

# Information

Wednesday, April 5, 2023

Bellevue Arts Commission

1E-113 or Zoom Meeting

City of Bellevue, WA

## BELLWETHER

At today's meeting, Performing Arts Center Eastside (PACE) will present an update on the initial planning for Bellwether 2023.

**Code and bylaw support:** This item is presented to the Commission for Information and Discussion only. City Code 3.56.080 item B limits the Commission in providing supervision to consultants and other independent contractors.

## BACKGROUND

This year for the first time, the City has contracted with PACE to provide a strategy and programming for Bellwether.

## BELLWETHER 2023

The lines between entertainment, participation, art, and inter-activity are all blurring. Bellevue's newly amplified ecosystem of artists and coders is fostered by digital access, allowing a more equitable stage for both talent and engagement. PACE, with our successful history of innovative programming and meeting the community where they gather most, is distinctively set up to lead Bellwether into its new era of execution and connection. Student projects and presentations augmented by in-person demonstrations, experiential activities, high-quality performances, and an online digital Wednesday series will fill the month-long Bellwether celebration scheduled for September. By 2024, 50,000 people will have attended these in-person events, 25,000 people will have interacted with the online series, and over 500 students will have participated in robotics competitions and gaming demonstrations.

## BELLWETHER BENCHMARKS

- PACE has hired an Executive Director! The official 1st day in Bellevue is May 1st, however, we have already identified 4 major potential Bellwether Sponsors and have started communication with them.
- Hired a Social Media Manager who has put together an impressive SM plan that includes tracking engagements and followers for trends and growth.
- Created and shared our Call for Artist Proposal (Attached)
- Working with our Graphic Designer on a Bellwether 2023 Logo and have identified our top 2 choices: One will be used exclusively for social media and the other for print materials
- Have identified and, in some cases, already started the process of reserving Bellwether location sites for in-person activities.

## ABOUT ANNIE DIMARTINO – Deputy Director, Performing Arts Center Eastside (PACE)

Originally from Seattle, Annie earned her Master of Fine Arts degree from California State University, Fullerton where her emphasis was acting. Having launched a successful theatrical career in LA, Annie was soon nominated for both a LA Weekly Award and OC Theatre Award for her work as Dorothy Wordsworth in the world premiere of Grasmere. She would later reprise the role at the Kennedy Center in Washington, DC, and Off Broadway at the Cherry Lane Theatre in New York.

Annie held the position of Director of Education for 10 years at Long Wharf Theatre in New Haven, CT, where she oversaw all educational programming. In her tenure, she started the Shake-it-Up Shakespeare Summer Youth Ensemble and the Elder Play Project. Annie collaborated as a child acting coach on two world premier plays by Athol Fugard, *Coming Home* and *The Shadow of a Hummingbird*. As an acting instructor, Annie facilitated various theatre workshops and Master Classes at Wesleyan University, Yale, Southern Connecticut State University, Housatonic Community College, and the University of Bridgeport.

Having returned to Seattle in 2015, Annie held the position of Director of Education for Book-It Repertory Theatre for 5 years, where she started the Listen Up Spoken Word Festival. Annie also adapted 4 touring shows, including *A Splash of Red*, *Last Stop on Market Street*, *Ada's Violin* and *The Odyssey*, the latter two which she also directed.

Annie joined the Performing Arts Center Eastside in July 2019, where in her first few months, she outlined an Arts Education vision. Annie started the first ever regional arts education director's forum, now in its 34th year, as well as conceptualized and launched PACE's Arts Without Barriers (AWB) Program, which earned 4 awards from Washington Festival and Events Association (WFEA) in its first year. Additionally, Annie started PACE's Brain Break and TechTober programs.

## **NEXT STEPS**

The Commission will receive another update in a few months from PACE regarding the ongoing planning and implementation of Bellwether.

## **ATTACHMENTS**

Attachment A: Call for Artists, 2023 Bellwether Festival

## **CONTACT**

Annie DiMartino, Deputy Director  
425.462.0092, [annied@pacelive.org](mailto:annied@pacelive.org)