.
- Evidence of community support, which may include, but is not limited to, in-kind or cash donations from individuals, foundations, corporations, or other government sources.
- Strength of organizational management and governance.

## Application Review Process

City Council approves all funding. Their approvals are based on recommendations from the Bellevue Arts Commission Allocations Committee. The Committee may include outside professionals. Applications are reviewed on a competitive basis according to the overall purpose of the program and the criteria for eligible organizations. Incomplete applications submitted after the deadline may not be reviewed.

# Application Instructions

1. Submit the required **Letter of Intent (LOI) beginning on August 31 and no later than September 21, 2020** that summarizes your mission, the cultural programs or services you offer in Bellevue, why you need public funding, the level of funding you seek, and if you want to POWER UP. You can submit your LOI online at:

[www.bellevuearts.smapply.io](http://www.bellevuearts.smapply.io)

2. Within five business days, verified organizations will be invited to **submit a full application** via the same online application portal. Organizations that were deemed not eligible to apply may choose to apply for a Special Projects grant.

3. Prepare the following **supplemental materials**:

## Community Partners and Pro Partners

- ☐ **2 Work Samples.** This could include an annual report, current or most recent program brochure, and/or promotional photos or videos.
- ☐ **2021 Estimated Budget.** If you are applying on behalf of a non-arts organization or an organization that is headquartered outside of Bellevue, kindly submit two separate budgets:
  - 1) Organizational budget.
  - 2) The Bellevue arts program budget.
- ☐ **Cash Balance Statement** dated September 1, 2020 or later.

## Pro Partners only (in addition to above items)

- ☐ **IRS Form 990 or 990 EZ.** Please submit the most recently completed form.
- ☐ **Policies and procedures** regarding the annual evaluation of the executive director.
- ☐ **Board approved strategic plan.** If the organization does not have a strategic plan.
- ☐ **2021 Programs & Services.** List the main programs and services that you plan to offer to the public **in Bellevue** for calendar year/fiscal year 2021 including specific exhibitions, performances, lectures, education programs, classes (but not individual class sessions), etc.

4. **Submit your full online application by the October 5, 2020 deadline.**
5. If you want to **Power Up**, please submit the supplemental information by the October 5, 2020 deadline. See page 5 for details.

# Award Requirements

Organizations receiving funds must comply with the requirements stated below.

## Acknowledgment

Organizations receiving funding from the City of Bellevue must acknowledge the support, at a minimum, in printed programs, or if programs are not appropriate, in signage visible to the public, as well as in digital media dedicated to the funded activities. The visibility recipient organizations provide helps our ability to maintain and raise funding levels and to keep Bellevue residents informed on how their tax dollars are supporting the arts in their community.

## Scope of Work

Recipients acknowledge that this application serves as a scope of work detailing how the funds will be used.

## Timing of Payments

Funds will be paid upon completion of the work described in the scope. Final billing for 2021 funds must be received by November 29<sup>th</sup>, 2021. Funds do not carry over into 2022.

## Onsite Reviews

Organizations receiving funding provide access to performances/exhibits for evaluators, who may be Bellevue Arts Commissioners or staff, and/or on-site reviewers (a maximum of four tickets). On-site reviewers are professional artists or administrators who are selected based on demonstrated professional experience in a particular arts discipline and who are assigned on a rotating basis to assess the artistic work of organizations in their discipline area. The reviewer submits a written evaluation form to the Arts Program. The evaluation will be considered in future grant applications by the organizations.

## Final Report

Submitting a final report once the work listed in the Scope is completed and invoice will be necessary to receive funding. The forms are available online through the grant portal.

## Online Portal

The City of Bellevue uses Survey Monkey Apply, an online portal where all application materials are submitted. Detailed instructions on how to use the portal are included on the city's Arts and Culture Grants webpage.

[bellevuewa.gov/city-government/departments/community-development/arts-and-culture/grants](http://bellevuewa.gov/city-government/departments/community-development/arts-and-culture/grants)

# Power Up Bellevue

## Purpose

Power Up Bellevue helps leaders of our partner arts and cultural nonprofits reach the next level of organizational development. We provide project funding, a learning community, and technical assistance to EAP grantees. Our goals are to strengthen our partners' ability to fulfill their mission and increase their capacity to serve Bellevue residents and visitors.

## Available Funding and Support

If you're ready for capacity building, develop a project to strengthen your asset to make a positive, immediate impact on the organization. We offer the following resources to help you get to the next level:

- **Project grant funds:** Do you have a clearly identified capacity need and a one-time project? Receive up to \$5,000 to implement a capacity building project.
- **Learning cohort:** Organizations that receive funding are invited to participate in workshops on various capacity building topics.

## Who May Apply

Nonprofit arts and cultural organizations who have submitted a 2021 EAP grant application and have not received Power Up support in the past.

## Evaluation Criteria

- Readiness to engage in capacity building as determined in the *Five Elements Self-Assessment*.
- Clearly articulated capacity building need and a feasible project or proposal to address it.
- Commitment to capacity building as demonstrated by at least one organizational representative in attendance at the *Power Up Workshop* TBD.

## Are you ready to Power Up?

Capacity building describes the process of developing your nonprofit's ability to deliver its mission effectively now and in the future by changing what you can do. But not every organization is in the position to do this. Take this free organizational assessment to understand if you have the basics of nonprofit management firmly in place to begin the journey.

<https://www.501commons.org/assess/five-elements-of-a-healthy-nonprofit-self-assessment>

# Application Instructions

Use this checklist to ensure your application is complete. Please attach the following materials to your 2021 EAP grant application.

## ☐ Letter of Interest

Attach a written request of no more than 1,000 words to your 2021 EAP application:

1. **Goal:** Describe how a POWER UP will strengthen the ability of your organization to meet its mission.
2. **Need:** What special circumstances, challenges, or changes have caused your organization to POWER UP on management and organizational issues at this time? Reference any noteworthy results and learnings from the *Five Elements Self-Assessment*.
3. **Request:** Explain how the POWER UP funds will be used. Will you pursue a capacity building project, a Springboard Plan, or create a Pathway to Success? If you are proposing a project, what is the funding amount being requested?
4. **Champions:** Identify who from your organization's staff and/or board (at least one staff member if you have paid staff and one board member) has made the commitment to take on the above project. Describe how they will be effective capacity building champions in your organization. What are their roles?
5. **Impact:** One year from now, how will your organization be different because of this POWER UP? What measurable change will have occurred that demonstrates an increase in your capacity to serve Bellevue residents and visitors?

## ☐ Five Elements Self-Assessment

Please attach a completed form. See link above.

## ☐ Project Budget

Please attach a full project budget. Matching funds are highly encouraged.

## Application Timeline

<b>Aug 3, 2020</b>	Guidelines published
<b>Aug 31</b>	Online Application portal opens
<b>Sept 21</b>	Letter of Intent due at 11:59 p.m.
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<b>Nov 29</b>	Post-Grant Report due by 11:59 p.m.

The City reserves the right to change this timeline.





# 2021 Guidelines

Photo courtesy of The Sustain Music Project and Resonance Events.

## DEADLINES

Letter of Intent:  
September 21, 2020

Full Application:  
October 5, 2020

## GET HELP

Kaya Strategik is on hand to answer your questions and assist with your application. Call during regular business hours.

(206) 705 - 3258

[bellevuegrants@kayastrategik.com](mailto:bellevuegrants@kayastrategik.com)

## SPECIAL PROJECTS

Funding for arts, cultural and heritage projects that serve residents and visitors in Bellevue, Washington

We encourage innovative projects by artists, individuals, and communities that fill in cultural gaps and inspire new forms of creative participation, particularly for under-served groups.

Applicants can generally request up to \$3,000. Projects must take place during 2021 and should be completed by November 29, 2021.

## Apply Online

[www.bellevuearts.smapply.io](http://www.bellevuearts.smapply.io)

## Program Overview

### Purpose

Special Projects fosters innovation in the arts. Bellevue is changing, and we want to encourage the creative community to change with it. We provide funding support for artistic, cultural, and heritage projects that have the potential to fill cultural gaps, especially for underserved groups, and inspire longtime Bellevue residents and visitors in new and exciting ways.

### Public Funding = Public Benefit

Washington law requires that individuals or organizations who receive public funding must provide a public benefit. Examples of public benefit are:

- Free public performances, exhibitions, workshops, screenings, or readings.
- Free scholarships to ongoing, fee-based arts educational or training programs.
- Accommodating services that expand access and inclusion to individuals with limited physical or English-speaking abilities.



The City of Bellevue gratefully acknowledges support for this funding program by 4Culture and the King County Hotel Lodging Tax.

### Application Review Process

City Council approves all funding. Their approvals are based on recommendations from the Bellevue Arts Commission Allocations Committee. The Committee includes Arts Commissioners and outside professionals. Applications are reviewed on a competitive basis according to the overall purpose of the program and the criteria for eligible organizations. Incomplete applications submitted after the deadline may not be reviewed.

### Application Timeline

<b>Aug 3, 2020</b>	Guidelines published
<b>Aug 31</b>	Online Application portal opens
<b>Sept 21</b>	Letter of Intent due at 11:59 p.m.
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The City reserves the right to change this timeline.

## Program Contact

This funding program is administered by the City of Bellevue Arts Program. For more information contact:

### Manette Stamm, Arts Program Assistant

425.452.4064

mstamm@bellevuewa.gov

For help with your application please contact:

### Kaya Strategik

206.705.3258

bellevuegrants@kayastrategik.com

We offer customer service and technical support in five languages:

- English
- Mandarin
- Japanese
- Russian
- Spanish

## Eligibility

### Who May Apply

- Individuals or groups who are the primary generators of the project.
- Projects must be publicly accessible in Bellevue.
- Project must involve at least one professional artist or cultural practitioner.
- Individuals must be 18 years of age or older at the time of application and have a Social Security Number.
- Must have a Tax ID or an EIN number.

### Who May Not Apply

- Applicants who receive EAP funding or direct project funding from the Bellevue City Council in the same year.
- Applicants who received two years of Special Projects funding for the same project (2019 & 2020).

## Funding

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Generally, the maximum award is \$3,000 and the minimum award is \$500. However, the Arts Commission may recommend greater or lesser amounts. Funding awards expire and do not carry over to the following year.

### Timing of Projects

Projects must take place during 2021 and should be completed by November 29, 2021.

### Payment

Payment will be made at the end of the project.

Exceptions may be made, depending on circumstances and City policy. The funding recipient turns in an invoice, a final report to the City for reimbursement. Invoices and final reports are due online to the City by November 29<sup>th</sup>, 2021. Checks are normally mailed within 30 days after receiving completed post-grant reports.

## Evaluation Criteria

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### Artistic Innovation

- Quality and promise of the proposed arts, cultural, and heritage project to meet the cultural needs of an audience and/or constituent group.
- Innovative approach to foster creative and civic participation by Bellevue's diverse residents and visitors, particularly underserved people and communities.
- Fills a gap in art, cultural, or heritage offerings and opportunities not regularly available to Bellevue residents and visitors.

### Public Access and Benefit

- Quality and extent of public benefits offered to Bellevue residents and visitors.
- One or more compelling, feasible public events in Bellevue is clearly described.
- Marketing strategies and reach are appropriate to target audience(s) and attendance.

### Project Feasibility

- Demonstrated experience of project leaders to accomplish the scope and scale of the project.
- Evidence of thoughtful planning including clearly articulated goals and process for evaluation.
- Realistic budget and timeline.

## Project Renewals

Did you receive a first-time Special Projects grant in 2020? Good news: you are eligible for a fast-track renewal and do not need to submit a new application!

### Criteria

Sometimes there's more to learn from a project the second time around. Renewals will be determined on the quality of this learning. **Each project is eligible for only one project renewal.**

### Renewal application

There is no need to re-pitch the same project; we want to hear why you are continuing the project and how you will make it better. All you need to do is reflect on the strengths and weaknesses of the project and propose how you will build upon those strengths and minimize those weaknesses in 2020. This application has three parts. Use this check-list to ensure your application is complete.

- ☐ **2021 Special Projects Grant Report.**  
If your project is not complete by the October 9, 2019 deadline, please submit a progress report.
- ☐ **Request for Renewal Letter.**  
Submit a written letter at the time you submit your 2019 Grants Report that addresses the following:
  - Evidence that a second year is needed.
  - Project strengths and weaknesses.
  - Specific actionable items you will implement to build upon the strengths and minimize the weaknesses to increase effectiveness (a list with a timeline is encouraged).
  - The expected outcome or change in outcome if you were to receive funds to implement the above action plan.
  - The funding amount you seek.
- ☐ **Updated 2021 Project Budget.**  
Update the project budget.



# Application Instructions

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1. Submit the required **Letter of Intent (LOI) beginning on August 31 and no later than September 21, 2020** that summarizes the purpose of your project, why you need public funding, and the level of funding you seek.  
  
[www.bellevuearts.smapply.io](http://www.bellevuearts.smapply.io)
2. Prepare **a full application after submitting a LOI** via the same online application portal above.
3. Prepare the following **supplemental materials**:
  - ☐ The resume or bio of the lead artist or cultural worker involved in this project.
  - ☐ Work sample.
4. **Submit your full online application by the October 5, 2020 deadline.**

## Online Portal

The City of Bellevue uses Survey Monkey Apply, an online portal where all application materials are submitted. Detailed instructions on how to use the portal are included on the city's Arts and Culture Grants webpage.

[bellevuewa.gov/city-government/departments/community-development/arts-and-culture/grants](http://bellevuewa.gov/city-government/departments/community-development/arts-and-culture/grants)

# Award Requirements

Organizations receiving funds must comply with the requirements stated below.

## Acknowledgment

Organizations receiving funding from the City of Bellevue must acknowledge the support, at a minimum, in printed programs, or if programs are not appropriate, in signage visible to the public, as well as in digital media dedicated to the funded activities. The visibility recipient organizations provide helps our ability to maintain and raise funding levels and to keep Bellevue residents informed on how their tax dollars are supporting the arts in their community.

## Scope of Work

Recipients acknowledge that this application serves as a scope of work detailing how the funds will be used.

## Timing of Payments

Funds will be paid upon completion of the work described in the scope. Final billing for 2021 funds must be received by November 29<sup>th</sup>, 2021. Funds do not carry over into 2022.

## Onsite Reviews

Organizations receiving funding provide access to performances/exhibits for evaluators, who may be Bellevue Arts Commissioners or staff, and/or on-site reviewers (a maximum of four tickets). On-site reviewers are professional artists or administrators who are selected based on demonstrated professional experience in a particular arts discipline and who are assigned on a rotating basis to assess the artistic work of organizations in their discipline area. The reviewer submits a written evaluation form to the Arts Program. The evaluation will be considered in future grant applications by the organizations.

## Final Report

Submitting a final report once the work listed in the Scope is completed and invoice will be necessary to receive funding. The forms are available online through the grant portal.

## BelRed Creative Consultancies Report

At this meeting, staff will present a draft of the finalized BelRed Creative Consultancies Report written by Katie Miller and currently in design by Stacy Nguyen.

### BACKGROUND

Artist Katie Miller was hired through the 4Culture Creative Consultancies program in 2020 to continue work understanding the BelRed Arts District in phase 1 of the project and to conduct outreach to the community and stakeholders in phase 2. The third phase identified for this project's continuation is a BelRed Arts District Action Plan, which will include an initial framework plan that will identify strategic areas for the action plan to develop implementable actions.

Miller's research and findings from phase 1 and 2 has since undergone a re-design by graphic designer, Stacy Nguyen, and will soon be ready to share with those interested in staying involved and other constituencies. A current draft of the full report is attached to the packet.

### RESEARCH METHODS

From research into the history of the BelRed Arts District and other arts districts, Miller developed four Arts District Drivers key to implementing a successful arts district. These drivers included collaboration, arts district management, financing, funding, and sustaining, and finally, defining arts and culture within the arts district. Miller then used these drivers to develop an approach and strategy of the second phase of the report. The drivers provided insight into key areas of inquiry for the outreach survey and stakeholder interviews, including retention and attraction, long-term sustainability, affordable space, art events and programming, visibility of the arts district, identity and vision of a successful BelRed arts district. The key findings in the following section will expand on the findings in each of these areas of inquiry.

### KEY FINDINGS AND TAKEAWAYS

The attached report contains complete findings from the research and outreach, including results from the survey and takeaways from those results.

- Retention & Attraction: What do artists and arts organizations need to thrive in BelRed?
  - Interviews and survey responses revealed a need affordable, and accessible place for creative people and other communities to come together on the Eastside. Outreach results prioritized affordable public-facing spaces such as galleries, performance space, and studio spaces or places to practice, as well as arts funding and greater visibility to thrive in BelRed.
- Long-term Sustainability: What could build long-term sustainability of the arts in BelRed?
  - Outreach efforts indicated the need for real commitments from the City to advance the arts district and be held accountable to these commitments. Many identified an Arts District Governance Group as an important entity to amplify the community's voice, bring arts stakeholders together, and increase district visibility. Overall, respondents prioritized art events, opportunities for performance and art exhibitions, affordable space for artists and organizations, dedicated arts funding, performance or arts production space, and partnerships for the arts district's long-term sustainability.

- Goals for BelRed Arts District: What does a successful arts district look like?
  - Outreach efforts indicated the vision for a successful BelRed Arts District as a culturally and artistically diverse place with thriving arts businesses, art events, affordable arts programming, galleries, performance venues, places to practice or perform, and integrated public and street art.
- Affordable Space: What types of affordable space are needed for a thriving arts district?
  - Space to make, practice, perform, and gather are priorities for the community. The survey and interviews identified affordable studio space, performance space, and community space, including outdoor event space as crucial for a thriving arts district.

## **NEXT STEPS**

Following this report, staff will begin a Framework Plan which will set the groundwork for the Action Plan. The framework plan will conduct in-depth research and make recommendations for target areas that the action plan will address.

## **ATTACHMENTS**

Attachment C: BelRed Arts District DRAFT

## **STAFF CONTACT**

Scott MacDonald, Arts Community Manager  
425-452-4852, [smacdonald@bellevuewa.gov](mailto:smacdonald@bellevuewa.gov)

# BELRED ARTS DISTRICT PROJECT



*Nails, by Christian Moeller*

## 4Culture Creative Consultancies Project for the City of Bellevue

MAY 2020 - DECEMBER 2020

Katie Miller





caption



Caption.

# INTRODUCTION

The BelRed Arts District was first designated as an Arts Village as part of the 2009 BelRed Land Use Code Update that transformed the vision for BelRed from a light-industrial and commercial area into a mixed-use dense urban district. The original designation was a point on a map near 136th Ave NE and Spring Boulevard that represented the Pacific Northwest Ballet's Francia Russell Center's original location, which has since relocated next door. Currently, BelRed has a wide array of arts organizations, businesses, artists, and makers working across the district, although more are congregated in the areas adjacent to and within a few blocks of the future 130th Light Rail Station at 130th Ave NE and NE Spring Boulevard. Even though a large portion of Bellevue's arts activity occurs in BelRed, the arts lack the visibility that would work to define it as an Arts District in the broader community and even within some of the artists and organizations working in the area.

Following BelRed's designation as an Arts Village and now more commonly referred to as an Arts District, the City has done little to cement the Arts District in the community. Due to the added development density as part of the 2009 land use code update in anticipation of the coming light rail, property values have dramatically risen, further putting pressures on affordability. Blocks of parcels have been consolidated under single ownership in anticipation of or are already experiencing new development, and in some cases on a massive scale like the Spring District. Arts organizations and businesses are already feeling the impact of this economic pressure in the area.

In early 2020, Bellevue was awarded Creative Consultancy funding from 4Culture for additional research and community outreach to create the foundation for a 3-5 year BelRed Arts District Action Plan. The scope of work included two immediate phases of work and a third phase planned for the future to complete the arts district action plan and create a demonstration project.

“

**Even though a large portion of Bellevue's arts activity occurs in BelRed, the arts lack the visibility that would work to define it as an Arts District...**

# PHASE 1: RESEARCH & DISCOVERY

Research and Discovery included a review of existing plans and previous work related to BelRed. It also included research on arts and cultural district planning strategies and creative placemaking toolkits. An extensive review of arts district case studies throughout the U.S. created a foundation for understanding the wide range of arts districts.

## KEY FINDINGS

### Arts District Drivers

The forces of city planning, private development, and grassroots activity play a critical role in the district's economic and social outcomes and the stability of the arts as part of the community. Districts driven by outside planning and investment can leave a vulnerable system in place for the local arts community. It will be important for the City to continue to seek engagement with local community stakeholders in the establishment of the arts district. The following drivers are key components to implementing a successful arts district:

- **Collaboration**

Involving all groups within a region, including government, academic institutions, businesses, economic and non-profit agencies, arts and culture organizations, and the greater community in the development of the arts district is vital to its success.

- **Arts District Management**

The creation of an arts district management system is an important part of capacity building. Because the City is leading the development of the arts district, they will need to be invested in connecting with the community and leading the formation of an arts district governance group with local community stakeholders.

- **Financing, Funding, and Sustaining**

A plan for continued financing to ensure the sustainability of the arts district is incredibly important to be established early in district planning. Evaluating the district's success with occasional surveys, stakeholder outreach, and impact studies will help the governance group implement new strategies for the long-term sustainability of the arts district.

- **Defining Arts and Culture within the Arts District**

Developing a clear understanding of what arts and culture mean within the community of BelRed will help establish an arts baseline for the district's development.

These key findings informed the approach and strategy of Phase II: Outreach and Engagement. They provided a road map to identify the key areas of inquiry for the outreach survey and interviews including: retention and attraction, long-term sustainability, affordable space, art events and programming, visibility of the arts district, identity and vision of a successful BelRed arts district.



# PHASE II: OUTREACH & ENGAGEMENT

Outreach and Engagement focused on gathering community feedback as a vital component to creating an art district action plan. Outreach included an online survey and interviews to gather feedback on areas of inquiry about the arts district, including retention and attraction, long-term stability, goals for the arts district, affordable space, art events and programming, visibility of the district, and BelRed's identity. Outreach also identified a group of stakeholders to form a BelRed Arts District Community Group to co-create the BelRed Arts District Action Plan.

## KEY FINDINGS

The following areas of inquiry summarize community feedback from the survey and interviews:

- **Retention & Attraction: What do artists and arts organizations need to thrive in BelRed?**

Interviews and survey responses revealed a need for an inclusive, affordable, and accessible place for creative people and other communities to come together on the Eastside. Outreach results prioritized affordable public-facing spaces such as galleries, performance space, and studio spaces or places to practice, as well as arts funding and greater visibility to thrive in BelRed.

- **Long-term Sustainability: What could build long-term sustainability of the arts in BelRed?**

Outreach efforts indicated the need for real commitments from the City to advance the arts district and be held accountable to these commitments. Many identified an Arts District Governance Group as an important entity to amplify the community's voice, bring arts stakeholders together, and increase district visibility. Overall, respondents prioritized art events, opportunities for performance and art exhibitions, affordable space for artists and organizations, dedicated arts funding, performance or arts production space, and partnerships for the arts district's long-term sustainability.



Drummer at Evolution Rehearsal Studios. Photo by Eden Helstein.

“

**Outreach efforts indicated the need for real commitments from the City to advance the arts district and be held accountable to these commitments.**

## EXECUTIVE SUMMARY

- **Goals for BelRed Arts District: What does a successful arts district look like?**

Outreach efforts indicated the vision for a successful BelRed Arts District as a culturally and artistically diverse place with thriving arts businesses, art events, affordable arts programming, galleries, performance venues, places to practice or perform, and integrated public and street art.

- **Affordable Space: What types of affordable space are needed for a thriving arts district?**

Space to make, practice, perform, and gather are priorities for the community. The survey and interviews identified affordable studio space, performance space, and community space, including outdoor event space as crucial for a thriving arts district.

- **Art Events & Programming in BelRed: What types of art events and experiences are people interested in attending?**

Survey respondents were most interested in attending art fairs and festivals, visual arts experiences, music events, temporary art installations and community participation projects, and cultural events. Outreach also noted a need for more community gathering opportunities and affordable and inclusive places to meet and connect, including cafes, restaurants, bars, and larger event or outdoor spaces.

- **Visibility of the Arts District: What approaches will increase visibility of the arts?**

Currently, the arts district's visibility is minimal, with only 26% of survey respondents aware of the arts district designation. Arts businesses and organizations would greatly benefit from greater visibility of the arts district through arts and cultural events, an online arts district event and resources website, an arts district community organization, integrated artworks in public spaces, and arts district signage.

- **BelRed Identity: What is or could be the defining element of the BelRed Arts District?**

Outreach efforts illustrated a vision of the BelRed Arts District as an inclusive, affordable and accessible multicultural hub with events, outdoor spaces, community spaces, and vibrant and diverse art experiences of all kinds – music, theater, dance, visual art, public art, and cultural festivals. There is also a strong desire to preserve the arts and cultural activities currently in BelRed and to leverage its identity as a unique center for music, performing arts, and a place to learn and practice.



Pacific Northwest Ballet School students. Photo by Lindsay Thomas.



STG Dance for PD caption

## CONCLUSION

The City will need to take a leadership role in the establishment of the arts district to organize and empower community stakeholders, build partnerships, prioritize affordable arts spaces, and develop a financial plan for long-term sustainability. Regular communication with the arts community will help bring awareness that the City has a plan and is invested in the establishment of the arts district.

BelRed is in the midst of a transition that has the opportunity to build on its rich history, multicultural community, and become an inclusive and diverse arts district. As the outreach process unfolded, more people became aware of and engaged with the idea of a BelRed Arts District as a thriving arts community. Building on this momentum and creating a BelRed Arts District Community Group to co-develop a 3-5 year Arts District Action Plan has great potential to bring the BelRed Arts District firmly into reality.

# BELRED ARTS DISTRICT PROJECT REPORT

## BACKGROUND AND HISTORY

The Cultural Compass, a strategic vision for Arts and Culture and adopted by the Bellevue City Council in 2004, calls for the development of cultural districts within every commercial hub in Bellevue. This strategy influenced the creation of the first art district in the BelRed area because of its high number of creative industries and location between downtown Bellevue and Redmond. Many of the creative organizations and businesses in BelRed are dedicated to youth arts programming as well as a substantial concentration of music-related businesses, including recording studios, practice spaces, guitar shops, music stores and several dance studios and youth theater companies.



BelRed. Photo by Manette Stamm





Illustrated drawing of the BelRed vision

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The goals and policies identified for art and culture in the plan primarily use language such as “encourage or promote” instead of actionable steps that could directly impact arts and culture in BelRed.

## BACKGROUND AND HISTORY, CONTINUED

The BelRed Arts District was first identified as an Arts Village in the 2009 BelRed Subarea Plan and Land Use Code Update that transformed the vision for BelRed from a light-industrial and commercial area into a mixed-use dense urban district. However, this plan does not provide a clear vision for the arts district with limited policies supporting art activities, live/work spaces, and affordable housing with vague guidance. The goals and policies identified for art and culture in the plan primarily use language such as “encourage or promote” instead of actionable steps that could directly impact arts and culture in BelRed. Today, the plans and policies merely point to a location on a map with no clearly prescribed vision for the arts district.

Additional efforts by the City for the BelRed Arts District included a 2017 preliminary feasibility study for live/work artist space within Bellevue by ArtSpace, but the City has not continued funding the study. In 2019 Manette Stamm, then Bellevue Arts Program’s intern, completed a research project on the history, policy, and zoning of BelRed Arts District, including recommendations for the City to advance the arts district. In November 2020, the City adopted a new Economic Development Plan<sup>1</sup>, which notes the development of the built and institutional infrastructure needed to position the BelRed Arts District as a major destination in the Creative Economy Strategies section.

Since its designation as an Arts District, the City has done little to cement the BelRed Arts District in the community. Due to the added development density as part of the 2009 land use code update and coming light rail, property values have dramatically risen. Many areas in BelRed are experiencing large new developments like the

<sup>1</sup> The Economic Development Plan was in development during this project and its content was not considered within the context of this report.

“

**The glacial progress in implementing the strategies, goals, and policies outlined in the Cultural Compass and the BelRed Subarea Plan and inaction to safeguard existing arts businesses from displacement continue to negatively impact arts and culture in BelRed.**

Spring District and other large planned development around the light rail stations. The result of this economic pressure has already caused the displacement of numerous artists and organizations, and others continue to express concern about rising rents and losing their space altogether.

Since the 2009 designation, the community has made several efforts to explore and advance the BelRed Arts District. A Leadership Eastside class focused on the arts district and the BelRed arts community started an informal group called BRAD (BelRed Arts District) in 2014. This group generated a dialog among the arts community to build interest, but these efforts faded as the group found little support from the City and others to advance the arts district from a grassroots approach.

The glacial progress in implementing the strategies, goals, and policies outlined in the Cultural Compass and the BelRed Subarea Plan and inaction to safeguard existing arts businesses from displacement continue to negatively impact arts and culture in BelRed. Today, BelRed consists of various arts organizations, businesses, artists, musicians, and makers working across the district and concentrated near the future 130th Light Rail Station on 130th Ave NE and NE Spring Boulevard. Although the progress is slow, many artists, organizations, businesses, and community members remain enthusiastic about the arts district designation and are hopeful for real commitments from the City to advance the BelRed Arts District.



Caption



Caption

## BELRED ARTS DISTRICT PROJECT

In early 2020, the City of Bellevue and artist consultant Katie Miller were awarded King County 4Culture Creative Consultancies funding for additional research and community outreach to create the foundation for a 3–5 year BelRed Arts District Action Plan. The scope of work included two immediate phases of work supported through the King County 4Culture program and a third phase planned for the future:

- **Phase I: Research and Discovery**
- **Phase II: Outreach and Engagement**
- **Phase III: 3–5 year Arts District Action Plan and Artist Demonstration Project Proposal**

This report is an analysis of the work completed in Phase I: Research & Discovery and Phase II: Outreach & Engagement. The following observations and key findings came from research as well as the community outreach survey analysis and interviews. The key findings and strategies described throughout are a collection of this work and are summarized under the Phase headings.

### PHASE I: RESEARCH & DISCOVERY

Research and Discovery included a review of existing plans, previous research, and work related to BelRed and the BelRed Arts District. It also included research on arts and cultural district planning strategies and creative placemaking toolkits from leaders in the field such as the National Endowment for the Arts, Americans for the Arts, Kresge Foundation, Placemaking Chicago, among others. An extensive review of arts district case studies throughout the United States also created a foundation for understanding the wide range of types of arts districts and their successes and weaknesses.

## KEY FINDINGS

### Arts District Drivers

The forces of city planning, private development, and grassroots activity can play a critical role in the district's economic and social outcomes and the stability of the arts as part of the community. While many arts districts evolve over time in a somewhat organic fashion, more cities are looking to arts districts as vehicles for transforming entire neighborhoods. The BelRed Arts District falls into this category, which is also referred to as a top-down model. Research indicates that top-down models can produce some success, especially for attracting tourists, however, it often leaves a vulnerable system in place for the local arts community that can limit interaction and creative potential. Some research has also found that arts districts that rely too much on attracting outside investment, cultural assets, and artists have detrimental impacts on local residents, artists and small businesses and tend to be less stable. Whereas artist-led arts district efforts often create greater local capacity building and relationship development between stakeholders and produce greater long-term sustainability through equitably distributed benefits. It will be important for the City to actively seek deep engagement with local community stakeholders in the development of the arts district plan and governance to strengthen the art district. The following drivers are key components to implementing a successful arts district:

- **Collaboration**

Multiple stakeholder involvement, collaboration, coordination, and the co-location of the art and cultural facilities are important for long-term success. Involving all groups within a region including government, academic institutions, businesses, economic and non-profit agencies, arts and culture organizations, and the greater community is vital to the success of the arts district.

- **Arts District Management and Governance**

The development of an arts district management system is an important part of capacity building. Because the City is leading the development of the arts district, they will need to be invested in connecting with the community and leading the formation of an arts district governance group. Developing a governance group with local community stakeholders balanced with individuals with specific expertise such as legal, fundraising, and non-profit development will aid in the planning and long-term sustainability of the district. A governance group can also help build partnerships, review documents, refine goals, and determine implementation strategies for the district.

- **Identify and Interview Key Stakeholders**

Community participation and input are critical to the development of an arts district vision and action plan. Key stakeholder interviews should focus on identifying current issues and desired outcomes of the district, which will help to evaluate an initial direction and outline potential strategies for the district.

- **Financing, Funding, and Sustaining**

A plan for continued financing to ensure the sustainability of the arts district is incredibly important to establish early on in district planning. A successful financial foundation is often a private /public sector collaboration between art and cultural organizations, agencies and organizations responsible for economic development, such as the City and Chamber of Commerce. In many cases, this may mean private investment each year, a lodging tax, 1% for the arts tax, tax waivers and incentives, as well as other fees generated by the arts district such as admissions from performing arts center, art festivals, theaters, or other events within the district.



Evaluating the success of the district with occasional surveys, stakeholder outreach, and impact studies to measure the development of the arts district over time will help the arts district governance group(s) with decisions for long-term sustainability. Documenting the impact of regulatory and policy changes on the arts community and the economic, regenerative, or cultural benefits of those changes is key to the success of the district.

Additionally, it is important that artists, arts businesses and organizations not be forced to move, as the district itself becomes a more attractive and expensive place to live and work.

- **Defining Arts and Culture within the Arts District**

Developing a clear understanding of what arts and culture mean within the community of BelRed will help establish an arts baseline for the district's development. It will help address perceived divisions in the arts community between formal arts programming and informal arts communities, identify the primary art discipline(s) focus for the district, and provide clarity on what the community considers the most important direction for a successful district.

Arts and culture are comprised of a wide range of different types of the arts, from visual arts to theater, music, new media, culinary, applied arts, and fashion design. Communities may identify more closely with, or have physical resources in place, that nurture certain types of arts. Understanding the range of the arts interests in the community will help establish what kinds of support the arts district needs such as types of affordable spaces, funding, events and programming, and visibility. It will also help clarify what a successful arts district looks like to constituents.

## EXAMPLE ARTS DISTRICTS

Review of arts district precedents illustrated that there is not a single arts district model that can be applied to BelRed. Instead, there are several with similar aspects, including art and technology focus or city-led development, while others support research findings such as the importance of having several governing groups working together and established arts funding. The arts districts listed below also include similar arts districts in the process of development, which may provide insight if followed throughout their development process.

- **Boston, MA – Innovation District**

Boston's Innovation District is an interesting example of advocating for artists and designers to be involved in shaping an innovation district and securing their place in the redevelopment. The rapid growth has elevated real estate values making it difficult for some residents to stay. The development of the district is also an example of a government-led economic development approach, with some similarities to BelRed.

- **San Jose, CA – South First Area Arts District**

South First is an example of an arts district focused on Art and Technology relationship building. The City wanted to apply a creative approach to its urban fabric, transforming the downtown area from a place to work into a vibrant community, where art installations would encourage creative people to intermingle. This district is an example for BelRed as an art and technology-focused redevelopment.

- **Little Rock, AR – Main Street Creative Corridor**

Little Rock's Main Street neighborhood revitalization efforts are an example of an incremental approach to neighborhood redevelopment to build an urban corridor centered on affordable housing and arts-based, mixed-use development.

- **Des Moines, IA – Western Gateway**

The Western Gateway Cultural District is a revitalized neighborhood area and an example of empty car dealerships and auto repair shops that have been replaced by a sculpture park, an education center, office campuses, residential buildings, and restaurants.

- **Miami, FL – Wynwood Arts District**

Wynwood is a successful and thriving arts district example of diverse funding, including public funding on the state and local level and private foundations and developers, as well as zoning update impacts within an arts district.

- **Denver, CO – RiNo District**

RiNo District is an example of a successful arts district with several governing groups working together to advocate for the district. Artists and the community were motivated and had resources to organize and connect through support from the local government.



The Westin Chihuly Artwork

## SUMMARY OF FINDINGS

The key findings from Research and Discovery greatly influenced the planning approach and strategies for Phase II: Outreach and Engagement. The district planning guides, arts district resources, and examples of arts districts provided a road map to identify the key areas of inquiry for outreach survey and interviews including: retention and attraction, long-term sustainability, affordable space, art events and programming, visibility of the arts district, identity and vision of a successful BelRed arts district.

## PHASE II: OUTREACH & ENGAGEMENT

Outreach and Engagement focused on gathering community feedback as a vital component to the co-creation of an arts district vision and action plan. Due to COVID-19, it shifted from in-person engagement to outreach through an online survey and virtual interviews. The outreach work focused on an overarching question to develop a deeper understanding of the community's priorities:

What will it take to position BelRed's creative sector as a central figure to BelRed's growth, ensuring existing artists and creative businesses benefit from future investment, and attract new artists and creative businesses to the neighborhood?

By centering outreach work on this question and key findings from Phase I, seven key areas of inquiry were identified:

- 1. Retention & Attraction: What do artists and arts organizations need to thrive in BelRed?**
- 2. Long-term Sustainability: What could build long-term sustainability of the arts in BelRed?**
- 3. Goals for BelRed Arts District: What does a successful BelRed Arts District look like?**
- 4. Affordable Space: What types of affordable space are needed for a thriving arts district?**
- 5. Art Events & Programming: What types of art events and experiences are people interested in attending in BelRed?**
- 6. Visibility of the Arts District: What approaches will increase visibility of the arts district?**
- 7. BelRed Identity: What is, or could be, the defining element of the BelRed Arts District?**

To prioritize equity in outreach efforts, a goal of reaching a racially and economically diverse group of stakeholders was set and tracked through demographic questions within the survey. The goal for community outreach was to reach at least 150 unique engagements to capture voices from a broad audience of arts, culture, and heritage organizations, arts constituencies, BelRed businesses and residents.

The outreach analysis is presented in two sections, Outreach Survey Analysis and Outreach Interview Analysis, which are organized by the seven key areas of inquiry and include key takeaways and findings.

### OUTREACH SURVEY ANALYSIS

Survey responses were collected between October 18 and November 23, 2020. The survey was offered in 7 languages, including Chinese (Traditional), English, Japanese, Korean, Russian, Spanish, and Vietnamese. Outreach for the survey was done largely through City department networks, e-newsletters, social media, and direct outreach to diverse groups. In total, the BelRed Arts District Survey received 228 responses in two out of the seven languages offered.

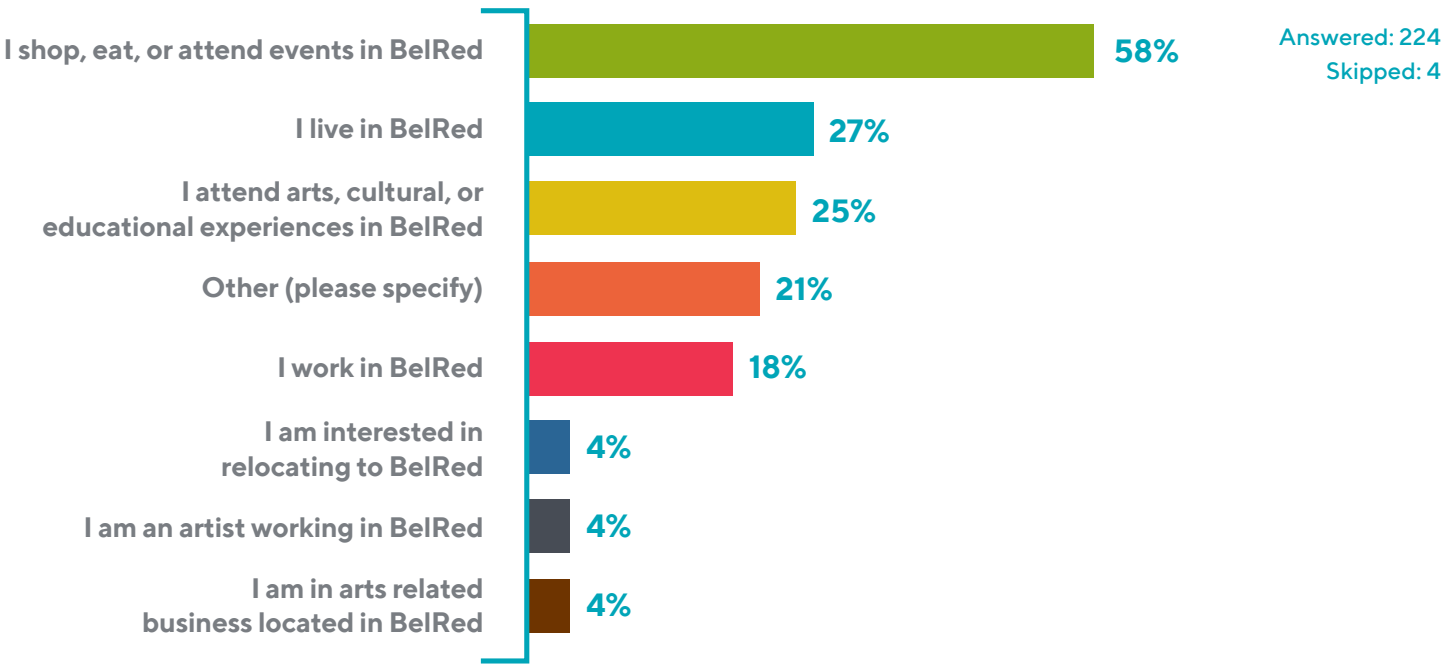
Survey demographics requested the racial and ethnic identity of respondents as well as their relationship to BelRed and whether individuals are artists or affiliated with an arts organization.

38% were people of color and 32% were an artist or affiliated with an arts organization, which shifts the overall survey results toward the opinion of white, non-arts affiliated respondents. It is important to note that BelRed's current art community, which is mainly performing arts-focused, including music, dance, and theater, only represents 11% of all respondents. Although this survey is not statistically valid, it provides a starting point to better understand the community's needs and priorities for the BelRed Arts District.

FULL REPORT

The survey findings below first establish respondent demographics and then provide an analysis of the survey based on outreach key areas of inquiry.

SURVEY RESPONDENT DEMOGRAPHICS



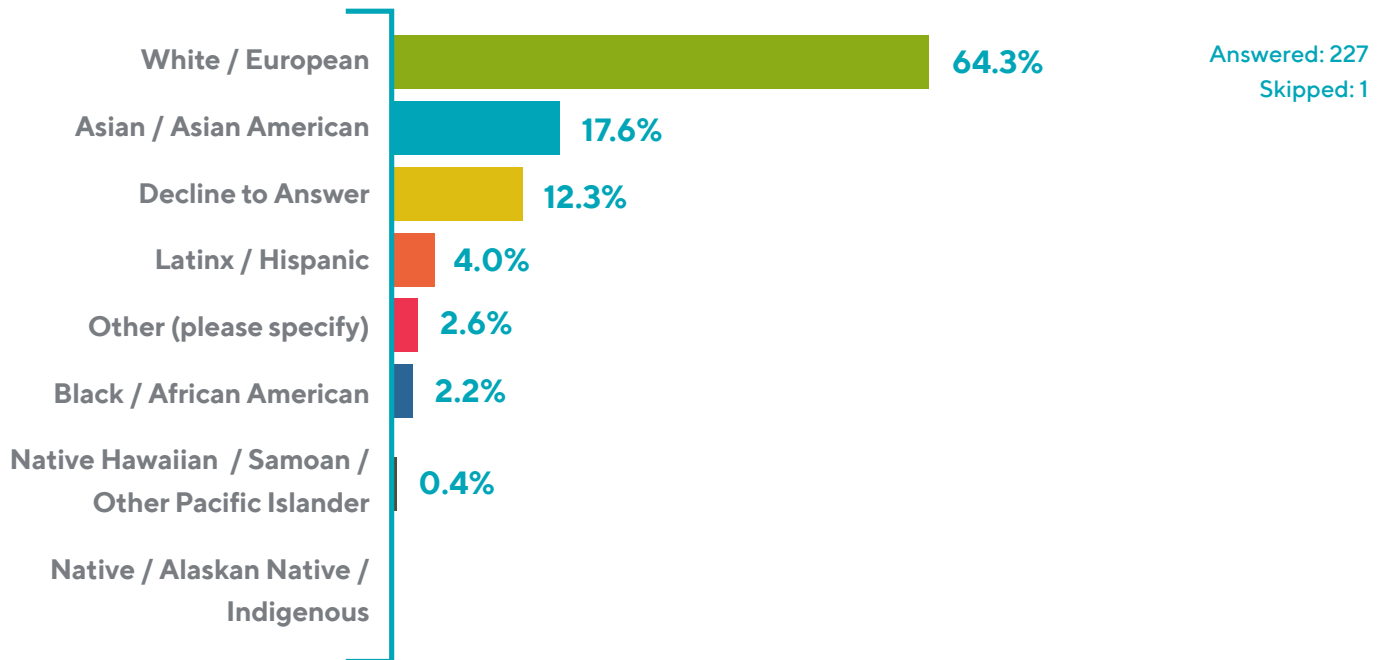
Key Takeaways:

A majority of survey respondents’ connection to BelRed is for **shopping, eating, or attend events**, while 40% **live, work, or are an artist or arts-related business** in BelRed.

Compared to the overall survey group, artists and arts organization affiliates were more likely to:

- **Attend arts, cultural, or education experiences (38%)**
- **Be an artist (13%) or arts-related business (11%) in BelRed**
- **Be interested in relocating (10%) to BelRed**

## Which racial and ethnic category best describes you? Please select all that apply.



### Key Takeaways:

**The survey did not capture a full representation of Bellevue's diversity.** The Changing Face of Bellevue 2017 report indicates Bellevue as 34.1% Asian and Pacific Islander, 8.7% Hispanic, and 2.2% Black or African American, 5% other or two or more, and 49.96% White compared to the survey's results. This indicates a need for broader outreach efforts to reach diverse and underrepresented populations in future outreach.

## Are you an artist or affiliated with an arts organization?



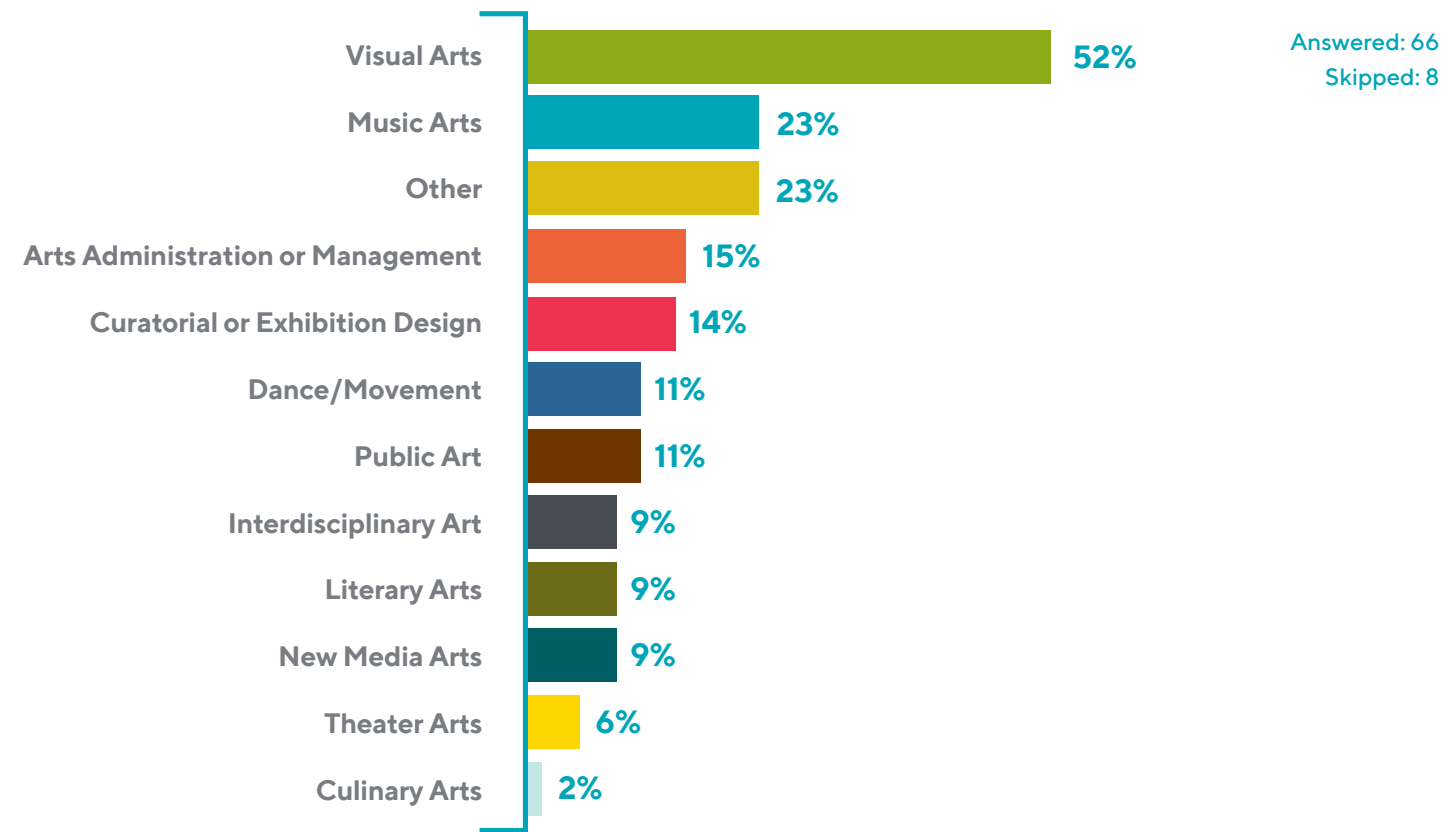
### Key Takeaways:

**The majority, or 68%, of survey respondents were not artists or affiliated with an arts organization,** which shifts the overall survey results toward non-arts affiliated respondents' opinions and may not be an accurate picture of the arts community's needs. Survey results from artists and arts organization affiliates are indicated throughout this analysis in comparison to overall responses.

**Only 25% of survey respondents who live in BelRed were an artist or arts affiliate,** and those who shop, eat, or attend events were similarly less likely to be an artist or affiliated with an arts organization (27%) than the overall survey group.

**70% of respondents interested in relocating to BelRed were an artists or arts organization affiliate.**

If you are an artist or affiliated with an arts organization, what is your artistic discipline(s) or focus?



Key Takeaways:

This question was linked to survey respondents that had previously indicated that they were an artist or arts organization affiliate. The 68% of survey respondents that indicated that they were not an artist or affiliate with an arts organization skipped to the next section of the survey.

Respondents to this question were **more likely to be focused on visual arts (52%) or music (23%).**

Respondents who **identified as people of color had slightly different artistic disciplines** than all respondents including: visual (63%), music (26%), dance (26%), new media (16%), public art (16%), curator or exhibition designer (16%).

Artistic disciplines for artists or arts organization affiliates who live or work in BelRed include: visual (50%), music (29%), new media (21%), curatorial or exhibition design (21%), theater (17%), dance (17%), interdisciplinary art (13%), and public art (13%).

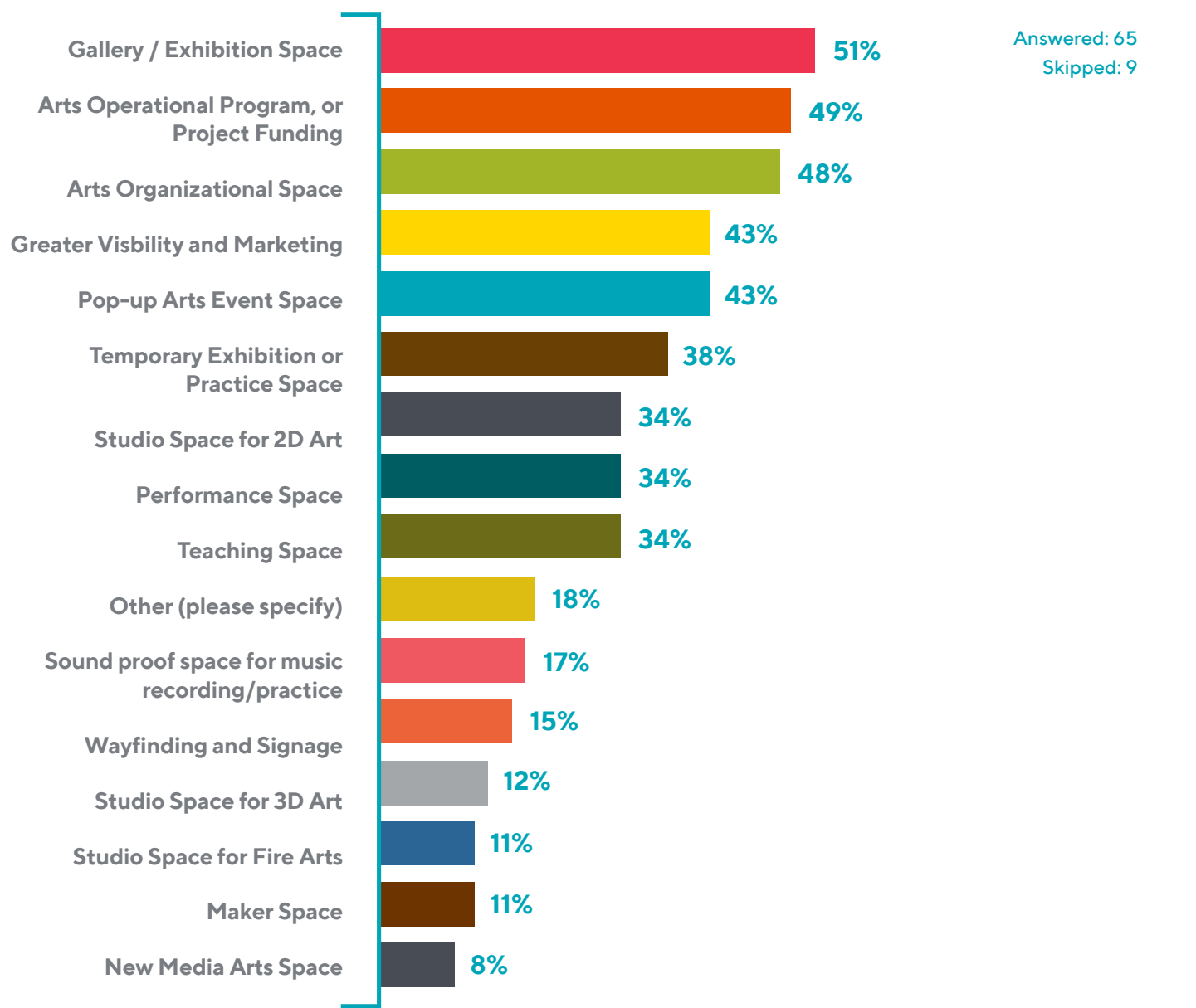


# OUTREACH AREAS OF INQUIRY

## 1. RETENTION & ATTRACTION: WHAT DO ARTISTS AND ARTS ORGANIZATIONS NEED TO THRIVE IN BELRED?

The survey included a question for artists and arts organization affiliates to provide additional information about what they need to thrive in the BelRed Arts District. Overall, artists and art organization affiliates prioritized public-facing spaces such as galleries, organizational space, pop-up or temporary spaces to exhibit, practice, and perform, studio space; as well as arts funding and greater visibility and marketing to thrive in BelRed.

If you are an artist or affiliated with an arts organization, what do you need to thrive in the BelRed Arts District? Select all that apply.



### Key Takeaways:

Although the majority of artists or arts organization affiliates highlighted gallery and exhibition space as their top need to thrive, it's important to take into account that the primary artistic disciplines of respondents were visual arts (52%), music (23%), arts administration (15%), curatorial (14%), dance (11%), public art (11%), new media (9%)

Looking more deeply at survey results by artistic discipline revealed differing priorities:

- **Dance Discipline Responses:** 86% performance space, 71% teaching space, 57% arts funding, greater visibility, 57% arts organization space, 57% greater visibility and marketing, 43% arts organizational space, 43% temporary exhibition or practice space
- **Music Discipline Responses:** 73% arts organization space, 67% arts funding, 60% performance space, 53% pop-up events space, 53% soundproof space for recording and practice, 47% greater visibility and marketing, 47% temporary exhibition or practice space
- **Theater Discipline Responses:** 100% performance space, 75% arts funding, 75% arts organization space, 75% teaching space, 50% greater visibility and marketing, 50% temporary exhibition or practice space
- **Visual Arts Discipline Responses:** 74% gallery or exhibition space, 56% arts funding, 56% pop-up arts event space, 53% 2D studio space, 53% temporary exhibition or practice space, 47% arts organization space, 44% greater visibility and marketing
- **New Media Discipline Responses:** 100% arts funding, 57% temporary exhibition or practice space, 50% gallery or exhibition space, 50% arts organization space, 33% greater visibility and marketing
- **Curatorial Discipline Responses:** 78% gallery or exhibition space, 78% temporary exhibition or practice space, 67% pop-up event space, 50% arts organization space, 33% greater visibility and marketing

The results for artists or art organization affiliates who were also aware of the arts district designation also revealed different priorities: arts organizational space (64%), arts funding (57%), gallery or exhibition space (50%), and temporary exhibition (39%) or practice space and pop-up event space (39%).

Respondents that were not aware of the arts district prioritized gallery or exhibition space (53%), pop-up event space (47%), arts funding (44%), greater visibility (44%), and temporary exhibition or practice space (39%).



Teen Photo Shoot. Photo by Emilie Smith Courtesy of Bellevue Arts Museum



Wintergrass Jam Sesh 20161 - Photo by MCamillo Courtesy Visit Bellevue

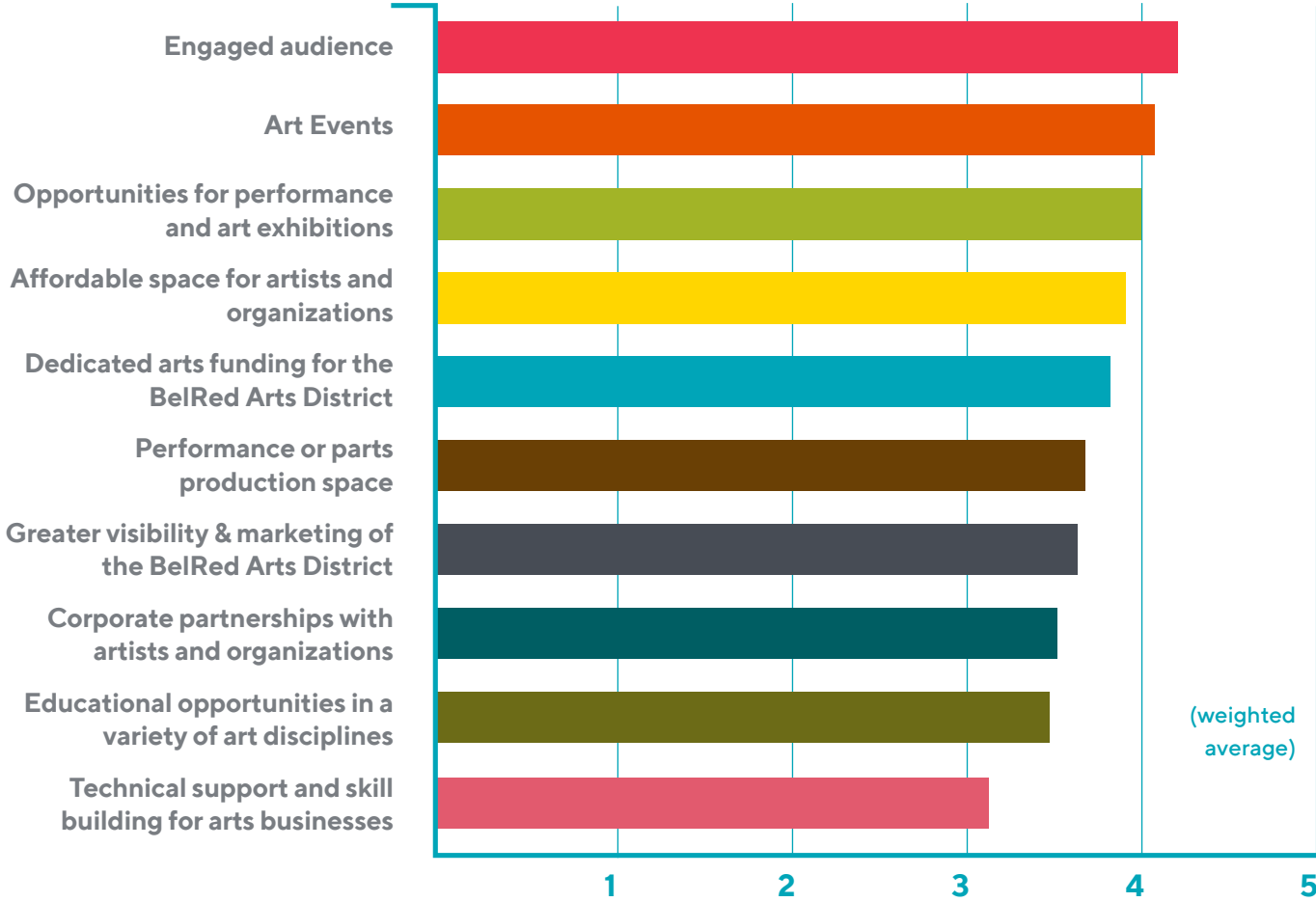


BAM Biennial 2018 2 Photo by Emilie Smith Courtesy of Bellevue Arts Museum

2. LONG-TERM SUSTAINABILITY: WHAT COULD BUILD LONG-TERM SUSTAINABILITY OF THE ARTS IN BELRED?

Survey respondents overall highlighted the importance of an engaged audience, art events, opportunities for performance and art exhibitions, affordable space for artists and organizations, dedicated arts funding, and performance or arts production space for the long-term sustainability of the arts in BelRed. Artists and arts-related businesses currently located in BelRed prioritized dedicated arts funding, engaged audience, corporate partnerships, art events, and art opportunities to build long-term sustainability.

What would build long-term sustainability of the arts in BelRed? Please rank 1 to 5.



Key Takeaways:

Survey respondents overall highlighted the **importance of an engaged audience** (4.16), art events (4.07), opportunities for performance and art exhibitions (4.02), affordable space for artists and organizations (3.94), dedicated arts funding (3.91), and performance or arts production space (3.82) for long-term sustainability

Overall the survey responses **ranked arts funding as fifth most important for sustainability**, however, artists and arts businesses currently located in BelRed identified dedicated arts funding (3.83) for the BelRed Arts District as the most important alongside an engaged audience (3.83) and corporate partnerships (3.83), then art events

(3.82), opportunities for performance or exhibitions (3.75), and greater visibility (3.55) for long-term sustainability.

Artists and arts organization affiliates believe long-term sustainability includes: engaged audience (3.77), art events (3.77), affordable space (3.75), dedicated arts (3.70), opportunities for performance and art exhibitions (3.70), and greater visibility (3.54).

Artists and arts organization affiliates that were also aware of the arts district designation prioritized affordable space (3.81), engaged audience (3.77), opportunities for performance or art exhibitions (3.68), art events (3.64), and greater visibility (3.62) to build long-term sustainability.

Reviewing this question through the lens of Music Arts Discipline respondent views, which is currently the primary arts community in BelRed, reveals the importance of affordable space (3.87), art events (3.86), opportunities for performance and art exhibitions (3.86), dedicated funding (3.80), engaged audience (3.79), and performance or arts production space (3.73) for musicians and music-related businesses. Musicians only make up 6.6% of all survey respondents. Thus the overall survey results may not represent their needs or vision for sustainability.

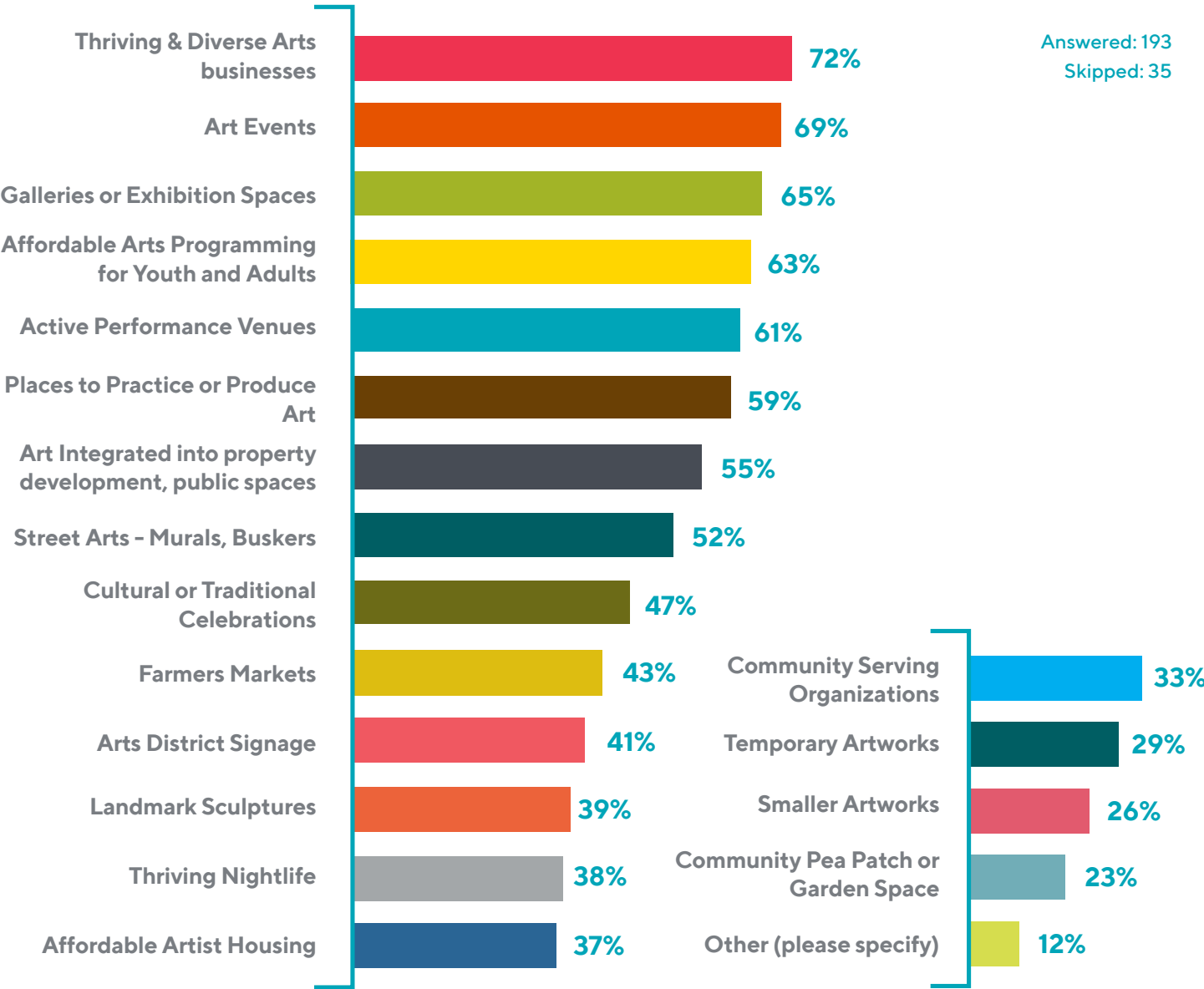


Bellevue Jazz Festival at Bakes Place. Photo by Daniel Sheehan Courtesy of Visit Bellevue



BAM Preview Party. Photo by Emilie Smith Courtesy of Bellevue Arts Museum

3. GOALS FOR BELRED ARTS DISTRICT: WHAT DOES A SUCCESSFUL BELRED ARTS DISTRICT LOOK LIKE?



Survey responses indicate a successful BelRed Arts District includes thriving and diverse arts businesses, art events, affordable arts programming, galleries, performance venues, places to practice or perform, and integrated public and street art.

Key Takeaways:

Overall, survey respondents’ **vision for a successful arts district includes thriving and diverse arts businesses with events, galleries, and affordable arts programming, active performances venues, and places to practice and perform.** It’s important to note that a majority of respondents do not already attend arts-related programming in BelRed and are not an artist or arts organization affiliate, which impacts the overall results.

Taking a deeper look at different respondent group’s results indicates differing priorities for a successful arts district, including:

## FULL REPORT

- Arts organization affiliates and artists results revealed a vision of a successful arts district with art events, thriving and diverse arts businesses, affordable arts programming, galleries, performance venues, and practice spaces.
- Survey respondents who currently live or work in BelRed indicated a successful arts district has affordable arts programming, diverse arts businesses, street art, galleries, integrated artwork, and art events
- Respondents that attend art, cultural, and educational experiences in BelRed ranked thriving and diverse arts businesses and art events as most important for a successful arts district, but then prioritized affordable arts programming, active performance venues, street art, galleries, and cultural or traditional celebrations
- Results from those who were interested in relocating to BelRed also indicated thriving diverse arts businesses, art events, and affordable programming as most important, but then prioritized community-serving organizations, galleries, and cultural or traditional celebrations in their vision of a successful arts district.

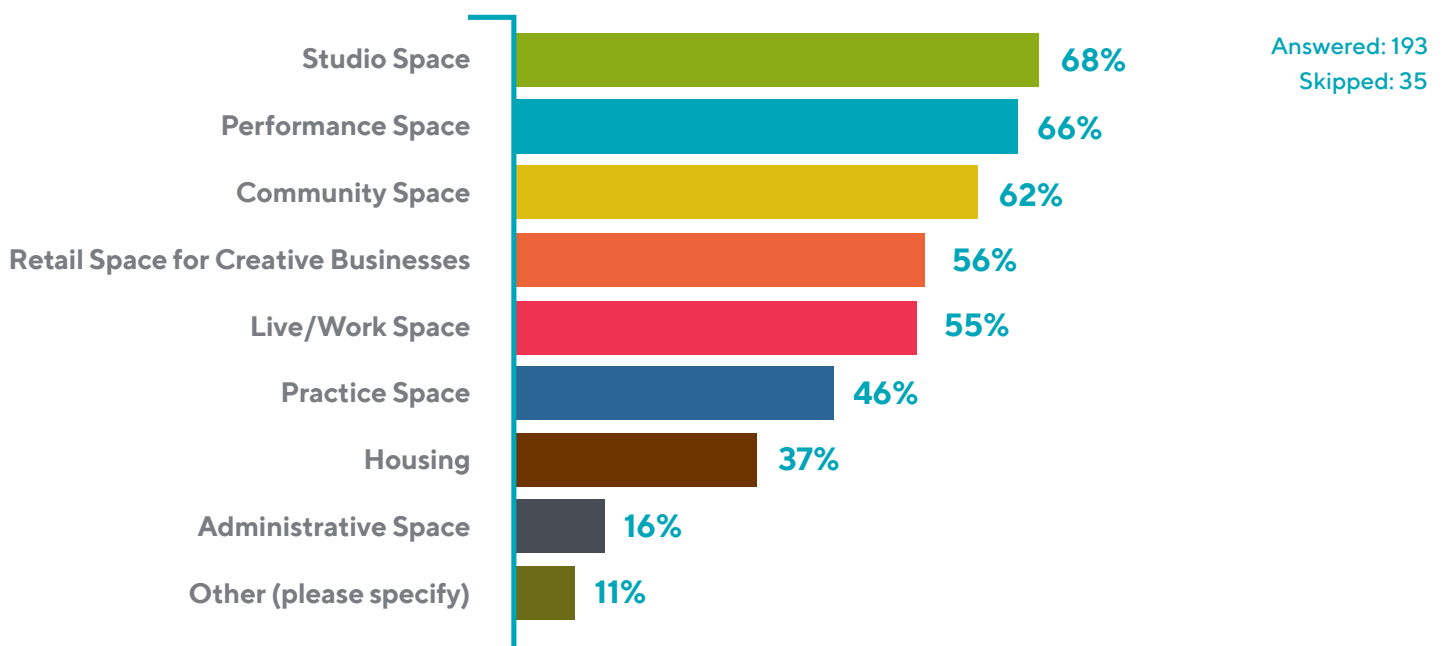
## 4. AFFORDABLE SPACE: WHAT TYPES OF AFFORDABLE SPACE ARE NEEDED FOR A THRIVING ARTS DISTRICT?

**Affordable spaces to make, practice, perform, and gather are priorities for the community.**

Although top priorities for affordable space differ between various survey respondents, studio space, performance space, and community space maintain the top three positions with retail space and live/work space sharing fourth place.

Outdoor performance and event spaces were noted several times in the written responses and are an important consideration with COVID-19 pandemic restrictions. Although affordable housing was not noted as a priority in the overall survey results, written responses and interviews noted its importance for the arts, underrepresented communities and mid-to-lower income families that work in Bellevue but cannot currently afford to live there.

**What types of affordable space are needed in BelRed for a thriving arts district? Select all that apply.**





### Key Takeaways:

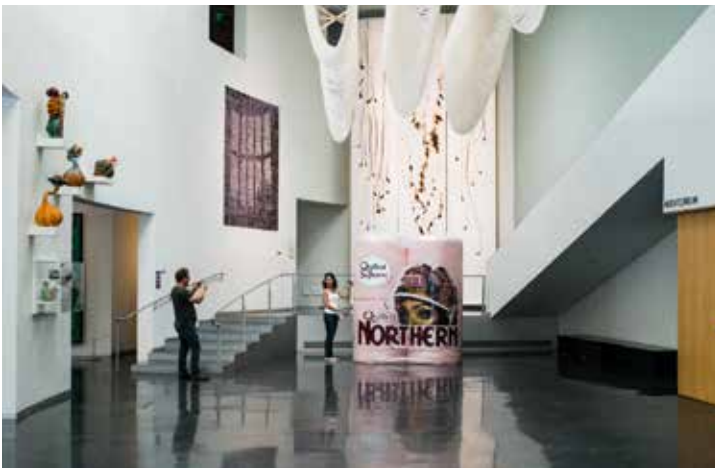
Overall, respondents **prioritized the need for affordable spaces to create and perform** and public spaces such as community space and retail space.

Artists and Arts Affiliates prioritized generative art spaces such as studio space (76%) and performance space (64%), before more public-facing space like community space (63%), retail space (57%). This result is interesting to compare the results to Q6: What do artists and arts organization affiliates need to thrive in BelRed, which included gallery space (51%), arts organization space (48%), pop-up arts event space (43%), and temporary exhibition or performance space (38%).

Respondents that identify as people of color prioritized public-facing spaces such as community space (76%) and performance space (76%), before private spaces, including studio space (72%) and live/work space (65%).

Individuals who live in BelRed or are interested in relocating to BelRed prioritized community space (72% and 89%) over studio space (70% and 67%) and performance space (51% and 78%).

Live/Work Space was prioritized higher if the respondent was a person of color (65%), lived or worked in BelRed (59%), or was not an artist or art organization affiliate (60%).



Bellwether Exhibit Photo by Emilie Smith Courtesy of Bellevue Arts Museum



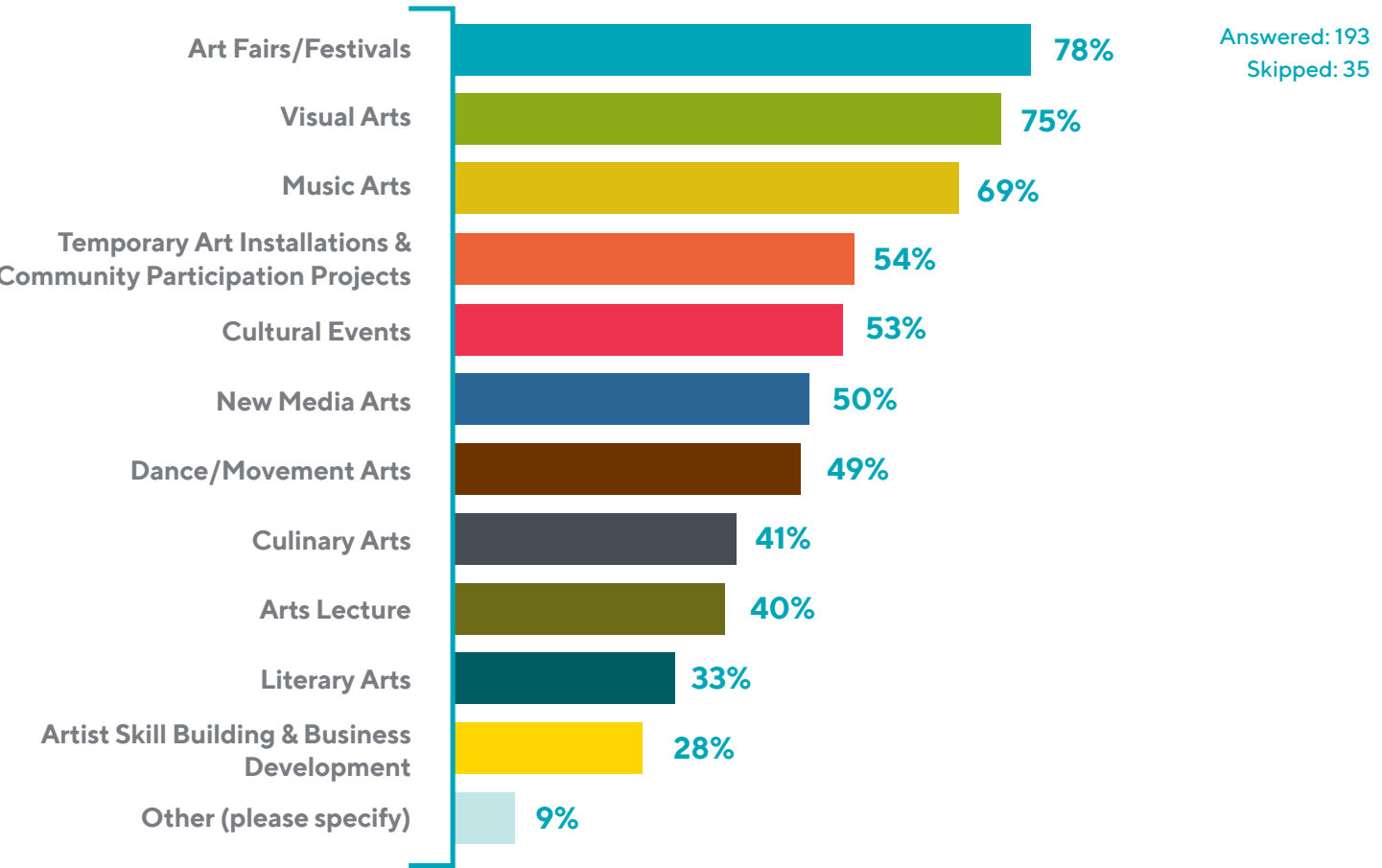
Japan Fair Drums Closeup. Photo courtesy of Visit Bellevue

## 5. ARTS EVENTS & PROGRAMMING: WHAT TYPES OF ART EVENTS AND EXPERIENCES ARE PEOPLE INTERESTED IN ATTENDING IN BELRED?

Arts and cultural events received a lot of recognition throughout the survey as an important aspect of a successful arts district, what artists and arts organizations need to thrive, for building long-term sustainability, for increasing visibility, and as a potential defining element of the arts district.

Survey respondents indicated that they were most interested in attending art fairs and festivals, visual arts experiences, music events and temporary art installations and community participation projects.

What types of art events and experiences would you be interested in attending in BelRed? Select all that apply.



Key Takeaways:

Art fairs and festivals, visual arts experiences, music events, temporary art installations and community participation projects, and cultural events ranked highest among overall respondents.

Respondents who identified as people of color showed greater interest in cultural and music events than overall responses. Their answers prioritized art fairs and festivals (93%), cultural events (76%), musical arts (74%), visual arts (72%), media arts (63%), dance/movement (63%), temporary art installation (52%), culinary and artist skill-building (46%).

Comparing the interest in events and experiences (Q10) with respondents vision for a successful arts district (Q7) it’s interesting to note attending music events was ranked third (69%) here, but all respondents vision for a successful arts district ranked performance venues fifth (61%) and places to practice or produce art ranked sixth (59%). This may be because artists and arts affiliates indicating a focus on music only make up 11% of the overall respondents.

6. VISIBILITY OF THE ARTS DISTRICT: WHAT APPROACHES WILL INCREASE VISIBILITY OF THE ARTS DISTRICT?

Currently, the arts district’s visibility is very limited, with only 26% of respondents aware of BelRed’s designation. Only 41% of respondents that identified as artists and affiliates of arts organizations were aware of the arts district designation.

Were you aware that part of BelRed is designated as an arts district?



Key Takeaways:

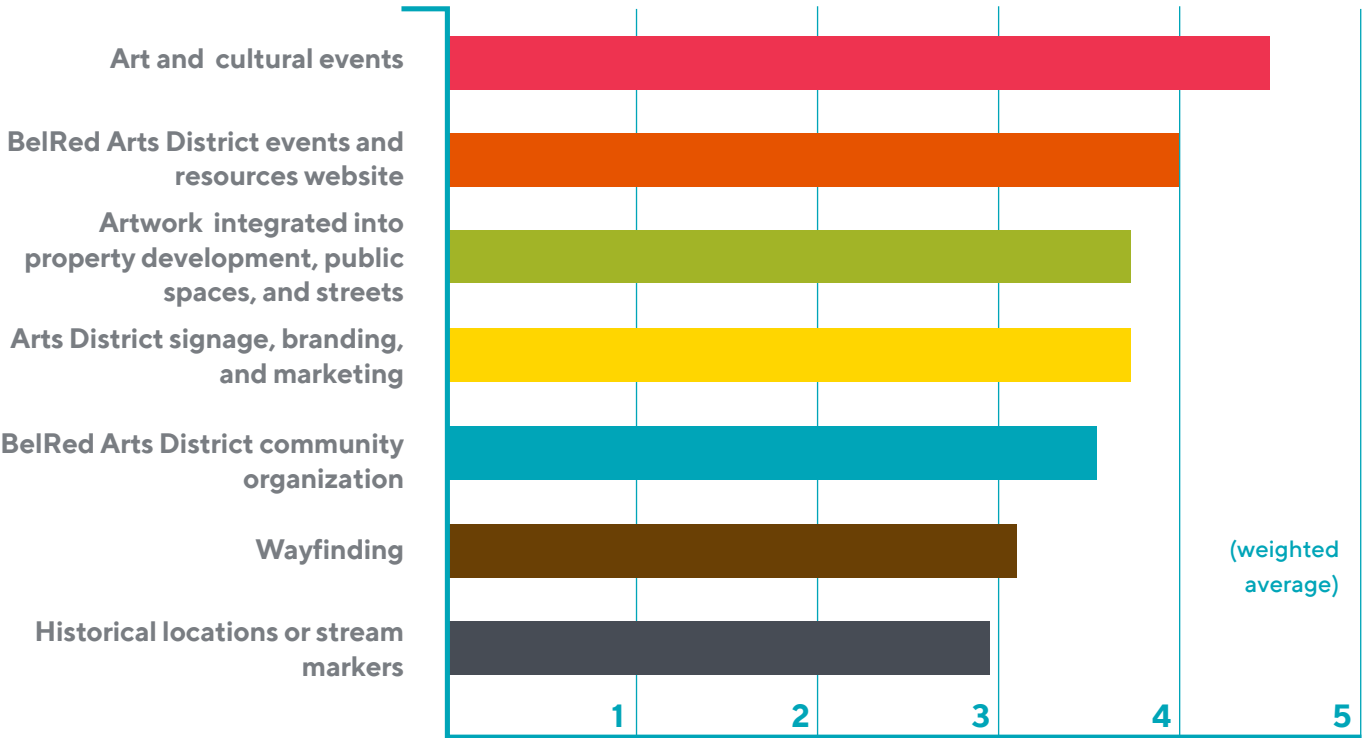
Survey respondents had **limited knowledge of the arts district designation**, with only 26% aware of the arts district designation.

Individuals living in BelRed (10%) were least likely to know of the arts district designation. In comparison, those interested in relocating to BelRed (60%) and arts-related businesses in BelRed (50%) were more aware of the arts district designation overall.

Respondents that identified as people of color were also less likely to know about the arts district designation, with only 14% aware of the arts district designation, indicating that more **visibility and outreach to diverse communities is needed**.

Artists and affiliates of arts organizations were more aware of the arts district, with 41% having prior knowledge about the district designation.

What approaches will help increase visibility of the BelRed Arts District? Please rank 1 to 5.



### Key Takeaways:

Overall survey respondents noted arts and cultural events (4.44), a BelRed arts district events and resources website (4.01), integrated artworks in public spaces (3.81), arts district signage, branding, and marketing (3.79), and an arts district community organization (3.64) would help increase the visibility of the BelRed Arts District the most.

Artists and arts organization affiliates prioritized the community organization more in their results: art and cultural events (3.79), BelRed community organization (3.50), BelRed arts district events and resources website (3.50), and integrated artwork (3.44).

**Art and cultural events continuously ranked highly in survey results** as an important component of the arts district. In Q11, art events are identified as the most important step to increase visibility for the arts district. In Q7, art events are highlighted as the second most important aspect of a successful arts district; and in Q8, events ranked second most important for the arts district's long-term sustainability. Additionally, respondents were most interested in attending art fairs and festivals in Q10.

Although greater visibility of the arts district has not ranked at the top of priorities for a successful arts district, it is clear that in order to increase the visibility of the BelRed Arts District a website for events and resource, integrated artwork, and signage, branding and marketing will be important first steps to build awareness of the arts district.

## 7. BELRED IDENTITY: WHAT IS, OR COULD BE, THE DEFINING ELEMENT OF THE BELRED ARTS DISTRICT?

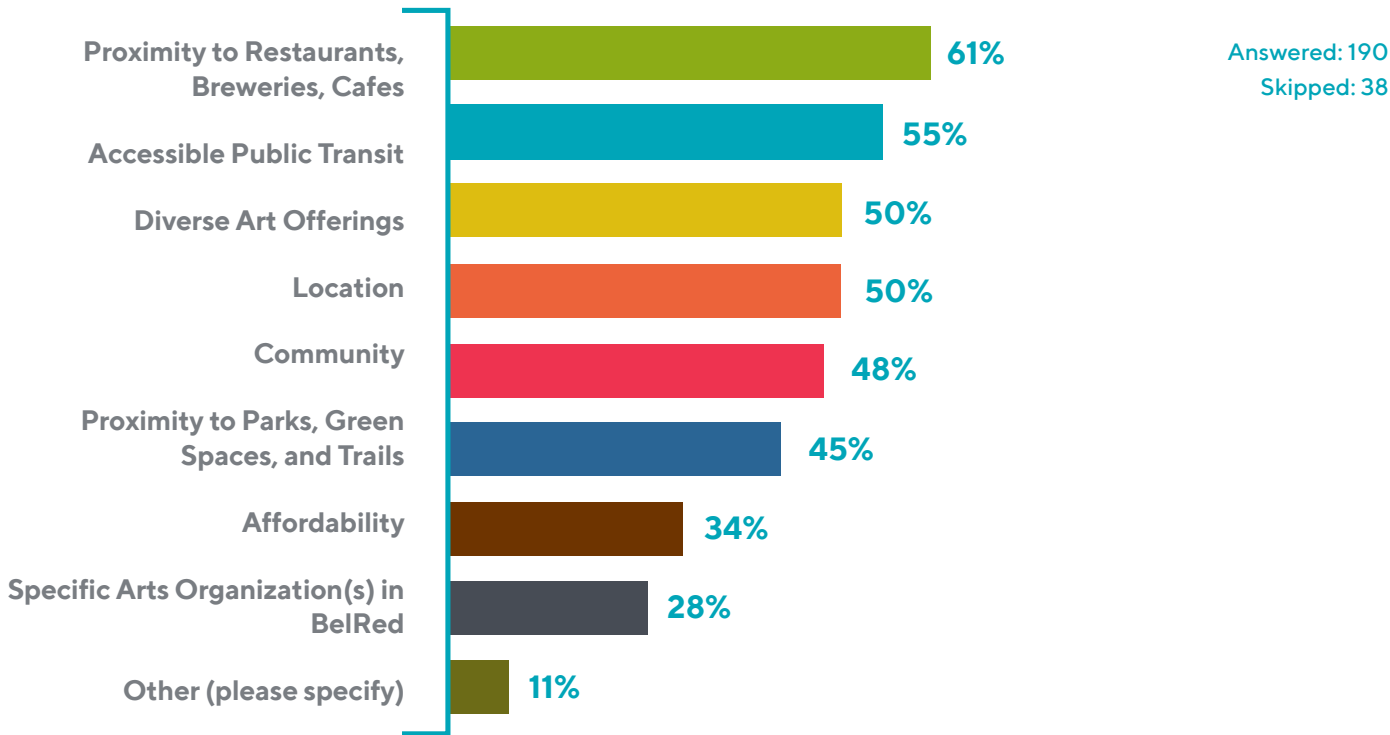
Survey responses highlighted themes around a gathering place for a community filled with vibrant and diverse art experiences of all kinds – music, theater, dance, visual art, public art, and cultural festivals. They envision the BelRed Arts District as an **affordable and accessible multicultural hub** with events, outdoor spaces, community spaces, and an active nightlife.

**What do you think is, or could be, the defining element of the BelRed Arts District?**

community space public art art experiences galleries  
multicultural hub music events  
gathering place theater and performance space  
affordable and accessible outdoor spaces  
artistic community

OTHER FINDINGS

What makes BelRed attractive as an arts destination? Select all that apply.



Key Takeaways:

The overall results for this question prioritize proximity to restaurants, breweries, and cafes. Still, it is important to note that 58% of respondents’ connection to BelRed is through shopping, eating, or attending events and only 32% of respondents are an artist or affiliated with an arts organization. Viewing this question from the lens of the demographics questions reveals alternative priorities, including:

Respondents identifying as a person of color found BelRed attractive as an arts destination because of diverse art offerings (65%), proximity to restaurants (65%), community (61%), proximity to parks (54%), location (52%), and affordability (48%).

Artists and art organization affiliates found BelRed attractive because of diverse art offerings (59%), community (58%), public transit accessibility (53%), proximity to restaurants, breweries, cafes (53%), and its location (48%).

Non-arts affiliates found proximity to restaurants (65%), transit accessibility (56%), location (51%), proximity to parks (50%), and diverse art offerings (45%) made BelRed attractive.

Respondents who were aware of the arts district designation found BelRed attractive as an arts destination because it is accessible by public transit (57%), has diverse offerings (55%), proximity to restaurants (55%), a specific arts organization (49%), community (49%), and location (49%).



EXHIBITONBAMBiennial2018OpenHouse. Photo by Emilie Smith  
Courtesy of Bellevue Arts Museum



Lunar New Year at The Bravern. Photo from The Shops at The Bravern  
Courtesy of Visit Bellevue

## STAY CONNECTED

The survey also offered respondents the opportunity to share their contact information to stay connected with the Bellevue Arts Program Team for future information about the BelRed Arts District or to join the BelRed Community Group to build momentum for the arts district. Survey efforts revealed a great interest in participating in a BelRed Community Group, with 30% of respondents providing contact information to participate.

### Key Takeaways:

More than 50% (115) of the survey respondents are interested in staying informed about the BelRed Arts District, and 30% (69) are interested in being part of the BelRed Arts District Community Group.



# SUMMARY OF FINDINGS

Overall, the survey indicates a need for affordable spaces to make, practice, perform, and gather; arts funding; greater arts visibility; and art events to thrive in BelRed. Arts and cultural events continuously ranked high in the survey results as an important component of the arts district for sustainability, visibility, and identity and should be considered as an early step to activate the arts district. As the City continues to connect with the community, it will be important to increase outreach efforts to diverse and underrepresented populations to build equity in community voices.



Spring District Caption

# OUTREACH INTERVIEW ANALYSIS

Outreach interviews were conducted between October 18 and November 23, 2020. Interviewees were identified through recommendations from the City, including businesses and organizations, Eastside artists, heritage groups, tech companies, developers, previous arts commissioners and supporters of the arts, BelRed residents, as well as contacts identified through additional research of the BelRed area and regional arts and cultural groups. Ninety-two individuals, businesses, organizations, and associations were directly contacted to participate in an interview, of those over twenty responded to participate. Twenty-one interviews, ranging from 30 to 60 minutes in length, were conducted with a diverse group of individuals with an existing relationship with BelRed. The outreach interviews were more successful in capturing BelRed's music, theater, and dance community's thoughts about the BelRed Arts District.

## KEY FINDINGS

The following observations came from the outreach interviews and were informed by research. Overall, interviewees shared a lot of enthusiasm for the BelRed Arts District. Interview highlights and themes are included below and organized by outreach key areas of inquiry.

### 1. RETENTION & ATTRACTION: WHAT DO ARTISTS AND ARTS ORGANIZATIONS NEED TO THRIVE IN BELRED?

Interviews revealed a need and desire for a place for creative communities to come together on the Eastside. They also noted a lack of affordable space, art opportunities, and an inclusive, inviting, and diverse gathering place.

Noteworthy statements from the interviews:

*"The Eastside currently severely lacks a place with character and space for communities to come together."*

*"We need more opportunities to exhibit artwork and showcase artists from the Eastside in the area."*

*"I hope for a place to connect with other people with similar passions and interests and to support each other's work, as well as meet artists from different disciplines such as musicians, dancers, and performers."*

*"I envision the arts district will create more opportunities for public art to brighten up the city and opportunities for artists to make new work and earn income."*

*"I would like to see the BelRed Arts District Plan build from what's already there to create a tangible arts presence and offer artists a place to connect and create inclusivity."*

## 2. LONG-TERM SUSTAINABILITY: WHAT COULD BUILD LONG-TERM SUSTAINABILITY OF THE ARTS IN BELRED?

Long-term sustainability of the arts district was an important topic for many interviewees. Their interests and concerns fall into four categories: arts district governance group, accountability, funding, and partnerships listed below.

### Accountability

Many artists, organizations, businesses, and the community remain very enthusiastic about the arts district designation, but because they have seen little action, clear communication, or progress on the arts district since 2009, they are interested in ways to hold the City accountable for policies, zoning, and funding to support the development of the arts district.

Noteworthy statements from the interviews:

*"I feel that it is important for the City to bring awareness that they have a plan and are invested in the community in BelRed and be better about communication."*

*"I am interested in how to hold the city accountable and to see action come from the findings of this project."*

Supporting the community to feel more empowered to influence policy decisions and be part of the establishment of the arts district will help build trust and long-term sustainability.

### Arts District Governance Group

Another clear theme identified by interviewees is that a structured arts district governance group is needed. Interviewees noted that the arts community's grassroots efforts did not receive much support and faded over time largely due to the lack of progress. An arts district governance group with a formal arts district logo would provide stakeholders with a platform to come together to advocate for policy and fill the gaps between organizations, institutions, and business needs. Setting up a governing council that meets regularly, to get arts leaders together to talk about what they have going on, can strengthen the community voice, advance the arts district, and help hold the City and others accountable.

Noteworthy statements from the interviews:

*"Having some sort of structure, such as an arts district organization, to get things done would be greatly beneficial for bringing people together to take collective action."*

*"The arts district governance group can be a useful structure to help get leadership together that can advocate for policy. A governing council that meets regularly creates a place for new arts businesses (dance studio, co-working space, arts studio) to meet the community and connect to the arts in BelRed."*

A governance group could also help the community feel empowered in the establishment of the arts district. Additionally, research suggests that most successful arts districts have both an engaged arts governance group and governmental entities committed to the district's long-term sustainability.

### Arts Funding

Funding for the arts district and direct support or funding for artists, arts organizations, arts businesses, and projects is another topic interviewees felt strongly was needed to develop a sustainable arts district.

Noteworthy statements from the interviews:

*“Operational support for organizations and support with rent or a matching program for rent is needed as rates continue to rise.”*

*“How will the City help arts businesses stay in BelRed? Hopefully there will be some sort of subsidy.”*

*“I would like to think that with the influx of tech in Bellevue and the Spring District that there will be funding for the arts district.”*

Additional outreach to BelRed arts organizations, businesses, and artists to better understand their specific needs for arts funding will be critical to developing a financial plan for BelRed.

### Partnerships

Corporate partnerships were also noted in interviews as another critical support of a sustainable arts district, including by interviewees from technology companies interested in partnering to support the arts district and community.

Noteworthy statements from the interviews:

*“I’m curious about the possibility of regional partnerships with Bellevue and Redmond art departments and 4Culture as well as the potential of corporate partnerships with Digipen, Facebook, Amazon, and others.”*

*“I’m intrigued by this project and I’m genuinely interested in what we can do to uplift artists in our region. Are there ways to foster connections with other artists and create an ecosystem for creatives to connect?”*

*“I can’t imagine a flourishing arts district without business support and corporate partnerships.”*

Supporting partnership building and connecting the community with technology companies will help strengthen the potential of the arts district and its long-term sustainability. Additional notes on long-term sustainability are also mentioned under affordable space, art events and programming, and visibility of the district below.

### 3. GOALS FOR BELRED ARTS DISTRICT: WHAT DOES A SUCCESSFUL ARTS DISTRICT LOOK LIKE?

Interviews described a successful arts district as being culturally and artistically diverse with opportunities for all ages to attend events, performances, and educational experiences, and for the district to visually look and feel unique and artistic. Their vision for the arts district is alive with public art, murals, arts and cultural events, thriving arts businesses, venues, galleries, and community gathering places.

Noteworthy statements from the interviews:

*“Accessible for all people—free offerings, casual offerings, culturally diverse, opportunities for emerging artists, and all-ages events.”*

*“I envision BelRed as a destination that is affordable to a broader community than downtown’s Meydenbauer center and more approachable – not dilapidated or elitists. A place with outdoor space and gathering space for the community with independent restaurants and businesses and a place to attend educational and cultural events.”*

### 4. AFFORDABLE SPACE: WHAT TYPES OF AFFORDABLE SPACE ARE NEEDED FOR A THRIVING ARTS DISTRICT?

As real estate and rental costs continue to rise in the region, artists, arts organizations and businesses continue to struggle to keep or find affordable space in BelRed. Developing an infrastructure to help connect organizations with leasing agents, developers, and property owners will be important for the sustainability of the arts in BelRed.

Noteworthy statements from the interviews:

*“Finding commercial space is incredibly difficult in BelRed and is not an inviting or inclusive experience... but BelRed is an ideal location for students and is a hub for piano stores and supplies for musicians.”*

*“It’s difficult to find a professional visual arts studio space on the Eastside and many artists commute to Seattle for space, and others have studio situations in their garage or home.”*

*“It is incredibly difficult to find space that has at least 15 foot high ceilings for a performance venue.”*

Interviews also indicated an immediate need for affordable spaces in BelRed including the following common themes:

- Organizational space in BelRed now and within the next 1 to 5 years as affordable long-term rental or property purchase options
- Opportunities for a shared theater space with 100–400 seats, preferably with options for both as well as meeting space, classroom space, community space, and multiuse spaces
- Performance space for individual performing arts organizations and businesses
- Professional artist studio spaces

## FULL REPORT

Additionally, several arts-related businesses and organizations are interested in temporary spaces such as warehouses or empty lots to activate the neighborhood and bring it to life throughout the area's long-term redevelopment.

Noteworthy statements from the interviews:

*"I'm looking for outdoor space for music events, art events, and annual programming into the future."*

*"How can artists and arts organizations use what is already in BelRed or have access to buildings or empty lots throughout the redevelopment?"*

Several interviewees also noted challenges of redevelopment because of zoning and hope the City will consider more flexibility in permitted uses and zoning laws.

Noteworthy statement from the interviews:

*"Zoning and building incentives have not been strong enough for art spaces. It is important for this to be a top priority in BelRed in order for art spaces to be considered by developers."*

Prioritizing affordable arts space and arts venues in BelRed will be vital to the development of a thriving and sustainable arts district.

## 5. ART EVENTS & PROGRAMMING IN BELRED: WHAT TYPES OF ART EVENTS AND EXPERIENCES ARE PEOPLE INTERESTED IN ATTENDING?

Interviews indicated that there is a clear desire and need for events and programming to establish and build community and audiences, connect and collaborate with other artists, and increase the arts district visibility.

Noteworthy statements from the interviews:

*"The Eastside has been the hardest place to connect to the arts community in all of the different places I have lived across the US. This may be due to a lack of places to meet and connect with the arts community."*

*"I would like to see BelRed be more of an epicenter for local events and encourage more culturally focused events. I see the BelRed Arts District as a wonderful way to encourage this and to bring community and youth together for cultural diversity and appreciation to enrich the community and celebrate the depth of cultural richness in Bellevue."*

Creating places for the community to connect such as art events and outdoor gathering places will be important to include in the early stages of the action plan to build momentum for the arts district, engage new audiences, and increase visibility.



## 6. VISIBILITY OF THE ARTS DISTRICT: WHAT APPROACHES WILL INCREASE VISIBILITY OF THE ARTS?

Interviews reiterated the need for greater visibility and signage to highlight and locate arts and cultural businesses in BelRed.

Noteworthy statements from the interviews:

*“The area and arts businesses would greatly benefit if the designated arts district was more visible.”*

*“I’m personally interested in a visually designated arts district where all types of the arts are represented in some way.”*

*“Signage and wayfinding would really help BelRed, but it needs to be done well. A wayfinding communication system could be developed from a long term perspective to grow as the area develops over time.”*

Building visibility of the BelRed Arts District will require a multipronged approach including arts and cultural events, an arts district events and resources website, integrated artworks in public spaces, and arts district signage, wayfinding, and marketing to build awareness.

## 7. BELRED IDENTITY: WHAT IS OR COULD BE THE DEFINING ELEMENT OF THE BELRED ARTS DISTRICT?

Interviews revealed a genuine interest in the BelRed Arts District becoming something unique to the area that looks and feels like an arts district, while also being diverse and accessible to all, affordable, and visually identifiable. Stakeholders also believe in building on what is already there, elevating its history and funky working-class charm, as well as creating an arts and cultural epicenter connected to surrounding tech innovation.

Noteworthy statements from the interviews:

*“The existing arts-related businesses in BelRed near NE Spring Blvd and 134th Ave NE create an almost campus-like environment with all of the students and bands coming and going for music lessons and practice. It has very positive energy and its own cultural epicenter and identity, which could be something to build from in BelRed.”*

*“I am hopeful that BelRed can keep some of its working-class charm and affordability as it develops and that accessibility is a focus.”*

*“A place for emergent technology can work alongside the arts to create a vibrant and diverse community. I would like to see BelRed become a place where art and technology can intermix and allows people to explore and mix creativity and creative industries, as well as become a place for traditional and new technologies to try, fail, share, explore, experience.”*

*“Bellevue and BelRed are a melting pot of cultures, and the arts district has an opportunity to present and share different cultures and create a community space for sharing stories, conversations, and cross-cultural engagement.”*

It is likely that BelRed's identity will grow over time, but centering the identity on inclusiveness, accessibility, affordability, and the multicultural community will create a foundation for all people to feel welcome in the arts district.

### BELRED ARTS DISTRICT COMMUNITY GROUP

Overall interviewees are enthusiastic about the BelRed Arts District and 95% are interested in participating in the Community Group to develop a 3-5 year Arts District Action Plan. Additional outreach to diverse communities to better represent the multicultural makeup of BelRed in the Community Group is also needed. Engaging the Community Group to help establish an arts district governance group may greatly benefit the arts district's development. Although there is a lot of interest in the BelRed Arts District, it is important to note that continued engagement and communication with the community and especially the Community Group will be important during the long-term redevelopment of BelRed.



Caption



bellwether2018\_1162. Photo by Brue Clayton Tom

## CONCLUSION

The City will need to take a leadership role in the establishment of the arts district to organize and empower community stakeholders, build partnerships, prioritize affordable arts spaces, and develop a financial plan for long-term sustainability. Regular communication with the arts community will help bring awareness that the City has a plan and is invested in the establishment of the arts district.

Continuing to build the constituency and nourish relationships with the community will be as important as developing the arts district action plan. Building trust with the community over time will be key to their participation and likely the success of the arts district. Leading the creation of an Arts District Governance Group at the same time as the co-development of the Arts District Action Plan with the Community Group will help establish a team to implement the strategies and steps outlined in the action plan.

Prioritizing affordable arts space and arts venues in BelRed will be vital to the development and sustainability of the arts district. Arts and cultural events will be an important component of the arts district for sustainability, visibility, and identity and should be considered as an early step to activate the arts district. Helping to preserve the arts and cultural activities currently in BelRed while beginning to leverage its identity as a unique center for music, performing arts, and a place to learn and practice will help also build visibility and awareness of the arts district as it is being established.

Supporting and building partnerships with academic institutions, technology companies, arts and culture organizations and businesses, artists, cultural and heritage associations, and the greater community will be vital to the success and long-term sustainability of the arts district.

A plan for continued district financing is incredibly important to establish early on in the arts

“

**BelRed is on the cusp of a transition... to become an inclusive and diverse arts district.**

district action plan to ensure the sustainability of the arts district. Additional outreach is needed to identify specific funding needs for individual artists and organizations to better inform funding strategies. The Cultural Compass lists a series of funding strategies that could help make a real impact if implemented. Some additional funding may be available through national foundations and local and national government, however, funding priorities have shifted due to COVID-19 and it will be important to revisit over time. The City could also begin the ARTSWA Creative District Certification Program process, which could provide assistance, funding, and visibility for the district.

BelRed is on the cusp of a transition that has the opportunity to build on its rich history, multicultural community and become an inclusive and diverse arts district. As the outreach process unfolded, more people became aware of and engaged by the idea of a BelRed Arts District as a thriving arts community. Building on this enthusiasm and momentum and creating a BelRed Arts District Community Group to co-develop a 3-5 year Arts District Action Plan has great potential to bring the BelRed Arts District idea into reality.

## NEXT STEPS

### FINALIZE THE BELRED ARTS DISTRICT COMMUNITY GROUP

Outreach and Engagement has created a list of interviewees and survey respondents interested in participating in the BelRed Community Group to develop the 3-5 year Arts District Action Plan. Once the timeline for Phase III is developed, it will be vital to reconnect with everyone interested in participating to finalizing the BelRed Community Group.

### PHASE III: 3-5 YEAR ARTS DISTRICT ACTION PLAN + DEMONSTRATION PROJECT PROPOSAL

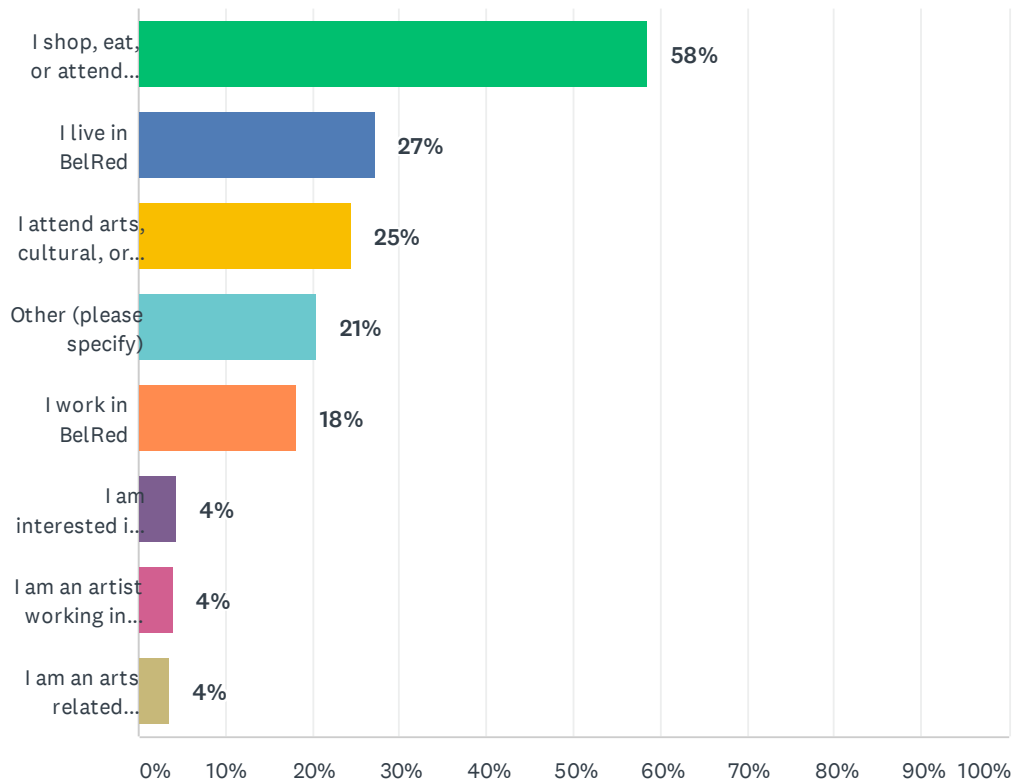
Building on Phases I and II, the City and a consultant will work with the newly established Community Group to co-create a three to five-year Arts District Action Plan. The intention is for the consultant to guide the Community Group's work, provide context and analysis from outreach efforts, and draft materials and documents. This effort will help identify specific accomplishments that will advance the arts district idea and develop a unique identity for the district. The resulting action plan will act as a powerful compass, helping the City of Bellevue support the community's vision for a BelRed Arts District's future. Additionally, the consultant will create a demonstration project proposal, to be completed by the artist/consultant, Community Group, or both and funded through outside sources.

# APPENDIX

## BELRED ARTS DISTRICT 2020 SURVEY

## Q1 We would like to get to know more about you and your connection to the BelRed area. Please select all that apply:

Answered: 224 Skipped: 4

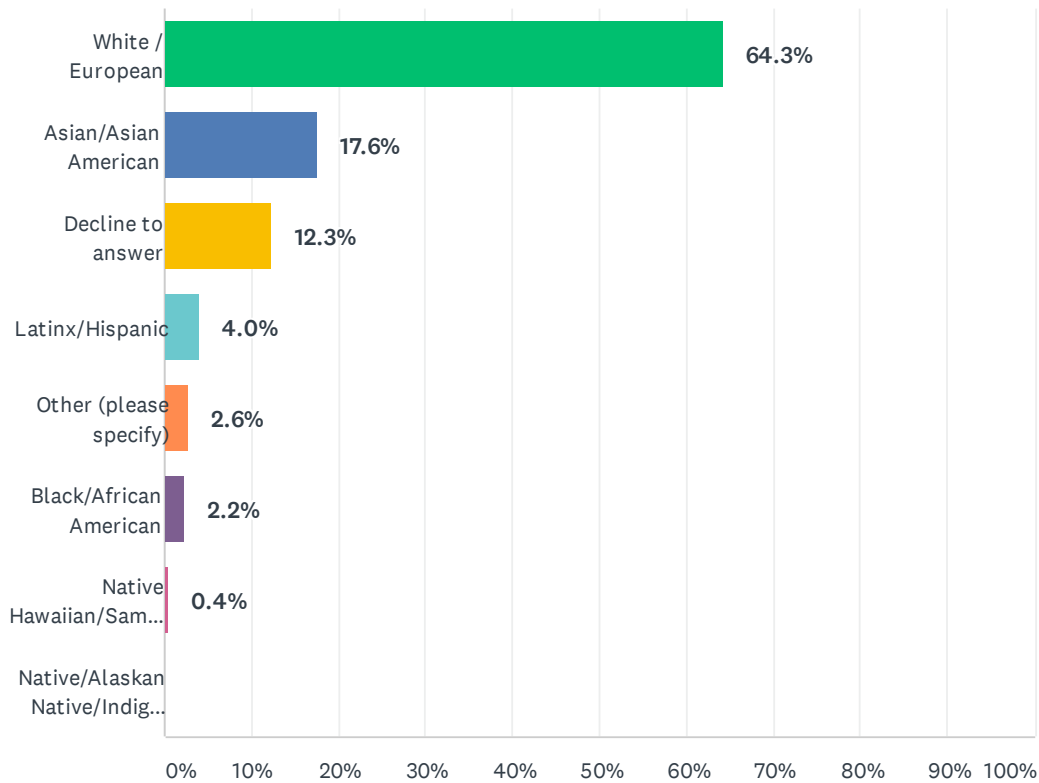


ANSWER CHOICES	RESPONSES	
I shop, eat, or attend events in BelRed	58%	131
I live in BelRed	27%	61
I attend arts, cultural, or educational experiences in BelRed	25%	55
Other (please specify)	21%	46
I work in BelRed	18%	41
I am interested in relocating to BelRed	4%	10
I am an artist working in BelRed	4%	9
I am an arts related business located in BelRed	4%	8
Total Respondents: 224		



## Q2 Which racial and ethnic category best describes you? Please select all that apply:

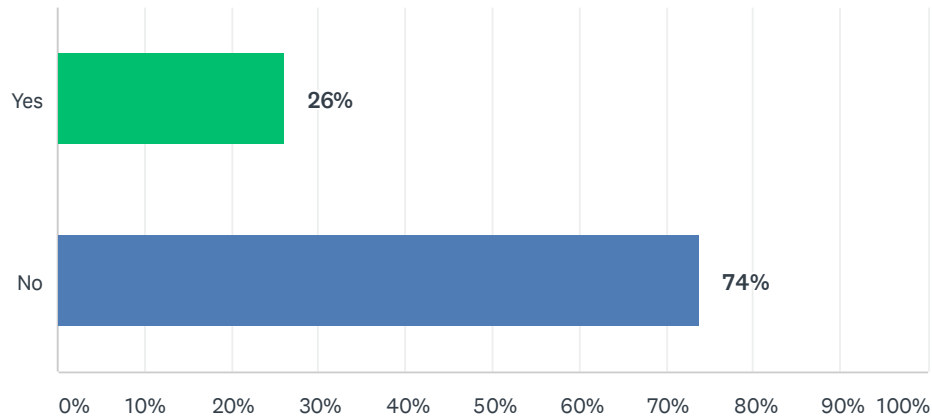
Answered: 227 Skipped: 1



ANSWER CHOICES	RESPONSES	
White / European	64.3%	146
Asian/Asian American	17.6%	40
Decline to answer	12.3%	28
Latinx/Hispanic	4.0%	9
Other (please specify)	2.6%	6
Black/African American	2.2%	5
Native Hawaiian/Samoan/Other Pacific Islander	0.4%	1
Native/Alaskan Native/Indigenous	0.0%	0
Total Respondents: 227		

### Q3 Were you aware that part of BelRed is designated as an arts district?

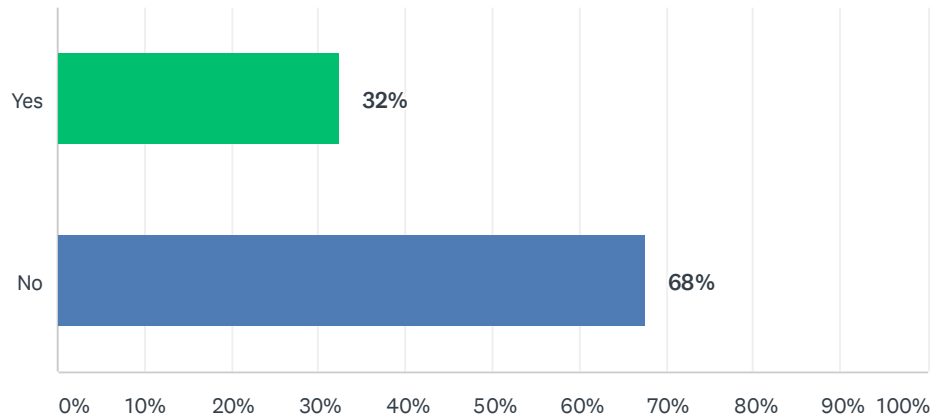
Answered: 225 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes	26%	59
No	74%	166
TOTAL		225

## Q4 Are you an artist or affiliated with an arts organization?

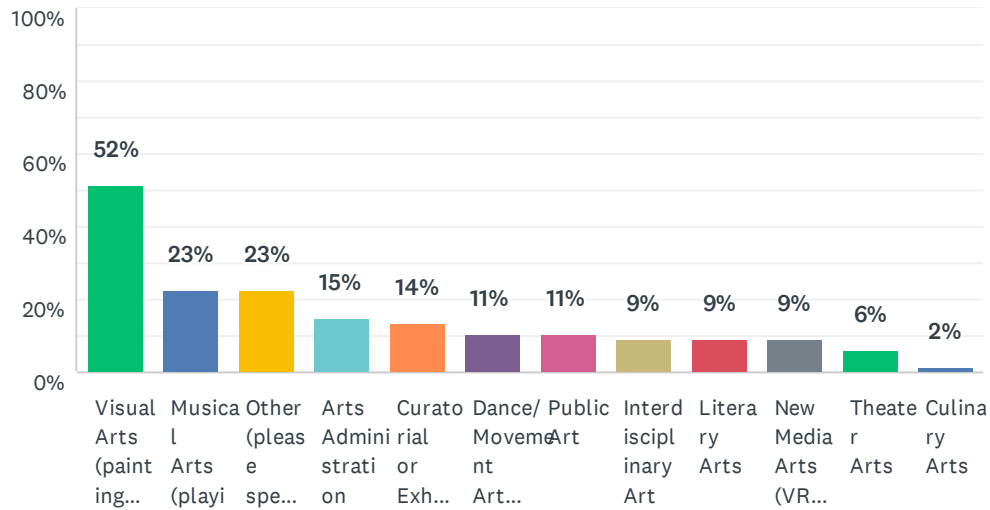
Answered: 228 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	32%	74
No	68%	154
TOTAL		228

## Q5 What is your artistic discipline(s) or focus?

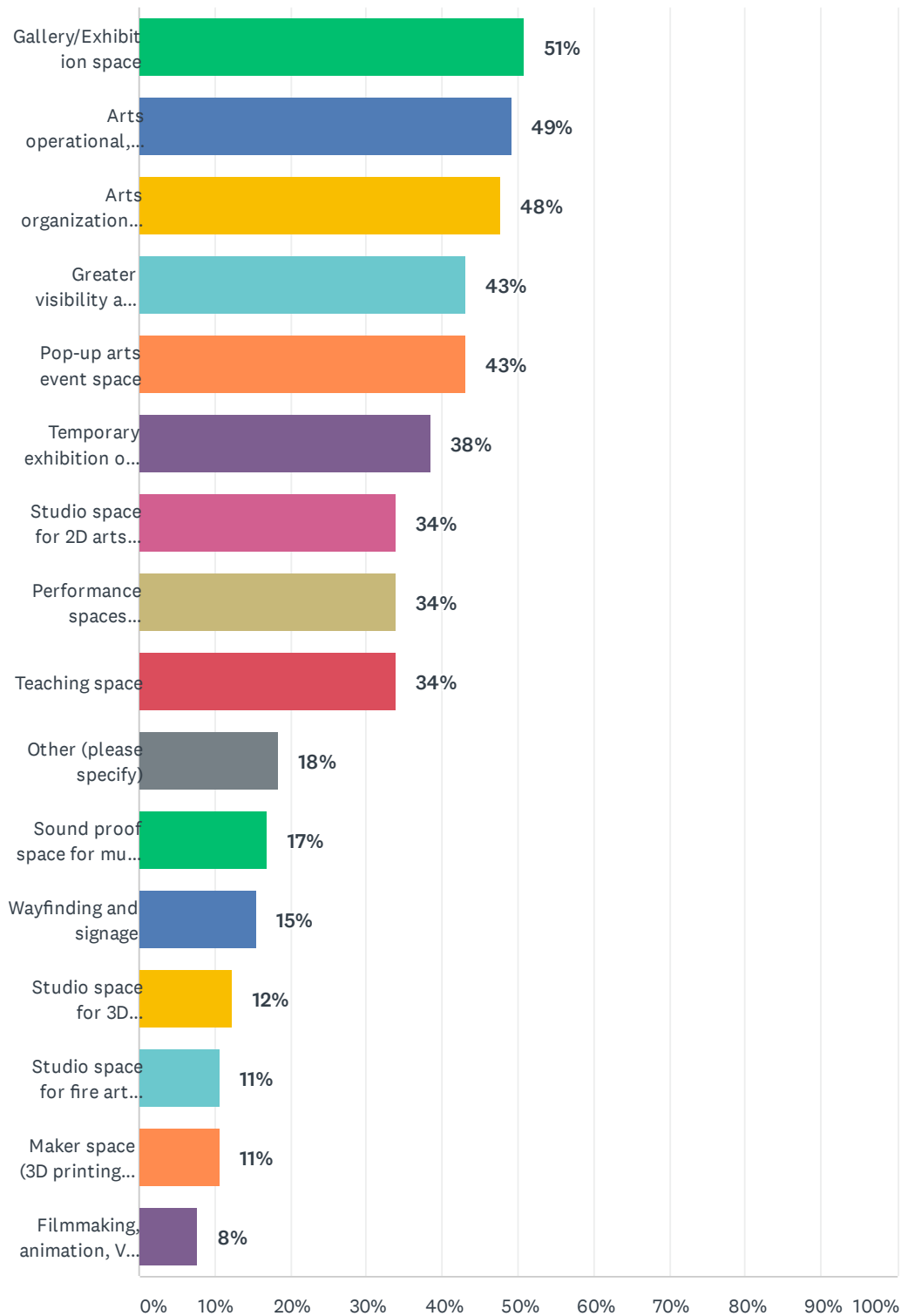
Answered: 66 Skipped: 162



ANSWER CHOICES	RESPONSES	
Visual Arts (painting, printmaking, sculpture, installation, photography)	52%	34
Musical Arts (playing, singing, recording, instrument making)	23%	15
Other (please specify)	23%	15
Arts Administration or Management	15%	10
Curatorial or Exhibition Design	14%	9
Dance/Movement Arts (ballet, contemporary dance, ethnic, interpretive, folk)	11%	7
Public Art	11%	7
Interdisciplinary Art	9%	6
Literary Arts	9%	6
New Media Arts (VR, computer animation, video game, robotics, digital arts)	9%	6
Theater Arts	6%	4
Culinary Arts	2%	1
Total Respondents: 66		

## Q6 What do you need to thrive in the BelRed Arts District? Select all that apply:

Answered: 65 Skipped: 163



# BelRed Arts District 2020 Survey

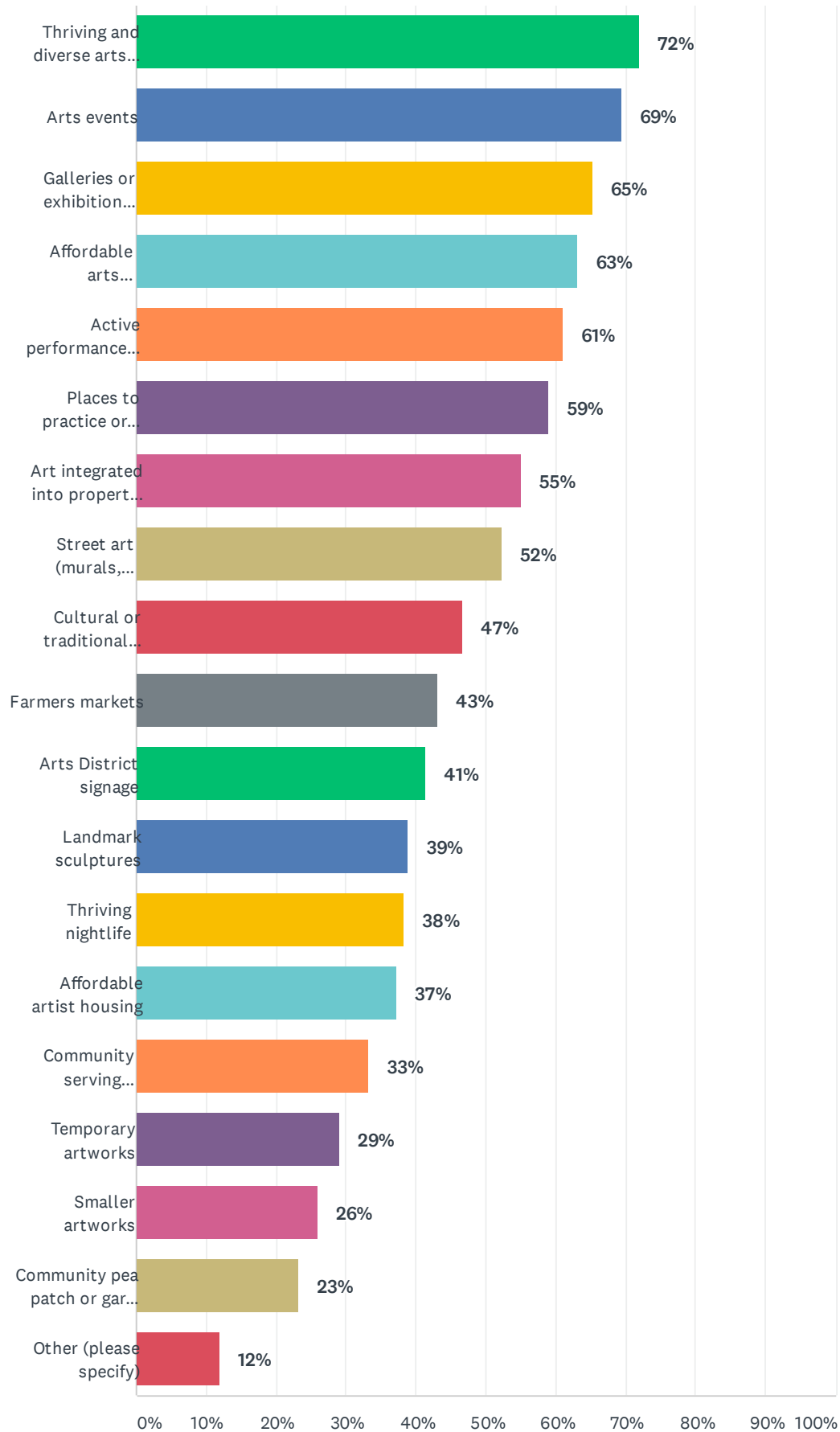
ANSWER CHOICES	RESPONSES	
Gallery/Exhibition space	51%	33
Arts operational, program, or project funding	49%	32
Arts organization space	48%	31
Greater visibility and marketing	43%	28
Pop-up arts event space	43%	28
Temporary exhibition or practice space	38%	25
Studio space for 2D arts (drawing, painting, printmaking, collage, photography)	34%	22
Performance spaces (theater, dance, music, etc.)	34%	22
Teaching space	34%	22
Other (please specify)	18%	12
Sound proof space for music recording/practice	17%	11
Wayfinding and signage	15%	10
Studio space for 3D (sculpture, metal fabrication, woodworking)	12%	8
Studio space for fire arts (glass blowing, bronze casting, blacksmithing, ceramics)	11%	7
Maker space (3D printing, laser cutter, etc.)	11%	7
Filmmaking, animation, VR, game design, or graphic design space	8%	5
Total Respondents: 65		



**Q7 What does a successful BelRed Arts District look like to you? Select all that apply:**

Answered: 193   Skipped: 35

## BelRed Arts District 2020 Survey

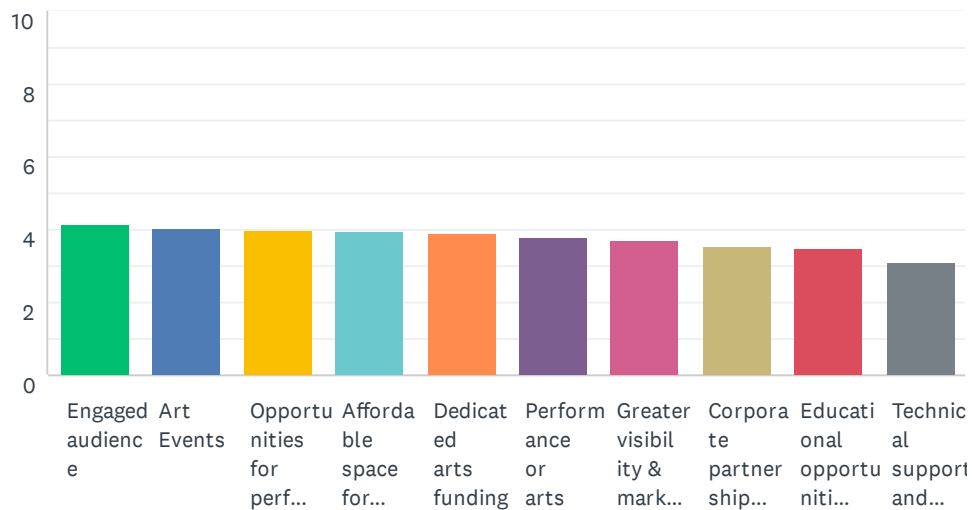


# BelRed Arts District 2020 Survey

ANSWER CHOICES	RESPONSES	
Thriving and diverse arts businesses	72%	139
Arts events	69%	134
Galleries or exhibition spaces	65%	126
Affordable arts programming for youth and adults	63%	122
Active performance venues	61%	118
Places to practice or produce art (studios, recording studios, practice and dance spaces)	59%	114
Art integrated into property development, public spaces and streets	55%	106
Street art (murals, buskers)	52%	101
Cultural or traditional celebrations	47%	90
Farmers markets	43%	83
Arts District signage	41%	80
Landmark sculptures	39%	75
Thriving nightlife	38%	74
Affordable artist housing	37%	72
Community serving organizations	33%	64
Temporary artworks	29%	56
Smaller artworks	26%	50
Community pea patch or garden space	23%	45
Other (please specify)	12%	23
Total Respondents: 193		

## Q8 What would build long-term sustainability of the arts in BelRed? Please rank from 1 to 5.

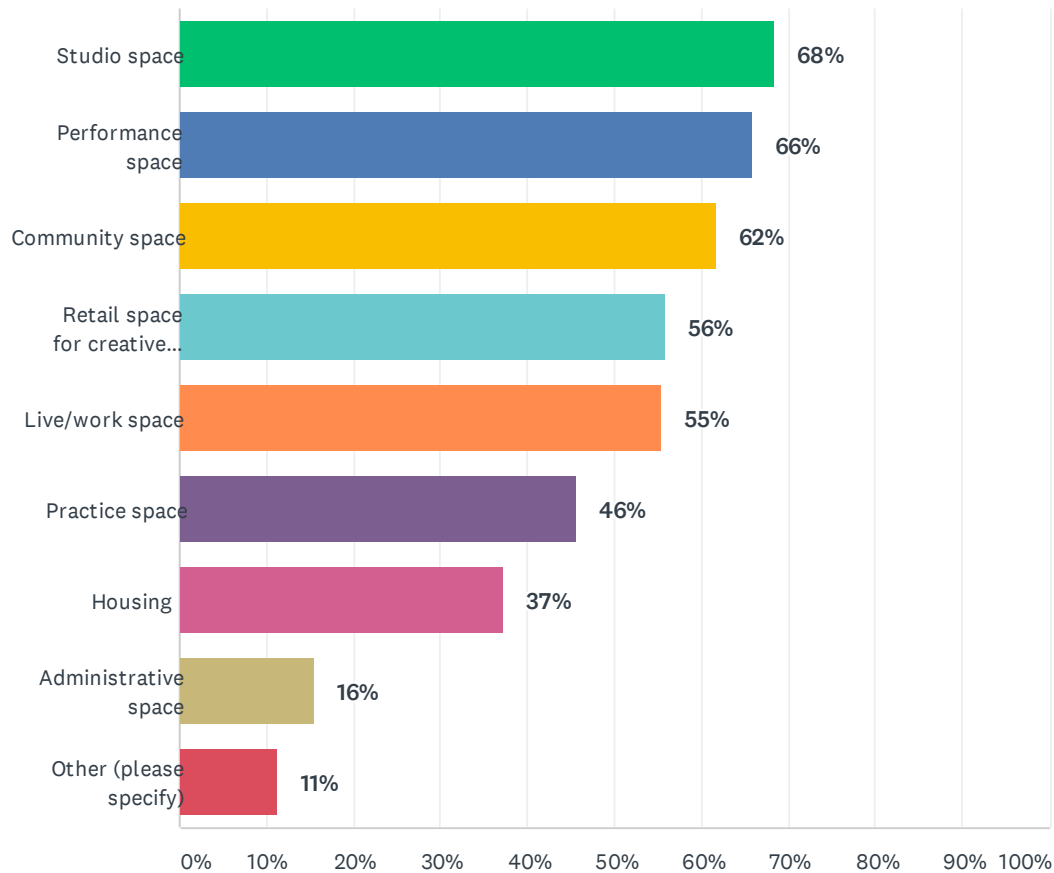
Answered: 193 Skipped: 35



	1LEAST IMPORTANT	2	3	4	5MOST IMPORTANT	TOTAL	WEIGHTED AVERAGE
Engaged audience	1% 2	5% 10	15% 27	34% 63	45% 83	185	4.16
Art Events	2% 3	4% 8	19% 34	35% 62	40% 72	179	4.07
Opportunities for performance and art exhibitions	3% 6	5% 9	17% 32	35% 65	39% 72	184	4.02
Affordable space for artists and organizations	7% 13	5% 10	18% 34	27% 51	43% 81	189	3.94
Dedicated arts funding for the BelRed Arts District	6% 11	8% 16	19% 36	24% 45	43% 83	191	3.91
Performance or arts production space	5% 9	8% 15	20% 38	35% 65	32% 61	188	3.82
Greater visibility & marketing of the BelRed Arts District	6% 11	8% 15	23% 42	35% 65	28% 53	186	3.72
Corporate partnerships with artists and organizations	6% 12	13% 25	25% 47	29% 55	26% 49	188	3.55
Educational opportunities in a variety of art disciplines	7% 12	11% 21	30% 55	30% 54	22% 41	183	3.50
Technical support and skill building for arts businesses	9% 17	20% 36	34% 62	26% 47	10% 19	181	3.08

## Q9 What type(s) of affordable space are needed in BelRed for a thriving arts district? Select all that apply:

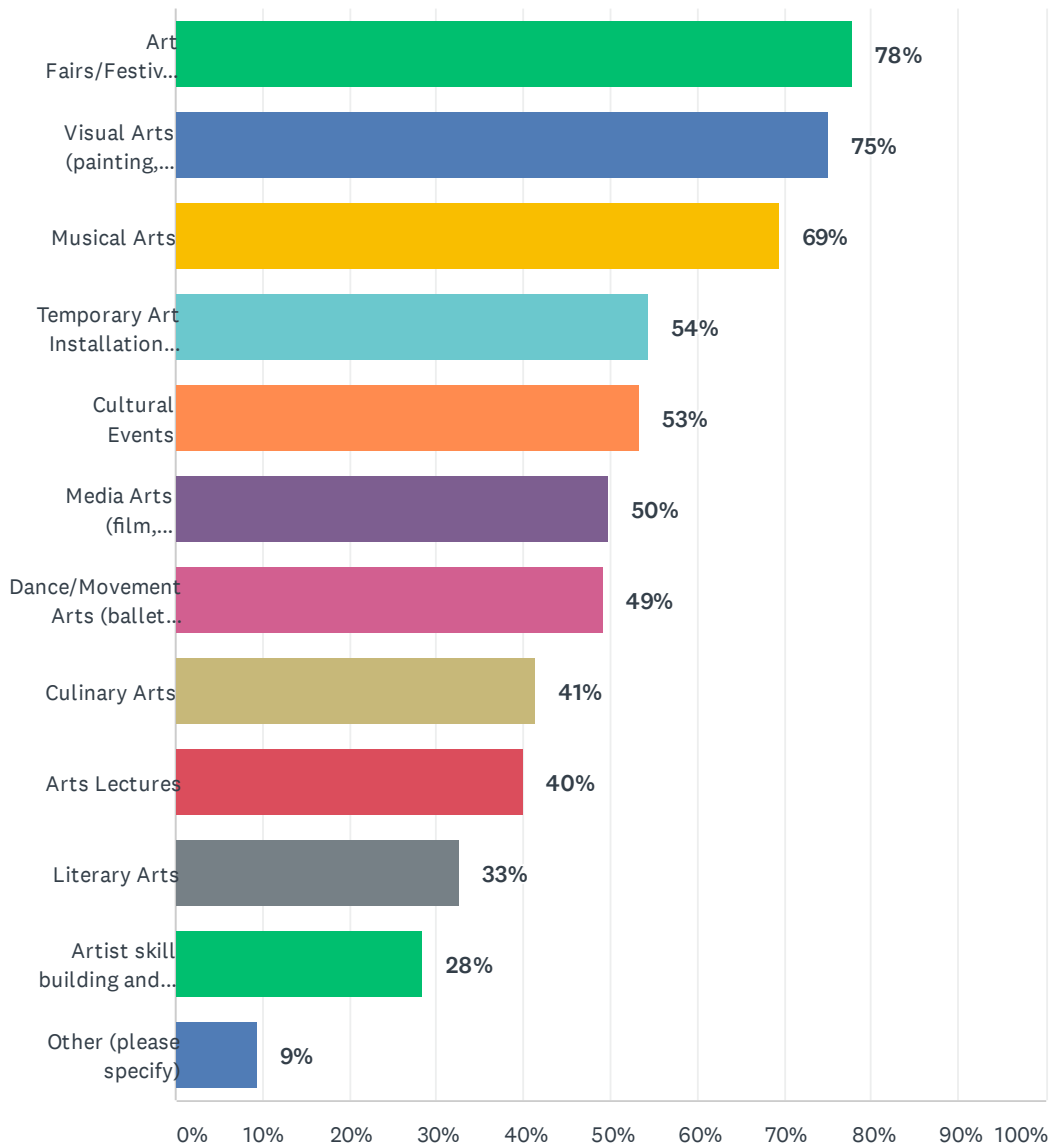
Answered: 193 Skipped: 35



ANSWER CHOICES	RESPONSES	
Studio space	68%	132
Performance space	66%	127
Community space	62%	119
Retail space for creative businesses	56%	108
Live/work space	55%	107
Practice space	46%	88
Housing	37%	72
Administrative space	16%	30
Other (please specify)	11%	22
Total Respondents: 193		

## Q10 What type(s) of art events and experiences would you be interested in attending in BelRed? Select all that apply:

Answered: 193 Skipped: 35



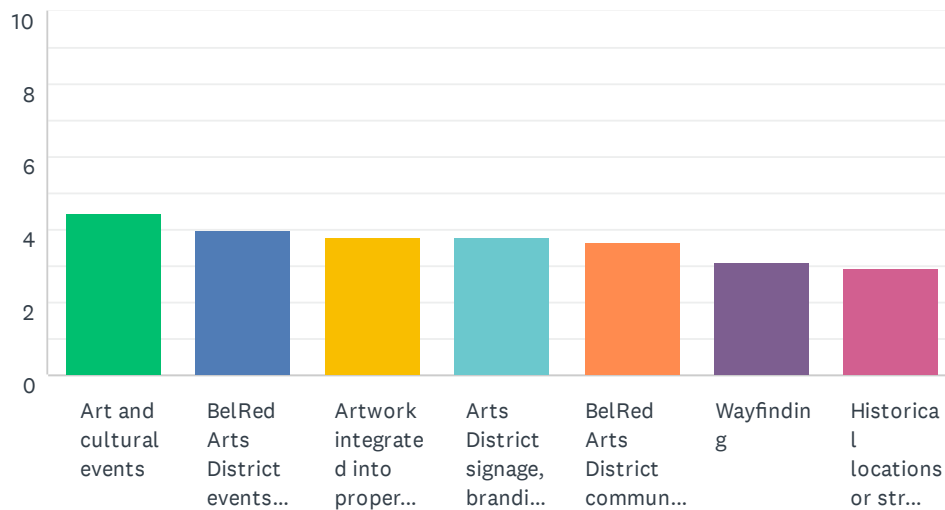


## BelRed Arts District 2020 Survey

ANSWER CHOICES	RESPONSES	
Art Fairs/Festivals	78%	150
Visual Arts (painting, ceramic, fibers, mixed media, sculpture, jewelry, glass)	75%	145
Musical Arts	69%	134
Temporary Art Installations and Community Participation Projects	54%	105
Cultural Events	53%	103
Media Arts (film, animation, game design, etc.)	50%	96
Dance/Movement Arts (ballet, contemporary dance, ethnic, interpretive, folk)	49%	95
Culinary Arts	41%	80
Arts Lectures	40%	77
Literary Arts	33%	63
Artist skill building and business development opportunities	28%	55
Other (please specify)	9%	18
Total Respondents: 193		

## Q11 Which approaches will help increase visibility of the BelRed Arts District? Please rank from 1 to 5.

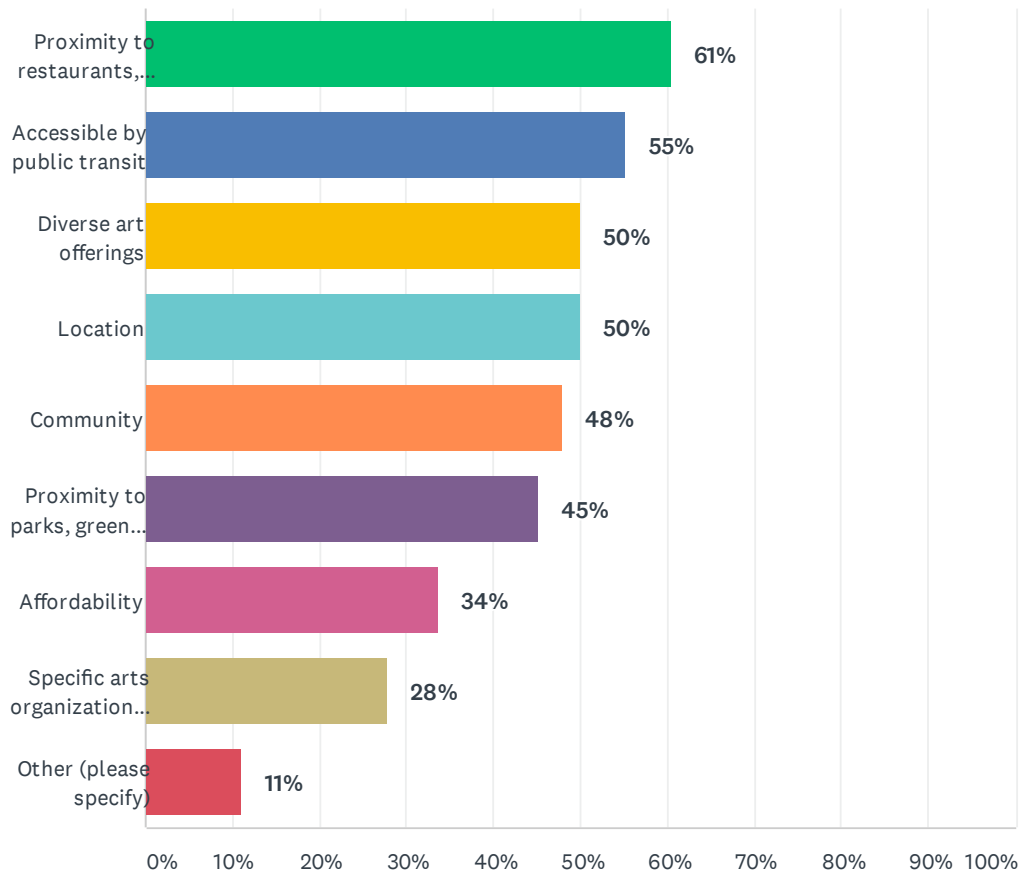
Answered: 192 Skipped: 36



	1LEAST IMPORTANT	2	3	4	5MOST IMPORTANT	TOTAL	WEIGHTED AVERAGE
Art and cultural events	2% 4	2% 3	8% 16	26% 50	62% 117	190	4.44
BelRed Arts District events and resources website	4% 7	6% 11	17% 33	32% 61	41% 77	189	4.01
Artwork integrated into property development, public spaces and streets	4% 8	7% 13	25% 47	31% 58	33% 61	187	3.81
Arts District signage, branding and marketing	9% 16	6% 11	20% 36	29% 52	37% 67	182	3.79
BelRed Arts District community organization	4% 7	14% 26	24% 45	31% 59	27% 51	188	3.64
Wayfinding	14% 23	10% 17	37% 60	26% 42	12% 20	162	3.12
Historical locations or stream markers	18% 32	16% 29	32% 56	21% 38	12% 22	177	2.94

## Q12 What makes BelRed attractive as an arts destination? Select all that apply:

Answered: 190 Skipped: 38



ANSWER CHOICES	RESPONSES	
Proximity to restaurants, breweries, cafes	61%	115
Accessible by public transit	55%	105
Diverse art offerings	50%	95
Location	50%	95
Community	48%	91
Proximity to parks, green spaces, and trails	45%	86
Affordability	34%	64
Specific arts organization(s) in BelRed	28%	53
Other (please specify)	11%	21
Total Respondents: 190		

# Q13 What do you think is, or could be, the defining element of the BelRed Arts District? (Please specify)

Answered: 141    Skipped: 87

#	RESPONSES	DATE
1	Affordability and diversity	11/23/2020 2:11 PM
2	-	11/23/2020 11:57 AM
3	A community space for all to gather for the purpose of arts, heritage, culture	11/23/2020 9:53 AM
4	The defining element could be a home for the diverse Eastside community. Arts access!	11/23/2020 6:04 AM
5	Having an art presence.	11/22/2020 12:55 PM
6	art and music events	11/21/2020 10:19 PM
7	Cultural Events, Nightlife	11/21/2020 12:05 PM
8	Nature related spaces	11/19/2020 8:27 PM
9	a community where art in all forms flourishes	11/18/2020 9:37 PM
10	Multiple commercial gallery spaces	11/18/2020 1:30 PM
11	Increase foot traffic by making it a 'one stop' area where there is music, arts, culture, cafe's, and interactive for children and young teens.	11/18/2020 1:00 PM
12	Affordable gallery, teaching and practice space.	11/18/2020 12:13 PM
13	Music	11/17/2020 3:02 PM
14	Outreach to artists	11/17/2020 2:55 PM
15	getting the city behind the idea (as in: funding)	11/17/2020 1:23 PM
16	spending; loads of it; freely, in my pocket	11/17/2020 1:19 PM
17	emphasize and lift up the unique status as a majority-minority city. Own and acknowledge the history of racism (Freeman family stealing land from Japanese farmers - MAKE REPARATIONS). Acknowledging that it is all built on land stolen from Native community (DECOLONIZATION AND REPARATIONS)	11/16/2020 11:26 AM
18	Availability and affordability of performing arts venues on the Eastside that is well marketed and reaches out to welcome artists in.	11/13/2020 12:07 PM
19	Messiness - meaning that a truly thriving arts district has to allow for improvisation and invention. That can only really happen if the focus is on activity rather than conventional aesthetic neatness.	11/13/2020 11:40 AM
20	Giant native gallery in the light rail station	11/7/2020 3:13 PM
21	It's time. The shift in demographics and lifestyles	11/7/2020 8:41 AM
22	Multi purpose Performance space with ample parking	11/6/2020 3:00 PM
23	It's cultural diversity and vibrancy. It has great potential to be a hub for artist and beautiful expressions of passion with the right guidance and opportunities!	11/3/2020 8:20 PM
24	Visibility	11/2/2020 3:26 PM
25	Warehouse reuse space. Pedestrian greenwalk ways	11/1/2020 1:02 PM
26	An area with an arts center, living space, studios, affordable with green and/or artist design, historic PNW sculpture like Tsutukawa fountain, new PNW sculpture with a gathering outdoor space or small Shakespearean outdoor nature amphitheater WHILE PRESERVING ANY BIG	10/31/2020 8:22 PM

## BelRed Arts District 2020 Survey

TREES in the architecture!. Walking connections to parks and downtown with acknowledgment of our city's heritage and past from Indigenous tribes to Japanese farming. It feels like the Bellevue Art scene is not affordable or happening because fundamentally it can't handle the grittiness of what art requires and in the 50+ years of living here we have all recognized that we need to go to Seattle for that. Even Seattle has lost a ton of artists due to big corporations overtaking and gentrifying vast areas like SLU & Georgetown and rarely remembers of values that in the 60's Seattle was on the world scene for cutting edge art. The supposed supports of those businesses are minor compared to the diversity the region lost in small businesses and this is characteristic of all of the USA. We need to look to European models to change this and be prepared to take risks in innovative ways with the support of community (generative) and good capital to back the idea. It concerns me because so far Bellevue can't even get a new Performing Arts built here after over 18 years of it supposedly trying to get off the ground. Maybe because its elections and I am feeling frustrated and negative, but some of this is the truth. If feels like Bellevue is pre-occupied with the surface things and appearances rather than what is real and making the commitment necessary..

27	full occupancy of spring district	10/30/2020 1:47 PM
28	performance venues at lower cost than Meydenbauer Center	10/30/2020 12:42 PM
29	Live theater space that would be home to a renowned theatre company, a restaurant row, a good number of boutique retail shops and galleries clustered together	10/30/2020 11:32 AM
30	A visual art center with maker space including classes in a variety of art mediums such as glass casting, glass blowing, glass fusing, painting, metal work... Similar to Pratt in Seattle	10/29/2020 3:05 PM
31	vibrancy and diversity, and real strategic support for the arts organization	10/29/2020 12:44 PM
32	Leave it alone.	10/29/2020 11:40 AM
33	Affordable live workspace NACH area with access to a public that has the resources to participate in arts events	10/29/2020 8:44 AM
34	Educational Opportunities , some Bellevue Sponsored	10/29/2020 5:34 AM
35	Newness	10/28/2020 11:59 PM
36	Urbanizing and lifting up voices of color	10/28/2020 9:24 PM
37	Commodities art. Take it from elites to common people.	10/28/2020 8:30 PM
38	A destination space where one can go and experience a collage of different arts offerings in one place	10/28/2020 8:27 PM
39	I do not know	10/28/2020 8:02 PM
40	Large, identifiable public arts installations	10/28/2020 8:00 PM
41	Affordability and human minded	10/28/2020 7:59 PM
42	Building community	10/28/2020 2:27 PM
43	A public work of art that is a focal point.	10/28/2020 12:30 PM
44	Access to cultural offerings	10/28/2020 11:36 AM
45	artists in the community	10/28/2020 10:46 AM
46	A serious commitment by the City to finally support this effort, there have been WAY too many studies with NO action.	10/28/2020 9:23 AM
47	Clearly this is defined by a desire to rebuild the power of wealthy educated professionals in this city and fund rich people's hobbies while ignoring the affordable housing crisis for those without privilege. That is what defines this.	10/27/2020 10:53 PM
48	Affordable space for arts organizations. If they can't afford rent, all the other stuff doesn't matter. .	10/27/2020 10:27 PM
49	It could show everyone that there is culture in Bellevue and that you don't need to go to Seattle.	10/27/2020 10:09 PM
50	A few public spaces that are enriched by artwork and adjacent to galleries and performing	10/27/2020 10:05 PM

## BelRed Arts District 2020 Survey

	spaces	
51	not making it one	10/27/2020 9:56 PM
52	Diversity of art forms	10/27/2020 9:13 PM
53	Affordable space for teachers to teach dance classes. Make sure flooring is covered well enough for percussive dance (tap, Irish)	10/27/2020 8:50 PM
54	The Spring district has the potential to be the anchor of the arts district if it is possible to add event venues, restaurants and outdoor performance space. The rest of the Bel-Red corridor feels too much like a strip mall to draw people from outside the neighborhood to visit for a cultural experience.	10/27/2020 8:40 PM
55	Clean and safe area to bring kids and adults for various experiences	10/27/2020 7:37 PM
56	Exploring the difficult history of Bellevue (colonization, internment, etc) through art	10/27/2020 7:34 PM
57	Community	10/27/2020 7:20 PM
58	the area is diverse, so the diversity of the art expressions that can come to life	10/27/2020 7:17 PM
59	Repurpose old factory or warehouse into creative space as focal point. See ROW DTLA for inspiration	10/27/2020 7:16 PM
60	A mural or statue that is noticable and draws attention	10/27/2020 7:00 PM
61	Art installations and murals down BelRed Road	10/27/2020 6:21 PM
62	the best art scenes have a synergy between contributors, its best to avoid a centralized authority that causes stagnation.	10/27/2020 6:08 PM
63	Galleries	10/27/2020 6:02 PM
64	No idea	10/27/2020 6:01 PM
65	Bellevue is extremely expensive for most any artist. Giving artists access to free or reasonably priced spaces for exhibitions, concerts, etc. would be tremedouly helpful in allowing the public to engage in person with real/live art, artists and artisans	10/27/2020 5:44 PM
66	Active artist studios and exhibit spaces	10/27/2020 4:56 PM
67	Support for business owners, accessibility, affordable housing and rental. Cost is driving out businesses	10/27/2020 4:54 PM
68	Its in Bellevue	10/27/2020 4:47 PM
69	freedom	10/27/2020 4:44 PM
70	Outdoor concert space with bars restaurants nightlife.	10/27/2020 4:43 PM
71	Community	10/27/2020 4:39 PM
72	An open urban area that allows people to come enjoy the artist's creativity	10/27/2020 4:30 PM
73	ACCESSIBILITY (in terms of diversity, ADA needs, travel, budget, etc)	10/27/2020 4:25 PM
74	Art Fairs/Festivals	10/27/2020 4:20 PM
75	East meets East in the Northwest - Eastside multicultural Asian/NW fusion and new art directions that come from that.	10/26/2020 2:13 PM
76	Community	10/26/2020 7:56 AM
77	Performance venues	10/25/2020 9:04 PM
78	There needs to be some kind of magnet. A performance space? An educational destination? Both in one?	10/25/2020 3:22 PM
79	A continuous, park-like attractive space, with interesting outdoor spaces. There used to be a lovely such area near the King St Station. It got killed in the last recession. Mainly: it doesn't look like the Spring District! No more hideous, lot-eating buildings! Green doesn't mean ugly.	10/25/2020 2:20 PM
80	Affordability and marketing	10/25/2020 1:15 PM

# BelRed Arts District 2020 Survey

81	outdoor sculptures	10/23/2020 6:06 PM
82	Community of a variety of arts	10/23/2020 2:58 PM
83	Great music venues	10/22/2020 9:58 PM
84	Broad variety of opportunities for the community and the arts community to interact / participate.	10/22/2020 9:53 PM
85	Don't know	10/22/2020 6:56 PM
86	Location	10/22/2020 4:29 PM
87	representations of Bellevue's cultural diversity	10/22/2020 3:30 PM
88	dedicated space	10/22/2020 2:47 PM
89	The physical building and realestste must be part of the art	10/22/2020 2:32 PM
90	funky community space	10/22/2020 2:11 PM
91	The withdrawal of the City staff/government from the district; let the artist figure out how to develop the arts in the district.	10/22/2020 1:59 PM
92	The variety and quality of art. Art should set as an example of diversity, evolution of art form, humanity. The greatest words I have ever heard. How advanced a society is can be assessed by their art	10/22/2020 1:37 PM
93	A cool, modern neighborhood appealing to everyone	10/22/2020 1:17 PM
94	Easy access for unique events/festivals	10/22/2020 12:59 PM
95	Need the land mark of Bellevue. Good access by Light Rail.	10/22/2020 12:45 PM
96	Grass roots arts, hands on, experiential- not expensive art galleries	10/22/2020 12:27 PM
97	Build the Tateuchi performing art center right next to the light rail station on 130th Ave, not downtown, as the centerpiece of the arts district.	10/22/2020 12:14 PM
98	NA	10/22/2020 12:10 PM
99	Visible art from streets	10/22/2020 11:37 AM
100	I think traffic to and from within Bellevue is important. Right now, traffic is impossible making attending events difficult.	10/22/2020 11:32 AM
101	Communal mixed use space with showcase of art on buildings & integrated throughout the community.	10/22/2020 11:30 AM
102	Far better location for the Bellevue Art Festival than the mall.	10/22/2020 11:27 AM
103	World renown artist studios	10/22/2020 11:04 AM
104	Arts integrated with green open space.	10/21/2020 9:45 PM
105	A plaza surrounded by arts venues, studios, shops, restaurants and cafes.	10/21/2020 9:12 PM
106	i don't know	10/21/2020 6:15 PM
107	Mix of art to view, variety of dining options (range of coffee shops to fine dining), and events	10/21/2020 12:39 PM
108	The ability to build this district from square one is exciting and could be a wonderful draw for the people who will come to live here.	10/21/2020 10:28 AM
109	Access to nature and city life	10/21/2020 10:16 AM
110	Fun, beauty, provocation	10/21/2020 9:46 AM
111	Central location	10/21/2020 9:14 AM
112	Community arts	10/21/2020 8:40 AM
113	visual arts. an artist community	10/20/2020 11:01 PM



## BelRed Arts District 2020 Survey

114	A theatre	10/20/2020 9:52 PM
115	Diverse and affordable offerings	10/20/2020 9:41 PM
116	The artists & arts orgs located there. Without arts orgs, what is the point? So they need affordable space for long term to remain. Then, the public needs to know they are there, and there needs to be a coming together of the community to visually define/identify the area and share the art publicly.	10/20/2020 4:24 PM
117	Live entertainment	10/20/2020 4:21 PM
118	Variety of arts and of a high quality, including art events	10/20/2020 12:21 PM
119	A critical mass of art and cultural spaces, events, and activities.	10/20/2020 10:38 AM
120	Timing and how well and how deeply the community has been invited / involved In defining "the District." When the citizens participate in creating a project / product, it is proven they are more apt to support it and do what needs to be done to make it succeed than if they were never a participant.	10/20/2020 1:35 AM
121	Perhaps some art installations in public spaces would help get the ball rolling. However, I encourage the City to take a hard look at whether there should even be a "BelRed" Arts District. Most arts districts of the nature envisioned happen organically, due to lower rents in older buildings coupled with enterprising art businesses making a go of it. The art galleries in Pioneer Square and downtown Kirkland are good examples. If it's too contrived, it will likely fail, and waste limited public resources.	10/19/2020 8:34 PM
122	Low cost studio space	10/19/2020 8:30 PM
123	A place to gather to experience high level, high quality but affordable arts experience. A place to go, browse etc. It's not the meydenbauer but an area for gallery walks etc	10/19/2020 6:52 PM
124	I don't have an opinion	10/19/2020 6:30 PM
125	Art for everyone	10/19/2020 6:18 PM
126	no clue	10/19/2020 5:06 PM
127	Sculpture Park	10/19/2020 4:58 PM
128	Public art and events. Working artistd	10/19/2020 4:43 PM
129	Either 1 major art installation or a large group of very visible art installations	10/19/2020 3:53 PM
130	To give more venues and opportunities for artists to promote their work.	10/19/2020 3:19 PM
131	Again, I hope you're successful, but I just don't see a district	10/19/2020 3:13 PM
132	To know where it is and getting the word out.	10/19/2020 3:03 PM
133	artist visibility, getting to know your artistic community	10/19/2020 3:00 PM
134	Accessibility	10/19/2020 2:40 PM
135	Dynamic, inclusive, community-centered area with innovative design	10/19/2020 1:05 PM
136	Thriving arts begin in schools. Kids need to learn about art if there is to ever be an arts industry. Currently Bellevue and Redmond are extremely wealthy but arts education is not given prominence. People have little understanding of art and see popular art, particularly glass, as the end all. This is limiting in the inclusion of diverse voices. Start with investing in schools and reassess if there is any possibility of an arts district in a decade or two. Currently I would say there is not.	10/19/2020 12:48 PM
137	City/county/state support	10/19/2020 11:21 AM
138	Affordable studios/workspace and performance venue/exhibition center. This cultural hub will attract and connect our communities through a unique experience in a single destination with music, art and dance. Creating vibrancy and diversity in our city while generating revenue by drawing in more artists, businesses and much needed events.	10/19/2020 11:16 AM
139	The truth is rising rents forcing out artists	10/19/2020 11:11 AM

## BelRed Arts District 2020 Survey

140	Diversity of art organisation, multicultural representation	10/19/2020 10:29 AM
141	I don't know	10/19/2020 9:26 AM

**Q14 Stay Connected: If you would like to stay informed about the BelRed Arts District please include your email below.**

Answered: 115   Skipped: 113

**Q15 Stay Connected:** If you are interested in being part of a BelRed community group to build momentum for the Arts District please include your email below.

Answered: 69   Skipped: 159



Community Development

# Reports

## PROJECT UPDATES

### GENERAL

#### Artspace

No updates to report.

### GRANT PROGRAMS

#### 2021 Funding Cycle and Allocations Committee

No update to report.

#### CIP Cultural Arts Fund

No update to report.

### PLANNING PROJECTS

#### BelRed Arts District

**Update:** An update will be presented to the Commission at this meeting.

#### Cultural Compass

No update to report.

### PUBLIC ART

#### 130<sup>th</sup> Streetscape Public Art

**Update:** The artist is nearing completion of final design. Staff will present their recommendation on final design at the July Arts Commission meeting.

#### 121<sup>st</sup> and Spring Artwork

**Update:** Staff and the artist have begun discussing next steps after the commission's vote to approve the pre-concept at the April 6<sup>th</sup> Arts Commission meeting.

#### Bellwether 2021

**Update:** An update will be presented to the Commission at this meeting.

#### Downtown Park Public Art

No updates to report.

#### East Link Public Art

**Update:** Sound Transit recently informed staff that an artwork originally planned for the Downtown Station will no longer be built. This was a planned project by Ball Nougues that would have overlooked the station.

#### Eastside Artist Roster

**Update:** 85 artists are fully registered on the Eastside Artist Roster.

#### Grand Connection

No updates to report.

#### Lattawood Park

**Update:** With all restoration of areas surrounding the artworks, this project is officially complete.

#### Public Art Collection & Maintenance

**Update:** Contact is routing and work should begin soon.

#### Portable Art Collection Call

**Update:** With public buildings potentially opening later this year, staff will begin to work on framing, siting and installation in the coming months.

#### Utility Box Wraps Program

**Update:** All selected artists have begun work on their designs and staff will begin contracting with an installer and prepare for permitting once final layout is confirmed.





Community Development

# Information

## 2021 Commissioner Committee Assignments

### **GRANTS AND FUNDING COMMITTEE**

Ashmita Gulati  
Maria Lau Hui  
Philip Malkin

### **ALLOCATIONS COMMITTEE**

Judy Gowdy  
Lydia Aldrege

### **PUBLIC ART COMMITTEE**

Ashmita Gulati  
Lydia Aldrege  
Philip Malkin

### **BELLWETHER COMMITTEE**

Carl Wolfteich  
Monik Martinez

### **BELRED ARTS DISTRICT COMMITTEE**

Ashmita Gulati  
Carl Wolfteich  
Maria Lau Hui

### **COMMUNITY PARTNERSHIPS COMMITTEE**

Judy Gowdy  
Monik Martinez  
Philip Malkin