



ACTION PLAN



PART III: SEATAC ARTS & CULTURE MASTER PLAN



2021



ACTION PLAN FOR ARTS & CULTURE IN SEATAC

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introduction

Over the course of the last two years, many ideas for arts and culture in SeaTac have been discussed, explored and tested in the Opportunities Report and Implementation Plan. Members of the community, the ACLAC and City staff have given their input on priorities for the twenty-one categories identified in the Opportunities Report. This Action Plan is a based on all of that work.

The Action Plan is the third and final piece of the Master Plan. It is intended to be the first of series of Action Plans that are updated with a clearly defined set of near term actions, and intended to be updated regularly.

ACTIONS AND MEASURES

The Action Plan lays out a series of recommended actions that can be achieved by the end of 2022. Measures are included to have specific ways of gauging the success of implementation. The Recreation and Cultural Services Manager for the City will be responsible to ensure the Action Plan is being implemented effectively.

ONGOING EVALUATION

The Action Plan is the part of the Master Plan that is a “living document” guiding priorities, tasks and funding. The Action Plan will be assessed and updated every two years, beginning June 2022. This will coincide with the City budget cycle. All updates made to the plan will be authorized by the Parks, Community Program and Services Director. The City Council will be informed of the updated Action Plan.

PRIORITY TOPICS

Each of the twenty-one categories listed in the Opportunities Report received votes as high priorities, reflecting the appetite for a wide range of opportunities for arts and culture. This also reflects input from the public survey, where people expressed support for all types of arts and cultural activity. In narrowing the focus to a list of near-term actions, the Action Plan looks for ways of achieving the most impact from recommended actions on the part of the City, ACLAC, organizations and individuals.

The top six priorities are discussed below as a basis for recommended actions. These are: Community-Based Art, Support Artists and Cultural Organizations, Add Public Art, Increase Cultural Offerings, Increase Digital Presence, and Strengthen ACLAC.

overview of priority topics

COMMUNITY-BASED ART

ACLAC has already sponsored or supported several community-based art initiatives, working with the City's Public Works Department on getting art on utility boxes, recruiting artists for a "Link the World" event at the Angle Lake Transit Station, sponsoring a contest for art in people's yards, participating in a youth art night, and supporting use for a 4Culture grant to put community-based art along 188th Street.

SUPPORT ARTISTS AND CULTURAL ORGANIZATIONS

While SeaTac has a variety of artists that live in the community, there are fewer arts organizations than many peer cities. The City is prioritizing support for both individual artists and organizations. This support should include direct financial support of artists and cultural activity, as well as providing increased opportunities, visibility, and connections. There is overlap here in the idea of supporting community-based art in the creation of a Public Art Plan that will prioritize and strengthen the local artist community, providing resources, visibility and mentoring opportunities. Direct support for artists will be a specific budget request that includes artist fees and a budget for materials and implementation. A second way to

resource artists and cultural organizations is to offer available space for cultural organizations. This effort is underway in discussions between various cultural and non-profit organizations, City staff and ACLAC representatives.

ADD PUBLIC ART

The City is prioritizing getting public art into the SeaTac's neighborhoods. To this end, the City should create, fund, and manage a program for public art. A Public Art Plan will specify the details of how this will be run, and overlaps with the priorities described above.

INCREASE CULTURAL OFFERINGS

Public input and ACLAC both express the desire for more cultural offerings. The City's Parks, Community Programs and Services offers a variety of classes, programs and events; new cultural offerings can build on the successes already in place. One step in growing cultural offerings is to partner with arts organizations looking for opportunities in the south part of the County, and offer them space in existing buildings and in the parks. This direction appears fruitful from preliminary discussions that ACLAC and City staff have had with several organizations that present theater, film and dance, as well as offer classes.

INCREASE DIGITAL PRESENCE

As part of the goal of increasing visibility of arts and culture, the City's arts and cultural activities should have a much stronger digital presence. This is a relatively easy action to accomplish via a limited amount of staff time but will need ongoing attention to keep the presence up to date. The City's efforts can also help magnify awareness and support other local efforts such as the library's cultural offerings, arts in the schools, non-profit activities, and individual artists. It should not duplicate the excellent calendar done by SoCoCulture, but complement it as a SeaTac focused awareness campaign. It can also be coordinated with efforts regarding tourism and regional awareness of arts and culture in SeaTac.

STRENGTHEN ACLAC

The effort to strengthen ACLAC was prioritized in the second tier of activities. However, because the success of the first-tier activities is directly tied to the strength of the "boots on the ground," it is included here as an additional priority in determining action steps. Moving efforts forward will be most successful if there is clarity of roles, commitment from committee members, strategies for engaging people outside of the committee and adequate financial and staff support for the recommended actions.

recommended actions

1. CREATE A PUBLIC ART PLAN AND IMPLEMENT THE INITIAL PROJECT

A community-based Public Art Plan will specifically support artists in the community, collaborate with accomplished artists in local communities, and provide opportunities for SeaTac residents to create art and to gain experience as public artists. The Public Art Plan will identify locations that strengthen the identity of the City and its neighborhoods, encourage walkability and shared enjoyment of SeaTac's public spaces. All six priorities listed on pages 3-4 are incorporated in the following actions.

THE PUBLIC ART PLAN WILL:

1. Specify the process and criteria for selecting artists
2. Identify locations for art
3. Recommend funding sources and amounts
4. Consider maintenance, ownership and deaccession
5. Include desired public art locations for agencies that operate within SeaTac
6. Include a sample Call for Artists

City Role:

- Staff time
- Seek out funding for the plan and initial project(s)

ACLAC Role:

- Research funding for the plan and initial project(s)
- Assist in the development of Public Art Plan

Budget:

- \$15,000 Consultant Time for Plan and overseeing initial implementation
- \$40,000 Art Budget

2021-2022 Measures:

- Seek out funding
- Secure consultant
- Complete Plan
- Select and hire first artist

2. INCREASE CULTURAL OFFERINGS & INCREASE USE EXISTING SPACE FOR PARTNERSHIPS

The City will build on successful programs with additional arts and culture programs. Increased programming will provide opportunities for local artists and cultural organizations, and nurture creativity in City residents.

During the course of the planning, there have been good conversations with educational and presenting organizations that would like to offer classes and performances in SeaTac. Making space available in the Community Center, parks and other City-owned property would accomplish the goals of increasing cultural offerings and classes without requiring major public funding. There is also privately owned space that is currently underutilized, and could be used for arts and cultural use if “matchmaking” were done. Similarly, agencies including the Port of Seattle, Sound Transit, and Seattle Public Utilities own property that could be used for public art or possibly other uses.

RECOMMENDATION IN 2021-2022:

1. Increase City-run programs, identifying at least three new programs with input from ACLAC on priorities.
2. Create and implement a Partnering Plan, consisting of:
 - Identifying publicly owned spaces and availability.
 - Identifying potential arts & cultural organizations in need of space (similar to groups we have talked to including Burien Actors Theater, NW Film Forum, Spectrum Dance, Teatro Zinzanni) .
 - Tasking ACLAC members and staff to initiate and follow up on conversations with the identified organizations about needs and opportunities.

3. Work with City Department of Community and Economic Development (CED) staff on available space in hotels and other commercial spaces that might be usable for arts and cultural organizations.

City Role:

- *Staff time*

ACLAC Role:

- *Work with City staff to develop the plan of action for developing partnerships, and implement that set of actions.*

Budget:

- *To be determined, pending the programs selected.*

2021-2022 Measures:

- *Secure funding for additional arts and cultural offerings*
- *Three additional cultural offerings*
- *Create an-going list of organizations and contacts*
- *Bring at least one new organization in to offer programs or events in SeaTac*

3. INCREASE DIGITAL PRESENCE

Visibility for arts and culture is one of ACLAC's fundamental goals, and a strong digital presence is part of that visibility.

RECOMMENDATION:

1. Select platforms for an arts and cultural presence. Include the ACLAC page on the City's website, publications from the Parks Department, Facebook, Instagram, etc. Designate a City staff person from the Recreation Division to work with the City's Social Media Coordinator to lead the creation and ongoing updates to digital materials.

City Role:

- *Staff time would be within existing workload*

ACLAC Role:

- *Assist City staff on material to be presented*

Budget:

- *None needed at this time*

2021-2022 Measures:

- *Update City web page*
- *Launch arts & culture web presence*

4. STRENGTHEN ACLAC

An active and well-functioning committee is important to successful implementation of a master plan, one of the early efforts should be to review ACLAC's by-laws with consideration of how to most effectively achieve the goals.

RECOMMENDATION:

1. Clarify expectations for ACLAC members beyond attending a monthly meeting, and assign specific roles necessary to achieve ongoing master plan implementation. Each member should have at least one role. Roles include:

Chairman:

- Elected by the Committee at the first meeting of every January and begins their term immediately. Chair will serve for one year, and then another member of the Committee will be elected. After sitting out one calendar year, a previously appointed Chairman may be reelected to the position.
- Serves as the spokesperson on policy matters for the Committee.
- Presides at Committee meetings and activities. Approves agenda prior to distribution.
- Works in partnership with the Vice Chair, Staff Liaison, and fellow Committee Members.
- Serves, in partnership with City staff, as liaison to other agencies and organizations.
- Establishes and maintains effective working relationships with City staff and community stakeholders.
- Must obtain authorization of the Committee and/or City Staff for any formal action.

Vice-Chair

- Carries out the duties of the Chair with the powers and duties prescribed by these Bylaws, when the Chair is absent. In addition, the Vice-Chair will serve as the Committee liaison, which includes welcoming new members and coordinating communication between members on important internal issues or projects.

Engagement Team

- Designate at least two current members to work with City staff on reaching out to organizations, businesses and individuals whose work relates to arts and culture.

Membership and Volunteer Recruitment Team

- Designate at least two current members to be in charge of recruiting volunteers (for tasks as needed) and talking with prospective ACLAC members. These two members will also help orient new members who come on to the committee.

Communications/Visibility Team

- At least two current members will identify culturally related items to publicize and ways to get word out.
- Attend events as a visible presence at events, such as wearing name badges or bright T-shirt).

Long Term Planning/Strategic Planning Team

- At least two members to focus on long-term partnerships, locations and facilities for arts & culture.
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2021-2022 MEASURES:

- Assign tasks
- Review Charter

END OF YEAR ONE MILESTONES

	2021			2022		
1. Create a Public Art Plan and Implement the Initial Project	Q2	Q3	Q4	Q1	Q2	Q3
• Seek out funding for at least one major, visible public art piece			X			
• Seek out funding for a Public Art Plan			X			
• Complete Public Art Plan					X	
• Select artist and hire artist for initial public art project					X	
• Initial public art project underway						X
2. Increase Cultural Offerings and Increase Use Existing Space for Partnerships						
• Identify priority City-sponsored cultural offerings		X				
• Present three additional cultural offerings			X			
• Create action plan for outreach			X			
• Update on-going list of organizations and contacts		X	X	X	X	X
• Bringing at least one new organization working in SeaTac			X			
3. Increase Digital Presence						
• Update City web page	X					
• Launch arts & culture web presence			X			
4. Strengthen ACLAC						
• Assign tasks		X				
• Review Charter		X			X	
5. Efforts Underway						
• Community-based art project with 4Culture						
• Second round of the Yard Art competition, offering space for people at North SeaTac Park						
• Make Music Day June 2022. Originally scheduled for 2021, but delayed due to pandemic.						