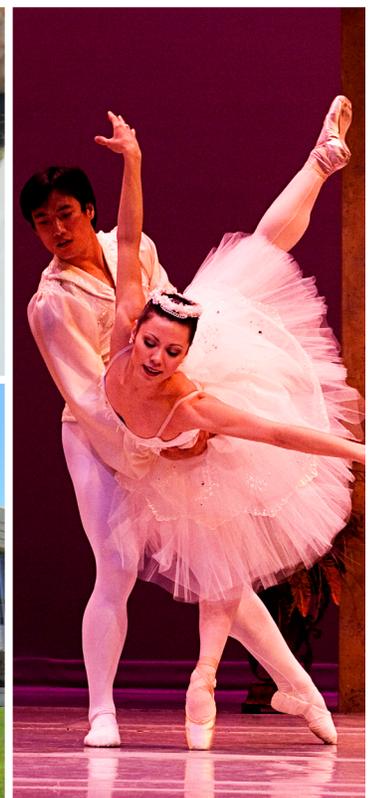


# City of Edmonds: Community Cultural Plan







## EDMONDS PARKS, RECREATION AND CULTURAL SERVICES

February 14, 2014

Members of the City Council and Citizens of Edmonds,

As the Edmonds Community Cultural Plan Advisory Team we wish to share this plan with the rest of our fellow citizens. Over a period of months we have worked with the consulting firm of MIG to study the arts and cultural treasures that we have in Edmonds and to plan our next steps in supporting, expanding and better utilizing these assets in the future.

The creation of this plan was a community effort that started at the Arts Summit last June, followed by three public focus group meetings, two public workshops, numerous public events throughout August and September 2013 and an online questionnaire which generated 1,161 responses.

The results are in - Edmonds is an arts and culture mecca. For a city of our size, we offer a multitude of arts and cultural activities in a spectacularly beautiful setting. Edmonds is truly THE GEM of the Puget Sound area. But, we need nourishment and caring. This well-thought-out plan is a treasure map that can lead our city to better utilize the many wonders that already exist in arts and culture.

Edmonds already inspires day visitors and residents alike to drink in the beauty of our public art and be immersed in our many cultural activities. We want to expand awareness of Edmonds as a destination of choice for extended weekend "staycations" from all over the Northwest by offering creative packages of art, culture, food and shopping. We want every community member to have access to and enjoy opportunities to participate in arts and culture in their own town. It is time to lift the basket and let our light shine.

This update of the Community Cultural Plan is important and we would like as many goals and strategies as possible be implemented. In order to ensure this, we recommend that a task force be formed representing all of the major players in the arts and cultural community under the guidance of the City of Edmonds Cultural Services Division. This task force would meet on a regular basis, at least twice a year, and as needed to effectively facilitate accomplishing the goals of this plan.

We are happy to share this exciting plan with our city leaders and all the citizens of Edmonds.

Sincerely,

Community Cultural Plan Advisory Team



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### **The Community of Edmonds**

This Community Cultural Plan is a product of the community of Edmonds and represents the volunteer effort and input of many residents before and during the planning process. This is a living document. The planning team would like to sincerely thank those who provided their ideas to ensure this plan is visionary, relevant and community-supported.

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## **CHAPTER 1: INTRODUCTION AND BACKGROUND**

The Community Cultural Plan (CCP) demonstrates the City of Edmonds' dedication to promoting and sustaining a vibrant cultural community by reflecting Edmonds' commitment to arts and culture, embracing an expansive view of arts, fostering creative community partnerships, maximizing and diversifying use of space, and strengthening communication.

The City of Edmonds has purposefully planned for and considered the role of arts and culture in the community since the establishment of the Edmonds Arts Commission in 1975. The City of Edmonds Arts Commission (EAC) partnered with Edmonds Arts Festival Foundation (EAFF) to create the first community cultural plan 20 years ago, showing a community understanding of the benefits of continuous assessment of strategies and successes. The 2014 Community Cultural Plan update builds on the strategies and successes of the original 1994 plan, which was updated in 2001 and 2008. This 2014 update presents a refined vision for arts and culture and an updated set of goals and actions for the next six years.

In this document the term "arts & culture" is defined to include a broad array of cultural and artistic traditions and practices. Arts and culture includes literary, visual and performing arts, public art, heritage, film and other media.

The purpose of the plan is to identify strategies that will:

- guide the City and community in planning for continued cultural development;
- support development and maintenance of cultural facilities;
- integrate cultural planning and resources with other planning efforts citywide; and
- utilize cultural resources as integral aspects of downtown and waterfront redevelopment.

The Community Cultural Plan is intended to be a catalyst for the entire Edmonds community to align, stimulate and encourage action across all sectors of the community. This includes other public entities, nonprofit organizations, educational institutions, the business community, artists and arts advocates, and other individuals.

### **Planning Process**

Edmonds updates its Community Cultural Plan (CCP) on a six-year cycle in conjunction with its Parks, Recreation and Open Space (PROS) Plan. The 2014 Community Cultural Plan Update builds upon the recommendations of the three previous cultural plans of 1994, 2001, and 2008.

Public involvement is a key component of the planning process. An inaugural citywide Arts Summit held in June 2013 and attended by over 200 people was a kick off for collecting community input and generating ideas that could be tested in subsequent intercept events and public workshops. A 22 member Community Culture Advisory Team (CCAT) was formed with representatives from a broad spectrum of cultural organizations and events, including artists, business owners, public entities, heritage, sister city, visual, performing and literary arts. The CCAT participated in three meetings, attended public workshops and reviewed the draft plan. Several citizens active in the City's cultural community served on the PROS Advisory Team (PAT), ensuring that arts and culture was reflected and integrated in the Parks, Recreations and Open Space Plan update. Three public focus group meetings, two public workshops, public intercept events throughout August and September of 2013, and an online questionnaire generating 1,161 responses were also part of the public engagement during the planning process. A full description of methodology and process is in Appendix A.

## Vision and Goals

The public input process helped guide the reshaping of the goals outlined in the 2008 CCP, to more accurately reflect the priorities of the community moving into the next six years of evolution. These five goals along with implementation strategies form the recommendations of the updated 2014 Community Cultural Plan. A full description of these goals is in Chapter 2 and the supporting strategies are outlined in Chapter 3.

**GOAL 1:** Reflect Edmonds' commitment to arts and culture through integration of the arts in the city's physical infrastructure, planning, image and brand.



**GOAL 2:** Embrace an expansive view of art and culture to include and respond to multiple forms of artistic and cultural expression.



**GOAL 5:** Strengthen communication among arts and cultural organizations and projects to enhance scheduling, information sharing and collaboration and to increase cultural awareness in the community.

**VISION**  
Artistic and cultural experiences are integrated into everyday life, working and visiting in Edmonds.



**GOAL 3:** Foster creative community partnerships to increase and secure accessibility to the arts and cultural experiences.



**GOAL 4:** Maximize and diversify use of spaces for arts and cultural activities in Edmonds.

## Community Cultural Planning Context

Edmonds has grown its community arts and culture programs over the past twenty years since the first Community Cultural Plan was developed. The arts are robust and thriving and collaborations around arts and culture have increased significantly since the 2008 CCP. Today, a wealth of arts and cultural activities is offered within Edmonds, through City programs and through events, activities and classes offered by other entities. The depth, breadth and quality of activities are extensive, particularly given the relatively small size of Edmonds.



Various themes and interests have carried forward over the past 20 years and continue to be endorsed by citizens:

- Develop citywide strategies to market and promote Edmonds as a cultural destination with arts as an integral part of City identity;
- Support inclusion of public art and gathering nodes in waterfront and shoreline development;
- Utilize public art to highlight key City gateways and corridors;
- Commit City policy to incorporate art and aesthetics as standards within civic planning initiatives and capital projects;
- Develop a downtown cultural corridor to enhance economic vitality and improve pedestrian connections;
- Encourage private support for art in commercial developments;
- Develop affordable artist studio spaces and economic opportunities for artists;
- Foster partnerships and collaborations to lead cultural initiatives, including development and use of cultural facilities such as a visual art facility or art museum;

## City of Edmonds Community Cultural Plan

- Support citywide strategies to expand diverse opportunities for arts participation including teen/youth and multigenerational programming

Many CCP-related recommendations from past plans have been implemented, including the successful launch of Edmonds Center for the Arts (ECA), the addition of art enhanced public gathering spaces, and the expansion of free cultural events. There has been a significant improvement in the accessibility of information in accordance with past plan directions. For example, the City website has been updated, there is a City-coordinated calendar that identifies arts and culture events, and the Port of Edmonds and Edmonds Chamber of Commerce and several independent sites have updated their communications to provide more accurate and complete information for both residents and visitors. The Chamber Arts Awards, established in 2013, recognize the contributions of businesses, nonprofits and individuals to the arts in Edmonds.

Funding resources now include a new foundation, resulting in a total of four local foundations that support arts and culture as part of their programs. At the County level there is a new Tourism Promotion Area (TPA) in addition to funding from Snohomish County Tourism Promotion, and the Power2Give program, started by ArtsFund in Seattle, which expanded to Snohomish County.

The consistent participation of the arts and culture community, including working artists and arts professionals, provides an energetic constituency for community culture in Edmonds. The list of not for profit arts and cultural organizations in Edmonds has grown by 20% (12 new entities) just since the 2008 CCP and there has been further growth in arts related businesses. A growing and vibrant sector of arts businesses includes galleries to hands-on ceramics and painting, to photography, printing and music. This community has demonstrated its commitment and ability to mobilize, but it can offer even more vibrancy to take Edmonds' community culture program to the next level.

### ***Community-Identified Key Areas***

The 2014 CCP is focused on taking that next step, building on Edmonds' many assets while continuing to evolve a dynamic arts and culture presence as a cornerstone of Edmonds' identity. Basic to the five goals was community discussion about major issues of concern, most of which have

been identified as key areas in past planning efforts but continue to be important for this updated plan. The issues described below are those most relevant to and influential on the direction, strategies and actions within this plan.

### **Continuing to Grow Tourism, Visitors and Economic Development**

The inclusion of arts and culture in City economic development efforts has steadily increased through the efforts of the Economic Development Department and Cultural Services Division. Arts and culture are a key part of the Edmonds brand and the City's focus in advertising. The Edmonds community has also invested significant funds and energy into planning and creating a vibrant downtown district as a key economic development strategy and it is desirable to build on this momentum. It is also important to attract visitors and create connections to other areas of the City through developing stronger visual identity, for example in the International District gateway project and the future Five Corners roundabout artwork. Edmonds attracts visitors who arrive by Washington State Ferry, by private boats at the Port, by train, and by car. Though it can be challenging to draw in ferry users, this group represents a large number of potential visitors who could be encouraged to visit Edmonds another time or to linger a little longer. In addition, Edmonds' position on Puget Sound is an asset that can be further leveraged to draw in more visitors. Many stakeholders have pointed out that Edmonds is in a unique position with accessible shoreline that draws visitors from neighboring cities. Its market niche is distinct from Seattle—less urban complexity and congestion while offering an attractive downtown near the waterfront. This position can be further leveraged to strengthen cultural tourism in Edmonds, and further increase economic development in downtown.



### **Engaging Younger Audiences**

The 2008 CCP and other past plans have all identified the need to attract and engage young adults and young families. Edmonds has a high percentage of retirees, who are major assets for many areas of interest to the community including community culture. However, all have recognized the importance of growing the next generation of arts participants and supporters. Existing and new activities of interest to young adults and young families need to be advertised via proactive avenues such as social media. Strategic engagement of youth and young adults should be balanced with cultural activities that are serving retirement-age audiences (an area already very well-served). This engagement warrants an expanded view of arts and culture that should include a focus on career possibility, looking at creative careers that build on arts and contemporary issues/technologies. Given Edmonds' place within the region, it also means finding strategic partners from beyond Edmonds to boost local efforts and increase experimentation.



### **Engaging More Diverse Audiences**

As Edmonds and its surrounding region grow more diverse, the need to engage audiences and artists with a variety of cultural influences and ethnic backgrounds becomes ever more important. Many stakeholders have noted that Edmonds' efforts around arts and culture have focused on the downtown core and are not inclusive of the communities clustered around Highway 99. The SR 99 Enhancements project is a recently completed City effort to create a visual gateway for the International District with artist-made elements. There is much interest in connecting with these growing communities, and work needs to be done on how to connect effectively. There has been some success in this area and there are many potential relationships and connections that could be pursued. For example, the Narae Korean Dance, Music and Cultural Showcase was held in Edmonds last year.

Edmonds should further tap into and celebrate its diversity and its cultural history through partnerships with local and regional organizations to promote and expand cultural exchanges and events. This will mean continued efforts to foster arts and culture throughout Edmonds, as well as the cultivation of new partnership. The engagement of more diverse audiences fosters an arts and culture community that is representative of the entirety of Edmonds, creates vibrancy and engages new participants.



### **Capturing New Directions in Arts and Cultural Expression**

Edmonds is known for the strength of its arts offerings, especially traditional forms and formats of visual and performing arts. Exploration and inclusion of new, cutting edge or experimental art forms (including digital or media arts) has not been widespread. The Arts Commission program “On the Fence” provides one outlet for more experimental temporary art. The benefits of expanding current definitions of the range and types of contemporary arts and cultural expression are timely issues. This includes the current shift towards participating and creating in the arts, not just spectating. Participatory experience is already visible in Edmonds with the variety of hands-on art experiences available through arts businesses, Edmonds Community College (EdCC) Arts Now program, ArtWorks etc. Maintaining full staffing in the City Arts Office is an important element in providing communication and follow-up which sustains opportunities for “growing” new directions in cultural expression.

New media and technology, experimental and interdisciplinary arts and traditional forms of cultural expression and cultural history are all facets that make for more inclusive concepts of culture and art and are likely to help in the efforts to attract younger people, more diverse audiences and related funding. Edmonds will need to continue to broaden what it means by “community culture” to encompass new themes, media, technology and audiences.

## **Moving Forward**

The 2014 CCP provides a framework to address the major issues of concern and is intended to support and encourage the arts and culture community over the next six year cycle. The vision and goals are presented in Chapter 2 and are intended to provide the overall direction for the plan. The strategies in Chapter 3 provide the major steps and identify responsibility for each strategy.

## CHAPTER 2: VISION AND GOALS

The 2014 update to the CCP builds on the community aspirations embodied in the Plan's past iterations, while being informed by present day issues, opportunities and lessons learned.

A **vision** describes the future state desired by the community. Past iterations of the CCP envisioned Edmonds becoming an arts community. The vision in this 2014 plan reflects that Edmonds has come into its own and is today recognized by the region as an arts community. The 2014 vision reflects that evolution:

*Artistic and cultural experiences are integrated into everyday life, working and visiting in Edmonds.*

The 2014 vision acknowledges that arts and culture are essential elements of the Edmonds community for residents as well as for creating destination appeal. The updated vision also acknowledges a broader and more participatory view of arts and culture. Art is a way of life in Edmonds.

Each CCP has had five overarching goals. **Goals** are statements of general direction leading toward a desired end state; a "path of travel" describing what we want to achieve. The five goals in this 2014 CCP are refinements of past directions, factoring in the issues and opportunities in Edmonds today. For each goal a few examples have been included to illustrate the ideas. The specific examples are only a sampling of the many arts endeavors in Edmonds and are based on the comments from the community and the advisory team during the planning process.

## Goal 1



***Reflect Edmonds' commitment to arts and culture through integration of the arts in the city's physical infrastructure, planning, image and brand.***

This goal calls for arts and culture to be woven into all aspects of the community, reflecting the identity of Edmonds as an arts community. In every decision, Edmonds asks – *how do we make room for arts and culture?*

One way of achieving this goal is through the inclusion of art in the physical environment of Edmonds, in public places, spaces and even infrastructure. Capital projects such as the renovation of Main Street between 5<sup>th</sup> and 6<sup>th</sup>, the Hazel Miller Plaza, and the SR 99 illumination enhancements are recent examples including art elements in City capital projects. A second aspect is including the arts and culture community at the table for planning: from City funded plans, community initiatives and decisions to community event planning. In Edmonds, arts and culture is not appended as an afterthought, but is a key consideration from the very beginning. The 4<sup>th</sup> Avenue Cultural Corridor project plan and the 2013 Strategic Plan, the new concert series at Hazel Miller Plaza, and the Sister City 2013 Cultural Fair are all examples of this. As a third part of this goal, the City's brand and image should reflect arts as an essential component of Edmonds' identity while encouraging other community entities to utilize the cultural identity of Edmonds as an asset and differentiator. Culture is highlighted in current advertising by the City, the Port, and local businesses, and events featuring arts and culture such as the Edmonds Arts Festival and Write on the Sound reinforce the image of Edmonds as an arts community.

Strategies to achieve this goal address public agency-initiated capital improvement projects of all scales -- from signage and street furniture to major streetscape projects and new buildings. Public art has been used to create visual connections on popular walking routes in the downtown/waterfront areas and on SR 99 in the International District.

Other strategies address planning efforts, especially important in Edmonds

which has a strong culture of planning followed by action, and economic development through tourism.



## Goal 2



***Embrace an expansive view of art and culture to include and respond to multiple forms of artistic and cultural expression.***

**INCLUDE**

Edmonds has a committed and extensive arts and culture community, and the established community has expressed its desire to be more inclusive, to grow and to retain relevancy. Goal 2 addresses this desire, by calling on the community to consider arts and culture from the broadest and most inclusive perspective. Forms of expression include, but are not limited to visual, performance, music, literary, digital, conceptual, craft, design, fashion and public art; and may come through both traditional methods/media as well as new technology and approaches.

Inclusivity and a broader definition will help Edmonds engage younger and more diverse audiences and participants, including youth, young adults, and the growing Asian and Latino populations. It also means geographic inclusivity, supporting arts and culture efforts throughout Edmonds, beyond downtown.

Recent examples of developments in this area include the Port and Edmonds School District partnership to present high school musicians with Sea Jazz concerts on the waterfront in the summer. In the performance realm Olympic Ballet creatively includes young dancers in their popular

performances such as Nutcracker, Driftwood fosters young actors, and open mic events such as Edmonds Tunes and Poets Walk provide new opportunities for live performance for all ages. Creative explorations in visual arts continue to be fostered in the educational system through Edmonds Arts Festival Foundation community grants and through scholarships for young artists.

### Goal 3



***Foster creative community partnerships to increase and secure accessibility to the arts and cultural experiences.***

This goal asserts that artistic expression and cultural experiences should be accessible to everyone in Edmonds, including young people, seniors, culturally diverse communities, and low income residents. Edmonds can provide innovative and accessible options for widespread participation by finding ways to create low or no cost arts experiences through collaborations with civic and private partners. The long established free Concerts in the Park expanded in 2013 through funding from a private foundation to include a series at the Hazel Miller Plaza in addition to City Park. A partnership with ArtWorks, Artists Connect, and the Port resulted in an Artists in Action program on the waterfront. Another example in the free outdoor movies program presented by the City with sponsorship from local businesses.

Edmonds cultural community's successes rely on a coalition of public and private partners, with leadership and funded staff at the City level. This approach has been extraordinarily successful. There is room for further development of partnerships and cultivation of new collaborations to sustain what exists and bring forward the next generation of cultural initiatives.

## Goal 4



**USE SPACE**

***Maximize and diversify use of spaces for arts and cultural activities in Edmonds.***

Edmonds has an impressive inventory of cultural facilities, as noted in Appendix D, and a variety of public and private spaces are used for arts and cultural activities. Past CCPs focused on the need to develop spaces. Today, the emphasis is to get the most out of each and every space. In recent years the flourishing ArtWalk has led to increased use of business spaces for art events such as open mic and poetry readings; the Historical Museum is returning the former Carnegie Library to its original floor plan which will provide additional opportunities for exhibit and event space; and the Edmonds Conference Center has actively promoted use of its exhibit space.

This goal looks to ensure access to spaces for arts and culture experience, creation, collaboration, and viewing. Toward that end, Edmonds can support existing facilities and encourage optimal use in both private and public spaces to accommodate arts and cultural programming and expand offerings. While strategic additions of more spaces and facilities may be warranted, there are also many ways to get more out of the community's existing investments in space.



## Goal 5



**Strengthen communication among arts and cultural organizations and projects to enhance scheduling, information sharing and collaboration and to increase cultural awareness in the community.**

This goal speaks to the need to build channels of communication to promote the arts in Edmonds. The City and its partners can improve internal communications between City staff, arts organizations, businesses, etc., to strengthen the arts sector, and can also develop ways to link internal communications to external access points for public information on arts and culture activities.

Communication is one of the areas where much has been achieved since 2008; the City now publishes an event calendar and several website calendars have emerged in the private sector, however concern about improved communication continues to be a focus of comment. With the evolving nature of communication and technology, it is especially critical that approaches and tactics be flexible and nimble to respond to changing technology, norms, and preferences. At the broader level, strengthening communications and collaborations in the arts and culture community requires adequate City resources to lead these efforts. City leadership and collaboration includes convening meetings, disseminating information, and conducting economic assessments to increase cultural awareness in the community



## CHAPTER 3: STRATEGIES

The priority strategies presented in this chapter are organized by goal. For each strategy, the likely lead is indicated in parenthesis to identify responsibility for implementing that particular strategy over the life of this plan. The three forms of leadership are defined as:

- **Lead: City of Edmonds** – City government is the primary lead, initiating action and managing this strategy.
- **Lead: Community with City of Edmonds** - This strategy requires community leadership and action, with the input or support of city government, and may include other agencies such as the Port of Edmonds, Edmonds Public Facilities District (ECA), Edmonds Community College, Business Improvement District (BID), Chamber of Commerce, Senior Center and other nonprofit organizations.
- **Lead: Community** – Leadership, action and management of this strategy is based in the community, and may involve multiple individuals, businesses, government, local foundations, nonprofits and other non-governmental entities.

The planning process identified possible tactical approaches for some strategies, and a number of additional ideas were captured from the larger community. Both are documented in Appendix E: Potential Tactics and Additional Ideas.





**Goal 1. Reflect Edmonds’ commitment to arts and culture through integration of the arts in the city’s physical infrastructure, event planning, image and brand.**

- 1.1 Ensure Arts staff or EAC are represented in City infrastructure planning to explore the potential for arts elements in public spaces or development of arts-related City of Edmonds facilities. (Lead: City of Edmonds)
- 1.2 Advocate for legislative actions at the local, regional and state levels that impact arts related policies. (Lead: City of Edmonds)
- 1.3 Enhance and refine coordinated marketing strategies to promote Edmonds as an arts and culture destination. (Lead: Community with City)
- 1.4 Advance the 4th Avenue Cultural Corridor project including planning, infrastructure, short term projects, and long term funding. (Lead: Community with City)
- 1.5 Encourage use of exterior public spaces such as the Rotary Pavilion at City Park, Dayton Street Plaza, Hazel Miller Plaza, Port and ECA grounds for arts and culture events and activities. (Lead: Community with City)
- 1.6 Encourage Port of Edmonds to continue inclusion of artwork and arts events in Port projects and on Port-owned lands. (Lead: Community with City)
- 1.7 Ensure integration of the arts and public amenities including wayfinding signage in the Downtown Waterfront Activity Center, and gateways and key corridors in other areas of the City. (Lead: Community with City)
- 1.8 Encourage the City to review/develop zoning and permitting incentives that actively encourage developments that sustain the vision for a people-friendly, culture-oriented community, which includes public art and public space, and adds to a rich network of cultural resources. (Lead: Community with City)

- 1.9 Sustain successful events that build Edmonds' distinct identity and attract visitors, and nurture new events and projects that further contribute to it. (Lead: Community)
- 1.10 Develop new events that fill gaps (in terms of interests, age of audience, timing of event etc.) to enhance economic development and contribute to Edmonds' identity as a cultural destination. (Lead: Community)



**Goal 2. Embrace an expansive view of art and culture to include and respond to multiple forms of artistic and cultural expression.**

- 2.1. Increase the diversity of arts and cultural offerings to expand opportunities in Edmonds. (Lead: Community with City)
- 2.2. Support the provision of free and low-cost events to encourage participation by a broad range of city residents, including youth and young adults, and include intergenerational programs in multiple disciplines. (Lead: Community with City)
- 2.3. Engage Edmonds' existing, new, and growing ethnically specific communities to develop events, programs or exhibits. (Lead: Community with City)
- 2.4. Support arts education outreach programming in schools by EAC, EAFF, and other nonprofits in partnership with Edmonds School District. (Lead: Community with City)
- 2.5. Provide professional development classes for artists, building strong entrepreneurs. (Lead: Community)



**PARTNER**

**Goal 3. Foster creative community partnerships to increase and secure accessibility to the arts and cultural experiences.**

- 3.1 Support arts organizations through providing free or low cost informational resources to assist by strengthening board development, marketing and sponsorship strategies, and building financial support. (Lead: City of Edmonds)
- 3.2 Foster and support partnerships and cooperative programming among Edmonds Arts Commission, Edmonds Community College, ECA, EAFF, Edmonds Library, Edmonds Senior Center, other nonprofits, and the Edmonds School District to promote classes and activities aimed at building new audiences for culture. (Lead: Community with City)
- 3.3 Encourage development of options for engaging youth and students in arts organizations, including internships, apprenticeships and continuation of the dedicated Student Representative position on the Arts Commission. (Lead: Community with City)
- 3.4 Convene the arts and culture community periodically, building on the 2013 Art Summit. (Lead: Community with City)
- 3.5 Convene artists and arts businesses to discuss and explore establishing an “art recycling center” or similar mechanism to promote trading/sharing of resources between artists and encourage “upcycling” of materials by community members. (Lead: Community with City)
- 3.6 Maximize youth engagement with professional artists by encouraging arts organizations and the School District to coordinate opportunities for visiting artists to engage with youth and students through workshops or events. (Lead: Community)
- 3.7 Explore expanded collaborations between arts venues and cultural organizations for ticketing and marketing. (Lead: Community)



**USE SPACE**

**Goal 4. Maximize and diversify use of spaces for arts and cultural activities in Edmonds.**

- 4.1 Create and revise a full inventory of publicly accessible cultural facilities and outdoor spaces within the City limits to identify capacity for presenting various artistic disciplines and activities. (Lead: City of Edmonds)
- 4.2 Support a City funding plan and schedule for the maintenance and asset reinvestment at City-owned facilities that house cultural functions e.g. EAFF Gallery, Wade James Theatre, Frances Anderson Center, the former Public Works building. (Lead: City of Edmonds)
- 4.3 Convene a leadership process to evaluate the implications of the inventory survey and determine needs, options, and opportunities for space for cultural activities. (Lead: Community with City)
- 4.4 Advocate for affordable forms of live/work development that can accommodate and support working artists in Edmonds. (Lead: Community with City)
- 4.5 Advocate for creative partnerships in both public and private sectors to provide additional space for visual, performing, and literary arts activities. (Lead: Community with City)
- 4.6 Convene artists and businesses to encourage temporary use of space (e.g., empty storefronts) for popup galleries, exhibition space, and performance space. (Lead: Community and City)
- 4.7 Support the sustained operations of the Edmonds Center for the Arts. (Lead: Community)



**Goal 5. Strengthen communication among arts and cultural organizations and projects to enhance scheduling, information sharing and collaboration and to increase cultural awareness in the community.**

- 5.1 Provide staffing for the Cultural Services Division to advance this plan, represent and plan for arts and culture in the City of Edmonds and to implement those parts of the plan for which the City is a designated lead. (Lead: City of Edmonds)
- 5.2 Establish a method and undertake periodic assessments of cultural tourism and economic impact of arts and culture in Edmonds. (Lead: City of Edmonds)
- 5.3 Advocate for arts and culture organizations to be represented on City, Chamber, BID, Port and other advisory committees. (Lead: Community with City)
- 5.4 Strengthen coordinated communications planning and strategies for the City, Chamber and other entities to create an online presence for arts and culture in Edmonds which includes information on events, spaces for art and cultural activities. (Lead: Community with City)
- 5.5 Encourage volunteerism opportunities in arts and culture. (Lead: Community with City)

## CHAPTER 4: NEXT STEPS

The 2014 CCP provides a framework for the extensive and ever-growing arts and culture community in Edmonds to take action. The vision and goals presented in Chapter 2 provide the overall direction, built on the community's robust history of fostering arts and culture. The strategies in Chapter 3 provide the major steps, and identify responsibility for each strategy. Each strategy can be achieved by multiple tactics, and the project lead has the freedom and flexibility to determine the best set of actions to implement the strategy.

The challenge of implementing the updated CCP is one shared by the City of Edmonds and the larger community. There must be a variety of approaches to creating successful implementation. The plan reflects the good thinking, passion, knowledge and dedication of a broad array of community members. Our next steps must help all parties to find the most valuable way to use this plan as a road map for our shared vision.

Presentation of the Community Cultural Plan in a series of public meetings during the process of adoption started the process of familiarizing the broader community with the shared vision in the plan. Moving forward, the adopted plan will be carefully examined by the Arts Commission and Arts Office to integrate strategies and actions into annual work plans to reflect the areas in which the City is clearly identified as the Lead. This includes making sure that the CCP is shared broadly in the community, that milestones are identified for City of Edmonds strategies, and that the City uses the document as a touchstone and reviews progress regularly.

In the larger community there are many ways that the CCP can play a catalytic role. Its impact must build on some initial steps during 2014. If every organization and group involved with the update process takes one or more of the following steps the CCP can create significant change.

The following are recommended as important ways to assure the benefits of the CCP for arts and culture in Edmonds.

- Share the Plan with board members and staff. This permits the larger community context explored in the planning process to be understood by our community at large, and will create shared leadership for action.

- Businesses, nonprofit organizations and other entities in Edmonds can use the Plan as a tool to align their internal planning, defining next steps in their organization that align with the community vision.
- Individuals, arts organizations, businesses and others in the community should identify specific strategies that they wish to support and advance. Many of the strategies identified in this plan can only move forward if community leadership steps forward. The City can then assess ways that it can support the action being generated by the community.

To accelerate community use of the CCP and action, the City Arts Office plans to convene a series of work sessions based on the document. For example, a work group will meet around strategies related to space for cultural activities, and another will explore coordinating marketing activities. The members of the Community Cultural Plan Advisory Team and other community representatives will also be called upon to assist in periodic assessment of progress in implementing the CCP.

The appendices include tools to assist with this implementation stage.

Appendix A includes an environmental scan evaluating the strengths, areas for improvement, opportunities and challenges for arts and culture as of summer 2013. This analysis also documents community engagement findings specific to arts and culture. This can be used as a baseline for the next iteration of the Community Cultural Plan in 2020.

Appendix B consists of an inventory of not for profit cultural organizations active in Edmonds, serving as a resource for all partners and individuals.

Appendix C documents the inventory of cultural facilities in Edmonds.

Appendix D is an implementation table, including all CCP objectives and identifying potential partners who could be involved in advancing each. This matrix can also be used to track and evaluate progress annually, simplifying the performance measurement and reporting process.

Appendix E contains specific actions or tactics for some of the strategies, as well as a compendium of ideas generated during the CCP process. This appendix is a resource for implementation.

## **Conclusion**

This Community Cultural Plan is the product of an intensive ten months of community dialogue, covering all aspects of arts and culture and involving a wide range of people who are committed to Edmonds' success.

As Edmonds moves into the next phase of cultural development, the community cannot take for granted or neglect those initiatives that already work. The Edmonds Arts Festival and Foundation (EAF, EAFF); the annual seasons produced by the Driftwood Players, Cascade Symphony, Olympic Ballet Theatre, and Edmonds Center for the Arts (ECA); the Write on the Sound Writers' Conference; Third Thursday Art Walks; Art Studio Tours; the Edmonds Museum Summer Market; Jazz Connection; Concerts in the Park; and the City Public Art Collection are examples of city and regional assets that require on-going sustenance.

The vision and goals supports these successful efforts, and it also creates space for new initiatives that will elevate, support and further advance arts and culture in Edmonds. The 2014 CCP provides the tools that will allow the energy, dedication and passion of the City and the community to foster arts and culture in the coming years.



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# City of Edmonds Community Cultural Plan

## **GLOSSARY – ORGANIZATIONS & ABBREVIATIONS**

The intent of the glossary is to provide further information on name abbreviation, affiliation, or function for some of the most frequently used acronyms but it does not include all organizations referred to in the plan.

ArtWorks – a gathering place for artists, center for arts, primarily visual, also available for shows and rentals, operated by EAFF and EAF

Arts Now – arts oriented community learning division of Edmonds Community College, includes courses on the business of art

Business Improvement District (BID) formed in 2013 for area of downtown Edmonds.

Cascade Symphony Orchestra (CSO) – community orchestra based at ECA

Cultural Services Division – Arts Office within City of Edmonds Parks Recreation & Cultural Services Department, staff liaison to Edmonds Arts Commission established in 1975

Frances Anderson Center (FAC) – City owned and managed recreation center

Edmonds Arts Commission (EAC) – City body that advises and makes recommendations to the mayor, city council and other commissions/boards on matters relating to arts and culture

Edmonds Arts Festival (EAF) – volunteer association which presents the annual three-day festival, established 1958

Edmonds Arts Festival Foundation (EAFF) – funding organization supported primarily by annual EAF, which provides financial support for community projects, arts education, university visual arts scholarships, and public art

Edmonds Center for the Arts (ECA) – performance arts and community complex with theater, meeting rooms and gym, programming supported by EPFD and ECA nonprofit board

Edmonds Community College (EdCC) – educational institution located in Lynnwood that owns and operates the Edmonds Conference Center

Edmonds School District (ESD) – local K-12 public school district including Edmonds, Lynnwood, Brier and Mountlake Terrace

Edmonds Senior Center (EdmondsSC) – community center for seniors in City owned building, managed by nonprofit

EPIC Group (Edmonds Prose|Poetry Interactive Community) – nonprofit organization supporting literary arts

Historic Preservation Commission (HPC) – serves as the City’s primary resource in matters of historic planning and preservation

Lodging Tax Advisory Committee (LTAC) – advises the Edmonds City Council on allocation of the lodging excise tax fund for tourism promotion

Olympic Ballet Theatre (OBT) – school and theatre, performs at the ECA

Edmonds Public Facilities District (EPFD) – a municipal corporation established by City Council to develop the ECA

Sno-Isle Libraries – Sno-Isle Libraries is a special district that provides library services to 671,000 residents in Snohomish and Island counties, including in the City of Edmonds

South-Snohomish County Historical Society – nonprofit organization that supports the South-Snohomish County Historical Museum

Snohomish County Lodging Tax Fund – also referred to as SnoCo Hotel/Motel Fund, provides small grants to promote tourism

Snohomish County Tourism Promotion Area (TPA) – self imposed taxation district provides funding to promote tourism

Snohomish County Lodging Tax Fund – provides small grants to promote tourism

Washington State Arts Alliance (WSAA) – state organization that promotes public funding, legislation and policy favorable to arts and culture, and facilitates arts education and inter-organizational communication

Washington State Arts Commission (WSAC) – State government agency that promotes the conservation and development of the State’s artistic resources

Write on the Sound (WOTS) – annual writers’ conference presented by the Edmonds Arts Commission