

### **Bellevue Arts Museum; The Forum and Auditorium.**

Bellevue Arts Museum was asked recommend items in the Forum and Auditorium spaces on the Museum's first floor as the site for City support. This support was pitched as \$300K over three years (2018/19, 2019/20, 2020/21), and should be weighted toward capital improvements.

The Forum is the space in the Museum that, in contrast to other arts presenters in Bellevue, is always free to enter as a fully public space (see Mission, Vision and Value statements below).

The Gallery spaces on the second and third floors have a charge but are heavily discounted to many visitors. Education programs take place throughout the Museum, and are also either free of charge or heavily discounted.

#### **1) Audio Visual Equipment for Forum and Auditorium.**

The presentation AV equipment for BAM is 20 years old, and urgently needs a complete overall to serve audiences better, reduce staff time/costs, and take advantage on the newly installed Wi-Fi system in the museum. Est. \$60,000

#### **2) Front Desk**

Front desk and visitor storage has not been updated for 20 years. To serve visitors better – particularly school groups – the locker storage requires a complete replacement. The overall lighting and design of the front desk should also be returned to its original design, with updated signage. Est. \$15,000

#### **3) Visitor Management**

Software for visitor management requires updating to better serve visitors and members and to increase staff efficiency. The BAM front desk currently operates 3 separate data systems which are not integrated and require a considerable amount of manual data entry. A single integrated system should be purchased and installed. Est. \$10,000

#### **4) Forum & Auditorium seating and signage (interior and exterior)**

Making the Forum and Auditorium more welcoming and user-friendly is a priority. Signage and seating have not been updated for a decade. The aim over 2 years would be create a public space for the museum that would be equal to the private public space offer in the private/commercial spaces in downtown. Est. \$20,000

#### **5) Artist's Commissions**

Creating exciting, engaging and authentic cultural experiences is central to BAM's mission to serve our audiences. The Forum is an extraordinary exhibition space, and needs to be regularly refreshed. BAM is currently going through a process of establishing a new suite of important objects and artists commissions

from NW Collections, NW artists and invited artists from across the country, aiming to representative a diversity of origin, practice and approach to audience. The strategic aim would be to refresh these presentations every 18 months. Est. \$40,000 every 18 months.

In addition to ensuring that BAM continues to prosecute its mission for the people of Bellevue and the NW Region, improvements to the Forum and Auditorium will continue to make it an attractive space for revue-generating rentals and for the 300,000 visitors the Museum generators each year for ArtsFair: further enhancing BAM's ability to be self-sustaining.

#### Ongoing strategic aims:

The aim of these improvements would to make for a better, more welcoming and more engaging environment and experience for the visitor, as well as creating important cost-saving efficiencies for BAM staff. This would allow for the provision, over time, for a more rigorous and regular program of live events in the Forum, leading to an overall increase in audience visitor numbers.

However, an increase in live programing would require an increase in revenue for BAM, so, while an infrastructure would be in place, program increase would be dependent on an overall increase in staffing and program support for BAM from across its funding sources.

The assessment of the success of the presentation of the pop-up Bellwether project and the partnership with SBC and the City will be a key part of understanding how BAM should begin to work on this kind of programming; including an assessment of security and general costs for later opening, and opening one more day per week.

Going forward, there will be more discussion about reestablishing a food service component to BAM's visitor offer, again, with the aim of making the Forum a more attractive public space and building the audience for BAM's programs. This would require a considerable capital investment, and the study of which would form part of long-range plan for BAM over the next 5 years.

Similarly an assessment if refurbishment and enhancement of the Museum Store in order to compete with a current vibrant retail environment that surrounds the Museum will also be part of an assessment within a 5 year plan.

Café reinstatement: \$55,000

Museum store \$20,000

**Vision:**

**Bellevue Arts Museum is a space where artists and audiences directly participate in the exchange of ideas, illuminating and enriching their joint experience of art, craft, and design.**

**Mission:**

**Bellevue Arts Museum provides a public forum for the community to contemplate, appreciate, and discuss visual culture. We work with audiences, artists, makers, and designers to understand our shared experience of the world.**

**Tag Line:**

**Always different, always new, always exciting**

**Values:****Imagination and Creativity**

We commit to connect, inspire and educate through our artistic programs.

**Sustainability**

We take pride in establishing an organizational culture of financial responsibility, aimed at providing an enduring platform for our audience to connect with artists and makers and their craft.

**Engagement**

We interact and collaborate with artists to facilitate the engagement of audiences with art, craft and design through temporary exhibitions, installations, programs, and ARTSfair.

**Excellence**

We strive for quality, relevance and authenticity throughout the organization; our exhibitions, programming, and people.

**Respect**

We are committed to creating an environment that supports freedom of artistic expression and invites and embraces diverse and wide-ranging perspectives.

Our Vision and Mission is compelling, uplifting and sets a clear expectation of the audience experience.