

CITY COUNCIL STUDY SESSION

Arts and Culture Program Biannual Update

Mike Kattermann, Director, 452-6191

Jesse R. Canedo, Assistant Director, 452-5236

Lorie Hoffman, Arts Community Manager, 452-4246

Community Development Department

DIRECTION NEEDED FROM COUNCIL**INFORMATION
ONLY**

Tonight's Study Session will provide Council with an update of the City's recent arts and cultural activities, including upcoming projects, and the progress in implementing the arts, cultural and creative economy strategies of the 2020 Economic Development Plan.

RECOMMENDATION

N/A

BACKGROUND & ANALYSIS

This Council item is a routine biannual update on ongoing programs of the City's Arts and Culture Program.

Activities of the Arts and Culture Program are primarily guided by three key Council-adopted plans – the 2004 Cultural Compass, Bellevue's Comprehensive Plan, and the 2020 Economic Development Plan. These plans layout the foundation and the role of the City in supporting and catalyzing arts, cultural, and creative activity.

Bellevue Arts & Culture Program administers several lines of business: 1) annual arts grants; 2) public art production and maintenance; 3) the annual Bellwether arts festival; 4) capacity building and partnerships with private and non-profit partners; 5) implementation work for the BelRed Arts District; and 6) cultural planning. Additionally, the program manages community engagement with artists, cultural organizations, and creative businesses, contributes to Citywide planning initiatives, produces, and supports events, plays a leadership role in the Eastside's and region's cultural sectors and supports the Bellevue Arts Commission.

ARTS & ECONOMIC PROSPERITY 6

This year, the City will be working with national non-profit Americans for the Arts to participate in their national economic impact study; Arts & Economic Prosperity, now in its sixth iteration. Data collected for this study will help staff understand the economic importance the arts provide to Bellevue. This data is referenced more than any other when talking about national or regional trends. Additionally, in the wake of the COVID-19 pandemic, current economic data in the arts will more important than ever as we track recovery and the local economic boost generated by returning arts and culture events.

Past Studies

Conducted in 2015, Arts & Economic Prosperity 5 (A&EP5) was Americans for the Arts' fifth study of the nonprofit arts and culture industry's impact on the economy. It documents the economic contributions of the arts in 341 diverse communities and regions across the country, representing all 50 states and the District of Columbia.

Results from 2015 show that nationally the nonprofit arts and culture industry generated:

- \$166.3 billion in economic activity;
- \$63.8 billion in spending by arts and cultural organizations;
- \$102.5 billion in additional event-related expenditures by audiences members;
- 4.6 million jobs; and
- \$27.5 billion in revenue to local, state, and federal governments (a yield 5.5x their collective \$5 billion in government arts allocations).

Example of Data Collected – 2015 City of Tacoma

In 2015, nonprofit Arts and Culture Event attendees spent an average of \$23.14 per person in the City of Tacoma (excluding the cost of admission). Full study findings for the City of Tacoma in 2015 are attached, but a sample of data can be found below:

	Residents	Nonresidents	All City of Tacoma Event Attendees
<i>Refreshments/Snacks During Event</i>	\$2.60	\$3.24	\$2.78
<i>Meals Before/After Event</i>	\$11.46	\$13.95	\$12.14
<i>Souvenirs and Gifts</i>	\$1.92	\$4.33	\$2.58
<i>Clothing and Accessories</i>	\$1.14	\$2.12	\$1.41
<i>Ground Transportation</i>	\$2.37	\$4.20	\$2.87
<i>Event-Related Child Care</i>	\$0.33	\$0.32	\$0.33
<i>Overnight Lodging (one night only)</i>	\$0.20	\$2.60	\$0.85
<i>Other</i>	\$0.21	\$0.11	\$0.18
Total Per Person Spending	\$20.23	\$30.87	\$23.14

Arts & Economic Prosperity 6

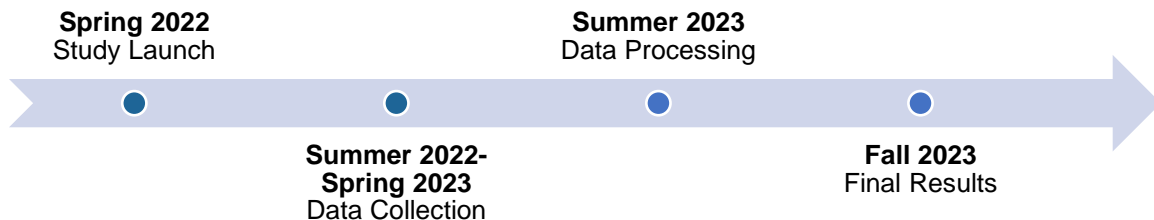
Problematically, Washington State has had historically low participation in this national study, with only Tacoma participating most recently in 2015. This underrepresentation means that relying on national data to tell an economic arts story is less than ideal as sample communities may not be representative of Bellevue's unique story.

To solve this problem, Bellevue will not only participate as a study partner this year on a City level, but will also lead a four city regional effort to track economic impact of the arts across the Eastside region with partners in Issaquah, Renton, and Redmond. This will have three outcomes:

- A Bellevue-specific set of data that can be directly compared to benchmark cities across the country;
- An Eastside regional data set that will help us see our larger cultural landscape; and
- A better reflection of Washington and the Eastside in national data.

Timeline

Data collection for this study will begin in Summer of 2022 and continue through Spring of 2023. To help with the workload of this project, the arts program will take on practicum interns from the Seattle University Arts Leadership Master's Program. These students work with arts and culture organizations across the region as part of their coursework. Projects are vetted and approved by the University and gaining experience with this major national study is a highly attractive partnership for students.



LOOKING AHEAD/PROGRAM UPDATES

Bellevue, with its investments in public art, arts and cultural organizations, events, and strong creative economy will continue to be a place for arts and culture.

Public Art Program:

- Portable Works (City Wide): We are acquiring 29 artworks, from 24 artists, in 2022. New works will be displayed on the Mezzanine of City Hall, and the works purchased in 2020 will be dispersed in public spaces throughout City-owned facilities.
- Downtown Park Artwork (Downtown): This landmark artwork by artist Marc Fornes, will anchor the new plaza entrance at the NE corner of the Downtown Park. The artwork is currently being fabricated and installation will start after the completion of the Rock n Roll marathon to avoid any conflicts.
- Crossroads Park/NEP (Crossroads): Public process for a new artwork to be located in, or around, Crossroads Park will kick off at the Experience Bellevue Conference on May 14th of this year. This project is community initiated through the Neighborhood Enhancement Program and is privately funded.
- 130th Streetscape Artwork (BelRed): Planned for installation in 2023 at the intersection of Spring Boulevard and 130th, this artwork by Po Shu Wang will be an interactive and technical artwork featuring a "sound bath" where users can trigger a quiet musical collage developed from recordings of BelRed musicians.
- Children's Tiles/NEP (Wilburton): Heavy cleaning, restoration, and possible new artwork additions to the Children's Tiles along NE 8th St in the Wilburton district are slated for the fall of 2022. This project is community initiated through the Neighborhood Enhancement Program and is privately funded.
- 121st and Spring Boulevard Artwork (BelRed): Artist Jill Anholt is currently working to finalize artwork concepts for an artwork to mark the pedestrian route from Spring Boulevard to the 120th light rail station. The artist is developing her concepts with input from groups

with historical connections to BelRed including descendants of Bellevue's Japanese American farmers that farmed in the area prior to their incarceration during World War II.

- Restoration & Maintenance (City Wide): Our permanent collection is currently in a heavy maintenance window. Beyond ongoing maintenance, large restoration projects to be completed this year include Thumbprint (at Wildwood Park), Longboat.Reed.Rookery (at City Hall Plaza), and the Children's Tiles (along NE 8th St).

Capacity Building:

- In partnership with EastHUB a new Community Arts Calendar launched in February of 2022 highlighting arts events taking place across the City in one location.
www.eastsidelive.org
- Working with Artspace, a national leader in creative development, the City will explore the creation of affordable artist live/work housing within the BelRed Arts District.

POLICY & FISCAL IMPACTS

Policy Impact

Studying the impacts of the nonprofit arts and culture industry will advance strategists in the Economic Development Plan, Destination Development Plan, and the Bellevue City Council 2021-2023 Vision & Priorities.

Fiscal Impact

Fiscal impacts associated with implementing these programs and initiatives are currently budgeted in the Arts Program CIP (CD-11) and Cultural & Economic Development General Fund.

OPTIONS

N/A

ATTACHMENTS

A. 2015 City of Tacoma AEP5 Report

AVAILABLE IN COUNCIL LIBRARY

Economic Development Plan (adopted 2020)

Destination Development Plan

Bellevue City Council 2021-2023 Vision & Priorities