

CITY COUNCIL REGULAR SESSION

Resolution authorizing execution of a professional services agreement with Performing Arts Center Eastside (PACE), to provide event management services for Bellwether Arts Festival, for an initial 2-year term, with the option of three 1-year renewals, for a maximum of five years, and for a total contract amount not to exceed \$600,000, plus all applicable taxes.

Michael Kattermann, Director, 452-6191

Jesse R. Canedo, Chief Economic Development Officer, 452-5236

Lorie Hoffman, Arts Community Manager, 452-4246

Community Development Department

EXECUTIVE SUMMARY

This Resolution authorizes the execution of the Professional Services Contract with PACE for event management of the Bellwether Arts Festival in 2023 & 2024 for a total of \$300,000 for two years (\$150K each year), with the option to renew for three additional years at decreasing amounts each year.

RECOMMENDATION

Move to adopt Resolution No. 10227

BACKGROUND/ANALYSIS

Background

The City of Bellevue has historically created and produced the Bellwether Arts Festival through independent projects and building partnerships with Downtown arts organizations and stakeholders to create a multidisciplinary and sensory event. Last updated in 2018, Bellwether has continued to test ideas, new media and technology and address issues in the community, while City staff have worked to build a foundational network of partners and collaborators.

This approach, however, has required a significant amount of staff time, affecting our ability to make progress on other arts goals and objectives, and without generating the attendance we feel the event is capable of.

After Bellwether 2021, City staff met with participating organizations including EastHUB, Bellevue Arts Museum, and Creative Directors SuttonBeresCuller to hear feedback and suggestions for the event moving forward in a more sustainable way. Next, the City hired a consultant to look at best practices for the event and to help staff to move the event into a more sustainable long-term model. Across the nation, exhibitions and events have created innovative and catalytic programs through public- and private-sector partnerships. Bellwether is ready to take its next leap by shifting to a model primarily run by an outside organization with support from the City of Bellevue. This transition will allow the event to grow creatively, but also in scope and impact.

Event Management Consultant Selection Process

On January 10, 2022, staff presented to Council an initial plan for moving the day-to-day event management work of the Bellwether Arts Festival to the non-profit community in 2023 and beyond. This approach will build on successes in artistic excellence and public-private collaboration, allow for a more streamlined contract process for individual artists, and will free up considerable City staff time for other initiatives.

In Q3, staff released a Request for Proposals (RFP) soliciting event management organizations capable of managing the existing program and growing it in the future. After a thorough evaluation process and discussion with several event productions groups, staff recommends moving forward with PACE. PACE's proposal demonstrates its understanding of the City's larger goals around cultural and economic development.

After contract execution, work will begin immediately with a program outline due by April 1 of each year; and final reports due no later than November 30 of each year. This will ensure City staff, participating artists, and other partners have the proper amount of time and communication to deliver a high-quality show.

Economic Impacts

Continued support for this program is important for community building and economic development as it provides significant returns for the community, including:

- Supporting tourism growth – Nationwide, 68 percent of travelers attended an arts and cultural event on their trip ([Americans for the Arts](#)).
- Cultural tourism supports local businesses – Non-local attendees of arts and cultural events spent an average of \$47.57 in addition to the cost of their ticket at local businesses compared to \$23.44 spent by local attendees ([Americans for the Arts](#)).
- For every dollar spent by governments on arts and culture it is estimated that they receive roughly \$5.50 in related tax revenue ([Americans for the Arts](#)).

POLICY & FISCAL IMPACTS

Policy Impact

The execution of the contract with PACE aligns with the City's adopted Economic Development Plan strategies, including:

- **CB-2.** Apply a partnership approach to strategies throughout economic development efforts to expand and improve service delivery.
- **CE-3.** Promote and expand festivals, events and activities to grow the creative economy sector and promote a strong creative brand for Bellevue.
- **T-1.** Develop more activities and product offerings that take advantage of the city's assets and proximity to regional activities.

Bellevue City Code 4.28 requires the City Manager to notify the City Council and seek approval to execute contracts exceeding \$90,000.

Fiscal Impact

This action obligates the City to an amount not to exceed \$600,000, plus all applicable taxes, for 2023-2027 with 2025-2027 as optional renewals at the City's discretion. This Professional Services Contract includes total expenditures of up to \$600,000, plus all applicable taxes, with all possible renewals over five years:

2023	\$150,000
2024	\$150,000
2025*	\$125,000
2026*	\$100,000
2027*	\$75,000
Total Contract Value	\$600,000

**Optional renewal at the City's discretion.*

Full funding for this project comes from the 2023-2029 General Capital Investment Program (CIP) Public Art Program (CIP Proj. No. CD-11). Sufficient funds exist in the 2023-2029 CIP to fully fund this contract.

OPTIONS

1. Adopt the Resolution authorizing execution of a professional services agreement with Performing Arts Center Eastside (PACE), to provide event management services for Bellwether Arts Festival, for an initial 2-year term, with the option of three 1-year renewals, for a maximum of five years, and for a total contract amount not to exceed \$600,000, plus all applicable taxes.
2. Do not adopt the Resolution and provide alternative direction to staff.

ATTACHMENTS

- A. CIP Project Description (CD-11)
Proposed Resolution No. 10227

AVAILABLE IN COUNCIL LIBRARY

Professional Services Contract with Performing Arts Center Eastside