

CITY COUNCIL AGENDA MEMORANDUM

SUBJECT:

Motion authorizing allocation of funds to artists and arts groups serving Bellevue through the Eastside Arts Partnerships and Special Projects Funding Programs.

FISCAL IMPACT:

This Motion authorizes the City to allocate \$110,000 from the General Fund to artists and arts groups serving Bellevue through the Eastside Arts Partnerships and Special Projects funding programs. The expense was anticipated and included in the 2013-2014 General Fund budget for the Arts Program in the Planning & Community Development Department.

STAFF CONTACTS:

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Department of Planning & Community Development

POLICY CONSIDERATION:

Comprehensive Plan:

Policy UD-35 provides that the City support a variety of art work and arts activities in public places such as parks, public buildings and plazas.

Cultural Compass:

Goal 1 of the Cultural Compass is to strengthen Bellevue's arts and cultural organizations and opportunities for artists, both vocational and professional.

City practice:

At its October 21, 2013 regular meeting Council reviewed and approved the guidelines used to call for and evaluate applications.

BACKGROUND:

The Arts Commission recommends that the funds be allocated between two funding programs, Eastside Arts Partnerships and Special Projects. This recommendation is consistent with previous years' recommendations approved by Council. Following is a brief description of each program and its purpose.

Focus on Organizational Support: Eastside Arts Partnerships (EAP). The EAP Program focuses on organizational support for arts organizations with a proven track record of programming that serves the community. The supported organization decides how to use the funds, allowing it to do the work it does best. Funders who care about a strong network of arts organizations have found organizational support to be an effective funding strategy.

Bellevue's EAP review process allows an in-depth view of the applicant organization's health and the extent to which it serves the community. Applicants describe their achievement of, or progress towards, excellence in terms of artistic quality, management, fiscal health and service to the community. They provide performance statistics including the number of Bellevue residents served. Applicant interviews give the allocations committee a chance to clarify information provided and to "ask the hard questions" when necessary.

Once Council approves an allocation, the EAP recipient submits a detailed scope of work. After the project is completed, the recipient submits a final report providing performance data on the project and an evaluation. Similar amounts of funding are recommended each year unless there is a major change in the organization or in the funding available. This provides a level of predictability and stability for the group, helping to meet the Cultural Compass goal of strengthening Bellevue's arts organizations.

Focus on Project Support: The Special Projects Program. The Special Projects program supports one-time or once-yearly projects. It provides important support and encouragement for individual artists and very small arts organizations for their projects in Bellevue. It also supports signature projects by non-Bellevue organizations providing nationally respected programming for Bellevue residents. Applicants describe the proposed project, its goals and budget, and how the project addresses the criteria used to evaluate the proposals.

Criteria, application forms and final report forms for both programs are nearly the same as those of previous years and are available in the Council office.

2014 Funding Recommendations Overview

This year, Bellevue arts organizations and artists submitted 36 applications totaling \$182,187 in funding requests. A list of each proposed allocation and a brief description is attached (Attachments 1 and 2). For EAP applicants, the description is typical of how the organization uses the funds, since the 2014 scopes are submitted after Council approves funding. For Special Projects, the specific proposed project is described.

EAP. Overall, funding recommendations are about the same this year as in 2013 because the funds available are the same. The Commission is recommending an exception for Music Works Northwest, proposing a one-time \$5,000 increase in funding to help address anticipated operational expenses from moving to a new location. With the departure of Bellevue Civic Theatre for Renton, the number of organizations in the EAP funding pool is lower this year than in years past. However, there has been a surge of new, local applicants in Special Projects who are likely to become EAP applicants in the future. The progression to EAP is significant because it means the group has dedicated itself primarily to the Bellevue community and has reached a level of excellence in artistic quality, responsible management and fiscal sustainability.

Special Projects. For the second year in a row, the number of Special Projects applications reached an all-time high of 25 applicants. Significantly, the number of culturally diverse applicants rose as well, continuing to represent half of the applicants. Efforts that started in 2009 to reach out to non-English-speaking and other diverse artists continued to pay off this

year with more first-time applicants. The Commission was pleased to see most of the culturally diverse groups that applied last year re-applying for 2014.

Our efforts through the Cultural Demographic Survey connected us with more culturally diverse artists and arts groups. As part of the Cultural Compass update, a Cultural Demographic Survey was completed in 2013 in an effort to identify and network with ethnically diverse artists and arts groups working in Bellevue. Explaining the City's funding programs and services is part of the outreach, and the arts groups are clearly responding. Throughout the year staff was contacted by various groups and individuals regarding funding. Staff often provided one-on-one assistance to help them through the application process, even working through a translator when needed.

Among the highlights in this year's Special Projects applications is the return of the Seattle International Film Festival to Bellevue, this year showing 50 films at Lincoln Square Cinemas. Another new applicant, Japan Creative Arts/School of Taiko, will inaugurate a new cultural festival for Bellevue, the "Bellevue Taiko Festival." The first Japanese musical festival for the Eastside, the festival will be held at local high schools and a community center. This will complement the annual Aki Matsuri which includes a broad variety of Japanese cultural activities. Japan Creative Arts will invite Yu Imafuku, Japan's top Taiko drummer and his group to provide performances and workshops.

Interestingly, two proposals were submitted for the Newport Hills Shopping Center. For several years the City has worked with neighborhood residents and business people to find ways of reviving their neighborhood shopping center. Focusing arts projects in the shopping center adds interest and vitality, helping to increase traffic by giving residents another reason to visit.

Trends and Updates

After a year of encouraging reports in 2013, it appears that 2014 will be a year of transition as the groups continue to navigate their way through the "new economy." Every EAP group reported a balanced budget for 2012. There was an unexpected rise in the number of groups showing a deficit for 2013. It appears that several groups, after effectively holding down expenses for several years, tried expanding a little too quickly. Most predict balancing their budgets again in 2014.

For several years, space has been a key theme heard from local arts groups. KidsQuest Children's Museum brought good news this year. They report reaching the one-third mark in their \$12.5 million capital campaign to move to and expand their operations at the Rosalie Whyel Museum of Doll Art building.

There are those, however, who face increasingly difficult challenges. As the economy improves, the Commission knows of several arts groups who are losing their spaces, and market forces are making it difficult for them to secure new or replacement spaces.

Regarding Special Projects, the continued growth in the number and diversity of applicants is a very exciting trend and the Commission hopes to see several of the Bellevue-based groups graduate to EAP in the next few years.

OPTIONS:

1. Approve the Arts Commission recommendations for 2014 Eastside Arts Partnership and Special Projects allocations, and direct staff to proceed with implementation.
2. Do not approve the Arts Commission recommendations and provide alternative direction to staff.

RECOMMENDATION:

Approve the Arts Commission recommendations for 2014 Eastside Arts Partnership and Special Projects allocations and to direct staff to proceed with implementation.

MOTION:

Move to approve the Arts Commission recommendations for 2014 Eastside Arts Partnership and Special Projects allocations and direct staff to proceed with implementation.

EFFECTIVE DATE:

If approved, this Motion becomes effective immediately.

ATTACHMENTS:

1. Eastside Arts Partnerships 2014 funding recommendations
2. Special Projects 2014 funding recommendations

AVAILABLE IN COUNCIL OFFICE:

1. Funding Guidelines for 2014 EAP and Special Projects Programs
2. Applications received for 2014 EAP and Special Projects funding

Eastside Arts Partnerships – 2014 Funding Recommendations

Organization	Recommended	Description of Services and Public Benefit
Bellevue Arts Museum	\$18,000	Exhibits (ticketed) and variety of programs such as lectures, demonstrations, walking tours, free family days, bus transportation for school groups. Most are free to public. "Free First Fridays," free family days. BAMignite events, free events which in 2013 drew 1,824 young, ethnically diverse adults continue to grow in attendance Regular admission discounts to students and seniors. Reduced membership fee for artists, students, teachers and seniors.
Bellevue Chamber Chorus	\$ 4,500	Choral concerts, both ticketed and free events. Young instrumentalists and singers from Bellevue schools are frequently added to their concerts. Free events include Family 4th performance, Eastside Summer Sings, performances at retirement & extended care facilities, community centers, and other community performances.
Bellevue Downtown Assn.	\$10,000	Provides largest number of free concerts and events of any Eastside group, e.g. Bellevue Family Fourth; 6th Street Fair; Magic Season celebration; Live at Lunch. Various downtown Bellevue venues
Bellevue Youth Symphony Orchestra	\$6,000	Music education and public performances for 500 students. BYSO provides the only full orchestral experience for students on the Eastside. 52% of students are Asian. In 2013 performed with former members of Bellevue Philharmonic Orchestra for Symetra Family 4 th fireworks. Free & discounted tickets available for students, seniors, disabled. Minimum of 4 free concerts by student musicians; summer music camp. Scholarships to over 10% of student participants in need. Instrument loan program
EAFA - Eastside Assn. of Fine Arts	\$2,500	Numerous free "art in public places" exhibitions such as Bellevue Regional Library, Gardens Retirement Center and the Winters House; artist demonstrations, competitive public exhibits. All events are free. Over 500 members from the Eastside meet monthly in workshops and other activities to improve skills and organize various community activities. Currently 285 are Bellevue residents.
Emerald Ballet Theatre	\$4,500	Ballet performances blending students and professional dancers. Creating new work. Planning expansion at its Bel Red location. Scholarships provided to Bellevue residents valued at \$40,000 annually.

Eastside Arts Partnerships – 2014 Funding Recommendations

Attachment 1

Organization	Recommended	Description of Services and Public Benefit
KBCS-FM (BCC)	\$5,000	Community radio broadcasts. Free training for producing and airtime for citizen dj's. Strong commitment to culturally diverse programming. Free. Over 200 live performances hosted annually. New radio tower has broadened audience to 45,000 weekly throughout the region. Ticketed events offer free and discounted tickets.
KidsQuest Children's Museum	\$ 5,000	Hands-on arts and science developmental experiences for children ten years and younger. Art class series offered for families. Older children participate as volunteers. Admission free on "Free Friday nights," every Friday 5-8pm; scholarships for free admission and programs available to social services agencies and qualifying individuals and families. Visits for disadvantaged and disabled groups on Mondays when Museum is closed. Free activities provided at community fairs and other gatherings.
Music Works Northwest	\$15,000	Community music school, providing lessons, classes, ensembles including an honors jazz ensemble, music therapy, early childhood music program, music therapy, and public performances in Bellevue. Teachers are regionally known and respected professional musicians. Over 60 free performances at Bellevue shopping centers, community events and retirement homes. Free clinics for school music groups.
Pacific Northwest Ballet	\$ 4,500	Eastside programming focuses on dance classes for all ages at Francia Russell Center in Bellevue. Discover Dance provides free and reduced dance education and performances to 120 students in two Bellevue schools.
Wintergrass	\$8,000	Presents the largest in-door blue music festival in the United States. Features an expansive lineup of professional musicians and a growing education component teaching traditional music to student musicians. Attendees often bring their own instruments for informal jam sessions throughout the Hyatt. Reduced rate tickets for students, military personnel and seniors. Attendance over 5,000.
Total	\$83,000.00	

Special Projects – 2014 Funding Recommendations

Organization	Amount Recommended	Scope Summary, Public Benefit and Audience/Residents Estimates
American Asian Performing Arts Theatre	\$2,500	<u>Ode To Spring – 2014 Chinese New Year Celebration Performance</u> Local and non-local Chinese performing artists and arts groups in variety show style. Promotes rich Chinese heritage and traditions of Chinese performing arts featuring Chinese Ethnic/Classical Dance, Chinese music, Singing, Chinese Opera, Chinese Wushu and exploring compositions of various performing arts forms. Includes several Chinese performing artists recognized by China as “National Greatest Performers.” Free and reduced price tickets. Audience ~1,000 total with ~750 Bellevue residents. Westminster Chapel.
Anindo Chaterjee Institute of Tabla Seattle	\$1,000	<u>Thumri Musical Poetry Project</u> Concert and interactive workshop featuring Thumri, poetry set to folk music of India. Performers include Srivani Jade on vocals, Ravi Joseph Albright on tabla drums and Aarshin Karande on harmonium. Discounts for seniors and children for concert. Workshop will be free. Audience~275/ ~240 Bellevue residents. Eastside Bahai Center Auditorium
Ballet Bellevue	\$2,000	<u>Dante’s Inferno, the Ballet</u> 4 Performances of Dante’s Inferno with original music by Glenna Burmer and Tim Huling, conducted by Grammy award winner David Sabee, with the Northwest Sinfonia. Approximately 850 Bellevue residents. Meydenbauer Theatre.
Eastside Jazz Club	\$1,300	<u>Eastside Jazz Club Annual Jazz Extravaganza.</u> Approximately 15 jazz artists performing at the Marriott Courtyard Hotel in Downtown Bellevue. Low ticket price and ~60 free tix to students and seniors. Audience ~175, including about 45 residents. Marriott Courtyard Hotel.
Eastside Nihon Matsuri Association	\$3,500	<u>Aki Matsuri 2013</u> funding for ~20 performing and cultural artists/groups actively involving 200+ performers and practitioners representing a variety of Japanese cultural and performing arts. Also includes guest artists from Japan. Free admission. Audience ~23,000; ~3,450 Bellevue residents. Bellevue College
Evergreen City Ballet	\$1,500	<u>Coppelia</u> Three performances of the ballet Coppelia, shortened to 90 minutes for young audiences. Free and reduced tickets available. Audience: ~1200 with ~800 Bellevue residents. Meydenbauer Theatre
From Within Nucleus	\$500	<u>“Through our eyes”.</u> Using the dance form Bharatanatyam, a classic South Indian style of dance, this original production depicts episodes from daily life. Free tickets. Audience: ~410 with ~40 Bellevue residents. Meydenbauer Theatre

Special Projects – 2014 Funding Recommendations

Organization	Amount Recommended	Scope Summary, Public Benefit and Audience/Residents Estimates
Bruce Hanson	\$500	<p><u>“Stripe Messages”</u> Newport Hills artist Hanson will invite residents visiting the Newport Hills Shopping Center to share memories of the shopping center and their dreams of what it could be. He will paint responses on the white lines of parking spaces in the shopping center. Free. Audience: all Bellevue residents. About 8,000 live in the neighborhood. Artist expects 200 – 300 will participate by contributing their comments. Newport Hills Shopping Center parking lot.</p>
Hengda Dance Academy	\$2,000	<p><u>Rhythm of Dance – Times: an Exploration of Dance.</u> An annual Chinese Dance performance by students of the Hengda Dance Academy, from both Bellevue and Seattle classes. Dances of many Chinese ethnic groups will be included. In addition, original work by Hengda Li will be performed. 3 performances. Free and reduced price tickets, scholarships; Audience: ~1,100 with ~680 Bellevue residents. Meydenbauer Theatre</p>
Huay Yin Performing Arts Group	\$500	<p><u>Rising Star – Youth Program.</u> Dancing and musical performance with before and after education programs. Free and reduced price tickets. Audience ~500 with about ~400 Bellevue residents. Studio, 12754 Bel Red Road.</p>
Hwa Sheng Chinese Opera Club	\$1,800	<p><u>Hwa Sheng Chinese Opera Performance.</u> Tradition Chinese Opera performance including professional and semi-professional Chinese Opera artists from Canada, the west and east coasts as well as the Bellevue area. Reduced price tickets for children, students and seniors. Audience ~400 with ~200 Bellevue residents. Meydenbauer Theatre</p>
Robb Kunz	\$1,000	<p><u>Attention Shoppers!</u> a sound installation broadcasting to the Newport Hills Shopping Center parking lot. A series of broadcasting units, synchronized to play the same recording to appropriate point in the Center. Periodic broadcasts will include a wide variety of content such as short poetic observations from local professionals and the artist regarding architecture, urban planning, shopping as a communal experience. These will be interspersed with short classical music pieces by a local ensemble as well as local bird songs. Audience: ~2500 Bellevue residents. Newport Hills Shopping Center parking lot</p>
McAlistair Merchant Jr.	\$1,000	<p><u>Reflections from the Inside.</u> An exhibit of pastel and cast glass art works representing moments and experiences in the life of a writer and artist, an American citizen and Bellevue WA resident. The purpose is to offer an example of what is largely hidden in our populace by our limited recognition that, as Americans, we are all “immigrants” with stories and contributions founded in generations and ethnicities originally foreign to this land. Displayed at Bellevue Regional Library in May. Free to all.</p>

Special Projects – 2014 Funding Recommendations

Organization	Amount Recommended	Scope Summary, Public Benefit and Audience/Residents Estimates
		Library serves several thousand patrons each day.
Northwest Sound Men's Chorus	\$1,200	<u>Sing! Sing! Sing! (holiday) and Strawberry Festival</u> . Free performances of 60-member men's barbershop chorus at the Strawberry Festival and other Bellevue locations such as Crossroads Shopping Center. Free admission for all. Audience number unknown. Strawberry Festival '13 attendance: 45,000. Crossroads Park and Bellevue First Methodist Church
Performing Arts Festival Eastside	\$1,000	<u>Performing Arts Festival of the Eastside</u> Recognition concerts by top-scoring students of music and dance in festival adjudications. This is the festival's 27 th year. Free. Audience ~1,000 with ~850 Bellevue residents St. Andrews Lutheran Church
Sammamish Symphony	\$1,000	<u>Bellevue Concert Series</u> a new concert series including 4 concerts by this volunteer orchestra. Meydenbauer Center. Attendance ~1600 Bellevue residents.
School of Taiko	\$2,500	<u>Bellevue Taiko Festival 2014</u> . A new festival, focusing on Japanese musical culture. Will include performances and workshops by professional taiko drummers and other musicians. Special guests will be Yu Imafuku, the top taiko drummer of Japan and his group. Free and discounted tickets. Audience: ~1400, with 900 Bellevue residents. Festival will take place at Bellevue or Newport High School and Highland Community Center.
Seattle Chinese Chorus	\$1,000	<u>Seattle Chinese Chorus Annual Concert</u> . The 50-member chorus will perform in about a dozen mixed choruses, male and female ensembles, solos and instrument performances around the theme of "Life is Wonderful." Free and reduced price tickets for students, seniors, children and Bellevue residents. Audience ~1200 with ~650 Bellevue residents. Westminster Chapel
Seattle International Film Festival	\$2,500	<u>SIFF Bellevue</u> . 50 screenings of films from around the world, including appearances by the filmmakers. Free and discounted tickets. Attendance ~8,000; ~6,000 Bellevue residents. Lincoln Square Cinemas
Stone Dance Productions	\$3,500	<u>Chop Shop: Bodies of Work</u> . Eastside's only contemporary dance festival. Includes 2 performances by top modern dance choreographers and companies in Puget Sound area, and 5 daytime master classes for dance students, by the choreographers on the stage at Meydenbauer. The Experience Dance Project offers free family-friendly lecture/demonstrations and intro-level modern techniques classes for ages 10 to adult offered by the artists participating in the festival. No experience necessary. Performances: Free and reduced price tickets for students,

Special Projects – 2014 Funding Recommendations

Organization	Amount Recommended	Scope Summary, Public Benefit and Audience/Residents Estimates
		seniors and children. Audience: Performances: ~700 with ~400 Bellevue residents. master classes: ~200 total; minimum 4 lectures - ~100; minimum 4 workshops: ~200. Meydenbauer Theatre, Crossroads Community Center, Highland Community Center, South Bellevue Community Center
Studio East	\$3,200	<u>Storybook Theatre Performance.</u> Theatre performances at 2 Bellevue Schools chosen based on percentage of students qualifying for Federal Free and Reduced Lunch Program. Teachers provided with curriculum guides relating the experience to WA State Essential Academic Learning Requirements in Arts, Reading and Communication. Free tickets. Audience: ~700 Bellevue elementary school students. A Bellevue School District elementary school, tba.
Vedic Cultural Center	\$1,000	<u>Flavors of India 2014.</u> Indian cultural festival featuring an authentic Indian Village with dioramas and live demos of authentic Indian village life, performances, food, a traditional Indian wedding, a street parade with a traditional Indian Chariot and more. Free admission for all. Audience ~5,000 with ~2,000 Bellevue residents. Downtown Park
Village Theatre	\$4,000	<u>11 Pied Piper Theatre productions.</u> Top quality touring children's theatre productions from around the country, "bringing literature to life", based on award-winning children's books. 590 Scholarships provided to Eastside students. Audience for performances and workshops: approx. 5,000 Bellevue students Meydenbauer theatre and individual schools.
Less Operating Grant funds from 4Culture	(\$13,000)	Less Operating Grant funds provided by 4Culture Sustained Support Program
Total City funds	\$27,000.00	