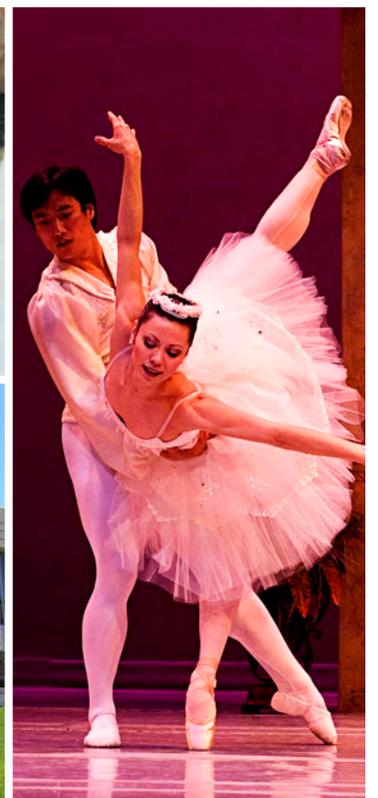


City of Edmonds: Community Cultural Plan





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 5th and 6th, 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 4th 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.

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



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)



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)



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

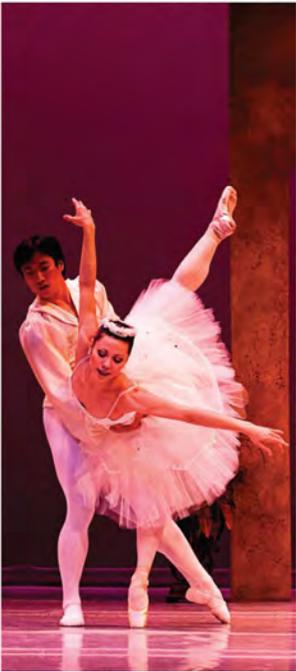
Snohomish County Lodging Tax Fund – provides small grants to promote tourism

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

APPENDIX A: Community Cultural Plan Environmental Scan



APPENDIX A: COMMUNITY CULTURAL PLAN ENVIRONMENTAL SCAN

Edmonds updates its Community Cultural Plan (CCP) on a six-year cycle with its Parks, Recreation and Open Space (PROS) Plan. Though the Community Cultural Plan (CCP) was developed in parallel to the PROS Plan, it provides guidance for the entire Edmonds arts and cultural community. In addition to providing guidance for the City of Edmonds parks, recreation and open space system, the PROS Plan is also an important implementation document for the CCP. The PROS Plan defines the role of the City of Edmonds Parks, Recreation and Cultural Services Department in advancing the CCP.

Figure A-1 illustrates the four-phased update process used for both plans.

Figure A-1: Integrated Planning Process



As the diagram shows, a comprehensive public engagement strategy served both plan updates. This strategy included outreach to the general public, as well as engagement opportunities specific to each topic.

Phase 1: Where Are We Now? In Phase 1, the CCP planning team evaluated the state of arts and culture in Edmonds. This included an assessment of strengths, weaknesses, opportunities and challenges drawing from a review of key planning documents and existing conditions and input from the community engagement process.

Phase 2: Where Do We Want to Be? The CCP planning team developed a planning framework for the CCP, including a vision statement and plan goals.

Phase 3: How Do We Get There? Building on the vision and goals framework, the planning team developed strategies and actions, and an approach to the CCP document that would facilitate tracking progress.

Phase 4: What Are the Steps to Implementation? In Phase 4, the full draft CCP was released for public review. This final iteration of the CCP was refined with input from the public, staff, and City officials, and adopted by the City Council.

Community Involvement

As the diagram in Figure 1 shows, a comprehensive public engagement strategy served both the Community Culture Plan and PROS Plan updates. Summaries of results and key findings from each public engagement event are detailed in the *Technical Supplement* (available under separate cover).

- *Community Culture Advisory Team:* The 21 member Community Culture Advisory Team convened three times during the planning process to guide the CCP update. This group coordinated with the 19 member PROS Advisory Team (PAT), a group playing a similar role for the concurrent update of the Parks, Recreation and Open Space (PROS) Plan.
- *Arts Summit:* The City of Edmonds convened an Arts Summit on June 29, 2013 at the Edmonds Center for the Arts. Attended by over 200 community members, this event provided a unique opportunity to discuss the future of arts in Edmonds, through informative presentations and interactive discussions among different organizations and interests.
- *Focus Groups:* Three drop-in focus groups in August 2013 provided opportunity for the public to give specific feedback in the context of a facilitated group discussion. Twenty-five participants considered topics including parks, arts and programs, challenges, opportunities, potential partnerships, and ways to increase participation in CCP and PROS planning processes.

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- *Intercepts:* During August and September 2013, Edmonds staff conducted a series of seven intercept events, bringing five interactive posters to a variety of community gatherings and popular locations around the city. The purpose was to bring the planning process out to the community to broaden participation. Intercept events drew participation from about 300 people.
- *Questionnaire:* The online questionnaire was designed to be open to anyone interested in participating and to collect the largest number of responses and ideas possible. The questionnaire was made available on the front page of the City's website (www.edmondswa.gov), and was active between August 19th and September 15th, 2013. It was publicized using City email lists and newsletters. Question topics included city services, arts and cultural opportunities, parks and facilities, recreation programs, and future priorities. By the close of the active period, there were 1,161 responses, comprising 968 completed and 193 partially completed questionnaires.
- *Workshops:* The CCP planning team led two public workshops attended by 27 people on October 16th and 17th, 2013, at different locations and with different starting times to provide multiple options for participation. These workshops were designed to elicit community input on preferences for the character of development and renovation of Edmonds parks and cultural spaces, as well as priorities for services. The workshops included a visual preference survey exercise, during which participants indicated their preferences for images of potential cultural elements, and a sustainable priorities exercise, during which participants prioritized a list of parks, recreation, open space and cultural services. The visual preference survey exercise was also repeated at a Planning Board workshop.
- *Random Sample Survey:* A random sample telephone survey was conducted in late November, 2013 by EMC. This survey was designed to further distill community priorities for major capital projects and funding sources.

Role and Scope of the Environmental Scan

The Environmental Scan, a key work product of Phases 1 and 2 of the planning process, provided a foundation for the Cultural Plan update. This document is made up of four sections. It provides the context for future planning and a summary of issues and possible directions.

Section 1 is a review of six key planning documents;

Section 2 summarizes input from stakeholders, including CCAT members, staff, elected officials and the public;

Section 3 provides an assessment of strengths, areas for improvement, opportunities and challenges; and

Section 4 summarizes key issues which the 2014 CCP addresses.

1. Planning Context

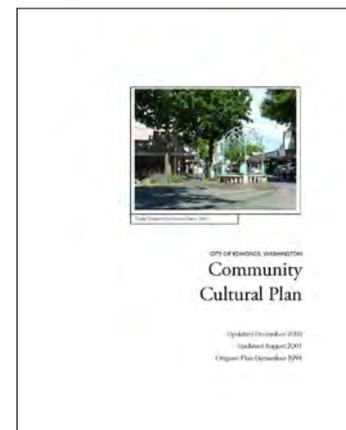
A range of background documents relate to community culture in Edmonds. These documents include master plans, strategic plans, internal planning and organizational documents. The documents identified as most critical are:

- The Edmonds Community Cultural Plan (CCP);
- City of Edmonds Strategic Action Plan;
- Edmonds Arts Commission Strategic Plan 2013-2015;
- Strategic Business Plan for Edmonds Center for the Arts;
- Edmonds Streetscape Plan; and
- 4th Avenue Cultural Corridor Design Implementation and Funding Plan

Key implications of each of these documents are described in the following pages.

City of Edmonds Community Cultural Plan (CCP) (Updated 2008)

Summary: The 2008 CCP is the guiding document for City and community investment in the cultural community. This document identifies five goals supported by implementation strategies and the five “most significant” actions that the City should take during the ten-year plan scope. The five goals focus on: identity, partnerships, facilities,



City of Edmonds Community Cultural Plan

visibility and community involvement. Two primary themes are called out: "destination," defined as an economic development strategy to attract visitors through cultural offerings, and "participation," defined as an expansion of the cultural offerings available to residents.

Status: A review of action and status of CCP goals and objectives was undertaken by Cultural Services staff in August 2013, as part of the update process.

Though not every recommendation is fully completed as of 2013, the City of Edmonds and a network of cultural partners in the community have made strong progress on many of the objectives and strategies identified in the 2008 CCP.

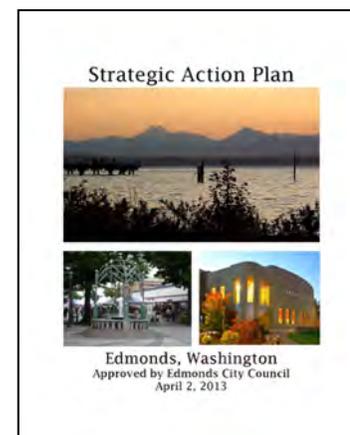
Implications: The themes, goals and many of the objectives identified in the 2008 CCP have continued relevance for the 2014 CCP. While the higher level goals continue to resonate, some specific strategies warrant reconsideration given new information and opportunities.

Strategic Action Plan (2013)

Summary: The City of Edmonds Strategic Action Plan identifies short-term (3-5 year) and mid-term (5-10 year) strategic objectives and specific actions based on their fiscal sustainability and value to Edmonds' citizens. The plan indicates each action's priority level (very high to very low), lead party, participating parties, level of complexity (high to low), implementation time (in months), and performance measures.

During the strategic planning process, Edmonds City Council identified five strategic objectives through analysis of information gathered during a series of surveys, focus groups, public charrettes, open houses, hearings and retreats. These objectives included a number of strategic actions that related specifically or tangentially to arts and culture. Actions with direct relationships to arts and culture are contained within Strategic Objective 1: Create economic health, vitality & sustainability (see "Implications" below).

Status: The Strategic Action Plan was adopted in April 2013, so implementation is just beginning.



Implications: The Strategic Action Plan included an extensive public engagement process. Relevant public involvement data was integrated into the CCP process. The Strategic Action Plan provides strategies that specifically relate to community culture. This CCP update explored these strategies, using the expertise of the CCAT and staff to identify how best to integrate ideas into the CCP. Specific actions considered include:

- Action 1d.1 (25): Design – arts and culture (integrating art)
- Action 1d.2 (24): Marketing – arts and culture
- Action 1e.1 (27): Organization – arts and culture (creating a central clearinghouse for events in Edmonds)
- Action 1e.2 (26): Promotion – arts and culture (arts website and use of social media)
- Action 1e.4 (29): 4th Avenue Cultural Corridor (building the cultural corridor)
- Action 1e.5 (31): Artist live/work (developing affordable artist live-work-teach-display-sell spaces to attract young and emerging talent to Edmonds)
- Action 1e.6 (30): Art and history walking tours
- Action 1e.7 (32): Fine Arts Museum

Additional strategies considered in the Plan address improvements in wayfinding signage, possible use of empty storefronts for art displays, and development of a year round public market.

Edmonds Arts Commission Strategic Plan 2013-2015 (Updated 2013)

Summary: Founded in 1975, the City of Edmonds Arts Commission (EAC) works to ensure that the arts are a vital part of the community's quality of life, economic vitality and central identity. The seven EAC commissioners, who must include at least four arts professionals, are appointed by the Mayor and approved by City Council. The Edmonds Arts Commission Strategic Plan (EACSP) is an annually reviewed work plan for the EAC, which identifies goals, objectives and actions that the Commission should focus on in the coming year. The original 1997 planning process included analyzing local, regional and national arts data and surveying arts organization in Edmonds.

Status: This Strategic Plan guides the work of the EAC and is updated annually with reference to the most current CCP. At any given point in time, some actions have been completed and some are ongoing.

City of Edmonds Community Cultural Plan

Implications: The mission, vision and organizational values of the EAC, as articulated in the Strategic Plan, clearly identify the role of the EAC. The five goals of the EAC should be considered in relation to the CCP. These are:

1. Creative Programs and Services – provide and promote policies and opportunities to deliver excellent and creative programs which enhance the quality of life in Edmonds and attract visitors to Edmonds
2. Advocacy, Outreach and Information – encourage and advocate for the arts through engaging the interest of the City and its citizens in art matters and providing timely information to the community
3. Community Involvement – foster participation in and appreciation of the arts
4. Youth Arts Education – support and enhance arts education opportunities for youth
5. Cultural Destination – ensure that the arts are integral to Edmonds' identity and economic vitality

Strategic Business Plan for Edmonds Center for the Arts (2013)

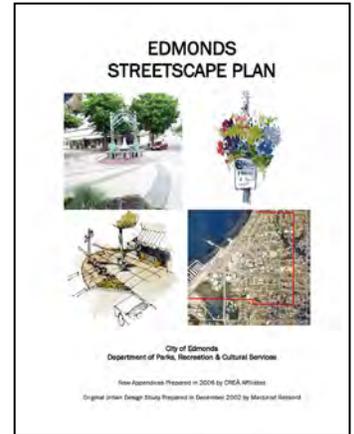
Summary: The Edmonds Center for the Arts (ECA) is operated by the Edmonds Public Facilities District. The Strategic Business Plan was completed in spring 2013 and is focused on how to operate the ECA in a sustainable manner.

Status: This Strategic Business Plan was recently adopted, so implementation is just beginning. This Business Plan was referenced in the City of Edmonds Strategic Action Plan as *Action 1e.3 (28): Edmonds Center for the Arts (ECA)*.

Implications: The Strategic Business Plan's recommendations were considered when updating the strategies in the CCP to ensure there is consistency. The ECA plan clarifies issues related to facility capacity and also indicates strategic directions.

Edmonds Streetscape Plan (2006)

Summary: The Edmonds Streetscape Plan is a set of design guidelines to be applied as new development, improvements and maintenance occur in the right-of-way of Edmonds' public streets. Planning parties included the Mayor; City Council; Planning Board; Parks, Recreation and Cultural Services, Development Services and additional City staff. The Plan identifies design issues organized into seven categories and recommends actions to resolve those issues.



This plan is a 2006 update of the Urban Design Study, conducted by the Parks, Recreation and Cultural Services Department in 2002. The original plan focused primarily on recommendations for Downtown. The update expanded the plan to reflect changes that had been made to the Edmonds Comprehensive Plan, including designation of the 4th Avenue Arts Corridor and the International District on Highway 99.

The Streetscape Plan is intended as a companion piece to the Edmonds Design Guidelines (which focus on development of private property) and the Edmonds Comprehensive Plan.

Status: Many of the recommendations in this plan have been implemented or initiated.

Implications: The guidelines in the Streetscape Plan should be considered with regard to CCP recommendations about physical improvements within the public right-of-way. Future updates to the Streetscape Plan should include Cultural Services staff and be reviewed for relevance and alignment with the CCP.

4th Avenue Cultural Corridor Design Implementation and Funding Plan (2009)

Summary: The 4th Avenue Cultural Corridor Design Implementation and Funding Plan was developed after designation of a downtown Arts Corridor BD5 zoning. The plan describes a vision and conceptual design for the future of the segment of 4th Avenue that connects Edmonds' downtown retail core with the



Edmonds Center for the Arts (ECA). The plan includes guidelines for creating a linear park with low impact development (LID) streetscape elements, pedestrian amenities, public art and building façade development, and provides suggestions for potential funding sources. The 2009 planning process included three Citizens Advisory Group (CAG) meetings and two public meetings.

Status: To advance the concept of connecting the ECA and downtown with a pedestrian friendly corridor on this street the City received grant funding to create artist made interpretive markers to be completed in 2014 for a walking tour of sites with historical interest, eight of which are on 4th Ave. Adding art enhanced flower poles is under consideration. No major street reconstruction is funded at this time.

Implications: The 4th Avenue Plan estimates the cost of implementation to be between \$5.2M and \$5.6M in 2008 dollars. This is a significant investment for a 6-block segment. It is largely residential but is zoned for mixed use development which could include retail businesses or restaurants and live/work space. The concept of connection resonates with the community and has generated excitement. The public and those who participated in the 4th Avenue planning process may not be aware that the artist-designed interpretive markers are an interim step in the development of the envisioned connection.

2. Stakeholder Input

Findings related to arts and culture from several stakeholder engagement activities are highlighted in this section.

Edmonds Arts Summit 2013, Key Findings

The Arts Summit, hosted by Mayor Earling and the Edmonds Arts Commission, was a free citywide gathering of the arts and culture community held on June 29, 2013.

Over 200 people gathered at the Edmonds Center for the Arts to participate in expanding their arts knowledge and helping to shape the future of the arts in Edmonds. During the afternoon, facilitated groups discussed four focus areas:

The Arts Means Business

The Arts Means Education and Lifelong Learning

The Arts Means Community

The Arts Means Art-making and Presenting



The first part of the facilitated session was a discussion of assets and issues within the focus area. The second part was a discussion on future directions to maximize the potential of the focus area. Participants were asked to consider how to more effectively integrate cultural arts and how to take efforts to the next level for programs, spaces and places. At the close of the afternoon, the four groups reconvened in a plenary session where each group shared their top three priorities.

City of Edmonds Community Cultural Plan

There were themes that were discussed among multiple groups, regardless of the focus area. Following the summit, the themes (not prioritized) were articulated as follows:

- More free or low cost space for creating art;
- Better public information source(s) for arts and culture events and activities in Edmonds;
- An arts and culture scene that is more inclusive of all cultural and ethnic groups in Edmonds;
- More integration of arts and culture and the business community;
- More high quality, dedicated spaces for rehearsing, displaying, meetings and performing;
- Engaging more youth and young adults in the arts in Edmonds;
- Marketing of Edmonds as an arts destination;
- More City of Edmonds funding for arts and culture; and
- Better communication and coordination among arts and cultural groups in Edmonds.

Many of these themes are consistent with issues and concerns identified in past planning efforts, and include areas where Edmonds has focused attention over the past ten years.

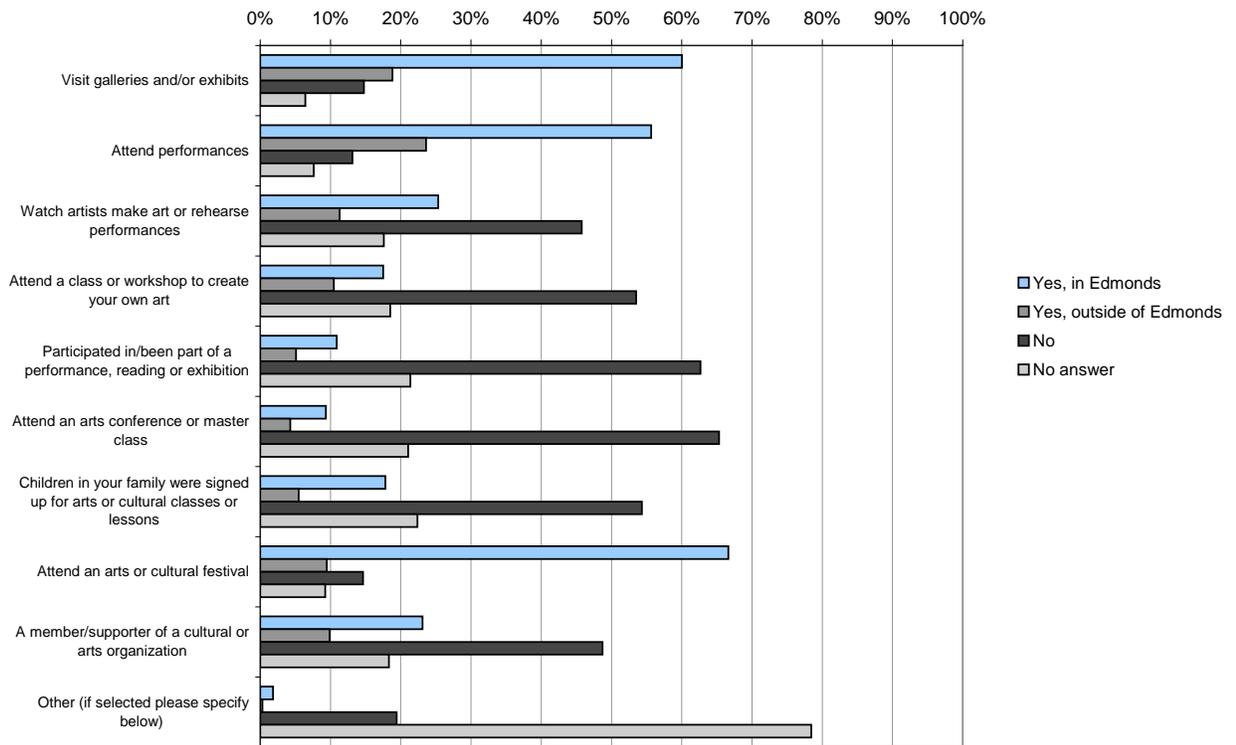
Online Questionnaire, Key Findings

An online questionnaire designed to elicit feedback on community priorities for parks, recreation and cultural services was administered during the planning process. This questionnaire, accessible through a web link and available in paper format, was open to the public from August 19 through September 15, 2013. It was publicized using City of Edmonds email contact list. At the close of the questionnaire, a total of 968 people completed the questionnaire in full and an additional 193 partially completed the questionnaire. Results relevant to the CCP are highlighted on the following pages.

- 42% of respondents participate in artistic and cultural expression activities when they visit Edmonds' parks. Artistic and cultural expression was also the top activity people want to see more of in Edmonds' parks.

- The quality of Edmonds’ arts and culture events and programs was rated highly, among the highest rated services of the Parks, Recreation and Cultural Services Department.
- More than half (57%) of respondents reporting that they participated in a City of Edmonds recreation program within the past two years. Of those, arts and cultural presentations or events had the most participation, more than fitness and wellness and sports programs.
- Questions 18 through 21 of the questionnaire focused specifically on arts and culture. Results of those questions are depicted graphically on the next four pages.

Have you participated in the following cultural activities in the past two years?

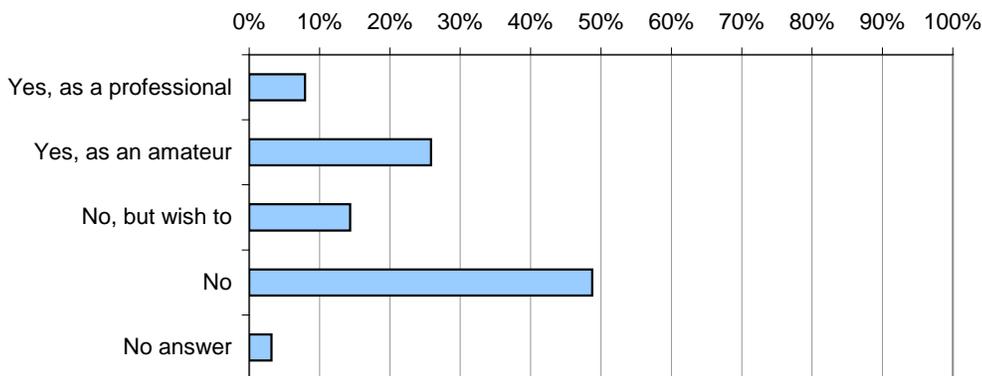


- Respondents most frequently visit galleries and exhibits, attend performances and attend arts or cultural festivals in Edmonds. For each of these activities, the majority of people are staying in Edmonds. The results show they are participating in these activities in Edmonds three times as much as outside of Edmonds, remarkable for a community of Edmonds’ size.

City of Edmonds Community Cultural Plan

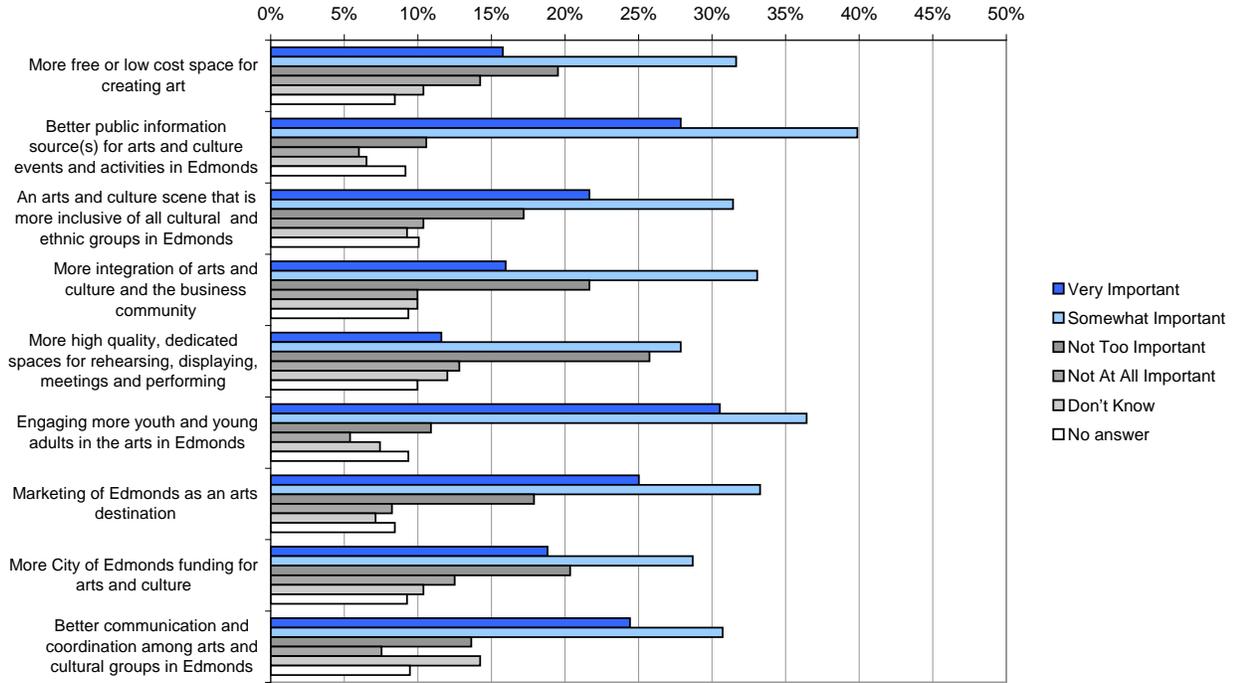
- A quarter of respondents support or are members of a cultural or arts organization in Edmonds, compared to the ten percent who support organizations outside of Edmonds.

Do you create art?



- A total of 48% create art or wish to, and 48% do not create art.
- Of the respondents, 8% reported creating art as a professional, and 26% as amateur. Another 14% wish to create art.
- Those who create art were asked to note their art form or discipline. The most frequently mentioned were painting, photography, drawing, sculpting, writing, fiber arts and music/singing. The responses showed that Edmonds residents have a broad and inclusive view of the arts, with some respondents noting participation in fly fishing rod design, candle making, brewing and model ship building.

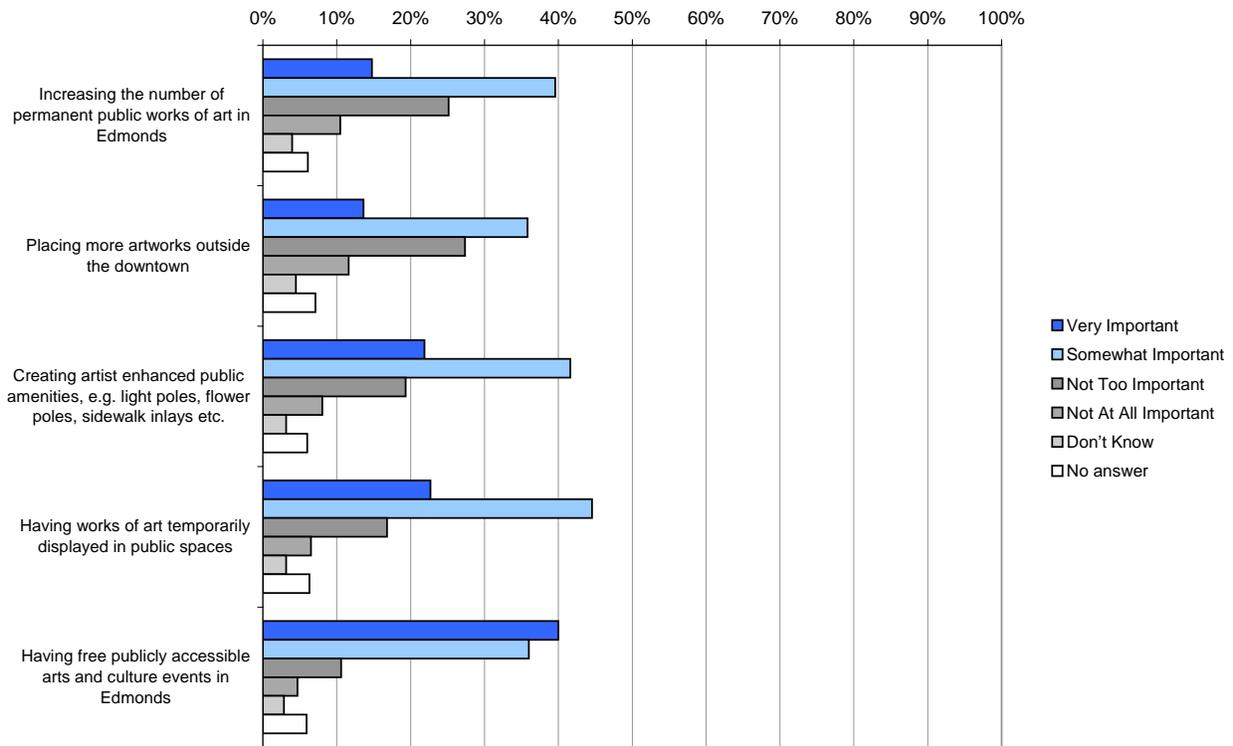
On June 29, an Arts Summit was hosted by Mayor Earling and the Edmonds Arts Commission. At this free citywide gathering of the arts and culture community, several priorities were identified by summit participants. How important is each to you?



- This question tested the themes generated from the Art Summit with the general public to gauge the importance of each.
- Looking at the responses that generated the most “Very Important” and “Somewhat Important” ratings, engaging youth/young adults, better public information, and marketing of Edmonds as an arts destination appear to be among the most important.
- The results indicate that of lesser importance to the general survey respondents are: high quality, dedicated spaces for rehearsing, displaying and performing and free/low cost space for creating art. It should be noted that working artists, who represented 8% of respondents, may rate these themes of higher importance.
- These results confirm the impressive level of importance of **all** of these in the community.

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Regarding art in our public environment in Edmonds, how important is each of the following:



- Of highest importance to respondents is having free publicly accessible arts and culture events.
- Temporary display of art in public spaces, and artist-enhanced public amenities were also high in importance.
- Increasing the amount of permanent public works of art in Edmonds was seen as somewhat less important by respondents, as was placing more artworks outside the downtown area.

Intercept Key Findings

Edmonds Parks, Recreation and Cultural Services staff took a series of five display boards to events and public parks throughout August and September. One of the questions asked for feedback on art in the public environment, mirroring question 21 from the online questionnaire.



EDMONDS PARKS, RECREATION AND CULTURAL SERVICES

Regarding art in our public environment in Edmonds, how important is each of the following?

	Very Important	Somewhat Important	Not Too Important	Not At All Important	Don't Know
Increasing the number of permanent public works of art in Edmonds	80	92	53	14	3
Placing more artworks OUTSIDE the downtown area	48	91	65	16	5
Creating artist-enhanced public amenities, e.g. light poles, flower poles, sidewalk inlays etc.	122	88	19	10	2
Having works of art temporarily displayed in public spaces	87	88	20	10	3
Having free, publicly accessible arts and culture events in Edmonds	206	48	3	1	1



Results showed that respondents favored having free publicly accessible arts and culture events in Edmonds and creating artist-enhanced public amenities, e.g. light poles, flower poles, sidewalk inlays, etc. This is consistent with the online questionnaire results.

Another question asked about what activities people would like to see more of in Edmonds' parks, recreation and open space system, also mirroring a question on the online survey. Artistic and cultural expression ranked among the top priorities, third overall from a list of 12 activities.

Public Workshop Key Findings

The CCP planning team led two community workshops designed to get public input on preferences for the potential character of Edmonds public spaces (including how art can be integrated), and to gauge the public’s priorities for cultural services. These workshops included two exercises—a Visual Preference Survey and a Sustainable Priorities exercise.

During the Visual Preference Survey, respondents reported high visual preference (more than 50% “I really like it”) for artistic and cultural elements including Edmonds and Pacific NW-themed public art and sculpture, painted utility boxes, and art tiles woven into pathways. They reported a medium visual preference (More than 50% “I really like it” or “worth considering”) for elements including literary-themed public art, sculptural bike racks, large chess board plazas, and painted residential intersections,

Results from the Sustainable Priorities exercise are summarized in the table below, which contains pie charts depicting the percentage of participants who indicated each level of priority for a given service. The three cultural areas most highly prioritized by respondents are concerts in the park, tourism promotion, and the flower program.

Service	Priority Level
Arts	55% high  <ul style="list-style-type: none"> high med low no response
Children and Youth	
Arts and Crafts	55% high  <ul style="list-style-type: none"> high med low no response
Cultural	
Assistance / Training Workshops	26% high  <ul style="list-style-type: none"> high med low no response
Tourism Promotion	63% high  <ul style="list-style-type: none"> high med low no response
Youth Arts Education	37% high  <ul style="list-style-type: none"> high med low no response
Literary Arts	33% high  <ul style="list-style-type: none"> high med low no response
Performing Arts	41% high  <ul style="list-style-type: none"> high med low no response
Visual Arts	52% high  <ul style="list-style-type: none"> high med low no response

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Service	Priority Level
Special Events	
Concerts in the Parks	70% high 
Outdoor Movie Nights	33% high 
Large Scale Performing Arts	44% high 
Music/Arts Festivals	56% high 
Flower Program	58% high 

Additional Input

Additional input on arts and culture was received from the CCAT and City Council members and considered in the assessment in Section 3. The CCAT discussed strengths and challenges at their first meeting on August 14, 2013. Following the CCAT meeting, City Councilors and those who missed the first meeting were asked to provide input. Several provided feedback via email and comments have been logged and tracked in the project file.

3. Strengths, Areas for Improvement, Opportunities and Challenges

Edmonds has grown its community arts and culture programs over the past decades. The arts are robust and thriving and collaborations around arts and culture have increased significantly since the 2008 CCP.

The review of existing plans and documents, along with stakeholder input to-date, provides us with a foundation for understanding the environment and building a strategic approach to the future for arts and culture in Edmonds. The following synthesizes the current status and notes some areas examined as the CCP update was developed.

Strengths

Active and Engaged Community

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 arts and cultural organizations in Edmonds has grown by 20% (12 new entities) just since the 2008 CCP. In addition, there is a growing and vibrant sector of arts businesses, from galleries to hands on ceramics and painting, to photography. 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. Implementation of the CCP update should identify how to engage each key demographic group (e.g. youth, families, seniors).

Range of Activities Offered

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.

Implementation Capacity

A key strength of the community is the significant progress in implementing various plan components – by the City, by other public entities, and in the private and nonprofit sectors. There are multiple examples of implementation of CCP-related recommendations in the past ten years, from the Edmonds Center for the Arts to art enhanced flower basket poles to the addition of new public gathering spaces to expansion

of free cultural events. There have been significant improvements 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 of events 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.

Recognition of the Economic Development Potential of Community Culture

The inclusion of arts and culture in City economic development efforts has steadily increased since the creation of an Economic Development Department in 2005. Arts and culture are a key part of the Edmonds brand and the City's focus in advertising. The City, the Chamber of Commerce and the Port have all identified the arts as a critical element in economic vitality, and the economic development potential of the arts was also reflected as a theme of the 2013 Arts Summit, embraced by the Mayor.

Areas for Improvement

Attracting Young Adults and Families

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 supporters and the need for diversity within the arts and culture scene. Edmonds has focused on this issue and has increased participation. However, there still is a need to bring the voices of young adults into arts organizations and to develop more intergenerational and diverse opportunities.

Broadening What "Community Culture" Means

The CCAT brought up the issue that Edmonds is known for visual arts that tend to be more mainstream or conservative rather than cutting edge. 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 which is already visible in Edmonds with the variety of hands on art experiences available through arts businesses, EdCC Arts Now program, ArtWorks etc. 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.

Extending Beyond Downtown

Many stakeholders have noted that Edmonds' efforts around arts and culture have focused on the downtown core and are not inclusive of the immigrant and ethnic 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. There has been some success in this area and there are many potential relationships and connections that could be pursued.

More Funding

More funding was identified as an area of improvement from a variety of perspectives. In addition to the desire for more City of Edmonds funding, there is an awareness of the need to look to multiple and varied sources to support the arts and to create sustainability. Finding funding to encourage start-up/incubation/experimentation is of interest especially as an avenue to encouraging young adults and looking to the future. Edmonds could focus more attention on arts and culture initiatives that can generate revenue, such as fee-for-service classes which are already widely available in downtown through private sector and EdCC ArtsNow, or the Write on the Sound writers' conference. Technology offshoots or strategic partnership with cultural or educational entities from the broader region may offer additional opportunities.

Opportunities

Tourism and Visitors

Edmonds attracts visitors who arrive by Washington State Ferry, private boats at the Port, the train, as well as 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 as a shoreline within south Snohomish County and north King County and that

City of Edmonds Community Cultural Plan

it draws visitors from neighboring cities due to its market niche which is distinct from Seattle—less urban complexity and congestion while offering an attractive downtown near the waterfront. There is general agreement that this position can be further leveraged to strengthen cultural tourism in Edmonds.

Connect With Existing Resources

Edmonds Community College is a resource for the community with EdCC Arts Now program, the Arts, Culture & Civic Engagement programs, the cable television channel and partnerships such as with Write on the Sound. There may be unrealized potential to augment and activate arts and culture in the community. Academic programs that focus on careers in the arts (e.g., Graphic Design Studies, Studio Art Studies, Digital Music Studies, Visual Communications, Computer Game Development Certificate) offer a means for engaging young adults as well as for fostering experimentation. In addition, the campus features art by regionally and nationally known artists and offers quality facilities at the Art Gallery and the black box theater and the ArtsNow Gallery. EdCC students have been an important part of applied learning programs at the Edmonds Senior Center and elsewhere in the community. There remain unexplored avenues to leverage the facilities on campus, the energy of the students and the academic programs.

Edmonds Boys and Girls Club and Edmonds Senior Center provide venues and programs for arts and cultural activities targeted toward youth and seniors. The City could explore the potential for increased and/or joint arts and cultural opportunities between these two facilities. The Edmonds Boys and Girls Club offers before and after school programs, and “super school programs” for children and youth between the ages of 5 and 18. Edmonds Senior Center hosts a broad variety of classes, activities and special events.

The Edmonds Center for the Arts (ECA) is a multi-purpose performing and visual arts facility owned by the Edmonds Public Facilities District. It contains an auditorium, several flexible spaces including the theatre lobby, three multi-purpose meeting rooms and a gymnasium available for special events. This facility currently hosts several arts and cultural programs and has potential for increased and enhanced future use.

The Port of Edmonds, with economic development as part of their mandate, is a key resource for the waterfront. The Port’s mission statement

includes a goal to play a leadership role in ensuring that the waterfront is a vibrant, active centerpiece for the Edmonds community. Continued arts integration and cultural events in and around the Port can help to support this goal.

Challenges

Culture of Planning/Number of Plans

This document touches on five plans besides the CCP that include interrelated recommendations. This update to the CCP should consider how to track related recommendations, linking to other plans and allowing more consistent tracking of performance/progress towards recommendations. A culture of planning provides many benefits but also requires careful alignment of efforts. The alignment of the PROS and Cultural plans in 2008, for example, was important for implementing projects such as the Hazel Miller Plaza and art enhanced flower basket poles.

Need for Articulation and Celebration of Interim Steps

It is important that plans articulate incremental steps that move Edmonds toward the larger vision. In addition, when the City takes steps towards a vision, it is critical to communicate the relation of the interim step to the overall plan.

Viability of and Capacity for Planned Capital Investment Projects

The 2008 CCP includes plans to explore developing new spaces and city infrastructure to further Edmonds' vision of growing as a regional hub for arts and culture. It would be wise to parse out precisely what goals the community hopes to achieve through capital investment projects and explore if there are alternative paths to achieve those goals through programmatic changes. With limited City resources, the viability of private enterprises should be carefully considered. For example, a plan to construct a new art museum may hope to achieve the goal of providing more opportunity for display of visual artwork in Edmonds. This goal might be achieved through utilizing privately operated space and should be considered in the context of the broad network of existing facilities, such as cafes, libraries, theaters, book stores and educational institutions which are already used for exhibits.

4. Key Issues for the Plan Update

There is substantial interest in continuing to enhance the role and variety of arts and culture in Edmonds. The planning team has identified key issues that the CCP update addresses.

Key Issues

Engage Younger Audiences

An emerging consideration is the need to strategically engage youth and young adults. Edmonds needs to balance that with cultural activities that are serving retirement-age audiences (an area already very well-served). This expanded view 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.

Engage More Diverse Audiences

As Edmonds and its surrounding region grow more diverse, the need to engage audiences and artists with a variety of cultural, ethnic and lingual influences becomes even more important. Edmonds should 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.

Maintain a Vital and Vibrant Downtown

The Edmonds community has invested significant funds and energy into planning and creating a vibrant downtown district. Activation of this town core remains a key focus so as not to lose the momentum that has been achieved.

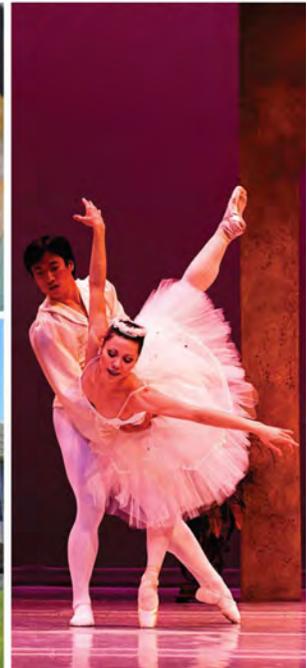
Expand the Footprint of Arts and Culture Across Edmonds

Exhibition and studio space and approaches to exhibiting art were discussed at focus groups, with the CCAT and at the Arts Summit. Creative, organized use of existing public and private exhibit space is already happening and exploration of studio space opportunities should be explored. It would be valuable to explore potential opportunities for expansion of the existing art space network before dedicating capital to new buildings and infrastructure.

Broaden the Definition of Community Culture

To address the previous four key issues, Edmonds will need to continue to broaden what it means by “community culture” to encompass new themes, media, technology and audiences.

APPENDIX B: Cultural Organizations Inventory 2014



APPENDIX B: CULTURAL ORGANIZATIONS INVENTORY 2014

The City of Edmonds has fostered arts and culture since it was established in the late 1800's. There were performances and opera before the turn of the century, the Edmonds Coterie established in 1906 had an active art committee, in 1909 the Carnegie Library was built, and the first movie theater came to town in 1916. Dramatic performances were popular at the new Edmonds High School built in 1909. Community interest in the arts and volunteerism were contributing factors in the establishment of both the Driftwood Players and the Edmonds Arts Festival in 1957-1958. The original Cascade Symphony Orchestra was founded in 1962. Wade James Theatre was built by Driftwood Players on City owned property in 1966, the Historical Society organized in 1972 and the Historical Museum opened in the City owned former Carnegie Library building in 1973. The Barclay Dance Studio came to Edmonds in the 1950's and Olympic Ballet Theatre was established in 1981. These and many other organizations have long expressed the cultural interests of the individuals who make up the community, artists, patrons, and participants who are driving forces in the development of the rich cultural fabric of Edmonds.

The Edmonds Arts Commission was established by the City in 1975 "to promote the arts as an integral part of community life." In establishing the Commission, the City acknowledged the importance of arts and culture and their contributions to the unique personality of Edmonds.

The following list of cultural organizations includes nonprofits, not for profit groups, educational nonprofits, cooperatives, and clubs and guilds that are based in or regularly conduct activities in Edmonds. It does not include the many vibrant arts retail businesses, schools, and a rich variety of arts-related businesses which also contribute greatly to the cultural community. Information was supplied by local organizations and if there are errors or omissions please contact the City of Edmonds Arts Office.

Appendix B: Edmonds Cultural/Arts Organizations 2014

2014	Name of Organization	Location/Contact	Website	Description
PERFORMING ARTS / MUSIC				
1	Academy of Music Northwest		www.amnw.org	
2	Cascade Symphony Orchestra	425-745-5921, 776-4938	www.cascadesymphony.org	Nonprofit, 13 member board Orchestra of 85+ volunteer musicians Established 1962 They perform 4 subscription concerts and a chamber music concert each year featuring classical masterpieces and virtuoso soloists.
3	Cascade Youth Symphony	206-417-5677	www.cvso.us	Nonprofit, 12 member board Director, Professional staff Formed 1976 Five youth orchestras, five concerts/year, two week day camp in summer, touring orchestra in Europe every three yrs.
4	Edmonds Jazz Connection / Rotary Club of Edmonds Daybreakers		www.jazzconnection.org	45-member volunteer service club, including 12 officers on the Rotary Foundation Board of Directors No paid staff Established in 1996 as a local branch of Rotary International (RI). Club presents Edmonds Jazz Connection, an annual festival held on Saturday of Memorial Day Weekend in downtown Edmonds, established 1999.
5	Edmonds School District Music Program		www.edmonds.wednet.edu	
6	Edmonds Tunes		www.edmondstunes.org	Open mic music program on Friday nights. Established by Maje Gallery in 2013.
7	Frank Demiero Jazz Festival		www.demierojazzfest.org	Friends of Frank Demiero. Founded 2007. 501c3.
8	Jazz Colony		www.jazzcolony.blogspot.com	Formed in 2009 as an improvisation group by EWHJ Jazz Band parent. Jam sessions and local gigs including at SeaJazz.
9	Maritime Folknet	206-448-0707 info@maritimefolknet.org	www.maritimefolknet.org	Non-profit, Seeks to encourage a wide spectrum of the public to participate in celebrating, generating, learning, and preserving maritime culture both past and present, especially the songs of life and work on the waters of the greater Pacific Northwest; and to collaborate with other organizations and individuals to advocate and encourage the preservation of maritime heritage for the education and enjoyment of the public.
10	Pilgrim Media Services	425-218-5872 chriscg@pilgrimmediasvcs.com	www.pilgrimmediasvcs.com	Acoustic music services specializing in live sound reinforcement, studio and on-site recording, and event production.
11	Puget's Sound Production	206-729-0820 pugetssoundproductions@gmail.com	www.livelocalmusic.org	Formed: 2003; Incorporated as a 501(c)(3) non-profit organization: 2004. PSP seeks to produce and promote community live-music events that honor and compensate the artistic integrity of the performer(s) while offering an enjoyable and accessible experience to audiences of all ages and stations.
12	SeaJazz		www.portofedmonds.org	Performance program started in 2012 by Port of Edmonds with Edmonds School District to provide summer jazz at the Port plaza.
13	Seattle Jazz Singers (regional)		www.seattlejazzsingers.com	5 volunteer board members. Nonprofit established 1991. Affiliated with Edmonds Community College.
14	Sno-King Community Chorale (regional)	425-640-1650	www.sno-kingchorale.org	Nonprofit, 9 member board 2 paid Staff – conductor and accompanist Established 2001 Affiliated with and sponsored by Edmonds Community College through the Business Technology Center.
15	Soundsation (regional)	Edmonds Community College 425-640-1650	www.edcc.edu/music/programs/Soundsation.html	Founded 1974 The vocal jazz group has toured extensively throughout North America as well as in Europe and Asia.
16	Sweet Bird Classics, Inc.	mronish@flash.net	www.sweetbirdclassics.org	Produces recordings of live music for radio, special events, and Boombox children's music program.
17	Watch the Sky! Celtic Music with Spirit	425-275-3161 jang@watchthesky.net	www.watchthesky.net	Founded in 1991, Jan Elliott-Glanister provides a Celtic band featuring guitar, cittern, penny whistles, bodhran and voices for live concert, party, and wedding music.
PERFORMING ARTS / THEATERS				
18	Driftwood Players	425-744-7212, 774-9600	www.driftwoodplayers.com	Nonprofit, 9 member board Founded 1958 5 productions performed yearly by 150-200 volunteer cast and crew – musicals, drama, mystery, comedy, etc. Main performances at the Wade James Theater, a 223 seat facility.

Appendix B: Edmonds Cultural/Arts Organizations 2014

19	Phoenix Theater	206-533-2000	www.phoenixtheatreedmonds.com	(formerly The Edge of the World Theater 1991-2008) 6 member board, affiliated with Shunpike – 501(c)(3) Founded 2008. 96 seat theater.
20	Edmonds Center for the Arts	425-275-4485; 425-275-9595	www.ec4arts.org	5 member Public Facilities District (PFD) board appointed by City Council. Established by Edmonds City Council in 2001. Nonprofit, 12 member Edmonds Center for the Arts (501c3) board A 700 seat auditorium with balcony, full lobby, meeting rooms in the back of house and gymnasium.
21	Edmonds Comedy Show		www.edmonds-comedy.com	
22	Edmonds Community College	425-640-1046 Black Box Theater: 425-640-1139	www.theatreedmonds.org	Performances at EdCC. Black Box Theater--250 seats
23	Edmonds Film Festival			Founded 2010 by Westgate Chapel College 20s.
PERFORMING ARTS / DANCE				
24	Olympic Ballet Theatre	425-774-7570	www.olympicballet.com	Nonprofit, 11 member board Established 1981 OBT School offers quality classical ballet training for dancers of all ages. The nonprofit ballet company performs the Nutcracker and Peter and the Wolf annually and other classical ballets such as Giselle, Swan Lake and Coppelia.
25	Ballet Academy of Performing Arts	425-771-4525	www.ballet-academy.net	Founded 1975 School offers classes in ballet, pointe, jazz, tap and hip hop.
26	Barclay Shelton Dance Center	425-776-8111	www.barclaysheltondance.com	The Dance Center has been part of the community since the 1950's. Offers classes in tap, jazz, ballet, pointe, modern and hip hop.
27	Stone Dance Productions		www.chopshoptdance.org	Nonprofit established in 2007.
VISUAL				
28	ArtistsConnect		www.artists-connect.com	A group of visual artists who meet regularly and host shows and events under the auspices of EAF. Annual ArtSplash show and sale.
29	Arts Commission, City of Edmonds (EAC)	425-771-0228	www.edmondsartscommission.org	7 member volunteer municipal commission City liaison, Cultural Services Manager Established in 1975 EAC publishes a quarterly newsletter, oversees the City's Percent for Art program and art collection, schedules visual art exhibits, provides literary and performing arts scholarships, tourism promotion awards for nonprofits serving the citizens of Edmonds, presents free park concerts, and the "Write on the Sound" Writers' Conference.
30	ArtsNow	Edmonds Community College 425-640-1344	www.edcc.edu/ArtsNow	ArtsNow located at the Edmonds Conference Center, established in 2004 under EdCC Work Force Development, programs classes in visual, literary and performing arts and the business of art.
31	ArtWorks	425-774-6049	www.artworks-edmonds.org	Established by the Edmonds Arts Festival and EAF Foundation, opened in 2004 providing workshop/exhibit space for artists and art classes.
32	Edmonds Art Studio Tour		www.edmondsartstudiotour.com	Established 2006, two-day open studio tour on third weekend in September, affiliated with EAF.
33	Edmonds Arts Festival Association (EAF)	425-712-2169	www.edmondsartsfestival.com	23 member board Established 1957 Annual 3-day arts festival (Father's Day weekend in June) featuring over 200 artwork booths, juried art exhibit.
34	Edmonds Arts Festival Foundation (EAFF)	425-771-1984	www.eaffoundation.org	Nonprofit, 9 member board Formed 1979 Proceeds from the annual Arts Festival support the Foundation which provides grants and scholarships to individuals, organizations and schools. EAFF curates a gallery and has a public art program and a collection of artwork purchased from Arts Festival artists.
35	Edmonds Center for the Arts - Art Exhibits			Juried art exhibit presented by volunteers and associated with the ECA as an annual fundraising event.
36	Edmonds Chamber of Commerce Arts & Culture Committee			Established annual Chamber Arts Awards in 2012.
39	Edmonds Community College			Arts, Culture & Civic Engagement initiative in conjunction with south county community.

Appendix B: Edmonds Cultural/Arts Organizations 2014

37	Edmonds Mural Society	EdmondsMuralSociety@live.com	www.edmondsmuralsociety.org	501(c)(3), 4 member board Membership organization, founded 2009
38	Gallery North – Artist Cooperative	425-774-0946	www.gallerynorthedmonds.com	Founded 1961 The gallery presents monthly exhibits and demonstrations in a variety of two and three dimensional arts.
40	Puget Sound Camera Club	425-776-2442, 485-3247	www.pugetsoundcamera.com	Founded 1984
41	Sculptor’s Workshop	425-774-8282		Established in the 1960’s, a membership working studio at the Frances Anderson Center for sculptors and potters.
42	Seaview Weaving and Fiber Arts Guild	Maplewood Presbyterian Church 19523 84th Ave W, Edmonds	www.seaviewweavers.wordpress.com	Monthly noon meetings and workshops are held on the second Tuesday of each month, September through May, 10 – 1
43	Third Thursday ArtWalk - Chamber of Commerce	425-776-6711, 670-1496	www.edmondswa.com	Monthly downtown artwalk featuring over 30 visual artists, live music and demonstrations.
OTHER				
44	Edmonds Historical Museum	425-774-0900	www.historicedmonds.org	Governed by the Edmonds-South Snohomish County Historical Society Nonprofit, 15 member board Founded 1972, museum opened 1973, located in 1910 Carnegie Library building. Hosts the Saturday Edmonds Farmers Market with items that are hand made or home grown in Washington, May - October.
45	Edmonds In Bloom	425-778-1207	www.edmondsinbloom.com	501c3 Nonprofit, 14 member board Founded 1995 Provides an annual floral competition for residents and businesses.
46	Edmonds School District #15	425-670-7116	www.edmonds.wednet.edu	Music and Art Dept. Manager District-wide staff of 64 music teachers (various part and full time)
47	Edmonds Sno-Isle Library	425-771-1933	www.sno-isle.org	Partners with EAC to present cultural lectures and readings. Friends of the Edmonds Library Nonprofit 10 member board Partners with EAC to present Best Book Poster Contest for 3rd graders.
48	EPIC		www.EPICgroupWriters.com	Literary arts organization. Established in 2012, 501c3
49	Floretum Garden Club		www.edmondsfloretumgardenclub.org	
50	Historic Preservation Commission, City of Edmonds	425-771-0220	www.edmondswa.gov	City staff liaison 7 member volunteer commission
51	Sister City Commission, City of Edmonds	425-771-0232	www.edmondswa.gov	Established in 1988 by City Council 12 member municipal commission City staff liaison Sister City – Hekinan, Japan. Promote exchanges of people, ideas and culture.
52	Something Special Press		www.somethingspecialpress.com	Established in 2012 to create books for visually impaired.
53	South County Senior Center	425-774-5555	www.sccsedmonds.org	Nonprofit, board Classes in visual and literary arts and performing art events.
54	Write on Calligraphers (regional)		www.writeoncalligraphers.homestead.com	Nonprofit, 8 Member board Established in 1978 Publishes 6 newsletters a year, workshops, presents annual two-day conference Letters of Joy.
55	Write on the Sound Writers’ Conference	425-771-0228	www.writeonthesound.com	Established 1985 by the Arts Commission. Two-day conference presented by the Edmonds Arts Commission the first weekend of October with a half day pre-conference in partnership with EdCC.

APPENDIX C: Edmonds Cultural Facilities Inventory 2014



APPENDIX C: EDMONDS CULTURAL FACILITIES INVENTORY 2014

The following inventory of facilities which are used for cultural activities is not exhaustive and changes occur over time. In Edmonds there are many spaces used for art at different times, e.g. businesses hosting Art Walk, Edmonds Tunes, or poetry readings and churches hosting other kinds of arts events. Although the primary publically owned spaces are listed, some specific school sites are included only in the general category of Edmonds School District facilities—varied uses. Corrections and updates should be provided to the City of Edmonds Arts Office, 425-771-0228.

PLACE								ADDRESS	PHONE	CAPACITY
	Conference	Gallery/Display	Meetings	Performances	Studio Space	Theater	Gym			
ArtWorks		●	●					2 nd & Dayton, Edmonds	425-774-6049	50
City of Edmonds								121 5 th Ave N, Edmonds	425-775-2525	Various
Brackett Room, City Hall		●	●							
Frances Anderson Center (Parks Dept.)		●	●	●			●	700 Main St, Edmonds	425-771-0230	
Frances Anderson Cent. Amphitheater				●						Outdoors
City Park Rotary Pavilion				●				3 rd & Pine		Outdoors
Meadowdale Clubhouse			●	●				6801 N. Meadowdale Rd.	425-771-0230	135
Hazel Miller Plaza				●				5 th & Maple	425-771-0230	Outdoors, 70
Edmonds Center for the Arts										700 auditorium
Theater & meeting rooms			●	●		●	●	410 4 th Ave N, Edmonds	425-275-4485	150
Edmonds Community College:								20000 68 th SW, Lynnwood	425-640-1500	Varies
Triton Union, Gallery	●	●	●	●			●			
Black Box Theater – Mukilteo Hall				●	●				425-640-1865	250 seat
Edmonds Conference Center & ArtsNow	●	●	●	●				201 4 th Ave N, Edmonds	425-640-1808	40 - 400
Edmonds Historical Museum			●					118 5 th Ave N, Edmonds	425-774-0900	25
Edmonds Library		●	●					650 Main St, Edmonds	425-771-1933	15
Edmonds Plaza Room			●	●				650 Main St, Edmonds	425-771-0230	150
Edmonds Theater	●		●	●				415 Main St, Edmonds	425-778-4554	270 seat
Edmonds-Woodway HS Theater				●		●				242 seat
Great Hall			●	●				7600 212 th SW, Edmonds	425-431-7900	374
Edmonds School District facilities-varied uses								20420 68 th Ave W, Lynnwood	425-431-7000	various
Edmonds Yacht Club			●	●				456 Admiral Way, Edmonds	425-248-0863	250
Harbor Inn Olympic Room			●	●				130 W Dayton, Edmonds	425-771-5021	50
Harbor Square Business Park			●					120 W Dayton, Edmonds	425-774-9363	50
Masonic Temple			●	●				515 Dayton, Edmonds	206-542-3413	250
Port of Edmonds			●					336 Admiral Way, Edmonds	425-775-0549	50
Shoestring Studios								21732 84th Avenue W, Edmonds	425-275-3161	10
South County Senior Center			●	●				220 Railroad Ave, Edmonds	425-774-5555	250
Wade James Theatre		●		●		●		950 Main St, Edmonds	425-774-9600	220 seat

APPENDIX D: Strategy Matrix



<p>Implementation of strategies to meet the five goals will require involvement of many entities. Although the future will shape the actual participation, this matrix provides some suggestions about who might collaborate or lead in implementation of each strategy.</p> <p>Appendix D: Strategy Matrix</p>		Cultural Services Division	Economic Development Department	Other City of Edmonds Department	Other Public Agency (e.g. Snohomish County)	Edmonds Arts Commission	Edmonds Center for the Arts	Edmonds Arts Festival & Foundation	Edmonds Chamber of Commerce	Non-profit Arts & Culture Organizations	Edmonds Community College	Edmonds School District	Edmonds Senior Center	Sno-Isle Libraries	Port of Edmonds	Artists	Business Improvement District	Businesses	Others
		Goal 1. Reflect Edmonds' commitment to arts and culture through integration of the arts in the city's physical infrastructure, event planning, and image or 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.	City	•		•		•													
1.2 Advance the 4th Avenue Cultural Corridor project including planning, infrastructure, short term projects, and long term funding	Community With City	•	•	•	•	•	•	•	•										
1.3 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.	Community With City	•	•	•		•	•	•	•	•					•	•	•	•	
1.4 Encourage Port of Edmonds to continue inclusion of artwork and arts events in Port projects and on Port-owned lands.	Community With City	•	•		•	•		•							•				
1.5 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.	Community With City	•	•	•	•	•		•							•		•	•	
1.6 Sustain successful events that build Edmonds' distinct identity and attract visitors, and nurture new events and projects that further contribute to it.	Community With City	•	•	•		•	•	•	•	•					•	•	•	•	
1.7 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.	Community					•	•	•	•	•	•	•	•	•	•	•	•	•	
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.	Community With City	•		•		•													
1.9 Enhance and refine coordinated marketing strategies to promote Edmonds as an arts and culture destination.	Community With City	•	•	•	•	•	•	•	•	•					•	•	•	•	
1.10 Advocate for legislative actions at the local, regional and state levels that impact arts related policies.	City	•	•	•		•	•	•		•						•			
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.	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 intergenerational programs in multiple disciplines	Community With City	•				•	•	•		•	•	•	•	•					
2.3 Engage Edmonds' growing ethnic community to develop events, programs or exhibits.	Community With City	•				•	•	•		•	•	•	•	•	•	•	•		•
2.4 Provide professional development classes for artists, building strong entrepreneurs.	Community		•			•			•							•			•
2.5 Support arts education outreach programming in schools by EAC, EAFF, and other nonprofits in partnership with Edmonds School District.	Community With City	•				•	•	•		•	•	•				•			
Goal 3. Foster creative community partnerships to increase and secure accessibility to the arts and cultural experiences.																			
3.1 Foster and support partnerships and cooperative programming among 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.	Community With City	•				•	•	•	•	•	•	•	•	•					
3.2 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.	Community With City	•				•	•	•		•		•							

Appendix D: Strategy Matrix		Cultural Services Division	Economic Development Department	Other City of Edmonds Department	Other Public Agency (e.g. Snohomish County)	Edmonds Arts Commission	Edmonds Center for the Arts	Edmonds Arts Festival & Foundation	Edmonds Chamber of Commerce	Non-profit Arts & Culture Organizations	Edmonds Community College	Edmonds School District	Edmonds Senior Center	Sno-Isle Libraries	Port of Edmonds	Artists	Business Improvement District	Businesses	Others
Implementation of strategies to meet the five goals will require involvement of many entities. Although the future will shape the actual participation, this matrix provides some suggestions about who might collaborate or lead in implementation of each strategy.																			
3.3 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.	Community					•	•	•		•		•				•			
3.4 Convene the arts and culture community periodically, building on the 2013 Art Summit.	Community With City	•	•			•	•	•		•	•	•		•		•		•	
3.5 Convene artists and arts businesses to discuss and explore establishing an Art Recycling Center to promote trading/sharing of resources between artists and encourage “upcycling” of materials by community members	Community With City	•				•				•						•		•	
3.6 Explore expanded collaborations between arts venues and cultural organizations for ticketing and marketing.	Community						•			•									•
3.7 Support arts organizations through providing free or low cost informational resources to assist in strengthening board development, marketing and sponsorship strategies, and building financial support.	City	•				•	•												
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.	City	•		•	•	•	•				•	•	•	•	•				
4.2 Convene a leadership process to evaluate the implications of the inventory survey and determine options and opportunities for space for cultural activities.	Community With City	•		•		•	•	•		•	•	•	•	•	•				
4.3 Advocate for affordable forms of mixed-use and live/work development that can accommodate and support working artists in Edmonds.	Community With City	•	•	•					•	•						•		•	•
4.4 Support a City funding plan and schedule for the maintenance and asset reinvestment at City-owned facilities that house cultural functions e.g. Museum, Wade James Theatre, Frances Anderson Center, the former Public Works building.	City	•		•		•													
4.5 Advocate for creative partnerships in both public and private sectors to provide additional space for visual, performing, and literary arts activities.	Community With City	•	•		•	•	•		•	•	•	•	•	•	•	•		•	•
4.6 Support the sustained operations of the ECA as outlined in its business plan.	Community						•		•	•									•
4.7 Convene artists and businesses to encourage temporary use of space (e.g., empty storefronts) for popup galleries, exhibition space, and performance space.	Community With City	•	•			•										•	•	•	
Goal 5																			
5.1 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	Community With City	•	•			•	•	•	•	•	•			•	•	•	•	•	
5.2 Ensure arts and culture organizations are represented on City, Chamber, BID, Port and other advisory committees.	Community With City	•	•	•		•			•	•					•		•		
5.3 Quantify the economic impact of local arts and culture to foster support for economic development activities that support the arts.	City	•	•			•			•					•					
5.4 Encourage volunteerism opportunities in arts and culture.	Community With City	•		•		•	•	•		•	•	•	•	•		•			
5.5 Provide a fully staffed Cultural Services Division to advocate for, represent and coordinate arts and culture.	City	•		•		•													

APPENDIX E: Potential Tactics and Ideas



APPENDIX E: POTENTIAL TACTICS AND ADDITIONAL IDEAS

Potential Tactics

For some objectives, more specific potential tactics or actions were identified by the CCAT or other public input. These tactics are listed here, organized by goal.

Tactics Related to Goal 1

- Discuss arts and culture events and activities as part of the master planning process if Civic Field is acquired by the City.
- Work with the Port of Edmonds, Harbor Square, private developers, Washington State Department of Transportation and Sound Transit to encourage development plans that support cultural uses.
- Pursue funding through streets, enhancements, ecology and art for implementation of the 4th Avenue Corridor design plan.
- Implement interim arts infused projects for the 4th Avenue Corridor such as a street festival, porch concerts, or street painting, in collaboration with EAC, ECA, the Historical Museum and others, to build momentum for completing the project.
- Support art elements in infrastructure and amenities such as art-enhanced flower basket poles to enliven the 4th Avenue corridor and illustrate its potential.
- Cluster City public art investments to create a visible presence of art in the downtown and waterfront, gateways, and key corridors in other areas of the City.
- Implement the City of Edmonds' wayfinding signage plan to reinforce a greater awareness of cultural identity, venues and activities for visitors and residents.

- Support and enhance community events that encourage community members and visitors to come to Edmonds' business areas through Art Walks, concerts, and events to reach expanded audience.
- Promote the Edmonds Art Festival and Write on the Sound nationally as signature events.
- Explore providing small amounts of seed money or incubation funding for new events that help achieve Community Cultural Plan goals, such as those designed to reach target demographics (e.g., youth, people from diverse cultures, working artists).
- Enhance public and private promotion of Edmonds as an arts and culture destination for visitors from nearby communities, the Puget Sound region, and areas linked through ferry and train transportation.
- Coordinate with the Port of Edmonds/Edmonds Marina on promotion and marketing.

Tactics Related to Goal 2

- Integrate digital media, film and technology into events, programs and exhibits to attract new participants.
- Explore incubator programs in response to youth interest, taking inspiration from existing respected programs in the region such as the Youth Arts Program offered by the Seattle Office of Arts & Culture.
- Explore opportunities to provide teen art and culture year round, including offering places to play and record music.

Tactics Related to Goal 4

- Explore new uses of EdCC or other spaces for arts and cultural purposes.

Tactics Related to Goal 5

- Encourage new or expanded channels for communication for City and other entities (i.e. social media, QR codes, mobile friendly web pages, Wikipedia etc) and opportunities for user feedback.
- Explore the option of creating one website for all current event information by convening providers of existing website calendars to discuss collaboration on one site.
- Encourage all Edmonds arts and culture organizations and event calendars to provide active links to other arts organizations on their websites.

Additional Ideas

Below is a condensed listing by category of ideas that emerged from the community at the Arts Summit, focus groups, and community meetings.

A. Festival-Type Events

Summer music festival
Spring flowers festival
Scarecrow festival (implemented fall 2013)
Maritime music festival
Front porch concerts on 4th Avenue
Music Walk for live music
Blues festival

B. Public Art

Downtown art/sculpture park
More gathering places with artwork
Artwork as part of gateways to city

C. Business and Marketing

Encourage arts businesses
Local artisans work on display in businesses
Create packages to attract tourists, dinner and show, hotel, multiple arts events
Market combo season ticket for events at multiple venues
Leverage transportation hub – train stop – to attract tourists

List events in national publications
Develop and provide an app for public parking downtown

D. Communications

Free wifi downtown
Mobile friendly web pages for activities
Comprehensive calendar of events
Visible kiosk for upcoming events
Comprehensive directory of artists, venues, organizations
Social media
Crowdsourced list of cultural organizations (allow people to add their own organizations with a form)

E. Community Gathering and Arts Space

Accessible and affordable center for people and arts
Affordable artist space, all art forms – literary, performing, visual
Use empty buildings, e.g. art in empty storefronts
Community art making and exhibit areas, like Shack in Everett
Rehearsal space
Art materials recycling center
Design center
Studio recording space for youth
Community and arts center closer to 99 that would provide activities for kids and teenagers in that area