

City of Bellevue  
**ARTS**  
program

## Bellevue Arts Commission



The Hengda Li Dance Academy received a Special Projects grant in 2016 for three performances of its "Rhythm of Dance" at Meydenbauer Center Theater.

Planning and Community Development

**December 6, 2016**  
**Regular 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*

# Agenda

Department of Planning and  
Community Development

# Agenda

Tuesday, December 6, 2016  
Meeting: 4:30 p.m.  
Bellevue City Hall, 1E-109

Bellevue Arts Commission

Commission Staff Contact: 425.452.4105

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1. **CALL TO ORDER** 4:30  
Chair Manfredi will call the meeting to order.
  2. **APPROVAL OF AGENDA AND MINUTES** 4:30 – 4:35
    - A. Chair Manfredi will ask for approval of the agenda.
    - B. Chair Manfredi will ask for approval of the September 2016 regular meeting minutes.
  3. **ORAL COMMUNICATIONS** 4:35 – 4:40  
Chair Manfredi will entertain oral communications limited to three minutes per person or five minutes if representing the official position of a recognized community organization for other than main agenda items and public hearing subject. A maximum of three people are permitted to speak to each side of any one topic.
  4. **ACTION ITEMS AND DISCUSSION ITEMS**
    - A. 2017 Grant Allocation Recommendations 4:40 – 5:00
    - B. Capacity Building with 4Culture Funding 5:00 – 5:20
    - C. 2017 Goals and Work Plan 5:20 – 5:40
  5. **COMMISSION QUICK BUSINESS** 5:40 – 5:50
  6. **REPORTS** 5:50 – 5:50
    - A. Commissioners' Committee and Lead Reports
    - B. Project Updates from Staff
  7. **CORRESPONDENCE, INFORMATION** 5:50 – 6:00
    - A. Written correspondence (if any)
    - B. Information
      1. Future agenda items
      2. Committees
  8. **ADJOURNMENT** 6:00  
Chair Manfredi will adjourn the meeting.

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Wheelchair accessible. American Sign Language (ASL) interpretation is available upon request, and large print agendas available upon request. Please contact the Arts Program at least two days in advance [jheim@bellevuewa.gov](mailto:jheim@bellevuewa.gov) ▪ 425-452-4105 (Voice) ▪ Please dial 711 for assistance for the hearing impaired.

Department of Planning and  
Community Development

# Minutes

BELLEVUE ARTS COMMISSION  
REGULAR MEETING  
MINUTES

November 1, 2016  
4:30 p.m.

Bellevue City Hall  
Room 1E -109

COMMISSIONERS PRESENT: Chairperson Manfredi, Commissioners, Jackson, Lau Hui, Lewis, Madan, Malkin, Wolfteich

COMMISSIONERS ABSENT: None

STAFF PRESENT: Joshua Heim, Scott MacDonald, Department of Planning and Community Development; Jesse Canedo, Office of Economic Development

OTHERS PRESENT: None

RECORDING SECRETARY: Gerry Lindsay

I. CALL TO ORDER

The meeting was called to order at 4:35 p.m. by Chairperson Manfredi who presided. All Commissioners were present with the exception of Commissioner Lewis, who arrived at 4:41 p.m.

2. APPROVAL OF AGENDA AND MINUTES

A. Approval of Agenda

**Motion to approve the agenda was made by Commissioner Malkin. Second was by Commissioner Wolfteich and the motion carried unanimously.**

B. Approval of Minutes

Commissioner Malkin called attention to the sixth paragraph on the second page and noted that the "Chair Manfredi" should read "Commissioner Malkin."

Arts Program Coordinator Scott MacDonald said the minutes should reflect that he was present for the meeting.

Commissioner Malkin said the minutes should reflect that the meeting was adjourned at 6:30 p.m.

**Motion to approve the October 4, 2016, minutes as amended was made by Commissioner Jackson. Second was by Commissioner Malkin and the motion carried unanimously.**

3. ORAL COMMUNICATIONS

Chair Manfredi shared that he served as curator and host of the Ekphrastic Assimilations event, which was in part academic conference and in part exhibitions and poetry readings. The goal was to bring together various organizations that formally had very little to do with

each other. The event started at Pacific Lutheran University, moved next to the Seattle Asian Art Museum, and then to the VALA Art Center in Redmond.

#### 4. ACTION ITEMS AND DISCUSSION ITEMS

##### A. Destination Development Plan Presentation

Jesse Canedo shared that the Office of Economic Development, of which he is the manager, was started in December 2014, six months after adoption of the strategic plan by the City Council. While there had previously been a focus on economic development in the city, the new approach brought the city up to modern active practices and away from a more passive approach. The mission is to improve Bellevue's economic wellbeing, to enhance the quality of life through the attraction and retention of businesses, and to support entrepreneurship in ways that will grow incomes and Bellevue's tax base.

The larger Puget Sound region and Bellevue in particular competes on a global scale. Bellevue is a global city and is a major destination for technology companies looking to do engineering and software development. Many of the decisions to locate in Bellevue are based on the availability of talent. Success in attracting businesses depends on having an educated workforce, real estate on both the commercial and residential side to accommodate the workers, a transportation system that allows the workers to get to and from work in a convenient and consistent manner, and a high quality of life for the workers.

Mr. Canedo said his office undertook a branding initiative earlier in the year. The focus was on updating Bellevue's perception relative to how the city is marketed and how its citizens talk about themselves. A consultant from outside the region was hired to conduct an assessment that included stakeholder interviews, social media and various collateral elements. The conclusions reached were that Bellevue really is the technology hub everyone thinks it is; innovation is at the core of everything that happens in Bellevue; the city's diversity contributes to the welcoming environment Bellevue has and imbues the community with a global mindset that fosters creative ideas; Bellevue is a vibrant city with evolving neighborhoods and an evolving economy; Bellevue is a scenic community that lives up to its City In A Park theme; the city is stable in regard to safety, family orientation, education, and employment. Bellevue is a young city and does not have much by way of historic architecture, and the consultant recommended that fact can be used in encouraging people to move to the city and help define the future of the community.

Mr. Canedo said the consultant's work dovetails nicely with the Destination Development Plan that is currently being drafted. It is not called a tourism development plan because it is not just about bringing people to Bellevue to buy products, it is about developing Bellevue as a true destination. That will entail encouraging the development of the infrastructure and cultural pieces that are still quite nascent. Many shudder when Bellevue is referred to as a suburb, but the city did begin that way and is only now transforming into a midsize city in its own right.

The overall goal of the Destination Development Plan is to support quality of life for residents. In the world of economic development, it is evident that people visit the places they would like to live. In order to attract visitors, Bellevue must attract residents. That will support talent retention and will require the development of cultural amenities. New visitors inject new dollars into the local economy through supporting amenities that residents alone cannot fully support, things like cultural performances and activities.

Immerse, a virtual and augmented reality conference, was recently held in Bellevue. It will hopefully become one of Bellevue's signature events in that it plays well off the fact that

Bellevue is one of the largest video game development centers in the world. More events like Live at Lunch are needed in the downtown because they sync well with the people Bellevue attracts.

The status check highlighted that Bellevue has a highly educated workforce; is a global tech center; has 45 corporate headquarters and more than 70 international businesses; has highly rated schools; and has a beautiful natural environment. During 2015, 1.5 million people visited Bellevue for a variety of reasons, and their visits generated \$736 million in economic impact. The largest segment of visitors to Bellevue is business travelers. The hotels in the downtown do very well during the week, but leisure travel on the weekends is still quite light and there is a struggle to fill the rooms. Shopping and dining are top attractions for Bellevue, but Bellevue as a shopping destination does sometimes frame the perception of Bellevue; more needs to be done to encourage identification of Bellevue's other assets.

Affordability, comfort and level of relaxation are key elements travelers consider before making a decision to come to Bellevue. Arts and museums ranked low in the consultant's analysis when it came to the ability of travelers to identify what Bellevue has to offer. In terms of where the travelers are going, downtown, Bel-Red and Factoria took the top honors to no one's surprise. One category in which Bellevue offers opportunities is in the leisure category, which is essentially business travelers who extend their stay for personal reasons and to do other activities, such as shopping, attending museums or musical performances.

Mr. Canedo said tourism is a great driver for the city and supports some 9000 jobs in Bellevue. The survey, however, showed that while Bellevue is great for the families who live in the city, Bellevue is not great as a family destination. What is lacking is a wide variety of attractions for families. The survey also noted generally a lack of performances and activities across the board, and issues of low support for Eastside focus groups. Many visitors associated Bellevue with Seattle.

The survey showed, however, that Bellevue is a destination for active people. Ignoring demographics like age and instead looking at similar activity levels and decision drivers, the consultant found that active adventurers are the largest visitor group and the largest component of the city's population. The group loves being outdoors for all things, are active in parks and in playing sports. Active adventurers are drawn to the ability to learn something while traveling. Fifty-two percent of those who visit Bellevue and who live in Bellevue want to be engaged in outdoor activities. Thirty-five percent of visitors are also interested in arts and cultural experiences, provided they can easily be identified. Outdoor activities is third on the list of reasons for visiting Bellevue; museums and fine arts are in the number 12 and 13 spots. By way of profile, active adventurers are primarily in their mid-40s, are mid-career professionals, and only a quarter of them have children. What the group is looking for in the future is reasons to linger, outdoor activities, more culture, walkability, and reasons to get together with other people. Music is especially important to them in the form of concerts and performances, as well as piano and jazz clubs. Locally produced shows are also high on their list of things to do.

Mr. Canedo said the when and where of such activities will comprise a later phase of the project. There are challenges to be faced, particularly in the downtown technology businesses where it is not always easy to get people out of their offices during the day. It will take some concerted effort to figure out how to lure them to activities at the end of the day. The Grand Connection will certainly be a game changer for the downtown in terms of providing an opportunity for people to find something unique. An increased awareness of Bellevue's festivals and events is needed in order to attract more visitors and residents. The Tateuchi Center certainly will be a key component for hosting signature events. Interactive art in parks and along trails will also play to the technology focused resident and visitor base.



In addition to adding programming in Bel-Red and Factoria, ways need to be found to build up both the physical infrastructure and programming infrastructure, including finding new groups to manage and put on events on a regular basis.

Commissioner Madan asked how much of the arts and culture programming will be offered by the Office of Economic Development. Mr. Canedo said community groups, including the Arts Commission, will be encouraged to take on a lot of the programming responsibilities. The Office of Economic Development plays a facilitator role but is not expert at putting on events or doing cultural programming.

Commissioner Wolfteich asked how the survey was conducted and Mr. Canedo said it was done by email and social media. The respondents were asked about visiting Bellevue but not specifically why they chose to move to Bellevue. There were questions about their level of engagement in different activities and what aspects of the community they most enjoyed.

Answering a question asked by Commissioner Lau Hui, Mr. Canedo said the results of the exercise will be shared with the Council in December. It will be up to the Council to determine how to move forward. The anticipation is that there will be a couple of additional phases for putting together a timeline and identifying strategies for implementation.

Commissioner Malkin asked if the recommendation to the Council will include additional funding for arts and culture activities. Mr. Canedo said there are no funding recommendations on the board at the moment. The Council likely will be asked if funding recommendations should be developed. He said what he presented to the Commission was just a small piece of what will be presented to the Council. There were seven categories for consideration of which arts and culture was one. On the positive side, the arts and culture category is one of the easiest to address in terms of being able to provide programming, which is far easier to do than to provide a new events facility.

Commissioner Malkin asked if the visitors who were interviewed were aware of the city's ongoing events, like Wintergrass and Bellwether. Mr. Canedo said some of them clearly were. Some included comments about visiting the Arts Fair and other events. It is clear the city needs to do a better job of marketing the events and making sure visitors will want to come back. It is also concerning that many who work in the downtown do not know what happens there after hours. Eighty percent of Bellevue's workers do not live in Bellevue.

Commissioner Lau Hui asked if the survey respondents were primarily local residents. Mr. Canedo said there were respondents from coast to coast, though the biggest cluster was residents of the Seattle region.

Mr. MacDonald said the city of Austin, Texas, has worked to develop its technology sector by promoting the arts and culture scene as a major attractor of technology and other creative industries' workforce. Their focus was on creating a rich tapestry covering the whole city rather than on large performing arts venues. In most of their planning efforts, arts and culture are taken into account, which is one reason why companies are choosing to locate there. Mr. Canedo added that Austin has a music program manager in its economic development office who is specifically tasked with working with different venues around the city. The city is also launching a micro-bond program to help purchase and preserve some of the venues that are under threat due to rising real estate prices.

Commissioner Madan asked what would stop Bellevue from taking a similar approach in advocating for the arts. Chair Manfredi pointed out that the Arts Commission is a clear advocate for the arts in the community.

Chair Manfredi commented that there might be opportunities in Factoria and in BelRed, but much of what is envisioned is in the Downtown. Many of the events that are located in the Downtown have hotel venues. Mr. Canedo suggested that events with venues in the Downtown could be attracted to venues outside of the Downtown if it were easy for people to get to those places.

Mr. Heim asked the Commissioners to consider the presentation as a needs assessment and a portrayal of what both residents and visitors want. The details should be kept in mind in determining priorities and public benefit. Bellevue's signature event is Bellwether, which involves the visual arts. How that stacks up against the survey data should be taken into account. Additionally, how the Grand Connection could play into the mix should clearly be kept in mind. The Office of Economic Development has been generous in assuming that they will be collaborating with the Arts Commission and primarily funding a creative industry study in 2017.

#### B. Preliminary 2017-2018 Biennial Budget Update

Mr. Heim reported that in October City Manager Brad Miyake submitted his preliminary budget to the City Council. Overall, the focus was on maintaining current city services and keeping the budget balanced. The good news is that for the first time in the history of the Budget One process, the budget maintains the current service levels of the arts program. That means the full grant program, the public art program and the staffing levels are preserved. What is not in the budget, however, is the request made by the Commission to specifically increase grants to non-profits. The Commission had also requested funding to conduct strategic planning around cultural districts, including Bel-Red, Crossroads and the downtown, and to implement those strategies; unfortunately those funds are not included in the final package. All of the Bel-Red public art projects were included in that funding request, which means the public art plan will need to be revisited.

Of course, the budget has not yet been approved by the Council. The Council will entertain public comment on the budget at its November 21 meeting. In past budget cycles, staff has advocated in favor of restoring arts dollars. While that will not be necessary this time around, the Commission could still chose to advocate in favor of the additional requests that did not find their way into the proposed budget.

Commissioner Jackson said she was grateful that the proposed budget did not seek to reduce funding for the arts program, but noted that there is still the problem of inflation which means fixed funding levels are actually reductions. She suggested the Commission could make the point that more funding is needed to keep up, and could argue in favor of including funds for cultural district planning. The opportunity to achieve small venues and artist housing will simply go away without some help; it will all be retail and hotels if something is not done. The question is whether or not a pitch should be made to the Council, or if it would be better to just be happy with what is in the proposed budget.

Chair Manfredi said what is needed relative to cultural districts is sustained funding. Arguing for a bit more money in the current budget will not address the long-term issues. The arts funding that is maintained in the budget is barely enough to meet the needs. Commissioner Jackson said if the argument is made for additional funding, it should be couched in language that is in the interest of economic development.

Mr. Heim said the City Manager's transmittal memo makes clear that the proposed budget is about maintaining services and being balanced. The budget is not about expanding services

or adding new services. In those instances where services are expanded, the expansions are in alignment with the Council priorities.

Commissioner Malkin asked if there is any way to tap into all the growth that is occurring in Bellevue, such as a per-floor surcharge for new construction to be used for arts and culture development.

Commissioner Lau Hui commented that with all the new development, the city certainly is seeing revenue increases. She said she did not understand why it was not possible to increase the budget rather than simply maintain it. Commissioner Malkin pointed out that the proposed budget does include increases that are in alignment with the Council priorities.

Commissioner Madan agreed that it is laudable that the proposed budget does not include the same drastic funding reductions that previous draft budgets have included. Mr. MacDonald clarified that it was the Budget One process, not the Council, that proposed drastic funding reductions in the past. The Council has the authority to override the staff recommendations, and in fact they have in the past.

Mr. Heim shared that what San Antonio, Texas, did was to create a creative industries study, the scope of which looked at the economic stakeholders within the creative economy. It was not solely about arts and culture, rather it included the design field, technology, and those fields that employ artists. Bellevue's Office of Economic Development director James Henderson participated in that study and found that once the study was completed, it gave value to the arts in economic terms. From there the decision makers were able to see how important the arts are to the community, and subsequently funding and support flowed differently. Mr. Heim suggested that the big ask in support of making big investments in arts and culture should wait until the study is completed and the constituencies are created.

Commissioner Jackson said she felt the economic development studies are beginning to open doors and make a connection with how parks, neighborhoods and many other elements connect with the arts and culture.

Mr. Heim suggested the Commissioners should attend the budget public hearing on November 21 to thank the Council for the proposed funding, and to encourage the Councilmembers to consider additional funding that will in the future enhance economic development in areas like Bel-Red. He noted that within a year the destination plan will be completed, as will the Grand Connection arts and culture element, the artist housing feasibility study, and hopefully a creative industries strategy. The foundation of data will support any future ask. He also shared that in Redmond the arts commissioners were assigned to specific Councilmembers and tasked with meeting with them at least twice a year as a way to build relationships. The process helped the arts commission to better understand what the Council's priorities were and how they were prioritized.

Commissioner Malkin said it would behoove the Commission to begin thinking about developing a five- to ten-year creative strategy framework that would clarify the direction the Commission sees the city going. The Commission should take on the responsibility of shepherding Bellevue to become the Northwest destination for either music, performance, or the visual arts, and should work on developing a long-term strategy to get there that could be discussed the Council.

Commissioner Jackson said the new draft of the Cultural Compass was intended to be just that. She voiced concern that absent a long-term plan, all the Council will hear from the Commission is calls for funding specific infrastructure. Small investments are needed over time to sow seeds and water them so they can grow up across the city over time.

Commissioner Malkin suggested the Commission may need to help the Council connect the dots for funding the various elements as part of the bigger vision, which is the Cultural Compass. The Commission should make every effort to align the Cultural Compass with the budgeting process so the Council can see that every arts and culture element funded is part of the bigger picture.

Commissioner Jackson said there is a real need for the Cultural Compass to tie together all the things being done by the various groups relative to arts and culture.

Commissioner Lewis voiced support for the Council buddy idea. Continued individual contact will serve to keep everyone informed and on the same page. Mr. Heim said he would work with the chair to match Commissioners with Councilmembers, and to develop talking points.

C. Art Relocation: *Wild in the City*

Mr. Heim reported that he talked with the Parks department following the last Commission meeting. He said they concurred with the notion of trying to site *Wild in the City* along the major pathway in Robinswood Park.

5. COMMISSION QUICK BUSINESS

Asked by Commissioner Jackson for an update regarding the Bellevue Arts Museum, Mr. Heim said the City Manager is handling the proposal. He said he was told there is no formal allocation in the preliminary budget for the museum. There are, however, ongoing conversations between the City Manager and the museum board.

6. REPORTS

A. Commissioners' Committee and Lead Reports

B. Project Updates from Staff

Mr. MacDonald said the affordable artists live/work space feasibility study contract has been finalized. The original schedule tentatively scheduled will not be feasible. Typically they schedule a two-day visit as part of the feasibility study. The city will provide background information relative to demographics and the like prior to the visit with arts groups, developers and a wide range of experts and advocates. The report typically is received 60 days after the visit.

7. CORRESPONDENCE, INFORMATION

A. Written Correspondence – As Noted

B. Information

i. Future Agenda Items – As Noted

ii. Committees – As Noted

8. ADJOURNMENT

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

Department of Planning and  
Community Development

# Action & Discussion

# Action and Discussion

Tuesday, December 6, 2016  
Meeting: 4:30 pm

Bellevue Arts Commission  
Action and Discussion

## Funding Recommendations

At today's meeting the Allocations committee will present its recommendations for Eastside Arts Partnerships funding and Special Projects funding. The Commission will be asked to endorse these recommendations, and a Commission representative will bring these endorsements to Council for its review and approval on December 12, 2016.

**Action:** A motion to endorse the Allocations Committee's 2017 funding recommendations for Eastside Arts Partnerships recipients as presented.

**Action:** A motion to endorse the Allocations Committee's 2017 funding recommendations for Special Projects recipients as presented.

### ALLOCATIONS COMMITTEE REVIEW PANEL

**Paul Manfredi**, Chair, Bellevue Arts Commission

**Maria Lau Hui**, Bellevue Arts Commission

**Carl Wolfeich**, Bellevue Arts Commission

**Brian J. Carter**, Heritage Lead, King County 4Culture and Bellevue resident

**Sul'n Chon**, Program Manager, Grantmakers in the Arts, photographer and research consultant for the 2013 Bellevue Demographic Survey

### POLICY FRAMEWORK

The following Comprehensive Plan policies provide the framework that guide the funding programs:

#### Urban Design and the Arts

*UD-13. Support and encourage art and arts programs that facilitate involvement, engagement, communication, understanding, and respect among the city's diverse population.*

*UD-14. Support and encourage development, display and performance opportunities for a wide range of artistic expression throughout the city.*

*UD-16. Support and encourage lifelong arts education for all skill levels.*

*UD-19. Support artists and arts groups working in the community through city programs and private partnerships.*

#### Economic Development

*ED-14. Recognize the economic development benefits of city and private sector investments in urban amenities like arts and culture, open space and recreational facilities, and high quality urban design. Strengthen the city's assets in these areas as an explicit component of the city's economic development strategy.*

*ED-22. Support efforts that promote tourism, hotel, retail and arts businesses.*

## EASTSIDE ARTS PARTNERSHIPS

### **Program goals**

Eastside Arts Partnerships provides operating support to nonprofit organizations providing annual arts, cultural and heritage programs in Bellevue. The City provides annual support for organizations and individuals bringing arts to the community, recognizing the value the arts bring to our quality of life, the education and development of our children, the vitality of our businesses, and our sense of connectedness to the community. EAP encourages: programming quality and sustainability; arts access for Bellevue residents; artistic, managerial and fiscal excellence, and greater cooperation and collaboration among arts groups.

### **Process and criteria for evaluation**

Panelists separately reviewed and scored the applications on how well they demonstrated the stated criteria on a scale of 1-10. The scale consists of six qualities in ascending order from no achievement to most achievement: not competitive (1); fair (2-3); good (4-5); great (6-7); excellent (8-9); exceptional (10). Panelists provided scores for the following criteria:

#### **1. 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.

#### **2. Public Access and Benefit for Bellevue Residents and Visitors**

- 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 over time.
- 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.

Then, the panelists' scores were averaged into single score for each applicant that determined their rank order. These scores were used to determine an application City staff evaluated the applications separately and provided a score for the following criteria:

#### **3. 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 governance.

### Recommended 2017 Allocations

Sixteen applications were submitted and the total funds requested was \$173,000. The applicant pool included the eleven applicants funded in 2016 with an additional five new applications. Three of these applications were previously funded as Special Projects in 2016. The panel recommends funding all sixteen applications with a total of \$76,000. This represents 70 percent of the total grant allocations. The average award is \$4,750 which is 44 percent of the average request of \$10,813. No application received 100 percent of their request. Please see the attached grantee list for more information on specific allocations.

| ORGANIZATION  | ARTISTIC SERVICES & PUBLIC BENEFIT  | REQUEST<br>Operating Budget                        | 2017<br>ALLOCATION                                 |
|---|---|--|--|
| <b>Acoustic Sound, d/b/a Wintergrass Music Festival</b> | For a 4-day festival of acoustic music and educational programs with 1200 free or reduced tickets for underserved youth, 12 and under and seniors/military.   | <b>\$20,000</b><br>OpB: \$511,163<br>3.9% of OpB   | <b>\$8,500</b><br>1.7% of OpB<br>42.5% of request  |
| <b>Anindo Chattergee Institute of Tabla*</b>            | For support of over 50 educational events, including tabla performances, workshops, and weekly classes with free and discounted admission and scholarships for youth and seniors.                   | <b>\$8,000</b><br>OpB: \$70,000<br>11.4% of OpB    | <b>\$1,000</b><br>1.4% of OpB<br>12.5% of request  |
| <b>Bellevue Arts Museum</b>                             | For a year of 9 exhibitions, ARTSfair, and related educational programming with over 300,000 free tickets for all segments of the community   | <b>\$20,000</b><br>OpB: Unknown                    | <b>\$5,000</b><br>25% of request                   |
| <b>The Bellevue Chamber Chorus</b>                      | For two Bellevue performances of Durufle's Requiem with special guest virtuoso organist Norma Aamodt-Nelson, March 2017, offering 25 discounted tickets each for low income seniors and students    | <b>\$5,000</b><br>OpB: \$47,500<br>10.5% of OpB    | <b>\$1,000</b><br>3.9% of OpB<br>25% of request    |
| <b>Bellevue Downtown Association</b>                    | For hiring musicians (solo artists and groups) to perform at the BDA's free community events. Those events are the Bellevue Family 4th of July, 30 free Live at Lunch concerts and 6th Street Fair. | <b>\$12,000</b><br>OpB: \$2,503,750<br>.48% of OpB | <b>\$10,000</b><br>0.4% of OpB<br>83.3% of request |
| <b>Belleuve Youth Symphony Orchestra</b>                | For a youth orchestra education program with 15 concert season performances, multiple free public concerts, and free and reduced tickets for underserved communities.                               | <b>\$8,000</b><br>OpB: \$539,832<br>1.5% of OpB    | <b>\$6,000</b><br>1.1% of OpB<br>75% of request    |
| <b>Emerald Ballet Theatre</b>                           | For 12 months of dance/music/visual arts performances, education and outreach, with free school programs and discounted tickets for 2,000 underserved youth and families.                           | <b>\$5,000</b><br>OpB: \$149,850<br>3.3% of OpB    | <b>\$2,5000</b><br>1.7% of OpB<br>50% of request   |



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|--|--|--|---|
| <b>Evergreen Association of Fine Arts</b>      | For free monthly meetings at Bellevue Community College open to the public at which well-known artists give lectures and demonstrations.   | <b>\$4,000</b><br>OpB: \$20,595<br>19.4% of OpB    | <b>\$1,000</b><br>4.9% of OpB<br>25% of request   |
| <b>91.3 KBCS</b>                               | For unique radio programming, reflecting the diversity of the community. Funding will support our arts and cultural programming.   | <b>\$7,000</b><br>OpB: \$840,000<br>.83% of OpB    | <b>\$6,500</b><br>.8% of OpB<br>93% of request    |
| <b>KidsQuest Children's Museum</b>             | KidsQuest Children's Museum requests funding for arts programming such as An Art-tastic Evening, Play with Clay, Play with Paint, Art Workshops, and Little Picasso.                               | <b>\$10,000</b><br>OpB: \$159,901<br>6.25% of OpB  | <b>\$6,000</b><br>3.8% of OpB<br>60% of request   |
| <b>The Lake Washington Symphony Orchestra*</b> | For a season of classical music performances accompanied by pre-concert lectures with free tickets for children 18 years and younger and veterans.   | <b>\$15,000</b><br>OpB: \$59,020<br>25.4% of OpB   | <b>\$1,000</b><br>1.7% of OpB<br>7% of request    |
| <b>Music Works Northwest</b>                   | For free tickets to Music Works In Concert performances and additional community concerts and outreach events, targeting low-income youth, seniors and the disabled.                               | <b>\$15,000</b><br>OpB: \$1,168,616<br>1.3% of OpB | <b>\$10,000</b><br>.9% of OpB<br>67% of request   |
| <b>Pacific Northwest Ballet</b>                | For school-year and summer dance education, free-of-charge to 625 students from Bellevue School District schools, and benefiting 758 youth at PNB's Eastside School.                               | <b>\$6,000</b><br>OpB: \$794,216<br>.76% of OpB    | <b>\$5,000</b><br>.6% of OpB<br>83.3% of request  |
| <b>Seattle International Film Festival*</b>    | For a 14-day film festival at Lincoln Square, with 40 screenings of international films, visits from 15 filmmakers, and numerous educational opportunities at local schools.                       | <b>\$20,000</b><br>OpB: \$119,000<br>16.8% of OpB  | <b>\$5,000</b><br>4.2% of OpB<br>83.3% of request |
| <b>Tasveer*</b>                                | For Tasveer Reels, 10 monthly film screenings with community engaging public program at Bellevue Arts Museum, with 200 free tickets for low-income youth and seniors.                              | <b>\$8,000</b><br>OpB: \$16,000<br>50% of OpB      | <b>\$1,000</b><br>6.3% of OpB<br>12.5% of request |
| <b>Village Theatre*</b>                        | For Village Theatre's Piped Piper Educational Program, which will serve approximately 6,232 Bellevue students in grades K-6 with professional touring theatre productions and in-school workshops. | <b>\$10,000</b><br>OpB: \$114,349<br>8.7% OpB      | <b>\$6,500</b><br>5.7% of OpB<br>65% of request   |

\* New EAP Applicant

TOTAL:

**\$173,000**  
Requested

**\$76,000**  
Awarded

## SPECIAL PROJECTS

### **Program Goals**

Special Projects fosters creativity and innovation in the arts and access to art, culture and heritage by new and under-served people and communities. Project funding encourages innovative projects by artists and communities that fill in cultural gaps and inspire new forms of creative participation, particularly for under-served groups.

### **Process and criteria for evaluation**

Panelists separately reviewed and scored the applications on how well they demonstrated the stated criteria on a scale of 1-10. The scale consists of six qualities in ascending order from no achievement to most achievement: not competitive (1); fair (2-3); good (4-5); great (6-7); excellent (8-9); exceptional (10). Panelists provided scores for the following criteria:

#### **1. 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.

#### **2. Public Access and Benefit for Bellevue Residents and Visitors**

- 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.

#### **3. 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.

### **Recommended 2017 Allocations**

Nineteen applications were submitted and the total funds requested was \$52,613. The applicant pool included eight project renewals applications submitted by applicant who received a 2016 Special Project award and eleven new Special Project applications. The panel recommends funding seventeen applications with a total of \$33,250. This represents 30 percent of the total grant allocations. The average award is \$1,956 which is 78 percent of the average request of \$2,505. Please see the attached grantee list for more information on specific allocations.

## Project Renewal Allocations

| ARTIST or ORGANIZATION                      | ARTISTIC SERVICES & PUBLIC BENEFIT  | REQUEST Project Budget                        | 2017 ALLOCATIONS              |
|---|---|---|-------------------------------|
| The Eastside Heritage Center                | To support the June 2017 Bellevue Strawberry Festival and hire professional instrumental, vocal, dance and dramatic arts groups to perform on the Festival Main Stage over the two-day event, with a specific goal of increasing the diversity of performances offered.                               | <b>\$3,000</b><br>PB: \$152,210<br>2% of PB   | <b>\$3,000</b><br>2% of PB    |
| Eastside Jazz Club                          | For a yearly Extravaganza event with national and local jazz musicians.   | <b>\$1,470</b><br>PB: \$8,770<br>16.8% of PB  | <b>\$0</b><br>0% of PB        |
| The Eastside Vocal Federated Music Club     | For a four-week Saturday morning educational vocal course for ages 10-13 and 14-18 years old serving 46 students.   | <b>\$2,000</b><br>PB: \$2,000<br>100% of PB   | <b>\$1,500</b><br>75% of PB   |
| Global Organization for Arts and Leadership | For the <i>Leadership, Arts, Performance (LEAP) Academy</i> , two semesters of leadership and performing arts classes with end of semester performances of The Nutcracker Musical (December 2016) and Beauty and the Beast (May2017) and 26 scholarships for Bellevue School District (BHS) students. | <b>\$5,000</b><br>PB: \$215,840<br>2.3% of PB | <b>\$2,000</b><br>.9% of PB   |
| Japan Creative Arts                         | For Bellevue World Taiko Festival with the special guest Chieko Kojima from Japan on October 5th – 8th, 2017 at Carlson Theater of Bellevue College.  | <b>\$3,500</b><br>PB: \$73,700<br>4.7% of PB  | <b>\$3,000</b><br>4.1% of PB  |
| Rong Rong Choir                             | For a local radio station to record and broadcast our programs and high-definition videos online so people who cannot come to the concert can enjoy our art work.   | <b>\$1,200</b><br>PB: \$4,550<br>26.3% of PB  | <b>\$500</b><br>11% of PB     |
| StoneDance Productions                      | For CHOP SHOP: Bodies of Work, A Contemporary Dance Festival at The Theatre at Meydenbauer <b>February 18th and 19th, 2017</b> and the Experience Dance Program 2-3 weeks prior to that.  | <b>\$4,000</b><br>PB: \$25,810<br>15.5% of PB | <b>\$4,000</b><br>15.5% of PB |
| Vedic Cultural Center                       | For better attendance and participation by arts organizations at Flavors of India and post-event enrollment for local arts schools.   | <b>\$5,000</b><br>PB: \$80,580<br>6.2% of PB  | <b>\$2,500</b><br>3.1% of PB  |
|   | TOTAL:  | <b>\$25,179</b>                               | <b>\$16,500</b>               |

## New Project Allocations

| ARTIST OR ORGANIZATION                            | ARTISTIC SERVICES & PUBLIC BENEFIT   | REQUEST<br>Project Budget                          | 2017<br>ALLOCATION            |
|---|--|--|-------------------------------|
| artEAST   | For outdoor free visual arts experience for families, including wheel throwing, painting, and drawing throughout the Strawberry Festival.  | <b>\$1,909.51</b><br>PB: \$3,337.77<br>57.2% of PB | <b>\$950</b><br>50% of PB     |
| Ballard Civic Orchestra                           | For two concerts, open to the public and free of charge, entitled "Celebrating Hispanic & Latino Cultural Heritage I & II" with guest artists Jose Iniguez, tenor; Jose Luis Munoz, countertenor; and Jovino Santos Neto, pianist, performing with the Ballard Civic Orchestra, conducted by Paula Nava Madrigal, on <b>February 4 &amp; March 19, 2017</b> , in Bellevue. | <b>\$3,050</b><br>PB: \$7,050<br>43.3% of PB       | <b>\$3,000</b><br>43% of PB   |
| Bulgarian Cultural and Heritage Center of Seattle | To support our annual children's talent show "Zlaten Orfei" focusing on preserving and sharing Bulgarian culture and traditions. <b>February 26, 2017</b> .  | <b>\$2,000</b><br>PB: \$4,393<br>45.5% of PB       | <b>\$500</b><br>11.4% of PB   |
| Evergreen City Ballet                             | For a children's production of Cinderella with bilingual discussion (Spanish/English) and facilitation for young audiences to choreograph a phrase in popular dance styles. <b>March 18-19, 2017</b> .   | <b>\$2,500</b><br>PB: \$67,615<br>3.7% of PB       | <b>\$1,750</b><br>2.6% of PB  |
| From Within Nucleus (FWN)                         | For production and performance of an original Bharatanatyam composition giving students of Bharatanatyam an opportunity to perform in a large production with a community audience. We will perform at the Carco Theater in Renton and at the Bellevue Youth Theater.  | <b>\$1,500</b><br>PB: \$8,500<br>17.6% of PB       | <b>\$750</b><br>8.8% of PB    |
| North American Maple Culture Center               | For a two hours stage show about the life story of recent Chinese immigrants in the US. This play "Where Am I" tells the story of three intellectual women immigrating from China. <b>March 5, 2017</b> .  | <b>\$3,000</b><br>PB: \$6,000<br>50% of PB         | <b>\$1,500</b><br>25% of PB   |
| Northwest Sound Men's Chorus                      | Strawberry Festival and Sing! Sing! Sing! 2017 6 weeks of FREE Singing lessons to men of all ages in the community of Bellevue, Washington. <b>October-December 2017</b>   | <b>\$2,000</b><br>PB: \$2,000<br>100% of PB        | <b>\$0</b><br>0% of PB        |
| Sammamish Symphony Orchestra                      | The Sammamish Symphony Orchestra seeks to continue our tradition of 4 years of providing 5 great symphonic orchestral performances and educational sessions at Meydenbauer Theatre for the citizens of Bellevue. <b>February 24, April 27 and June 8, 2017</b> .   | <b>\$5,000</b><br>PB: \$27,350<br>18.3% of PB      | <b>\$2,500</b><br>9.1 % of PB |
| Seattle Chinese Chorus                            | For the 6th annual concert of SCC to be held on <b>9/24/2017</b> to entertain and introduce Chinese culture to the public.   | <b>\$1,200</b><br>PB: \$11,400<br>10.5% of PB      | <b>\$600</b><br>5.3% of PB    |
| Shimizu International                             | For a two-day, free to the public, Japanese Culture festival titled 'Japan Fair' that features traditional and modern Japanese performance arts including dancing, singing, taiko drumming, flute and harp solos, and a film screening. <b>July 8-9, 2017</b> .  | <b>\$3,000</b><br>PB: \$70,000<br>4.3% of PB       | <b>\$3,000</b><br>4.3% of PB  |
| Syncopation Dance Project                         | For a dance concert bringing together area dancers and showcasing a wide range of dance styles, featuring kids from the Bellevue Boys and Girls Club. <b>April 8, 2017</b> .   | <b>\$2,274</b><br>PB: \$4,349<br>52.3% of PB       | <b>\$2,200</b><br>50.6% of PB |
|   |  | <b>\$27,433.51</b>                                 | <b>\$16,750</b>               |

## ACCESS, PUBLIC BENEFITS AND RESULTS

Arts organizations and artists working in Bellevue plan to maintain or increase cultural services and results from 2015 levels.

### All Grantees

|      | ATTENDANCE                                  |                             | CREATIVE ENGAGEMENT |                |            |                 | PUBLIC BENEFIT          |              |        | ACCESS   |                               |            |                 |                        |
|------|---|-----------------------------|---------------------|----------------|------------|-----------------|-------------------------|--------------|--------|----------|-------------------------------|------------|-----------------|------------------------|
|      | Live ticketed events and education programs | Free festivals and concerts | Paid artists        | Unpaid artists | Volunteers | Volunteer hours | Free or reduced tickets | Scholarships | Other  | Disabled | Disadvantaged youth or senior | Low income | Limited-English | Disadvantaged minority |
| 2017 | 385,863                                     | 596,910                     | 1,603               | 984            | 3,036      | 70,478          | 62,336                  | 1,517        | 13,000 | x        | x                             | x          | x               | x                      |
| 2015 | 283,984                                     | 546,000                     | 1,968               |                | 2,062      | 42,276          | 28,790                  | 601          | 50,000 |          |                               |            |                 |                        |

### Eastside Arts Partnerships

|      |         |         |       |     |       |        |        |       |        |   |   |   |   |   |
|------|---------|---------|-------|-----|-------|--------|--------|-------|--------|---|---|---|---|---|
| 2017 | 376,060 | 521,750 | 1,289 | 674 | 2,464 | 57,028 | 60,425 | 1,426 | 13,000 | x | x | x | x | x |
| 2015 | 283,984 | 523,000 | 1,968 |     | 2,062 | 42,276 | 28,790 | 601   | 50,000 |   |   |   |   |   |

### Special Projects

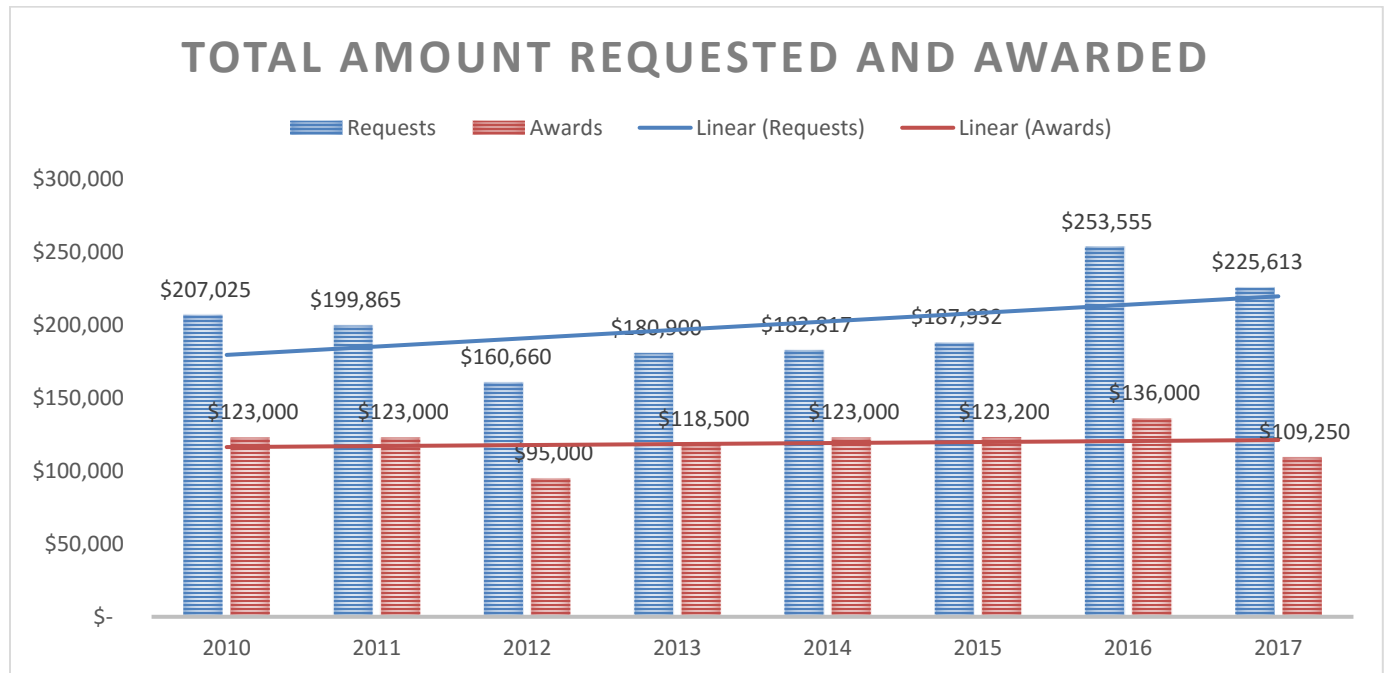
|      |        |        |       |     |     |        |       |    |  |   |   |   |   |   |
|------|--------|--------|-------|-----|-----|--------|-------|----|--|---|---|---|---|---|
| 2017 | 9,803  | 75,160 | 314   | 310 | 572 | 13,450 | 1,911 | 91 |  | x | x | x | x | x |
| 2015 | 63,000 | 23,000 | 1,127 |     | 889 | 23,887 | 4,805 |    |  |   |   |   |   |   |

With 2017 grant support a total of 982,773 attendees which consists of 385,863 attendees to live ticketed events and education programs and 596,910 attendees to free concerts and festivals. Of the projected 385, 863 attendees, attendees 16 percent will be beneficiaries of a free or reduced ticket or scholarship. This represents an 18.4 percent growth in attendance and a 6 percent increase in public benefits from 2015. An additional 1,517 youth will be provided with scholarships to participate in arts education programs which is a 152 percent increase from 2015. As a whole, grantees will offer programs designed to increase access for people with disabilities; disadvantaged youth or seniors; low income people; limited-English speaking people; and historically disadvantaged minorities.

These arts and cultural organizations and projects will also support higher levels of creative civic engagement. A total of 2,587 artists and 3,036 volunteers will be offered opportunities to contribute their creativity to Bellevue, an increase of 31.5 percent and 47.2 percent from 2015 levels. The majority of artist opportunities will be paid and the total contributed volunteer labor hours is the equivalent of 34 full time paid positions.

## TRENDS

### Total EAP and Special Projects funding requests and awards since 2010



### Eastside Arts Partnerships Application Trends since 2010

| Applications | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 |
|--------------|------|------|------|------|------|------|------|------|
| Submitted    | 15   | 12   | 12   | 12   | 11   | 11   | 11   | 16   |
| Funded       | 14   | 12   | 11   | 11   | 11   | 11   | 11   | 16   |
| Percent      | 93%  | 100% | 92%  | 92%  | 100% | 100% | 100% | 100% |

#### Average

|         |          |          |          |          |         |          |          |          |
|---------|----------|----------|----------|----------|---------|----------|----------|----------|
| Request | \$10,133 | \$10,558 | \$10,000 | \$10,458 | \$9,591 | \$10,500 | \$13,136 | \$10,813 |
| Award   | \$6,826  | \$7,333  | \$6,364  | \$7,682  | \$7,545 | \$7,264  | \$7,700  | \$4,750  |
| Percent | 58%      | 69%      | 58%      | 67%      | 79%     | 69%      | 59%      | 44%      |

### Special Projects Application Trends since 2010

| Applications | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 |
|--------------|------|------|------|------|------|------|------|------|
| Submitted    | 18   | 20   | 28   | 33   | 36   | 32   | 36   | 19   |
| Funded       | 17   | 19   | 14   | 20   | 23   | 21   | 35   | 17   |
| Percent      | 94%  | 95%  | 50%  | 61%  | 64%  | 66%  | 97%  | 89%  |

#### Average

|         |         |         |         |         |         |         |         |         |
|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Request | \$3,057 | \$3,326 | \$2,541 | \$2,638 | \$3,682 | \$3,449 | \$5,193 | \$2,505 |
| Award   | \$2,059 | \$1,842 | \$1,786 | \$1,700 | \$1,739 | \$2,062 | \$1,466 | \$1,956 |
| Percent | 67%     | 55%     | 70%     | 64%     | 47%     | 60%     | 28%     | 78%     |

# Action and Discussion

Tuesday, December 6, 2016  
Meeting: 4:30 pm

Bellevue Arts Commission  
Action and Discussion

## Capacity Building with 4Culture Funding

At today's meeting staff will discuss alternative uses for the 4Culture Sustained Support grant funding for the next biennium 2017-2018. Staff will briefly present on the concept of capacity building and describe existing initiatives that could host pilot capacity building programs for artists and arts organizations.

### BACKGROUND

In years past, the Arts Commission has recommended that 4Culture Sustained Support grant funding be re-granted as additional Special Projects grants. The annual award to the Bellevue Arts Program has typically been \$13,000. However, 4Culture will not announce their Sustained Support grant funding awards for the 2017-2018 biennium until February 2017 at the earliest. Moreover, 4Culture has announced new review guidelines for Local Arts Agency applications that may change funding levels based on merit review. In light of this, staff does not recommend allocating these undetermined funds as 2017 Special Projects allocations. Rather, the recommendation is to wait until the award notification by 4Culture to re-allocate these funds, and to do so in the form of capacity building grants for select 2017 Eastside Arts Partnerships or Special Projects grant recipients.

### CAPACITY BUILDING

Capacity building is term that refers to activities that develop the capabilities of people, organizations and communities to achieve measurable social and economic goals. Specific activities can include strengthening leadership skills, creating and disseminating localized knowledge and building systems. Capacity building is fundamentally about improving effectiveness and strengthening social systems and infrastructures.

A common approach to capacity building has been deficit-based, that is, activities aimed at overcoming personal or organizational obstacles. This approach is specific to individuals or organizations and focuses on how they can "do better" by targeting what they don't do well. Another approach to capacity building is asset-based, that is, activities aimed at enhancing personal or organizational strengths and aligning them to emerging opportunities within the community. Asset-based capacity building is context specific and focuses on how individuals and organizations can "play a more significant role" in achieving shared results as well as strengthening others in the process by enhancing what they do well.

### NEED

The shared vision between the city and the arts community is that artists and arts leaders to play a larger role in the community. Artists and arts organizations funded through Eastside Arts Partnerships and Special Projects in Bellevue have consistently expressed the need for additional resources to stabilize operations and expand programs in order for them to increase their civic participation. In other words, our grantees need to build their capacity. The most common 'deficit' areas mentioned as needing additional support is finding venues, connecting with new and diverse community members, fundraising and marketing. Yet as the results of our funding programs suggest, these organizations have 'asset' areas such as their reputations for quality programs and ability to recruit and retain significant artist and volunteer corps. How might these strengths get enhanced for the betterment of the community?

## GOALS AND POLICY FRAMEWORK

The following Comprehensive Plan policies relate to the work of capacity building in the arts:

*UD-13. Support and encourage art and arts programs that facilitate involvement, engagement, communication, understanding, and respect among the city's diverse population.*

*UD-19. Support artists and arts groups working in the community through city programs and private partnerships.*

*ED-14. Recognize the economic development benefits of city and private sector investments in urban amenities like arts and culture, open space and recreational facilities, and high quality urban design. Strengthen the city's assets in these areas as an explicit component of the city's economic development strategy.*

*ED-22. Support efforts that promote tourism, hotel, retail and arts businesses.*

## OPPORTUNITIES FOR ARTISTS AND ARTS ORGANIZATIONS

Two existing city initiatives offer artists and arts organizations the opportunity to build capacity and contribute to larger community goals: Startup 425 and Eastside Pathways. Both offer resources and support to individuals and groups to achieve larger outcomes such as creating jobs and college or career readiness for youth.

### **Startup 425**

Startup 425 is a collaborative effort to expand entrepreneurship opportunities across Eastside communities by helping ideas into reality. Startup 425 provides access to tools that experienced workers, students, and entrepreneurs need to go from idea to working business in a successful, sustainable manner. This keeps our ecosystem diverse, encourages spontaneous collaboration, and provides pathways to prosperity for our whole community. For more information about this program visit this website: <http://www.startup425.org/>

### *Founders Learning Series*

As part of its ongoing effort to support entrepreneurship on the Eastside, the City of Bellevue is opening the new 425 Entrepreneur Center to be co-located at Impact Hub Bellevue. The center will provide space for classes, meetings, co-working, and events related to young businesses. The initial programming will focus on first time founders that is broadly applicable to the business across a wide variety of verticals. The center is looking for subject matter experts to help provide the services and classes. Ideal partners are non-profits, government agencies, and private firms interested in reaching new businesses. Specific objectives include:

1. Provide an open, community-focused education series for both startups and potential investors.
2. Increase access to business building information for first time founders and entrepreneurs from non-traditional backgrounds.
3. Help founders understand the variety of options available to them and structure their company for long term success.

### *Potential beneficiaries*

The following artists and artist groups recommended for 2017 Special Projects that could benefit from additional capacity building through Startup 425 as a bridge beyond receiving sustained support include:

- **Rong Rong Chinese Chorus**
- **Stone Dance Productions**

The following nonprofit organizations recommended for 2017 Special Projects that could benefit from additional capacity building through Startup 425 as a potential bridge into Eastside Arts Partnerships include:



- **Eastside Heritage Center**
- **Global Organization for Arts and Leadership**
- **Shimizu International** (formerly Eastside Nihon Matsuri Association)

The following nonprofit organizations recommended for 2017 Eastside Arts Partnership support that could benefit from additional capacity building through Startup 425 to “re-start” programming include:

- **Bellevue Chamber Chorus**
- **Evergreen Association of Fine Arts**
- **Lake Washington Symphony Orchestra**

### **Eastside Pathways**

Eastside Pathways mobilizes the entire community to support every child, step by step, from cradle to career. The agenda that we have come together around includes the Campaign for Grade-Level Reading, the College and Career Readiness Initiative, and the Mental Health and Wellbeing collaborative. Eastside Pathways partners agree to work toward making progress on the core indicators we established in 2012. Some of these indicators include:

- percentage of births with early and adequate prenatal care
- percentage of 3<sup>rd</sup> grade students reading at grade level
- percentage of students who earn a postsecondary credential within five years of high school graduation

Eastside Pathways brings partner organizations together from many sectors, including businesses, community-based organizations, the school district, the City of Bellevue, and parents. Partner organizations join collaboratives, like School Readiness or Career Pathways, where they continue to work in their area of expertise and have the chance to connect with other organizations to make a greater impact for youth.

### *Potential beneficiaries*

The following organizations recommended for 2017 Eastside Arts Partnership support are already providing school-based programs and be supported with additional capacity building through Eastside Pathways:

- **Emerald Ballet Theatre**, Magic School Bus
- **Music Works Northwest**, Music Therapy Outreach
- **Pacific Northwest Ballet**, Discover Dance
- **Village Theatre**, Pied Piper Program

Other 2017 Eastside Arts Partnership or Special Projects organizations offering youth arts education programs that could benefit from additional capacity building through Eastside Pathways include:

- **Bellevue Youth Symphony Orchestra**
- **KidsQuest Children’s Museum**
- **Global Organization for Arts and Leadership**

### **ATTACHMENTS**

Background materials have been included with more information about capacity building:

Raynor, Jared et al. Capacity Building 3.0: How to Strengthen the Social Ecosystem. TCC Group. 2014

Kania, John and Mark Kramer. Collective Impact, *Stanford Social Innovation Review*. Winter 2011.

# Action and Discussion

Tuesday, December 6, 2016  
Meeting: 4:30 pm

Bellevue Arts Commission  
Action and Discussion

## 2017 Work Plan

At today's meeting staff will review the goals and list of planned 2017 projects and discuss how the Arts Commission can play a role in these projects. Chair Manfredi will discuss how the commission can be organized to provide meaningful and efficient collaboration on topics and ask Commissioners for their preferred assignments for major projects.

### BACKGROUND

The Commission has typically assigned a lead commissioner to be more engaged in a project as a project lead to participate in panels, community advisory committees or task forces on behalf of the commission. Project leads then report directly back to the full Commission. The benefit has been an efficient process of commissioner engagement. The drawback has been that only one commissioner has been involved with developing recommendations before the full commission is asked to endorse them.

### WORK GROUPS & MAJOR PROJECTS

In 2017, major projects fall into four broad topics: grants, public art and plans. Many of these projects will develop in parallel to each other. For instance, three planning efforts will be underway including an artist housing feasibility study, creative economy strategy and the completion of the grand connection art plan. In an effort to receive more frequent feedback from commissioners and better coordinate recommendations between related projects, four work groups are proposed to meet *primarily over email* as necessary to review and comment on draft documents, provide feedback and develop recommendations in advance of full Arts Commission meetings to include:

#### Executive committee

- Monthly Arts Commission Meetings, Paul Manfredi lead
- Budget One reporting

#### Allocations committee

- 2017 Annual Meeting, **Need a lead commissioner?**
- 2018 Allocations, **Need a lead commissioner?**
- Pilot Grant Programs, **Need a lead commissioner?**

#### Public art group

- 130<sup>th</sup> Avenue in Bel Red, **Carl Wolfeich or Paul Manfredi (formerly Bel Red Arts District point people)?**
- Lake Hills, Becky Lewis
- Lattawood Park, Philip Malkin

#### Planning group

- Artspace Artist Housing Feasibility Study, **Need a lead commissioner?**
- Creative Economy Strategy, **Need a lead commissioner?**
- Grand Connection and Wilburton Land Use Study, Maria Lau Hui

## GOALS

### Arts Program Mission

The Arts Program's mission is to encourage and support the arts as a vital part of community life.

### Strategic Year End Goal

By year's end, city and community leaders are **Prepared to Invest**. Stakeholders understand the economic and social value that the arts bring to Bellevue and the vital importance of the arts in the future growth and success of the city. The following questions will be resolved:

- What role should the city play in the artistic and cultural development of the city?
- Where can the city actively engage?
- How would the community benefit?

Strong strategic relationships exist between commissioners and arts program staff and city and community leaders so everyone is in the position to address the issue of sustainable funding for arts in 2018.

### Strategic Actions

1. Increase the leadership capacity and effectiveness of the arts commission by increasing the number of times commissioners interact with city council members and community leaders about updating the **Cultural Compass** vision for art and culture in Bellevue from one meeting with council and one with community leaders in 2016 to one group meeting per quarter and two one-on-one meetings per commissioner for a total of 18 strategic interactions.
2. Facilitate a strategic planning process to develop a pioneering **Creative Economy Strategy** that leads to an adopted plan and 10 new viable and strategic partnerships between the arts and business communities.
3. Deepen trust between the arts program and other city agencies and departments by completing three unfinished **public art projects** including Lattawood Park (Parks), Lake Hills (East Bellevue Community Council) and the Wild in the City relocation (Utilities) that lead to glowing referrals from staff members and positive reviews from residents.
4. Demonstrate the impact of the arts through early **Grand Connection projects** (TBD but could include re-imagined Bellwether, Compass Plaza, new Art Walks, etc.) that lead to a further \$400,000 investment in public art and cultural programming along the route as well as participation by three new partners.
5. Explore new cross-industry funding models that integrate the arts and our grant programs into larger strategic initiatives such as:
  - a. Pilot a **capacity building element** for grantees that relate to both the Diversity Advantage Plan and the Destination Development Plan for the purpose of developing more authentic cultural experiences and opportunities.
  - b. Investigate the collective impact model led by Eastside Pathways by testing a **funding collaborative** focused on out-of-school time youth arts at Stevenson Elementary School Current grantees who have programs there include PNB, Studio East and Village Theatre.

## 2017 ARTS PROGRAM PROJECT LIST

| Project & Lead | Description | Commission Involvement<br>How and when | Council Involvement<br>How and when | Expected<br>Completion |
|----------------|-------------|--|-------------------------------------|------------------------|
|----------------|-------------|--|-------------------------------------|------------------------|

### EXECUTIVE COMMITTEE

|   |   |                                       |                      |                   |
|---|---|---------------------------------------|----------------------|-------------------|
| <b>Arts Commission</b><br>Josh          | Monthly meetings first Tuesday of the month | Attend; see Arts Commission Work Plan | Mayor Stokes liaison | Ongoing           |
| <b>Budget One</b><br>Josh               | Budget monitoring and performance measures  | Review reports                        | Review reports       | Quarterly updates |
| <b>Website Update</b><br>Josh and Scott | Rewrite website pages                       | Provide bios                          | No                   | Q2 2016           |

### ALLOCATIONS COMMITTEE

|   |   |                              |                                      |                   |
|---|---|------------------------------|--------------------------------------|-------------------|
| <b>Annual Meeting</b><br>Josh           | Convening grant recipients and other community stakeholders   | Committee and recommendation | TBD                                  | TBD               |
| <b>2017 Pilot Grant program</b><br>Josh | TBD – see above   | TBD                          | TBD                                  | December 15, 2017 |
| <b>2018 Grants</b><br>Josh              | Annual grant application & review process for arts nonprofits | Committee and recommendation | Approve guidelines & recommendations | Q4 2017           |

### PUBLIC ART GROUP

|  |  |   |                   |           |
|--|--|---|-------------------|-----------|
| <b>130<sup>th</sup> Ave</b><br>Scott       | Identify integrated art opportunities and funding.                 | Artist selection panel; Design recommendation | Contract approval | TBD       |
| <b>Bellwether</b><br>Josh                  | Project scope and artist selection                                 | Advise as needed                              | Contract approval | June 2017 |
| <b>City Art Map</b><br>Scott               | Maps of the public art collection for the general public           | Advise as needed                              | No                | Q2 2018   |
| <b>Grand Connection</b><br>Josh            | Early projects that could include art walks, Downtown Park gateway | Advise as needed                              | Contract approval |           |
| <b>Lake Hills</b><br>Scott                 | Neighborhood public art on utility poles                           | Artist selection panel; Design recommendation | No                | TBD       |
| <b>Lattwood Park</b><br>Scott              | NEP related public art project in Somerset neighborhood            | Artist selection panel; Design recommendation | No                | Q1 2018   |
| <b>Meydenbauer Bay Park PA</b><br>Josh     | Commissioning three artists for integrated artwork                 | Advise as needed                              | Contract approval | Sept 2018 |
| <b>Night Blooming donation</b><br>Scott    | Donation of a sculpture and installing at Botanical Gardens        | Advise as needed                              | No                | Q2 2017   |
| <b>Wild in the City relocation</b><br>Josh | Reinstall artwork at Robinswood Park                               | Advise as needed                              | No                | Q2 2016   |

### PLANNING GROUP

|   |  |                                     |                              |         |
|---|--|-------------------------------------|------------------------------|---------|
| <b>ArtSpace Artist Housing Study</b><br>Scott | Artist housing feasibility study   | Consultant interviews.              | Yes: Consultants interviews. | Q1 2017 |
| <b>Creative Economy Strategy</b><br>Josh      | A study about Bellevue's creative industries and a plan for how to grow them | Taskforce/Advisory Committee        | TBD                          | TBD     |
| <b>Cultural Compass Update</b><br>Josh        | Revising the strategic vision and core initiatives of the cultural plan      | Committee and recommendation (done) | Yes: TBD                     | Q4 2016 |
| <b>Grand Connect Art Plan</b><br>Josh         | An art and cultural element and proposals for quick win projects             | Community Advisory Committee        | Yes: TBD                     | Q1 2017 |

# Quick Business

Tuesday, December 6, 2016

Bellevue Arts Commission

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1.

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Department of Planning and  
Community Development

# Reports

Tuesday, December 6, 2016

Bellevue Arts Commission

## PROJECT UPDATES

### DOWNTOWN ART WALK

#### Meydenbauer Bay Waterfront Expansion

**No updates to report.**

#### Bellwether 2016: Exhibition & Art Walk

**Update, December 6, 2016:** With just a few remaining artists working through the billing process, staff will be looking to evaluate Bellwether 2016 to determine what worked, what could be approved upon in future programs, and what didn't work. Staff will be scheduling a meeting with the Bellwether Committee in early January to discuss the evaluation.

#### Grand Connection

**No updates to report.**

### PUBLIC ART

#### Night Blooming Donation

**No updates to report.**

#### Portable Art Collection

**No updates to report.**

#### Lattawood Park

**No updates to report.**

#### Lake Hills/PSE Poles

**No updates to report.**

#### East Link Public Art

**No updates to report.**

#### Public Art Maintenance

##### **Relocation of *Wild in the City***

**Update, December 6, 2016:** The new selected location for *Wild in the City* will require a Critical Areas Permit, which can take 4-6 months for approval.

## OTHER PROJECTS AND PROGRAMS

### Cultural Compass

**No updates to report.**

### Storefronts Bellevue

**No updates to report.**

### Funding, 2017

**Update, December 6, 2016:** Staff will provide an update to the commission at today's meeting.

### Artspace Affordable Housing Feasibility Study

**Update, December 6, 2016:** Contracting has been completed with Artspace to begin work on a feasibility study that will look at the possible development of affordable housing for artists in Bellevue. As part of the study, Artspace will be coming to Bellevue to meet with staff, host a number of focus groups with key stakeholders and a community forum. The intention of these meetings is to enable Artspace to gain a good understanding of the needs of Bellevue and the region, meet key stakeholders and potential partners, and to ultimately gauge whether an affordable artist housing development would be supported in Bellevue and possible given available affordable housing financing programs.

Timing of the two day meeting is still being determined. Prior to the meeting staff will be preparing an outreach plan to identify key stakeholders and community leaders for each focus group as well as the community forum. There will be an artist and arts organizations focus group, a funding focus group, a civic leaders focus group, and a community organizations and business sector focus group.

Staff will have more information regarding timing of the planned Artspace visit and other information at the January meeting.



Department of Planning and  
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# Information

# COMMITTEE DESCRIPTIONS AND SUGGESTED ASSIGNMENTS

Below are suggested committee assignments for 2016. If you have any questions or would like to swap an assignment, please discuss with Chair Paul Manfredi.

| <b>2016 Suggested Assignments</b>                              | <b>Commissioners</b>   |
|--|------------------------|
| Allocations  | Paul Manfredi, lead    |
| Allocations  | Maria Lau Hui          |
| Allocations  | Carl Wolfteich         |
|  |                        |
| Annual Meeting   | Paul Manfredi, lead    |
|  |                        |
| Bel Red Arts District  | Carl Wolfteich         |
| Bel Red Arts District  | Paul Manfredi, chair   |
|  |                        |
| Bellwether Sculpture Exhibit 2016                              | Philip Malkin, chair   |
| Bellwether Sculpture Exhibit 2016                              | Becky Lewis            |
| Bellwether Sculpture Exhibit 2016                              | Carl Wolfteich         |
| Bellwether Sculpture Exhibit 2016                              | Maria Lau Hui          |
|  |                        |
| Cultural Compass Update  | All commissioners      |
| Cultural Compass Update  | Trudi Jackson, lead    |
|  |                        |
| East Link Public Art 120 <sup>th</sup> Spring District Station | Vikram Madan, lead     |
| East Link Public Art Bel Red Station                           | Becky Lewis, lead      |
| East Link Public Art Downtown                                  | Philip Malkin, co-lead |
| East Link Public Art Downtown                                  | Trudi Jackson, co-lead |
| East Link Public Art Wilburton Station                         | Paul Manfredi, lead    |
| East Link Public Art South Bellevue                            | Maria Lau Hui, lead    |
| EastLink Public Art Main Street                                | Carl Wolfteich, lead   |
|  |                        |
| Executive Committee  | Paul Manfredi, chair   |
| Executive Committee  | Philip Malkin          |
|  |                        |
| Meydenbauer Bay Beach Park Phase 1                             | Vikram Madan, lead     |
|  |                        |
| Neighborhood Public Art Project Leads Lattawood Park           | Philip Malkin, lead    |
| Neighborhood Public Art Project Lake Hills Cell Towers         | Becky Lewis, lead      |
|  |                        |
| Tateuchi Center Collaboration                                  | All commissioners.     |
| Tateuchi Center Collaboration                                  | Trudi Jackson, lead    |
|  |                        |
| Portable Art Committee   | TBD                    |