

**10b: Study Session Item-
EastHUB Organization Update**



eastHUB Overview

Jesse R. Canedo, Assistant Director

Scott MacDonald, Arts Community Manager

Community Development

05/03/2021

Information Only

- Tonight's presentation is an overview by a community partner.
- No direction is requested.



Partnerships

- Working with external partners is essential
- Long time pillars and new groups are energized
- Staff supporting capacity building and alignment



A person is shown from the chest up, singing into a microphone. The scene is lit with a strong blue light, creating a moody atmosphere. The background features a dark blue circular pattern with concentric lines, and a vertical yellow and black textured line runs through the center. The overall composition is artistic and focused on the act of performance.

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CULTURE CREATES COMMUNITY

Bellevue City Council

Board Work Session – May 3, 2021

EastHUB's Presenting Team



Ray Cullom
Founder & CEO
EastHUB



Elke Suber
Board Chair,
EastHUB



Michael J. Bobbitt
Racial Equity Consultant,
EastHUB

Executive Director,
Mass Cultural Council



Sudeshna Dixit
Director,
Cultural Connections,
EastHUB

EastHUB: A Catalyst for Transformation

- ① Start-up nonprofit
- ② Timeline
- ③ Why I'm a part of EastHUB/Role in the Community



Placemaking: Now is the Time!

A ONCE-IN-A LIFETIME OPPORTUNITY TO ACTIVATE A WORLD-CLASS CITY

- ① What are the conditions?
- ② What is the goal?
- ③ Why now?
- ④ Why EastHUB?



Creative Economy: Tangible Benefits

ARTS AND CULTURE GROUPS PROVIDE SIGNIFICANT ECONOMIC BENEFITS

Locally:

- King County Arts, Culture and Scientific non-profits generate **\$2 Billion** in business activity in King County annually
- Supports **30,721** jobs

Statewide:

- Total value added to Gross State Product of \$53.2 Billion
- **8.7%** of total GSP

Nationally:

- Arts and Culture represents **4.2%** of GDP
- **\$9** return on investment for every \$1 spent



Sources: An Economic Impact Study of Arts, Cultural, and Scientific Organizations in King County, ArtsFund, 2014; National Assembly of State Arts Agencies; Greater Pittsburgh Arts Council

Commitment to EDI/Antiracism

EXAMINE AND ADDRESS ISSUES AFFECTING RACIAL EQUITY, ACCESS, DIVERSITY, AND REPRESENTATION TO INCREASE QUALITY OF LIFE.

Building EastHUB's arts and cultural spaces will be an *act of love* for communities that have been marginalized, targeted and oppressed.

The traditional nonprofit arts model will be reexamined with an antiracist and inclusive lens.

Our leadership (board and staff) will center antiracism, inclusivity, and multiculturalism.

Every operational policy, procedure, and practice will be reexamined from an antiracist and anti-oppression lens before we adopt it.



Community Engagement

A SHARED REIMAGINING OF THE EASTSIDE COMMUNITIES AND ARTS AND CULTURAL ORGS

- Envision their path and role in the broader Eastside landscape
- Foster cultural identity
- Integrate evolving technologies
- Reimagine programming during COVID-19 pandemic
- Provide greater transit connectivity
- Increase Affordable housing



Our Solution

SEIZING THE MOMENT TO CREATE LASTING, POSITIVE CHANGE

A unique public/private approach to activate and operate a network of **tech infused, flexible** arts and cultural spaces for the Eastside.



Partnering with the City of Bellevue



GOALS/AREAS OF MUTUAL INTEREST

Developing a cultural corridor centered on the *Grand Connection*

Cultural events website – going live July 2021

POTENTIAL OPPORTUNITIES

Bellwether Arts Festival

Central administrative HUB for City-owned Facilities



Creating a CITY-WIDE Cultural District



COMMUNITIES
where people want
to live, work,
and visit



CONNECTIONS
where we overcome
prejudice and
discrimination



OPPORTUNITIES
where people
participate in shared
experiences that spark
cross-cultural dialogue

Renderings

C L O U D V I L E

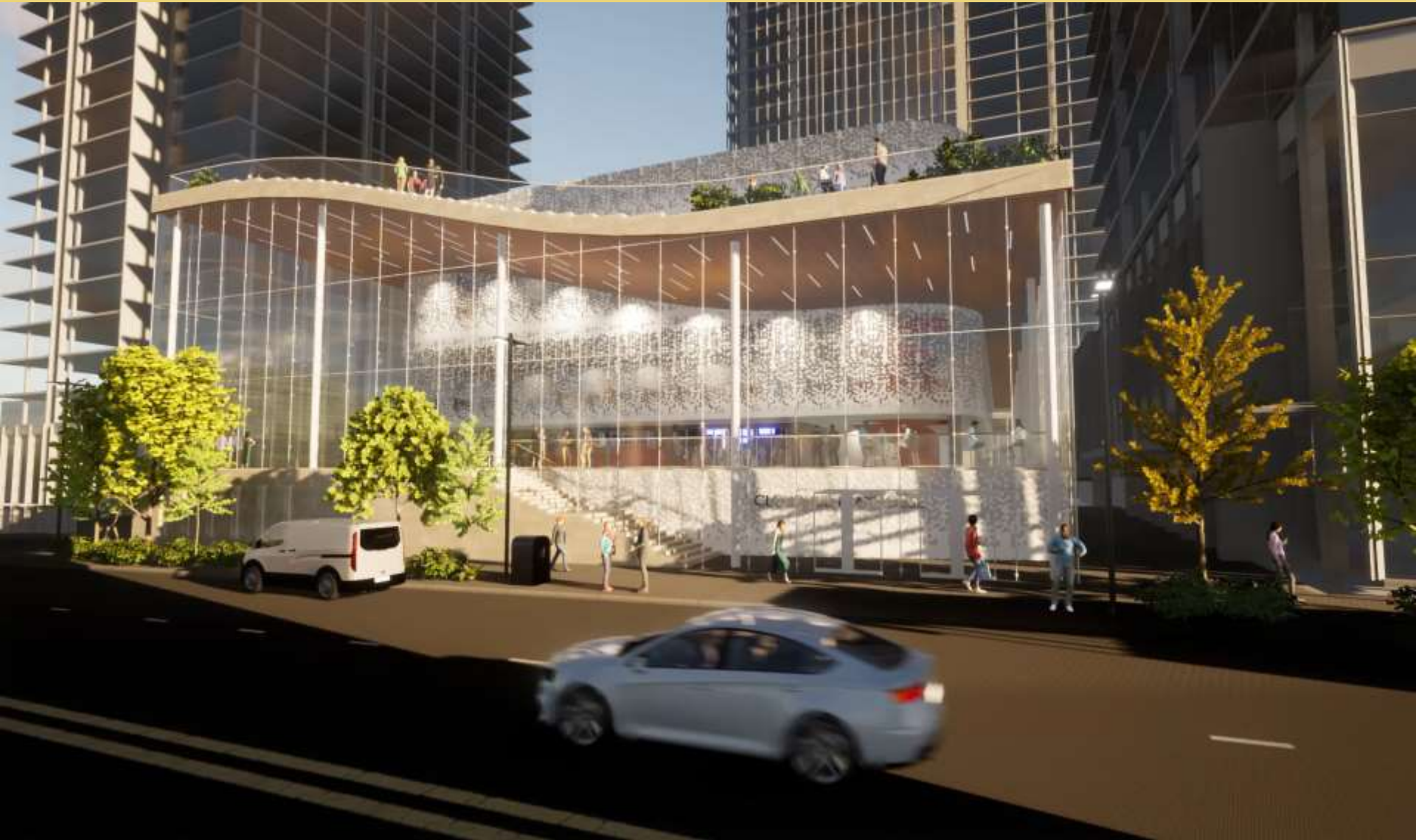


Culture Creates Community

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Video Walkthrough

C L O U D V U E



CULTURE CREATES COMMUNITY

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Imagine the possibilities

C L O U D V U E



Other Types of Spaces



FLEXIBILITY

Rehearsal Rooms, Classrooms, Recital Halls, Black Box Theaters, Reception and Community Spaces

ACCESS

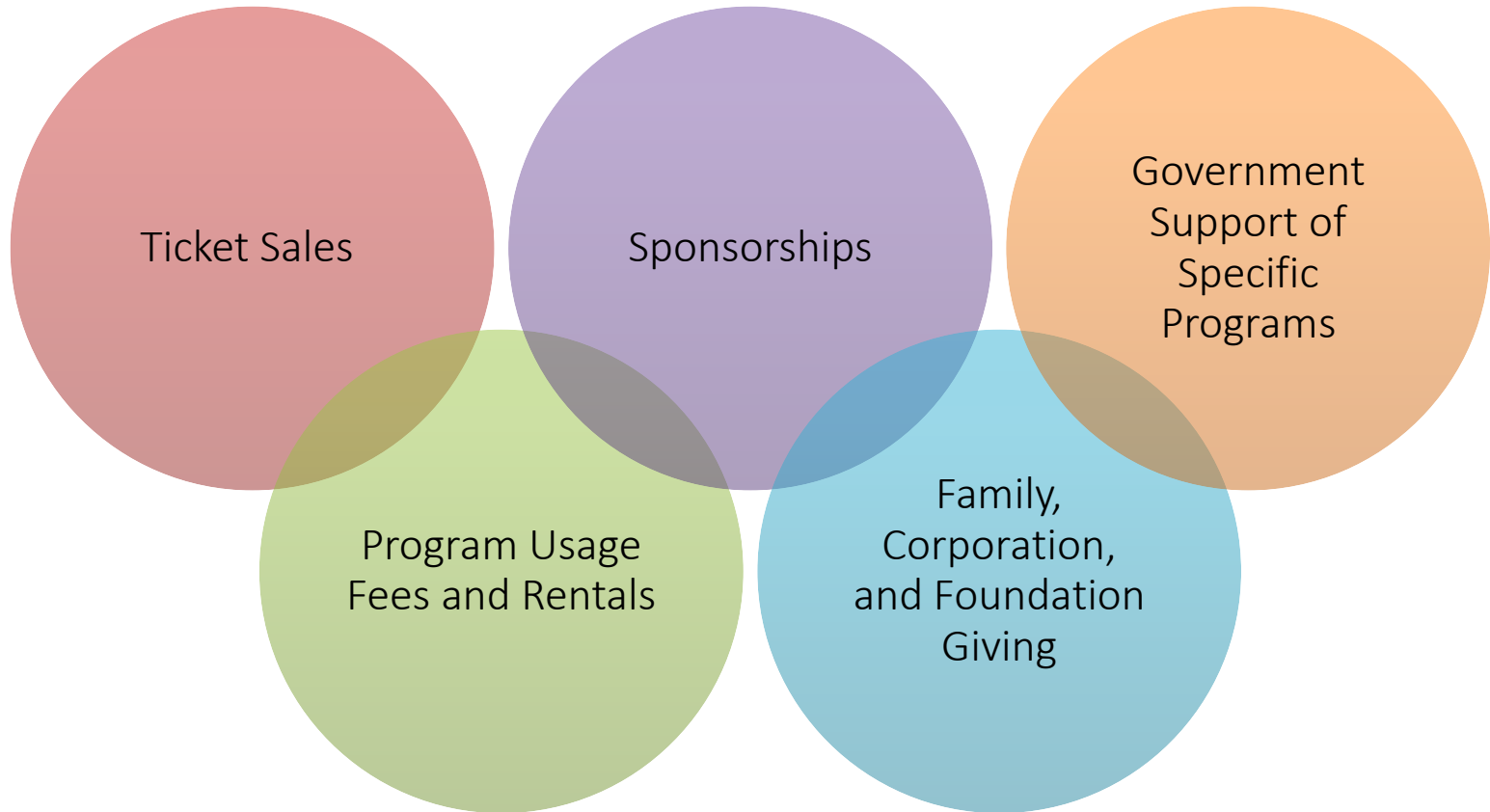
Concentration of spaces near transit corridors for improved access

UTILIZATION

Buy-in and ongoing conversations with additional developers and the community

Operations: Revenue Generation

5 DISTINCT REVENUE SOURCES



The Need: Shared Resources & Centralized Management



OUR USERS:

- Arts and culture groups
- Public schools
- Enterprise for corporate events
- Independent Educators
- Community at large



THE HUB: SHARED SERVICES

- Back-office management
- Marketing and Publicity
- Accounting
- Database management
- Production Services
- Ticketing/box office
- Equipment sharing
- Graphic Design

Questions and Next Steps

A photograph of a person singing into a microphone on stage, illuminated by blue light. The person is wearing a dark shirt and has their hands near the microphone. The background is dark with some stage lights visible. The EastHub logo is overlaid on the right side of the image.

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Founder & CEO

BACKUP SLIDES

What Success Looks Like

- An 18-hour activated city
- A Lively, vibrant, downtown that incorporates arts, culture, and creative pursuits
- Efficient Utilization of spaces
- Easy and affordable access to programming
- A population invested in their community
- Exposure to diverse experiences, leading to more cultural understanding and acceptance



Successes Elsewhere

- **Shared Services: Columbus Association for Performing Arts**
 - Manages 7 theaters in the Columbus, OH area
 - Provides back-end services throughout the region
- **Public-Private partnership: Worcester, MA**
 - Multiple connected public cultural spaces
 - EDI as a central tenet
- **Resource Sharing: A.R.T./New York**
 - Serves over 400 member theaters
 - Provides office space, shared rehearsal facilities and technical assistance



Fundraising Milestones

GOAL: \$160M

**SEED
FUNDING**



**CATALYST
PHASE**



**COMMUNITY
CHAMPIONS
PHASE**



ACTIVATION

Mar–Dec '20

Jan '21–Dec '22

Jan '23 –Dec '25

From Jan '26

GOAL: \$500K

GOAL: \$25M

GOAL: \$134.5M

2026 Activation Milestones



Community Engagement:
Diverse audiences,
supporters

Government Support:
Investment in embedded
cultural ecosystem

Developer Support:
Spaces to activate

**Arts & Culture
Organizations:**

Programming partnerships,
needs & wants

Seed Funding
RAISED: \$1.075M