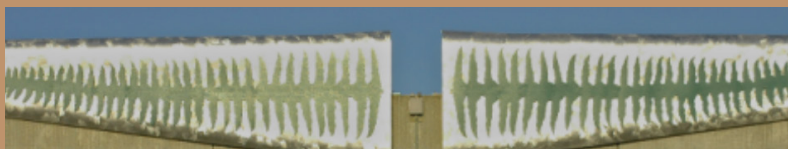
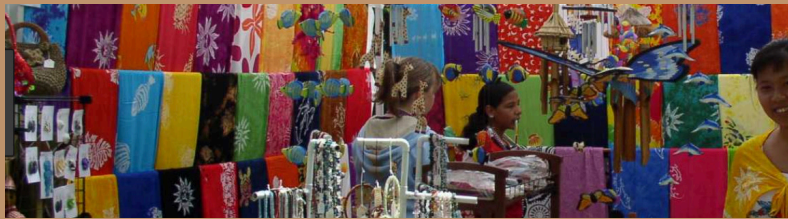


SEATAC & C

CITY OF SEATAC ARTS & CULTURE MASTER PLAN



OPPORTUNITIES AND AN IMPLEMENTATION PLAN FOR ARTS & CULTURE IN SEATAC

The Master Plan for Arts & Culture in SeaTac has three parts:

Opportunities Report
Implementation Plan
Action Plan

The Opportunities Report and the Implementation Plan are included here. The Action Plan is structured as a separate document that is renewed corresponding to the City Council budget cycle, and is under separate cover.

OPPORTUNITIES REPORT

SEATAC
& C

PART I: SEATAC ARTS & CULTURE MASTER PLAN

2021

thanks to

City Council

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OPPORTUNITIES FOR ARTS & CULTURE IN SEATAC

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“Our art program needs to deliver for residents as well, especially as a platform for connecting with communities and supporting local artists. Our new commitment to incorporate cultural programming makes our program more accessible and showcases the diverse cultures of the Pacific Northwest.”
— Stephanie Bowman, Port of Seattle November 20, 2019

*Celestial Navigation, Fernanda D’Agostino
SeaTac station plaza, for Port of Seattle*

introduction

SeaTac has extraordinary potential to support and expand its cultural assets. SeaTac is one of the most culturally diverse cities in the region, yet lacks gathering places and incubators for nurturing and sharing that cultural richness. Its role as the host city of Seattle Tacoma International Airport, one of its distinctive features, gives it a unique position as the gateway to the region and a hub for travelers and workers from around the region.

The Opportunities Report is the first part of a three-part SeaTac Arts & Culture Master Plan done to guide the work of the City's Arts, Culture and Library Advisory Committee, known as the ACLAC. Chartered in 2017, the ACLAC is advisory to the City Council and is charged to:

- Make recommendations to the community pertaining to art and culture, creating a bridge between the SeaTac community and the Valley View Library;
- Inform the City Council in matters of the arts, culture and library related activities and programs;
- Represent the interests of the community pertaining to the arts, culture and library;
- Develop cooperation with schools, local, regional, state and national art and cultural related organizations;
- Solicit grants and resources to enhance and promote related programs;
- Advocate for increased access and consciousness for art, culture and library programs;
- Facilitate community dialogue and education on issues including literacy, diversity and intellectual freedom;
- Work with King County 4Culture and other grant programs to acquire funding sources.

The work done in this Opportunities Report along with the Implementation Plan and the Action Plan are the Committee's response to their responsibility

to establish and administer an Arts and Culture Plan. This Opportunities Report has been funded by 4Culture, and Framework Cultural Placemaking was hired to work with the committee in 2019. This Opportunities Report:

- Establishes goals for arts & culture in SeaTac
- Describes the current conditions in the City overall and in terms of its arts & culture
- Engages public and community leaders
- Determines the range of opportunities
- Gauges demand for options
- Identifies potential resources

These actions set up the second phase of the Master Plan, which created specific near term and longer term actions that can be administered by the Committee, working with the City of SeaTac and a range of community partners. The work of the Implementation and Action Plans was funded by the City of SeaTac and began in mid-2020.

Since the beginning of this process in 2019, much changed. COVID 19 created an international pandemic, and a serious blow to airlines and the travel industry. Schools, libraries and performing arts venues were shut down. The Arts, Culture and Library Advisory Committee was unable to meet in person. Even so, the value of community, arts and culture has been strongly felt because of these losses. New online opportunities blossomed, including arts classes available through the King County Library System, and the City co-sponsored a competition for art that is visibly placed in people's yards.

The opportunities spelled out in this Opportunities Report still exist. The Strategies Report to follow will look at the opportunities within the context of the evolution of the "new normal" for the benefit of the SeaTac community.

What if... SeaTac became a model for crossing cultural divides with programs for arts and culture, bringing people across all ages and ethnic, linguistic and economic backgrounds together in nurturing creativity, health and social bonds...

What if... SeaTac's exciting cultural programs for youth were inspirations for diverse cities everywhere, drawing on the arts, on intergenerational wisdom, and connecting youth with community in visible and joyful ways...

What if... SeaTac had walking trails and neighborhood greenways connecting its natural and cultural assets, lined with community-based art, with pollenating plants, birdhouses, interpretive signs and "little art museums" that make its neighborhoods walkable and engaging...

What if... SeaTac was known for the art in yards and windows, entries into town and along its main roads, showcasing the creativity and diversity of its community...

What if... SeaTac enlivened its transit-related plazas with unique crafts and foods, providing low-barrier business opportunities for entrepreneurs...

What if... there were a place for cultural activities to take place year-round, accessible to all, dedicated to teaching and learning, inspiring and sharing, enriching the community and the lives of its residents but also sharing with the thousands of visitors coming to and through the city...

What if... that place for cultural activities had classrooms for dance, music and art, a "maker space" and a community kitchen set up for teaching and for supporting entrepreneurs. There could be a film studio and a recording studio used by students and community members of all ages. Burien Actors Theatre (BAT), now known as BEST—Burien SeaTac Actors Theater—could become the resident theater company in the 200-seat black box theater. Film screenings, music and dance performances could also be shown. Hotel patrons could enjoy the offerings with a variety of ethnic cuisines by vendors and a restaurant that is part of Fare Start as a model of job training for the community...

What if... a cultural hub was built next to Angle Lake Park—SeaTac's jewel of a park—a beautiful Cultural Center facility opening up to the lake and the park, accessible via light rail or shuttles on International Boulevard. Beloved activities in the summertime could happen year-round, with theater and cultural celebrations. Parking beneath the building not only adds to the access to the park and Cultural Center; some of the land at Angle Lake Park used for cars could become the cultural garden, where edible plants from around the world are tended and used in the community kitchen...

What if... a cultural hub stood next to the SeaTac light rail station, where people have imagined a center for the community, expanding the existing bridge with a plaza overlooking Mt. Rainier that would serve community and travelers. It could make use of the Sound Transit property in the near term with pop-ups, and over time be developed with community-serving retail, cultural space and housing that link the airport and neighborhood...

executive summary

This Opportunities section of the SeaTac Arts and Culture Master Plan looks in depth at the characteristics and resources of the city, and finds a great deal of potential for supporting the existing arts and cultural activities, creating new art and activities, and nourishing creativity and connections in SeaTac.

OUTREACH

The opportunities were developed with input from community members through outreach including presence at events, a public survey, interviews and a review of public comments for related projects. The public outreach will ramp up in the next phase, hopefully when the coronavirus threat has diminished enough for public gatherings. The input found that the public enjoyed current offerings but wanted more arts and cultural opportunities of all kinds, especially in ways that brought the community together.

GOALS

The opportunities were developed through the lens of the goals set out by the ACLAC early in the project, and these goals will guide future decisions regarding prioritization and implementation.



*Music at the 4th of July celebration
Angle Lake Park, 2019*

GOALS

- More arts, more culture, more visibility
- Bring all kinds of people together
- Create “places” for community
- Increase access to creative and cultural activities
- Take advantage of assets and uniqueness of SeaTac
- Harness arts & culture to support the local economy
- Develop leadership and stewardship
- Include long term strategizing as well as immediate, visible projects

CITY PROFILE: UNIQUE CHARACTERISTICS OF SEATAC

The uniqueness of SeaTac has multiple dimensions. The airport is an international hub, and comprises 40% of the city's land area. A robust set of support uses for the airport creates jobs and bring visitors. With three light rail stations in or adjacent to the city and multiple bus lines, SeaTac has some of the region's best transit access along the International Boulevard corridor. Even so, getting around the residential areas is challenging for those who don't drive.

Noted for the diversity of its residents, SeaTac is full of rich cultural traditions. However, with few year-round public gathering places, there are too few opportunities to share SeaTac's richness of cultures, and the city lacks the defining focal place that historic downtowns offer. The population is also diverse across age groups, and finding bridges between generations could be a way to share cultural knowledge and the joy of creativity.

THE STATE OF THE ARTS IN SEATAC

In looking at the current state of the arts in SeaTac, a variety of public art is in place but it has been done through non-City of SeaTac agencies—the Port, Sound Transit and King County. Events and classes are sponsored by the City of SeaTac in the parks and at the Community Center, and are popular. Some are specifically arts-related, such as the fine arts exhibits at the Community Center, or include an arts component, such as music or theater in the parks. SeaTac has many valued parks throughout the city, with facilities for youth, seniors and families. The Valley View Library has a number of programs that target audiences within the community, and even during the 2020 mandated shut down, has provided access to arts classes online. There are a number of non-profits that provide recreational activities, and the beautiful Highline SeaTac Botanical Gardens attract casual visitors and garden enthusiasts.

Even with these offerings, there is a general feeling of not enough to do and a desire for more cultural activity in SeaTac as heard in survey comments and a “listening session” by 4Culture. This is certainly due in part to the lack of a typical downtown retail center and local shops, cafes and restaurants. There is also a gap in arts organizations in SeaTac that can present public cultural events and attract grants and funding for the arts.



Opening celebration, Angle Lake Station

TARGETED OPPORTUNITIES

The Opportunity section of the SeaTac Arts and Culture Master Plan puts forward a series of twenty-one potential actions to be explored and prioritized in the subsequent portions of the Master Plan. These opportunities range from immediate, relatively inexpensive actions to long-term, ambitious, “game-changing” projects. Models from around the country and abroad are included to show how similar actions have been developed and had an impact on communities. This exploration and prioritization will be a focus of the next phase of work.

TARGETED OPPORTUNITIES

- 1 *Create Community*
- 2 *Increase Digital Presence*
- 3 *Advocate for Arts & Culture*
- 4 *Honor Local Artists*
- 5 *Offer More Classes*
- 6 *Offer More Events*
- 7 *Increase Arts Education*
- 8 *Support Artists and Cultural Organizations*
- 9 *Add Public Art*
- 10 *Use Cultural Liaisons*
- 11 *Allow/Encourage Informal Vending*
- 12 *Make Art Mobile*
- 13 *Create Places for Art*
- 14 *Expand Neighborhood Facilities*
- 15 *Create Neighborhood Greenways with Art*
- 16 *Improve Transportation*
- 17 *Activate Transit Plazas*
- 18 *Attract Resources to SeaTac*
- 19 *Strengthen ACLAC*
- 20 *Hold Cultural Summits*
- 21 *Bring Cultural Offerings for Visitors and Community*

POTENTIAL RESOURCES

Understanding the potential resources for implementing arts and cultural projects is critical to implementation. These resources include financial options, but the passion and creativity of community members and the organizational capacity of groups and institutions will be equally important. SeaTac has potential support unique to its role as an airport city and a transportation hub. It also has a need to strengthen connections among artists, cultural leaders, and leaders from other sectors. Beyond individual connections, SeaTac needs to strengthen its organizational capacity to successfully take on desired projects. The next phase of work will further explore the viability of funding options and the roles best played by the City, by artists, by cultural agencies and non-profits, businesses and by agencies within SeaTac.

ROLES

Creating and sustaining vibrant arts and culture takes many people and a variety of public and private organizations. As actions are prioritized, both financial resources and leadership roles will be explored in order to create successful and sustained programs. Part of the long-term success will be built on existing organizational structures, supporting existing leaders and nurturing a passionate and effective community of arts leaders and cultural organizations.



goals

The Arts, Culture and Library Advisory Committee has put forth the following goals:

MORE ARTS, MORE CULTURE, MORE VISIBILITY

- Highlight the visibility of existing arts and cultural activities already going on in SeaTac, including the Library and schools
- Expand the activities available that are desired by community members
- Encourage community members to develop and share their creative skills
- Target cultural activities for and by the people that live in SeaTac

BRING ALL KINDS OF PEOPLE TOGETHER

- Create opportunities to use arts and culture as a way to bring people together across different backgrounds and ages

CREATE “PLACES” FOR COMMUNITY

- Energize existing gathering places in the neighborhoods, and look for opportunities to strengthen places where the entire SeaTac community can gather
- Leverage efforts to increase arts and culture in the work of creating a “heart” for SeaTac

INCREASE ACCESS TO CREATIVE AND CULTURAL ACTIVITIES

- Ensure that people of all ages, abilities and income levels can get to cultural activities by considering time, location and presence of alternate modes of travel for those who do not drive

TAKE ADVANTAGE OF ASSETS AND UNIQUENESS OF SEATAC

- Consider how the presence of thousands of hotel patrons could become an audience for arts & culture in SeaTac
- Find ways to celebrate the diverse cultural backgrounds of SeaTac in joyful and creative ways

HARNESS ARTS & CULTURE TO SUPPORT THE LOCAL ECONOMY

- Look for opportunities for local artists and creative sectors to provide jobs for SeaTac residents
- Give people a reason to come to SeaTac and stay to enjoy local culture

DEVELOP LEADERSHIP AND STEWARDSHIP

- Make sure that arts and culture are part of the discussion among City leaders
- Nurture leadership from SeaTac’s artists and cultural communities

INCLUDE LONG TERM STRATEGIZING AS WELL AS IMMEDIATE, VISIBLE PROJECTS

- Think and act with the bigger picture and the longer term in mind for ambitious projects
- Engage community members, building support by showing success with near-term, achievable projects



*Emerald City, Haddad | Drugan
SeaTac Airport North Entry, Port of Seattle*

city profile

SeaTac has a number of defining qualities that set it apart from other communities in terms of both opportunities and challenges for arts and culture.

SEATAC IS AN AIRPORT CITY

SeaTac shares more than a name with the region's major airport. Seattle-Tacoma International Airport is almost 40% of SeaTac's land area, and is the economic driver of the city.

"Operated by the Port of Seattle, Seattle-Tacoma International Airport (SEA) is a top-ten U.S. airport, serving 51.8 million passengers and 453,549 metric tons of air cargo in 2019. With a regional economic impact of more than \$22.5 billion in business revenue, SEA generates more than 151,400 jobs (87,300 direct jobs), representing over \$3.6 billion in direct earnings and more than \$442 million in state and local taxes".—Port of Seattle website

From a standpoint of opportunities for arts and culture, SeaTac, as an airport city:

- *Is the gateway to the Pacific Northwest for millions of visitors from across the world*
- *Is a concentrated hub of job opportunities*
- *Is a stopping place for thousands of short-term and overnight visitors*
- *Has a relationship with the Port of Seattle and a shared recognition of the Port's commitment to both arts and community*

SEATAC IS A DIVERSE CITY

SeaTac is home to people with a wide variety of backgrounds. Census data shown below confirms the common understanding that SeaTac has an unusual diversity in its population, with a community that has come from around the world. The percentage of people who are foreign-born is almost 40%.

While there are people of a variety of economic circumstances in SeaTac, the average household income is notably lower than the Washington state average. Interestingly, SeaTac has a higher percentage of households with computers than the State average.

	SEATAC	WA
POPULATION	29,239	
Median age	34.3	37.6
Families with kids	46%	44%
Foreign born	37.8%	14%
Language other than English spoken at home	49.6%	19.4%
Persons per Household	2.88	2.55
White alone	41%	78.9%
Black/ AA alone	23%	4.3%
American Indian alone	1%	1.9%
Hawaiian Pacific Islander alone	2%	0.8%
Asian	15.1%	9.3%
Hispanic	12.9%	18%
Foreign born	40%	14%
Households with Computers	94.3%	92.7%
Median Household Income	\$51,025	\$70,116

U.S. Census, 2018

From a standpoint of opportunities for arts and culture, SeaTac, as a diverse city, could:

- *Support community interaction with many kinds of celebrations, art forms, cuisine, etc., that can be recognized and shared*
- *Use arts and culture to bring people together and bridge communities within SeaTac*

SEATAC HAS A DISTINCT ECONOMY, WITH UNTAPPED POTENTIAL

SeaTac's economy is heavily tied to the airport and related industries. Revenue statistics show a marked difference between SeaTac and the State overall, with SeaTac highly overperforming in per capita sales from Accommodations and underperforming in Retail Sales per capita, indicating that it may be possible to redirect some of SeaTac's retail spending within the community.

It is interesting to see that the diversity of SeaTac is reflected in the statistics showing a high percentage of minority-owned firms.

The Demographic and Economic Update from the November 19, 2019 memo accompanying the SeaTac Center City planning noted the following:

SeaTac's employment base is estimated at 34,140 jobs in 2018, which is an increase of 4,220 jobs (14%) since 2015.

SeaTac's Center City area captures at best 4% of the market share for dining, and the best opportunities to increase that share would cater to a combination of destination hospitality as well as local resident/employee demand.

The report concludes: The SeaTac market will remain airport-driven—with as yet untapped potential as a globally significant airport city.

	SEATAC	WA
ECONOMY	2,084 businesses	
Minority-Owned Firms (2012)	52%	17.1%
Nonminority-Owned Firms (2012)	41%	78.8%
Per capita sales Accommodations & food service (2012)	\$ 8,538	\$ 1,877
Per capita Retail sales (2012)	\$ 7,732	\$ 17,243

U.S. Census, 2018

From a standpoint of opportunities for arts and culture, SeaTac could:

- *Tap into the market for entertainment and retail that would serve community, employees and visitors*
- *Highlight minority-owned businesses as part of local cultural identity*
- *Recognize arts and culture as an economic benefit to local residents, tourism, and identity of SeaTac as home to many people*

Highway 99 has been known in the past for its entertainment scene, with venues and theaters located outside Seattle's city limits to escape restrictions on nightlife. The most legendary, the Spanish Castle, was just to the south of SeaTac's boundary. Designed like a caricature of a Moorish fortress, the venue hosted Seattle's musical legends that packed the house. Young Jimi Hendrix frequented the Spanish Castle, and wrote "Spanish Castle Magic" in its honor. The venue was bulldozed in 1968 and the site is now a Walgreens.

SEATAC IS A TRANSIT-RICH CITY

SeaTac has an unusually high level of regional transit service, designed to bring travelers and workers to the airport, and to serve the broader community. With three light rail stops in or adjacent to the city, SeaTac can take advantage of the accessibility and possibly the station areas as cultural hubs. In addition to the light rail stations there are major regional bus routes and local Metro service. It should be noted that many of SeaTac's residential areas do not have easy access to transit, and some cultural resources are difficult to get to for people without the ability to drive.

SEATAC IS AN INTERGENERATIONAL CITY

SeaTac has a younger demographic than King County overall, and fewer seniors. However, we have found a particularly high level of interest in arts and cultural activities from SeaTac's seniors. Just as arts can bring people together, there is an opportunity to tap into the wisdom and available time of SeaTac's seniors, and the needs of local youth.

	SEATAC	KING COUNTY	WA
Under 5	8.0%	5.8%	6.1%
Under 18	23.0%	20.3%	22.1%
Over 64	10.9%	15.4%	15.4%

U.S. Census, 2018

From a standpoint of opportunities for arts and culture, SeaTac, as a transit-rich city, could:

- Find more successful ways to use light rail station areas as community-serving spaces
- Find ways of increasing access to arts and cultural uses and events
- Purchase dedicated vehicles as part of an art program that focuses on SeaTac residents

From a standpoint of opportunities for arts and culture, SeaTac, as an intergenerational city could:

- Target youth for arts and cultural programs and draw interest from families
- Support the school programs with resources, performance and display opportunities, and promote interaction with the community
- Engage older residents in creative projects with youth

SEATAC IS A CITY WITHOUT A CENTRAL GATHERING PLACE

As a newer city, SeaTac lacks a “downtown” that serves as the heart of the community in terms of locally-oriented retail, cultural and civic space. Past efforts to create a city center have not resulted in the desired community heart, and while efforts to create a city center continue, the ability for cultural uses to strengthen a sense of place throughout the city should move forward. Adding cultural uses may in fact help bring about desired gathering spaces of various kinds, centering around neighborhood parks, schools, and other community uses.

SEATAC HAS OPPORTUNITIES FOR INCREASED FUNDING

4Culture released an in-depth report of the state of the arts in cities throughout King County in April, 2020. One of the findings for SeaTac is the relative lack of funding in terms of both public and private sector support relative to the County as a whole. Per capita arts funding in 2018 for SeaTac was \$3.83, as compared to King County’s \$20.88. While larger cities, Seattle in particular, have a disproportionate amount of funding because of the concentration of arts venues and organizations, there is a case to be made that the gateway to the Pacific Northwest should have much stronger funding for arts and culture.

From a standpoint of opportunities for arts and culture, SeaTac could:

- *Through master planning and leadership from the City and ACLAC, identify art and culture projects that merit and attract funding from a variety of public and private sources*

From a standpoint of opportunities for arts and culture, SeaTac could:

- *Champion spaces for arts and culture that will help define a sense of place for neighborhoods and for SeaTac as a whole*
- *Identify locations that can be strengthened in terms of serving community and culture*

SOURCE	SEATAC	KING COUNTY
4CULTURE - CITY GOVERNMENT	\$7,500	\$265,575
4CULTURE - ORGANIZATIONS	\$8,000	\$3,989,098
4CULTURE - INDIVIDUALS	\$2,000	\$791,446
4CULTURE - FUNDING TOTAL	\$17,500	\$5,046,119
LOCAL ART AGENCY BUDGET	\$30,243	\$10,630,551
ARTSWA	\$0	\$371,340
WA STATE DEPT. OF COMMERCE	\$0	\$12,334,000
NEA	\$0	\$1,135,500
NEH	\$0	\$5,912,255
IMLS	\$0	\$1,299,663
OTHER GOVERNMENT FUNDING TOTAL	\$30,243	\$31,683,309
ARTSFUND	\$0	\$2,302,333
FORD FOUNDATION	\$0	\$900,000
MJ MURDOCK	\$0	\$965,000
NESHOLM	\$0	\$992,500
SEATTLE FOUNDATION	\$63,875	\$3,844,215
KNOWN PRIVATE FOUNDATION TOTAL	\$63,875	\$9,004,048
TOTAL FUNDING	\$111,618	\$45,733,476
2018 POPULATION	29,130	2,190,200
2018 CULTURAL FUNDING PER CAPITA	\$3.83	\$20.88

4Culture, 2020



state of the arts in seatac

SeaTac has more arts and culture taking place than many know. The starting point for understanding the opportunities for strengthening arts and culture in SeaTac is to understand the full scope of assets and current activities.

CULTURAL ASSETS

CITY OWNED CULTURAL ASSETS

PARKS

SeaTac's parks play a major role in arts and cultural programs, and in plans for future offerings and activities. The City's vision for its parks is: "to be the leader in providing innovative and inclusive parks, facilities, programs and services for our community." Arts is part of the purview of the City's Department of Parks, Community Programs & Services, and many of the cultural activities in SeaTac take place on some of the City's 260 acres of park land and the facilities in those parks. One of the four expressed goals of the Department is to Improve Cultural Arts by energizing and enhancing the cultural arts program through the development of an Arts Master Plan.

The City offers numerous programs and activities including art exhibits, community kitchen nights and weekly senior dances at the Community Center; events including music and theater in the parks, holiday tree lighting, craft fair and a 4th of July event. These activities are important for bringing the SeaTac community together.

One of the challenges with the parks and programming is that some facilities, such as the Community Center, are not easy to access without a car and many residents do not have the option to drive. The City does have vans dedicated to transporting seniors and youth to some activities. Some locations, such as Angle Lake Park, are accessible by transit, but the walking experience from light rail along International Boulevard is not pleasant.

City-owned parks include:

North SeaTac Park

This 165-acre park has baseball, soccer and softball fields, outdoor basketball, a skatepark, a BMX track, RC car track and disc golf. It also has a large open area with paved walking trails, playground equipment and a picnic area. The Community Center and Highline SeaTac Botanical Gardens are also located in North SeaTac Park.

Valley Ridge Park

Valley Ridge Park is adjacent to Tyee High School and Chinook Middle School, just off of South 188th Street. The 21-acre park is designed for heavy recreational use, with soccer, baseball and softball fields, basketball courts, tennis courts, futsal court and a skatepark. There are playgrounds for young and school-aged children. Indoor facilities include a teen center and community center.

Angle Lake Park

This 10-acre park is a very popular summer destination, with swimming, boating and fishing and one of the best spray parks in the region. Many of the City's summer events are held at Angle Lake Park, including the 4th of July celebration and Shakespeare in the Park performances. One of the advantages of Angle Lake's location is that it is walkable from the light rail station, and the Rapid Ride A Line has a nearby stop on International Boulevard. The quality of that walk, however, could be greatly improved.

Riverton Heights Park

Riverton Heights Park is a recently built 2-acre park on the site of a former school. It includes play equipment, a picnic area and space for programmed events, which include Music in the Park, Dance in the Park, Kid's Fest and Theater in the Park.

Other Parks

SeaTac's other parks have recreational facilities, trails and other amenities, but are generally not used as community gathering places. These parks include:

- Des Moines Creek Park, with a trail leading to Puget Sound
- Grandview Off-Leash Dog Park, on the east side of I-5 stewarded by a non-profit volunteer group
- Bow Lake Park, with open space
- Sunset Park, with athletic fields, tennis courts and trails
- Neighborhood Park at the SeaTac Community Center, with play equipment, skate park and a climbing boulder

COMMUNITY CENTERS

SeaTac Community Center

This 27,000 sf facility has a gym, fitness facilities, senior center, art room and a large community room where a wide variety of events are held, including senior lunches, dances, and community kitchen dinners. The City holds a fine art exhibit annually rotating between photography and painting. The City purchases art from the exhibit for its permanent collection.

Valley Ridge Community Center/ Teen Center

Located near Tyee High School and Chinook Middle School, the Teen Center has daily teen programs.

NON-PROFIT OPERATED

HIGHLINE SEATAC BOTANICAL GARDENS

The Highline SeaTac Botanical Gardens are located on 11 City-owned acres in North SeaTac Park. It began in the early 1990s when the Port of Seattle began planning for the expansion for a third runway at SeaTac Airport. Many of the garden's plants were salvaged from land bought by the Port as part of the expansion and have been in the community for decades. There are several specialty gardens, including Edna Behm's Paradise Garden, the Seike Garden, the Seattle Rose Society's Celebration Rose Garden, a sensory garden,

the specialty gardens established by the Puget Sound Fuchsia Society, the King County Iris Society, and the Puget Sound Daylily Club.

The non-profit Highline Botanical Garden Foundation stewards the community-owned and -operated Highline SeaTac Botanical Garden. The Garden provides the general public with exhibitions, presentations, and education programs on garden art.

One of the properties slated for demolition to make way for the new runway belonged to Elda and Ray Behm, with an acre of her "Paradise Garden." The City of SeaTac, the Port of Seattle and over 200 local volunteers set out to move Elda's garden. Elda herself worked hard to recreate the garden, with its water feature and shade garden, into her nineties.

The Seike Garden, opened in 2006, was saved and relocated when the treasured garden was endangered by the airport expansion and is believed to be the largest relocation of a Japanese Garden ever attempted in the United States. The garden was created by the Seike family. Shinichi Seike came to the United States in 1919, and in 1929 moved to a 13-acre farm near Des Moines Memorial Drive. The Seike family was interned during World War II. All three sons served in the military and the middle son, Toll, was killed in action in France. Unlike many Japanese-American families, the Seikes were able to return to their property, and Shinichi Seike opened a nursery store. The gardens were begun in 1961 as a memorial to Toll, with direction from Shintaro Okada, a garden designer from Hiroshima. The gardens are a classic Japanese pond-and-mountain style garden with specimens from Shinichi Seike's personal collection.

The Highline SeaTac Botanical Gardens have been recipients of grant funding from the Hotel Motel tax and the Port of Seattle. An ambitious Master Plan was created for the gardens, including a Visitor Center with spaces for events and classes, an event meadow, an amphitheater and performance space. Other features would highlight sustainable best practices and nature play. The pea-patch would be expanded, and a community pavilion added. A request for funding for the Visitor Center was denied because the Port has the authority to repurpose the land in the future if needed.

OWNED BY PUBLIC AGENCIES

KING COUNTY LIBRARY SYSTEM

The Valley View Library serves SeaTac with a 6,400 square-foot building off of Military Road South at South 179th Street. Valley View Library's collection includes world language materials and book club picks. There is wifi available, as well as computers and printers and a meeting room for community members. The library holds events including Morning Family Play Time, Talk Time Class and Amharic Storytime. Friends of Valley View Library is a 5-member group that serves in an advisory capacity and sponsors an annual book sale.

PORT OF SEATTLE

The Port of Seattle is an owner of a major percentage of property in SeaTac, and an agency that has a commitment to arts. The Port has been active in the support and display of public arts since the late 1960's, and was the first public agency in the region to establish a civic art collection. The Port has an Art Oversight Committee that reviews policies and procedures related to the art program and collection.

Much of the Port of Seattle's excellent art collection is located within the airport and accessible only to people who have tickets for a flight and have gone through TSA screening. The Port of Seattle's bylaws limit public art to Port property only. However, some of the airport-related public art is along the roadway and visible to the general public including Emerald City by Haddad Drugan at the vehicular entry to the airport, and Wing Fern by Clark Wiegman at the entry to the S 188th Street tunnel

Port of Seattle's art collection at SeaTac Airport "features some of the finest contemporary work in glass, sculpture, photography, painting and sound. The region's diversity is well-represented through European, all-American, Asian, Northwest Native American and folk-art influences. Some of the works are by 20th century artists of great renown, such as Frank Stella, Louise Nevelson and Robert Rauschenberg. Many more are by regional and emerging artists who vitalize the collection with wit, charm, beauty and occasional irreverence." (Port of Seattle website)

The Port's Art Program Policy and Guidelines state that, "In providing the opportunity for people to encounter art in Port venues, the Port aspires to enrich the lives of citizens who live in the surrounding communities and the experience of travelers to the greater Seattle area, to give voice to talented artists, and to support public art".

In November 2019, the Port of Seattle Commission approved increasing the funding for the public art program to 1% of major capital budgets. This will in effect double public arts funding to some \$20 million over the next five years. "Our art program needs to deliver for residents as well, especially as a platform for connecting with communities and supporting local artists," said Port of Seattle Commissioner and Arts Committee Chair Stephanie Bowman. "Our new commitment to incorporate cultural programming makes our program more accessible and showcase the diverse cultures of the Pacific Northwest."

SOUND TRANSIT

Sound Transit is important to arts & culture in SeaTac for a number of reasons. First, in transit-rich SeaTac, with three light rail stations in or adjacent to the city, people from throughout the region can get to SeaTac and potential arts & cultural offerings. Second, the stations and the station areas attract riders and could well be locations for exhibits and events. Sound Transit has recognized this, especially in the design of Angle Lake Station. Third, the transit hubs represent property owned by a public agency, which is an important point in SeaTac where there are very few places for accessible public gathering space.

Angle Lake Station

Angle Lake Station includes 2,500 square feet of commercial space, and a 10,000 square foot public plaza designed to accommodate a variety of community-oriented activities.

SeaTac Station

Located at the airport, a bridge connects this station to an acre of land along International Boulevard.

Tukwila Station

Just outside the City limits, this station serves the SeaTac community, and includes public art.

WHAT IS CURRENTLY GOING ON IN SEATAC

PARKS AND RECREATIONAL ACTIVITIES

SPRAY PARK AT ANGLE LAKE

SKATEPARKS

SOCCER/SPORTS FIELDS

PLAY AREAS

EVENTS PUT ON BY CITY

4TH OF JULY EVENT AT ANGLE LAKE

HOLIDAY BAZAAR AT THE COMMUNITY CENTER

WEEKLY LIVE MUSIC BY THE HANKY PANKY BAND AT OUR SENIOR LUNCH EVERY WEDNESDAY

PARTICIPATION IN HIGH SCHOOL YOUTH ART SHOW WITH PUGET SOUND EDUCATIONAL SERVICES DISTRICT.

QUARTERLY COMMUNITY KITCHEN NIGHTS, CELEBRATING DISHES FROM CULTURES AROUND THE WORLD MUSIC IN THE PARK

EVENTS AT ANGLE LAKE AND RIVERTON HEIGHTS PARK (FIVE – SIX)

THEATER IN THE PARK EVENTS AT ANGLE LAKE AND RIVERTON HEIGHTS PARK

KIDS FEST, WITH LIVE MUSIC AND ENTERTAINMENT AT RIVERTON HEIGHTS PARK- 1ST FRIDAY OF AUGUST

LINK THE WORLD EVENT, WITH LOCAL ART AND LIVE MUSIC.

ANNUAL FINE ART EXHIBIT AT THE SEATAC COMMUNITY CENTER. (ROTATES FORM PAINTING TO PHOTOGRAPHY EVERY OTHER OCTOBER)

ANNUAL TREE LIGHTING EVENT AT THE SEATAC COMMUNITY CENTER WITH LIVE ENTERTAINMENT (USUALLY WITH TYEE JAZZ BAND)

LIBRARY EVENTS

MORNING FAMILY PLAY TIME

TALK TIME CLASS

AMHARIC STORYTIME

CLASSES

HIGHLINE SCHOOL DISTRICT ARTS PROGRAMS

GARDENS

HIGHLINE-SEATAC BOTANICAL GARDENS

COMMUNITY GARDEN

MUSIC

D'AIGLE AUTOHARPS MONTHLY MUSIC

PUBLIC ART

PORT OF SEATTLE AIRPORT-RELATED ART

SOUND TRANSIT ART AT LIGHT RAIL STATIONS

ROBERT MORRIS EARTHWORK

GREG BUTLER AND RON KLEIN, ARCHES AT THE ROSE GARDEN, HIGHLINE SEATAC BOTANICAL GARDEN

ENTERTAINMENT AND DINING

CEDARBROOK LODGE

13 COINS

THEATER

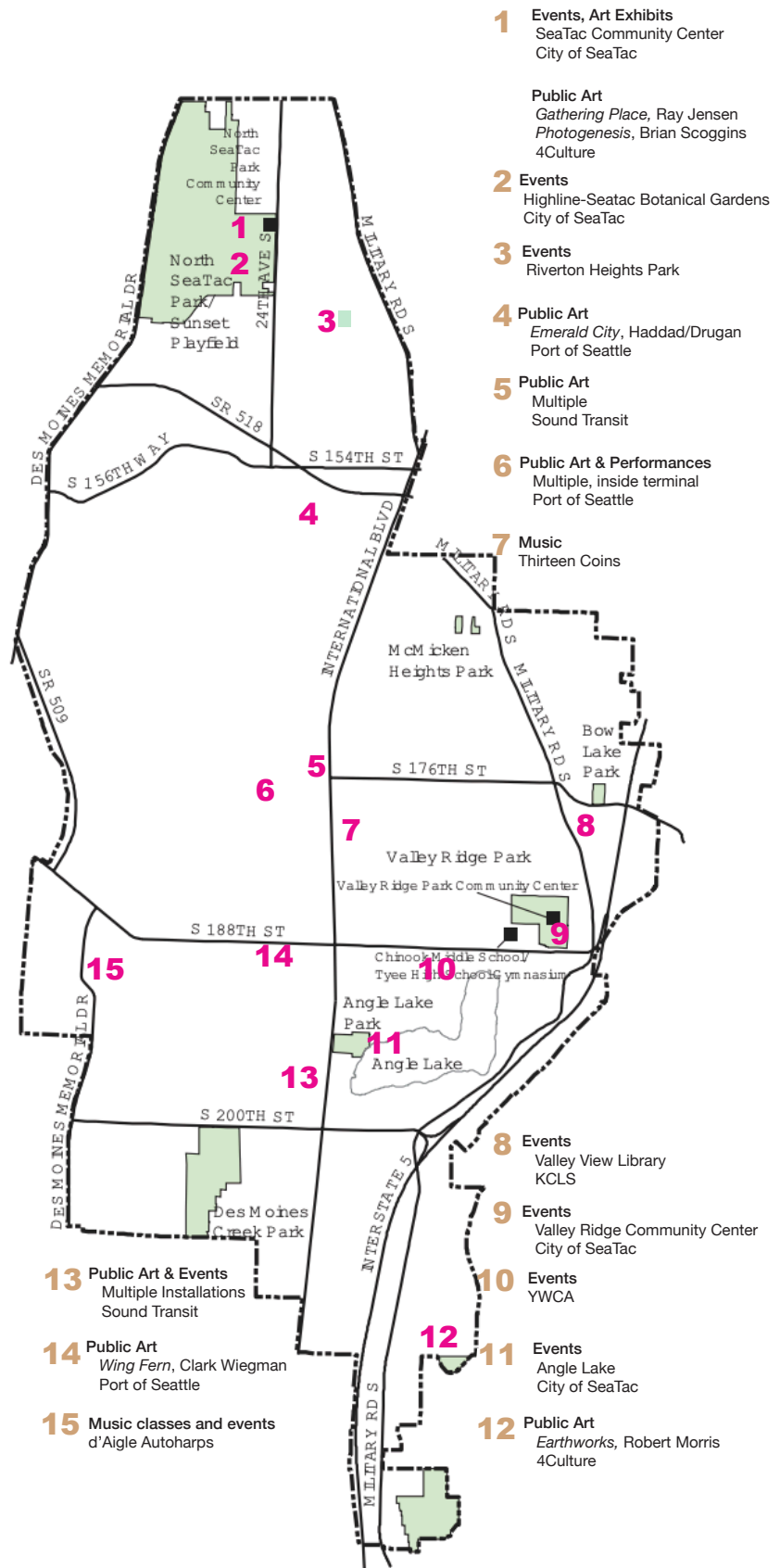
SHAKESPEARE IN THE PARK AND BURIEN ACTORS THEATRE AT ANGLE LAKE AND RIVERTON HEIGHTS PARK

FOOD

FOOD INNOVATION NETWORK COMMUNITY DINNERS

RECREATION (INDOOR)

YMCA FITNESS CENTER, POOL, CLASSES



NON-PROFITS

MATT GRIFFIN YMCA

The Matt Griffin YMCA serves South and West King County with a recently expanded facility including aquatics, health and wellness programs, and programs targeted to families, teens, seniors and young children. Facilities include two swimming pools, a fitness center, gymnasium, a “kid zone” and rock climbing wall.

The Matt Griffin YMCA serves a very diverse community, and works to meet the varied needs of different cultural and age groups.

SEATAC UNITED

This non-profit serves some 400 youth with affordable programs centered on math, chess and soccer. The program has used facilities at Chinook Middle School, Bow Lake Elementary, and the SeaTac Community Center. Scholarships are available, and Alaska Airlines has been a supporter of the programs. “SeaTac United was formed to promote the values of our diverse residents and to assist our children with academic and athletic opportunities” --Mike Doughty, Principal, SeaTac United.

SOMALI YOUTH AND FAMILY CLUB

The Somali Youth and Family Club mission is to provide essential services to Somali and other underserved communities in King County, believing that “protection and educational development of all youth and access to resources for families is necessary and integral to human progress.” They provide after school programs at Bow Lake Elementary and McMicken Elementary schools.

SOUTH KING COUNTY CULTURAL COALITION (SOCOCULTURE)

SoCoCulture includes some 70 organizations in South King County related to arts and culture. Their website includes announcements and arts opportunities in the region, and an events calendar. They cover theatre, music, dance, literary, heritage, genealogical, botanical and visual arts. SoCoCulture also hosts bi-monthly meetings that bring the regional arts community together.

FEEST

FEEST is a non-profit, led by young people of color, focusing on healthy food for young people. Their mission is transforming the health and equity of communities by gathering around food and working toward positive systemic change. FEEST works with the Highline School District, including Tyee High School as of 2018. They provide student dinners at school, workshops and youth leadership training.

FOOD INNOVATION NETWORK

The Food Innovation Network’s Food Business Incubator supports aspiring entrepreneurs from SeaTac and the surrounding area with information and skills to start food-related businesses. The Food Business Incubator primarily serves people from low-income immigrant and refugee communities. A new facility, the Tukwila Village Food Hall, was completed in 2020. The City of SeaTac works with the Food Innovation Network on quarterly free Community Kitchen Dinners held at the Community Center and offers opportunities for these food businesses at City events, such as the Link the World festival held in 2019. Food Innovation Network is a partner that highlights the rich diversity of culture and cuisine in SeaTac, brings people together from across the community, and supports small business.

GLOBAL TO LOCAL

Global to Local has a mission that includes advancing health equity and empowering underserved communities across the country. They have two locations in SeaTac (2800 S 192nd SeaTac and 4040 S 188th St SeaTac) including a Connection Desk which is a physical space for information and referrals. Their program, SeaTac-Tukwila Communities of Opportunities, provides a variety of support services for underserved populations and boosts civic engagement in partnership with the Congolese Integration Network, Lutheran Community Services Northwest, Partner in Employment, Somali Health Board and Somali Youth & Family Club.

Burien and Tukwila have contracted with Global to Local to recruit people from diverse communities to serve as “Connectors” between City staff and people who would otherwise find it difficult to practice civic engagement.

SCHOOLS

HIGHLINE SCHOOL DISTRICT

SeaTac's public schools are part of the Highline Schools District. Highline covers multiple jurisdictions—SeaTac, Burien, Des Moines, Normandy Park and White Center. The multiple jurisdictions make it more difficult for SeaTac to align City and School District policies than if the boundaries were the same.

The Highline School Board supports art in the schools and opportunities to showcase the arts, and integration of professional artists, cultural organizations and other community arts resources.

Highline School District has been rebuilding the schools, with recently built elementary schools and a middle school. The schools in SeaTac could play a larger role as centerpieces of neighborhoods and the arts. School scores show that resources supporting arts & cultural education could benefit students, families and community.

High School

Arts education is part of Washington State's high school graduation requirements, with two credits now required. Data for King County high schools, gathered as part of a 2015 4Culture study, shows disparities in arts education for race and ethnicity, and that schools with a higher proportion of students eligible for free and reduced-price lunch have significantly lower participation in the arts.

Tyee High School, the only public high school in SeaTac, is located on S 188th Street. Tyee serves some 900 students in grades 9 to 12. Statistics from the State Office of the Superintendent of Public Instruction shows that 36% of Tyee's students are English learners and 86% are low income. These are some of the highest numbers in King County. While 38% of students are reaching learning goals in Language Arts, only 10% meet math goals and 7% meet science goals, far below the statewide averages.

According to 4Culture's Education Data Dashboard, almost half of Tyee students were enrolled in an arts class in 2018. According to Highline's website, classes

in music, visual arts, photography and drama are offered. The City of SeaTac looks for opportunities to showcase student art. For example, Tyee's jazz band plays at SeaTac events such as the annual Christmas tree lighting.

Middle Schools

Chinook Middle School is adjacent to Tyee High School. Glacier Middle School is also in SeaTac, at 2450 South 142nd Street. Glacier Middle School was rebuilt, and reopened in 2019 with a capacity for 950 students.

Elementary Schools

Renovated in 2011, McMicken Heights Elementary is on a 6-acre site and includes recreational fields.

Bow Lake Elementary was rebuilt in 2007. The City purchased a room at the school to provide childcare.

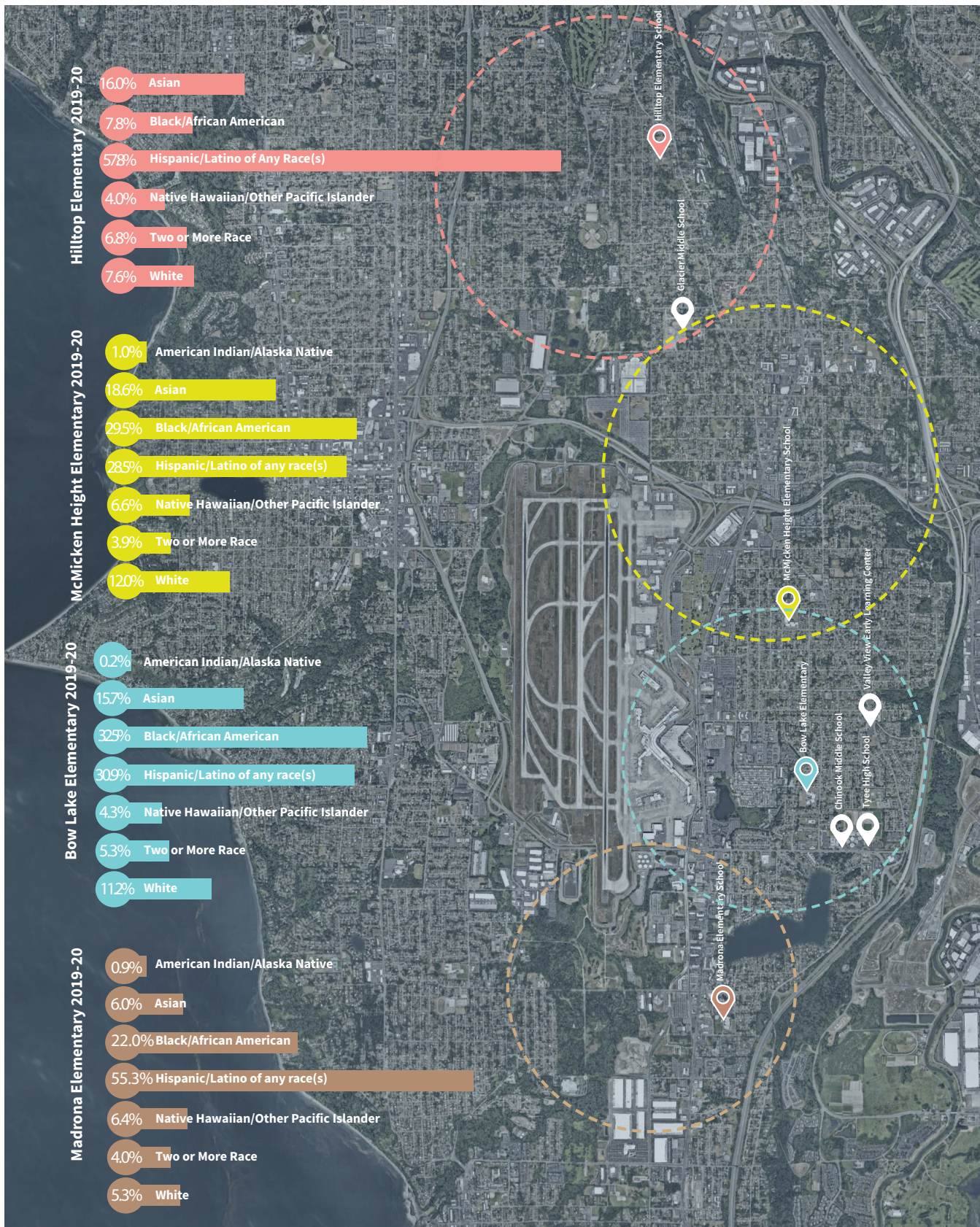
Madrona Elementary includes playfields and meeting space used by the community. A walking audit by Feet First was done in 2011 looking at improvements for students walking and biking to school.

Hilltop Elementary, at 12250 24th Ave South, serves the northern area of SeaTac.

Valley View Early Learning Center is at 17622 46th Ave South. Formerly an elementary school, the building was repurposed into a facility that serves some 300 preschool students.

"The Board believes that through arts education, students learn to develop creativity, discipline, perception, perseverance, self-expression and critical thinking. These capacities are fundamental in preparing students for college, career, and citizenship. The Board further believes that a comprehensive arts education program promotes and strengthens cultural diversity."

—Highline School Board Arts Policy 2160



PUBLIC ART

SeaTac has a number of significant public art works. Notably, they were commissioned and owned by regional agencies, rather than the City.

PORT OF SEATTLE: AIRPORT EXTERIOR

While many of the Port's art pieces are only accessible to travelers, several major Port of Seattle pieces are visible to the public in SeaTac, including:

Wing Fern, by Clark Weigman, is over the tunnel on S 188th Street. The piece draws on both the Northwest native fern representing a nearby wetland restoration project and the airplanes overhead. He describes the two wings as "fabricated as a real aerodynamic plane wing with structural undergirding, brushed aluminum skin and extensive riveting."

At the vehicular entry to the airport, artist team Laura Haddad and Tom Drugan created *Emerald City*, a mixed media piece including landscape, colorful lighting and solar panels.

The Third Runway Embankment wall holds art by Carolyn Braaksma, done in 2001. The design is cast into the concrete panels and uses images of a boat and monumental figureheads that relate to travel and adventure. It is visible from Highway 518 on the north, Des Moines Memorial Drive on the west, and South 154th Street.

SOUND TRANSIT

Sound Transit has included high quality public art along the length of the Link light rail system. The following pieces are visible to the community.

SeaTac Airport Station

Fernanda D'Agostino's *Celestial Navigation* is located in the plaza adjacent to International Boulevard, owned by Sound Transit, where the elevator connects to a skybridge and the SeaTac Airport Station. Installed in 2010, the 18-foot-tall glass and metal sculpture depicts a navigational quadrant. The piece is designed to display curated video images.

Angle Lake Station

Cloud, by Laura Haddad, is made up of 6,000 colorful, moveable polymer discs over the passenger platform. 48 feet long and 26 feet high, the piece is intended to be a landmark that can be seen from S 200th Street.

Immerse, by Jill Anholt, is an abstract blue steel sculpture over the exterior plaza stairwell, celebrating the power and delicacy of rain droplets in motion.

KING COUNTY

An unusual artwork that has had national notoriety but is little understood locally is Robert Morris' *Johnson Pit #30*. This 3.7-acre earthwork was designed by New York artist Robert Morris as part of a 1979 symposium on art as land reclamation sponsored by the King County Arts Commission. Morris (1931-2018) was a sculptor and experimental artist, described at the time by Seattle art critic Roger Downey as, "one of the few artists in this jaded time whose work can legitimately be referred to as 'avant-garde'" (Seattle Weekly, January 10, 1979). The former gravel pit was donated to the County by the Department of Public Works in a collaboration that was highly unusual at the time. While the work has been described as being of "internationally-celebrated" (4Culture) it has also been seen as controversial from its inception. It was named as one of the "most endangered historic properties" by the Washington Trust for Historic Preservation in 2015.

King County Arts Commission (now 4Culture) funded two public art pieces near the Community Center in the 1990's. Artist Brian Goggin created *Photogenesis*, three lamp posts that appear to be evolving into trees, or vice versa. The second piece, *Gathering Place*, by Ray Jensen, is a skeletal steel structure that serves as an outdoor seating area and incorporates the Riverton Elementary School's bell. *Gathering Place* was restored by 4Culture in 2018.

NATURAL FEATURES

The beauty of the Pacific Northwest draws people from around the world. SeaTac has enviable natural features, including lakes, creeks, and views that should be fully appreciated and enjoyed by SeaTac residents, and can serve well as settings for art.

ANGLE LAKE

Angle Lake is an "L" shaped natural, spring-fed lake, approximately 100 acres in size. Up to 50 feet deep, it is among the cleanest lakes in all of King County. The lake is stocked with bass and trout and fishing is permitted year-round. Bald eagles, herons, ducks and other wildlife can be seen near the lake.

Angle Lake is a signature asset of the community, with Angle Lake Park as a popular destination and location for events. During the summer the lake is a popular place for swimming and boating, at the park and for residents around the lake. Active community groups (a homeowners association and an affordable club open to people around the lake) hold events throughout the year. The Fourth of July events are a high point of the year, with a parade in the neighborhood, races, music and food in the park, and fireworks in the evening.

DES MOINES CREEK

Des Moines Creek runs from SeaTac across the city limits to Des Moines and Puget Sound. From a trailhead with parking off of South 200th Street (City of SeaTac's Des Moines Creek Park), a 2.2 mile long trail runs along the creek through a forested area, leading to Des Moines Beach Park and the Public Fishing Pier.

Much of the area within SeaTac's city limits is within the 5.8 square mile basin of Des Moines Creek. The creek has been the subject of improvements in order to stabilize the stream channel, restore fish passage and enhance fish habitat. Historically coho, chum and steelhead had access to the creek. A number of agencies, jurisdictions and community groups have been involved in improving Des Moines Creek, including the City of SeaTac, Port of Seattle, and King County.

VIEWS

Located along the ridge known as the "highline," locations in SeaTac have views to both east and west. Locations on the east side of SeaTac look over the Kent Valley and to the Cascades and Mt. Rainier beyond. Grandview Park is noted for its beautiful views, shown in the photo below. In other places on the west side of SeaTac, Puget Sound and the Olympics are visible.

Views are more than enjoyable; they orient people to their place in the region and stand as testaments to the long vantage point of geological time. Art can highlight viewpoints and offer interpretive signage.



*Grandview Off-leash Dog Park
City of SeaTac*



input

The Arts, Culture and Library Advisory Committee, with the City and consultant, have made a variety of efforts to support events and solicit community input since embarking on the Master Plan.

EVENTS

LINK THE WORLD EVENT

Link the World was held on June 29, 2019 at the Angle Lake station plaza. The intent of the event was to help find and support SeaTac artists, and bring an event to the station plaza where people who might not otherwise know about or attend an event could come in contact with local artists, musicians and food.

A call for artists was distributed through the City email list, SoCoCulture, direct mailing to artists who have previously displayed at SeaTac fine art exhibits, direct contacts from committee members and received 14 responses. A total of 11 artists displayed art, crafts, and musical instruments. There was one artist of color. Five music groups provided entertainment in a wide range of genres, and two groups from Food Innovation Network sold food and drinks.

Attendance was fair, with a number of people staying at the event to look at the art, listen to the music, and eat. A wide variety of people going to and from the parking garage and the light rail went through the plaza.

In part because of the assessment of the event, the City and ACLAC are planning to join the "Make Music Day" global event in 2022 at Angle Lake Park.

TAKE AWAYS

- *Music, food and art were of interest. Many people did not spend much time however, since they were headed toward destinations*
- *Ideally, we would be able to find more local artists*
- *The station plaza has the advantage of visibility but is not a place that most people feel comfortable spending time. Concerts/events at the parks are a much more pleasant place to enjoy music, with a lawn for seating. It would be interesting to find ways to take advantage of the plaza but having events there may not be the best use of resources*

PRESENCE AT CITY EVENTS

ACLAC members and the consultant were at most of the cultural events put on by City of SeaTac over the year. There was a presence at the 2019 4th of July event at Angle Lake and the Holiday Bazaar, with attendees encouraged to fill out surveys (discussed on page 31).

The 4th of July event, held at Angle Lake Park, was well attended. The crowd was representative of the City's demographic, with multiple activities clearly being enjoyed. The spray park and swimming drew youth and families, for the event and for the warmer season. A food truck and music seemed to be very successful, and fireworks are a signature of the community's holiday event.

The Holiday Bazaar was also well attended and draws craftspeople and shoppers early in the holiday season. While there was a range of attendees, the majority appeared to be older and Caucasian. It is held at the SeaTac Community Center.

The Holiday Tree Lighting and Festive Fun is an annual event with music from the Tyee Jazz Band and Choir and holiday songs from the preschool and the community. Hot dogs, chips and cookies are free. The event is well-attended, bringing in many families of the preschoolers.

Community Kitchen Nights are quarterly events that are well attended, with an average of 80 participants per dinner. Food and participants come from a broad spectrum of cultures. Often there is a theme, such as Art Night, Youth Art Night, Cultural Dance Night or Trivia Night.

Kid's Fest is a very popular event at Riverton Heights Park. There are performances geared toward youth, a face painter, balloon artists, a craft area, bouncy houses and a bubble station for kids. An ice cream truck sells treats, and when the sun goes down, a family movie is shown on an inflatable screen. Lots of local families walk to the park for the event. The crowd is ethnically diverse, and predominantly families with younger children.

TAKE AWAYS

- Community members attend and enjoy events
- Increased outreach is needed to find arts & culture experiences that are of interest to ethnic communities in SeaTac.
- The Community Center is the primary facility for indoor events. They work well but it is hard to get to for people who don't have a car and feels far from the south end of the city.
- An advantage of neighborhood-focused events is to get neighbors together and have a walkable event. These locations include Riverton Heights Park and McMicken Heights Park.



Arts and Culture Master Plan Charrette

SURVEY

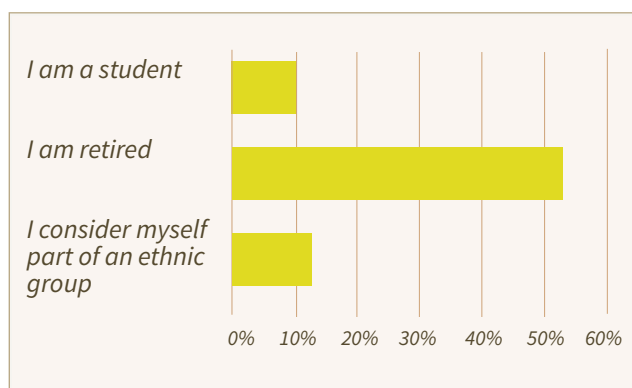
A survey, designed to understand the level of community interest in various arts and cultural activities, was widely advertised and distributed. ACLAC members were active in soliciting responses from people attending events and from community organizations. The City sent out notification of the survey, as did some community organizations. We received 437 survey responses.

Demographics and Relationship to SeaTac

The respondents included people that live, work and visit SeaTac, and others from South King County. Over half of people in the survey live in SeaTac.

Despite efforts to reach a variety of community members, older people were more likely to respond to the survey, with almost half of respondents saying that they are retired. Just under 14% said that they consider themselves as part of an ethnic community.

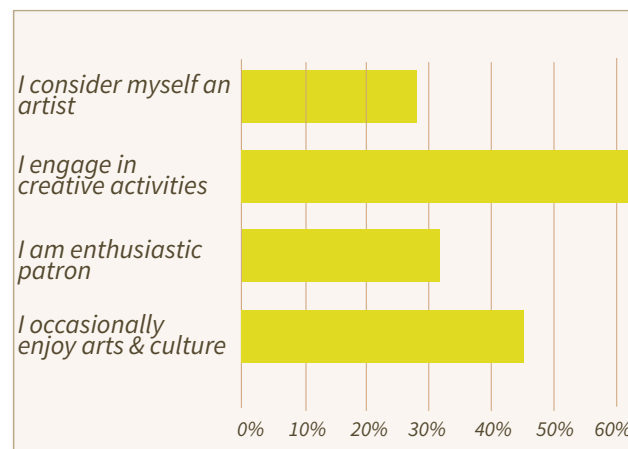
People attending City arts events were encouraged to take the survey. People at the events appeared to skew older and whiter than SeaTac's overall population. This may be at least in part because older people have more time to attend events, and partly because the offerings may be less attractive to ethnic communities. However, even though there may have been an overrepresentation of older people, over 16% of respondents were students, and over 18% identify as part of a demographic group.



Survey Question: Demographics

RELATIONSHIP TO ARTS AND CULTURE

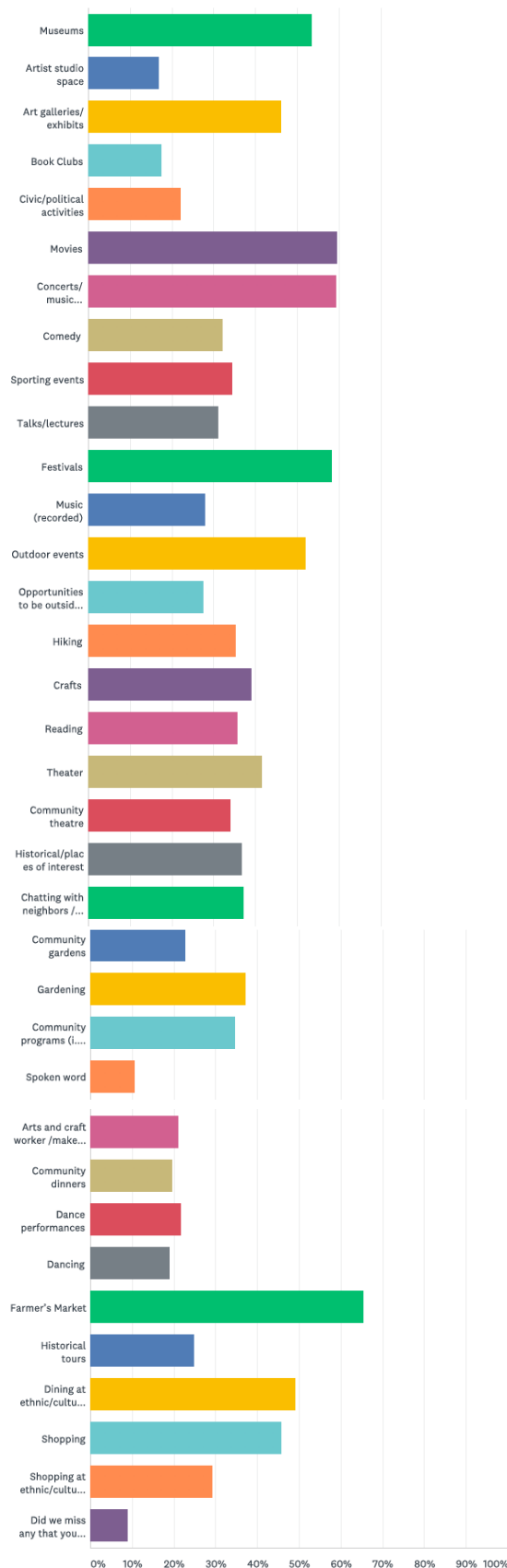
The majority of people in the survey (63%) engage in creative activities, broadly defined. Over a quarter consider themselves artists (26%). Another 30% reported that they are enthusiastic patrons, and almost half said that they occasionally enjoy arts or cultural activities (People could check all that apply). These responses indicate that people value creativity and many people are involved as creators, participants and as audiences in cultural activities. The survey results indicate an enthusiasm for various aspects of participation.



Survey Question: Relationship to Arts & Culture

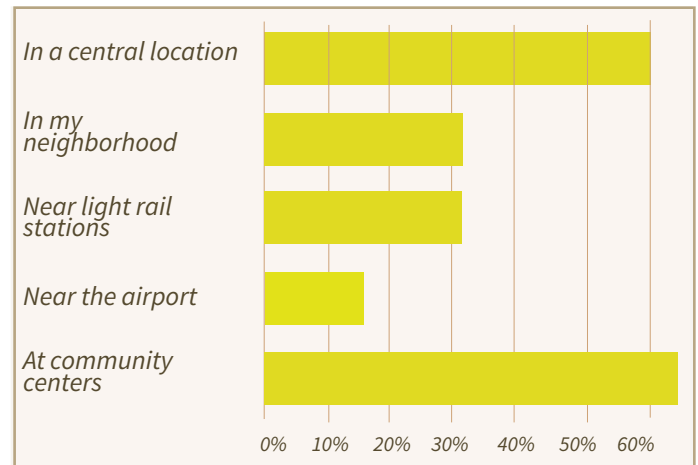
INTEREST IN TYPES OF ACTIVITIES

The survey offered 34 categories of activities to indicate interest. People showed a wide range of interests. The strongest showing of interest included farmers markets (64%), movies (61%), festivals (57%), concerts/music performances (57%), museums (54%) and outdoor events (51%). The survey showed that there was solid support for most of the listed activities, as shown in the chart on the following page.



LOCATIONS FOR ARTS & CULTURE

The survey asked where people would like to attend events, and two-thirds responded that they liked activities in community centers, libraries and parks. These are the locations where most events are currently held. Nearly as many people (59%) would like to see cultural events in a central location as part of a “heart” for SeaTac. Almost a third (32%) were interested in neighborhood-based events, and a similar number (30%) were interested in events near the light rail stations. Respondents were least interested (15%) in having activities near the airport.



Survey Question: Relationship to Arts & Culture

BRINGING COMMUNITY TOGETHER

Asked to comment on how arts and culture could bring the community of SeaTac together, we received 221 answers that were, overall, very enthusiastic about the idea of crossing cultural divides through shared events. Another 115 comments were contributed about arts and culture in SeaTac. Some of these comments are included here; overall they expressed a desire for more activities, for inclusiveness, for affordability, for getting to know their neighbors, and for increased pride in their community.

Ninety-nine survey responses left an email or phone number to be contacted for further input; all of those were contacted to express additional thoughts or involvement.

WHAT COULD ARTS & CULTURE DO FOR SEATAC?

QUOTES FROM SURVEY RESPONSES:

AS WE ALL GET TOGETHER, WE CAN ALL GET TO KNOW EACH OTHER

IT COULD HELP OTHERS BE MORE ENGAGED IN TRADITION, AND EVERYONE CAN ENJOY THINGS SUCH AS FOOD, DANCES, AND SONGS

CELEBRATE DIFFERENCES, MORE COLLABORATION WITH COMMUNITY CENTERS, CULTURAL SPACES, ETC.

ENJOY AND MEET NEW PEOPLE

I APPRECIATE THE FACT THAT WE ARE A MULTI-CULTURAL CITY. WE NEED TO CELEBRATE THAT

WE SHOULD HOLD EVENTS WHERE BOTH ADULTS AND CHILDREN COME TOGETHER

LOW COSTS SO EVERYONE CAN ATTEND

THE COMMUNITY CENTER CONNECTED TO THE YMCA AND AFTER SCHOOL PROGRAMS IS ANOTHER WAY TO BEGIN THAT WOULD INCLUDE FAMILIES AND COMMUNITY RESIDENTS.

EMPHASIZE THE VALUE OF ART CREATION AS GOOD FOR THE BRAIN IN MANY WAYS THAT BENEFIT ANY CAREER.

TALENTED PEOPLE TEACH/EDUCATE OTHER TALENTED PEOPLE

FREE EVENTS FOR FAMILIES WITH SMALL CHILDREN

ART IS ONE OF THE BEST WAYS TO HELP A COMMUNITY FEEL CONNECTED TO EACH OTHER IN A TRULY HEARTFELT SOULFUL WAY

WALKING TRAILS WITH HISTORIC MARKERS

COMMUNITY THEATER, COMEDY, CONCERTS AND OUTDOOR MOVIE NIGHTS WOULD BE GREAT WAYS TO BRING PEOPLE TOGETHER

PEOPLE WORKING TOGETHER ENJOYING WHAT THEY LOVE. GETTING A BETTER UNDERSTANDING ON ALL CULTURES

WE NEED THIS DURING THESE TRYING TIMES

WALK TO SITES, SIDEWALKS? PRIDE IN AND IDENTITY WITH THE CITY OF SeaTac
ARTS AND CULTURE ARE THE HEART AND SOUL OF A

COMMUNITY, SO OFFERING MORE OPPORTUNITIES MAKES A COMMUNITY TIGHTER AND MORE COMPASSIONATE.

THEY WOULD BRING HAPPINESS TO THE KIDS

I LOVE INTRODUCING MY CHILD TO CULTURAL OPPORTUNITIES.

WELL IT IS A BIT FRACTURED SOCIETALLY SO ANY COLLABORATIVE EVENT, IDEA, FUNCTION THAT INTEGRATES DIFFERING OUTLOOKS WOULD BE HELPFUL.

I WOULD LOVE TO SEE MORE INFLUENCE IN OUR SCHOOLS TO INCLUDE THE YOUNGER GENERATION

MUSIC AND FOOD EVENTS WITH GOOD ADVERTISING

WOULD LOVE TO SEE SOME MURAL SPACES AROUND THE CITY OF SEATAC, ESPECIALLY ONES THAT CAN BE PARTNERED WITH YOUTH GROUPS INTERESTED IN HELPING PAINT OR ENGAGE IN THE MURAL PROCESS SOMEHOW.

THEY COULD HELP BRIDGE THE DIVIDE BETWEEN VARIOUS DEMOGRAPHIC GROUPS

GET PEOPLE IN THE REAL WORLD AND OFF THEIR PHONES TO REDUCE ISOLATION AND ENHANCE CIVIC DUTY

I LOVE LIVING IN A DIVERSE NEIGHBORHOOD BUT WISH THERE WERE MORE OPPORTUNITIES TO BRING THE COMMUNITY TOGETHER.

INVEST AND CREATE ARTS SPACE AND CULTURE IN SeaTac.

AS SEATAC IS THE CENTER AND NEAR THE AIRPORT I WOULD ENCOURAGE TO HAVE ART AND CULTURE CENTER NEAR THE AIRPORT SO THAT TOURS ENJOY VISITING IT.

CELEBRATE HOLIDAYS, CREATE ACTIVITIES FOR FAMILIES

WE ARE SORELY LACKING A "HEART" OF CULTURAL IDEAS/ART SPACES

ALMOST ALL OF OUR DINING OUT DOLLARS ARE NOT SPENT HERE IN SeaTac AND NONE OF OUR CULTURAL DOLLARS ARE SPENT HERE BECAUSE THERE IS NOTHING HERE MOST OF THE YEAR.

I LOVE THAT THIS DISCUSSION IS HAPPENING AND I AM READY TO SUPPORT ITS GROWTH.

CREATIVITY THROUGH TRAINING OLD FASHION SKILLS

WE NEED A PLACE TO COME TOGETHER, SHARE IDEAS, LEARN FROM OUR ELDERS

I WOULD LIKE TO SEE THE CITY PUT ARTS IN PARKS. BRING PEOPLE TO PARKS AND MAKE THEM INTENTIONAL DESTINATIONS.

I MISS THE INTERNATIONAL FESTIVAL THAT WAS HELD AT ANGLE LAKE PARK YEARS AGO.

I THINK SeaTac HAS TO ADDRESS ITS ABYSMAL DINING EXPERIENCES FIRST. FINDING A GREAT LOCATION FOR A TRUE DINING DESTINATION SHOULD BE AT TOP OF LIST- WHERE ARTISTS CAN BE FEATURED, MUSIC CAN BE APPRECIATED, ETC. THEN SURROUNDING THAT (REMEMBER THE DRAW YOU'D GET FROM ALL THE HOTEL PATRONS) WOULD BE GALLERIES, PERHAPS A SMALL LIVE THEATRE (CONCERTS AND PLAYS), SHOPS ETC....

FUN AND EASY ARTS AND CRAFTS CLASSES WOULD BE GREAT.

USE THE SCHOOLS, THE SPACE AND BRINGING MORE GROUPS TO SCHOOLS AND INVITE PARENTS IN THE EVENINGS AS FOLLOW UP I JUST WANT TO THANK YOU FOR BRINGING WOODEN O OUT TO DO SHAKESPEARE IN THE PARK EVERY YEAR.

I'M NOT SURE THE ANGLE LAKE STATION IS THE PLACE FOR MUSICAL PERFORMANCES. ITS NOT THE ENVIRONMENT TO SIT AND LISTEN TO MUSIC WHILE PEOPLE AND CARS ARE COMING AND GOING. MUSIC IS BETTER SUITED FOR PARKS.

I'D REALLY LIKE TO LOOK OUT OF THE LIGHT RAIL AND SEE SOMETHING OTHER THAN SEAS OF PARKING LOTS. CAN THERE BE A VENUE BUILT ABOVE THE PARKING? CAN WE HAVE A LIVE MUSIC VENUE? REMEMBER THAT MINUTE WHERE THE 99 BLUES CLUB WAS SEARCHING FOR A PLACE AND HAD NO OPTIONS? EVEN A LOCAL WALKABLE COFFEE SHOP IN THE SOUTH END WOULD BE GREAT.

CREATING, BUILDING, DECORATING, USING OUR IMAGINATIONS IS PART OF HUMAN NATURE

YOUTH SPORTING EVENTS ARE A GOOD OPTION TO DRAW IN FAMILIES

WOULD LOVE TO SEE HOLI — INDIAN COLOR FESTIVAL IN SeaTac!

INCLUDING A WALKABLE TRAIL WOULD MAKE IT UNIQUE.

WOULD LOVE MORE ACTIVITIES, DO WE HAVE INDOOR VENUES FOR PERFORMANCES?

SeaTac LACKS AN ORGANIC GRASSROOTS ARTS ORGANIZATION OR GROUP CREATED BY LOCALS, THIS SEEMS TO BE THE MAIN ROADBLOCK TO BRINGING MORE ARTS AND CULTURE TO SeaTac.

A THEATER SEASON IS THE ONE ARTISTIC INITIATIVE THAT BRINGS AUDIENCES OF HUNDREDS OF PEOPLE TOGETHER ON A REGULAR BASIS, AND CREATES A COMMUNITY THAT SUPPORTS LOCAL ARTS AND ECONOMY

I WOULD LOVE TO SEE DIFFERENT STYLES OF ARTS HERE AND THERE IN THE CITY. FOR EXAMPLE, AT THE MAJOR INTERSECTIONS, LIKE 188TH & PAC HWY, ANGLE LAKE PARK, AIRPORT, ETC.

IF THERE WAS A DOWNTOWN IT WOULD BE EASIER.

USE LODGING TAX TO CREATE A RICH OFFERING OF ARTS AND CULTURE EVENTS THAT BRING AND KEEP SeaTac CULTURALLY RICH!

CONTACT HOTELS, ALASKA AIRLINES, THE CITY OF SeaTac, AND LOCAL RESTAURANTS AND BUSINESSES (MASTERPARK, ECOLOGY ETC.) FOR FINANCIAL BACKING. GET A BUY-IN FROM THE CITY OF SeaTac TO LOCATE AND BUY OR LEASE A SUITABLE, MULTI-USE VENUE. HAVE A COMMUNITY KICK-OFF FUNDRAISER (\$\$\$ NEEDED FOR ENTERTAINMENT SPACE RENTAL, FOOD AND DRINK, ETC.) EVENT AT A LOCAL HOTEL TO HELP RAISE FUNDS FROM INTERESTED INDIVIDUAL BACKERS.

THERE ARE MANY GRANTS AVAILABLE TO FUND THESE TYPES OF ACTIVITIES FOR OUR COMMUNITY.

INTERVIEWS

Interviews were conducted with a variety of stakeholders and SeaTac residents. Stakeholder interviews included people affiliated with the YMCA, Highline SeaTac Botanical Gardens, Port of Seattle, Highline School District, South County Culture (SoCoCulture), Burien Actors Theatre, Highline School District, and SeaTac based artists, music teachers and actors. Everyone who sent email addresses or phone numbers from the survey were contacted.

Across the various discussions, it is clear that there is an overall desire for strengthening arts and cultural offerings, and that there are real opportunities to do so, but realizing the opportunities will require crystalizing efforts on specific projects in order to coalesce the resources needed in terms of both funding and popular enthusiasm.

Themes included:

- Desire for more arts and cultural activity in SeaTac
- Desire for opportunities to connect community across geographic and cultural divides
- More walkability

The global gateway to the Pacific Northwest, SeaTac Landing is an active hub providing residents, workers and visitors alike with a diverse set of experiences in an enticing, contemporary and walkable urban district. –VISION, Phase 1 Center City Plan Update

INPUT FROM RELATED STUDIES

SeaTac has put a great deal of effort into a number of related studies in terms of both ideas and public outreach. Where this information is relevant to arts and culture in SeaTac, we are interested in honoring the outreach done and in coordinating with other plans in order to align City and community goals with arts and cultural planning.

CENTER CITY PLAN UPDATE PROJECT

The City of SeaTac is in the midst of a two-phase project to replace the 1999 Center City Plan. The Phase 1 Vision Report was released in March 2020. Because “place” is an important part of planning for arts and culture, and because almost half of the survey respondents were interested in a cultural “heart” for the city, the Center City vision effort helps inform the Arts & Culture Master Plan for SeaTac. There is a long-standing desire for a “downtown” that would be a gathering place for the community and something that would bring a new identity to SeaTac as a community, not just an airport. The Center City Plan update is the latest in these plans, and focuses on an area that runs along the east side of International Boulevard from 166th Street South to 188th Street South.

Outreach for the plan included two community meetings, three focus groups (residents of Windsor Heights Apartments, airport workers and Bow Lake residents) and a student project at Tyee High School. Overlapping themes included issues that have been heard in the arts and culture outreach as well, including aesthetic enhancements that foster community pride and better walking environments. Themes also included increased safety, lighting in public places and the importance of affordability.

Outreach also included a focus group for property owners and public partners. The set of principles

coming out of the focus group included economic prosperity, an attractive public realm, a mix of complementary uses and efficient circulation.

The urban design portion of the vision bisected the study area into an Airport Business District along International Boulevard and a Residential Multifamily area to the east (see diagram). It suggests that the Airport Business District include dining/entertainment/small retail in the mix with office space and lodging, with a concentration of retail uses on South 176th Street and the area near Radisson and Red Lion Hotels. The consultants, BDS Planning & Urban Design, coined the term “SeaTac Landing” for the envisioned hub.



The Urban Design Plan from the Center City Plan Update Project emphasizes 176th Street South and the area near Radisson and Red Lion Hotels.

4CULTURE LISTENING SESSION

The City of SeaTac and 4Culture hosted listening sessions in 2019 to understand how 4Culture, as King County’s cultural funding agency, could understand SeaTac’s cultural ecosystem and best serve the community. This session was one of many held across the County, leading to 4Culture’s King County Cultural Health Study, released in April of 2020.

What does a culturally healthy city or town look like to you; how does it function?

- Library
- Downtown
- Theater space for local theater, storytelling, etc.
- Art
- Art gallery
- Diversity
- Green space
- History, historical points of interest.
- Regional connectedness to cultural activities.
- Walkability and bikeability.
- Events that bring various members of the city together, the culturally diverse communities.
- Restaurants, diversity of food, choices.
- Arts, recreation and gardens.
- Botanical gardens
- Gathering spaces
- Third places
- Coffee shops
- Public artwork
- Music
- Public transportation
- Fully engaged, civically engaged population.
- Respect and not fear of our differences.
- Cross-cultural engagement.
- Cross-generational engagement.
- Schools as part of the community, sometimes schools are just schools and don’t interact as much as they might.
- Nonprofit community engagement.
- A wide variety of outdoor activities and easy access to low cost indoor activities – art, educational
- Embracing the unpopular notion that an American rather than other culture exists.

SeaTac's assets as identified by the group included:

- Temporary guests (a captive audience!)
- Light rail connectivity
- Excellent art on the light rail
- Diversity/International residents
- Cultural events
- Angle Lake and North SeaTac Park
- Highline SeaTac Botanical Garden
- Birds and wildlife
- Historic Military Road
- Restaurants, including cuisine from around the world

Stated barriers to the cultural health of SeaTac included:

- Lack of local arts, art groups and participants
- High price of real estate in the commercial corridor
- Commuter nature of the city
- Geographic configuration, with the airport in the middle
- No walkable downtown
- Investments in transportation and police, without arts on the "radar"
- Apathetic public
- Rich history but without locations of interest
- Lack of connection to Native people, and lack of communication among ethnic groups
- Poverty
- Relationship with school district
- Lack of money for arts and culture
- Most people eat and shop outside of SeaTac because of lack of local business

SEATAC PARKS, RECREATION AND OPEN SPACE PLANNING

The current Parks, Recreation and Open Space (PROS) plan was updated in 2020 and is particularly relevant for SeaTac arts planning because arts and culture are withing Parks in the City's structure.

Since the public outreach done for this plan was completed within the last couple of years, the statistical significance of the survey is quite valuable. The previous PROS plan, called for the creation of a Cultural Arts Master Plan, which is being realized in this study.

Some of the items of note in the 2020 PROS plan:

- Residents strongly value the parks system and feel that existing parks provide a real sense of community, and that recreation facilities provide a venue for people to meet and identify with others.
- While there is little land left in the City for park development, it is a goal of the City to have a park within one half mile of every resident.
- Gathering spots for family and for the community were prioritized by those surveyed.
- SeaTac is expecting significant population growth in the next fifteen years, approximated at a 32% increase.
- Trails rated highest amongst those surveyed as the most desirable recreational facilities.

Outreach for the PROS plan included a presence soliciting input on parks at Kids Fest (August 2019) and the City's 30th birthday party. The feedback from respondents at Kids Fest rated opportunities to play and family/community activities highly. Specific mentions of desired programs included concerts, events, classes (including art classes) and on-going programs. Opportunities to be outdoors in nature were less mentioned but included the desirability of open spaces and trails.

At the City birthday party event, the PROS team asked for input on individual parks. Comments included interest in family friendly activities, concerts, trails and interpretive signs.

SEATAC PERFORMING ARTS CENTER FEASIBILITY STUDY

This study was done by consultant Heartland, sponsored by 4Culture and the City of SeaTac. Although the study was completed in 2009, its consideration of cultural space models and the ecosystem of arts facilities in South King County are relevant to this Master Plan.

The objectives of the study included the following bullet points. These objectives remain relevant to the idea of a significant cultural venue in SeaTac.

- **Placemaking:**
Creating an identity for the area around the airport light rail station/”downtown”
- **District Anchoring:**
Creating an attraction for pedestrian traffic including people of various categories
- **“Heads in Beds:”**
Strengthening the competitiveness of SeaTac hotels, especially on weekends, by adding an amenity
- **SeaTac Marketing:**
Creating a more attractive environment for retailers, businesses and visitors
- **Public Benefit:**
Providing cultural benefits to SeaTac and South King County
- **Economic Development:**
Strengthening SeaTac’s economy with jobs and increased property and sales taxes
- **Sustainability:**
A project that is viable and thrives into the future

Some of the recommendations are no longer applicable, but some points made in the study are noteworthy. They highlighted music and film/video as priorities because of a lack of dedicated music spaces in South King County. Broadcast potential was also mentioned. Parks and open space, combined with cultural space, were possible as differentiators between a SeaTac facility and venues in denser urban areas. Including unique local retail would be attractive, as would “third place” amenities such as a café, bar or restaurant.





*Johnson Pit #30, Robert Morris
4Culture (formerly King County Arts Commission)*

challenges & opportunities

SeaTac has a wide variety of untapped opportunities for arts and culture. The creative vitality already existing within SeaTac could be much more visible to the broader public. Many actions are available to nurture people's creative spirit and skills, and to offer more opportunities for shared positive experiences in the community. There are also particular challenges, primarily the "where" question in a place with little common gathering space. Support for art and culture has the potential to unlock new, vibrant community spaces.

CHALLENGES

WHERE?

The first challenge in SeaTac is the physical location for art and for cultural activities. There should be a connection between the placement of art and the community's geography that reinforces the perception of place and the hierarchy of importance. For example, entries into a city are often places that announce that you have entered a place, and may also express the character and values of that place. Location of cultural facilities, major art pieces, or attractions such as fountains can reinforce a central focus of neighborhoods, or the heart of a city.

Given that SeaTac is missing the central gathering place, there are two considerations. First, that it is worthwhile looking for opportunities to move towards that missing hub that could serve the community as well as supporting local businesses and attracting tourists. Second, we look for other neighborhood-scaled places that bring people together for day-to-day activities or bring out the humanity and creativity of SeaTac's community.

Potential City-scale Locations

- *Near International Boulevard*
- *Near the Community Center*
- *At/near City Hall*
- *Near Angle Lake*
- *Near the light rail*
- *Along major streets (188th and Military Road)*

Potential Neighborhood-scale Locations

- *Neighborhood parks*
- *Schools*
- *Neighborhood greenways*

WHO?

A strong arts program needs leadership and organizational structures in place to carry out successful programs. There are many mutually supportive roles that can contribute to a culturally rich community. Many of these organizational assets are described in the State of the Arts in SeaTac section.

In addition to public entities, non-profit organizations, and businesses, the “who” of cultural creativity very much includes community members. Part of the work of increasing cultural capacity is to identify and connect local artists of all kinds, and to encourage and enable their work. Another part of the work is to bring artistic and cultural offerings that people can enjoy, and to bring community members together in sharing meaningful and joyful experiences. And part of the work is to inspire people of all ages who do not think of themselves as artists, and support them in engaging in creative activities.

- City
- Schools
- County
- Port
- Businesses
- Non-Profits
- Community Organizations
- Arts Community
- People



*Kaleidoscope, John Fleming
City of Bellevue*

NEAR TERM OPPORTUNITIES

PUBLIC ART

Public art can be placed in the various locations throughout SeaTac in the relatively near term. Temporary public art is particularly suited to near-term implementation.

ART ON S 188TH AND MILITARY ROAD

S 188th Street runs from City Hall, near I-5, by Tyee High School and Chinook Middle School, and the YMCA. The Valley Ridge Community Center and ball fields are also just off of S 188th. The street enters into the tunnel below the runways with Wing Fern over the portal. These uses give S 188th Street a civic function in addition to its role as a major vehicular route. Art on S 188th can make the street more conducive to walking and can represent the community to drivers as they pass by.

A grant from 4Culture was received by local arts non-profit Vibe Hunters in June 2020 to create temporary artwork along S 188th Street, with art led by John Fleming. Fleming has done a number of community-based art projects, such as his Multiplicity piece at the Tukwila library, and pieces appropriate along streets and fences such as his Kaleidowall at Bellevue City Hall (photo bottom left).

Military Road is another well-traveled road that serves as a spine for the SeaTac community south of S.R. 518. Art along Military Road could make the corridor feel more like it “belonged” to the community, and make walking and biking more interesting and pleasant.

YARD ART

With the intent of encouraging creativity among community members and visibility of local art, non-profit Vibe Hunters sponsored a “yard art” competition over summer 2020. The City has supported this effort with signage and outreach.

ART AT CITY HALL

City Hall is located at a vehicular entry into SeaTac, and with a wide expanse of lawn, offers a highly visible location for visual art. Public art that represents the community of SeaTac could be a strong statement on SeaTac being more than the home of the airport.

PARKS AND TRAILS ART

The inclusion of art along trails is often used to enhance walking. In SeaTac, art along the Des Moines Creek trail would be possible in the near term, especially if it were temporary. Art can also be located on “neighborhood greenways,” informal walking routes through the city.

MURALS

Murals are a common and fairly inexpensive way to bring art to blank walls. They have become a signature feature in many cities, and can be part of a youth training program, such as Urban Artworks in Seattle.

FENCE ART

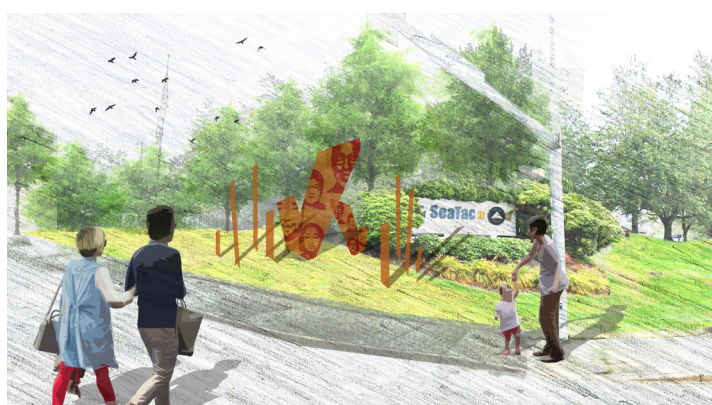
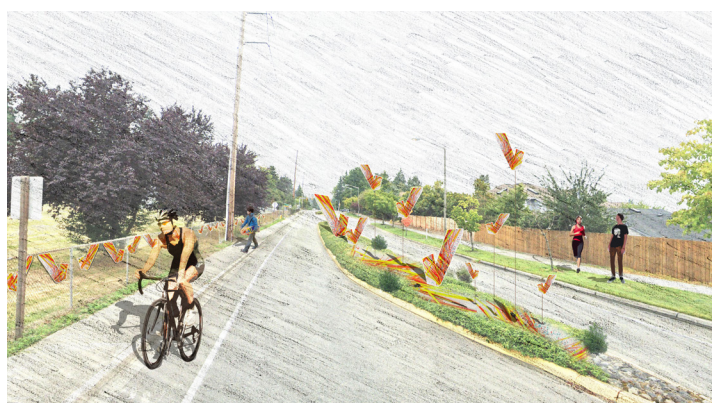
SeaTac has long stretches of fencing along its major streets, some owned by the City, and some private. These fences are an opportunity for art, especially art that can be read from vehicular level and pedestrian scale.

GUERILLA ART

There are many examples of “grass roots” art interventions. Though typically done without permission, the spirit of guerilla art could be kept in small, community-led temporary art.

ART ON VEHICLES

Some cities have painted vehicles as a way of getting art into communities. A fairly simple option would be to paint or do an art wrap of the vans used by the Department of Parks, Community Programs & Services.



PARTICIPATORY ARTS

MOBILE OR POP-UP ART

Participatory art often requires a space appropriate to dance, theater or music. In the short term, parks or even streets can be used for “pop-up” temporary events in the same manner that streets are used for parades or block parties. Another possibility is to use a vehicle that is stocked with art supplies in a manner similar to the way libraries have created bookmobiles.

CLASSES AND EVENTS

ADDITIONAL EVENTS

The Department of Parks, Community Programs & Services offers a number of classes and events. There is a potential to increase the number of these offerings, building on successes where demand is strong, such as Kids Fest.

EXHIBITS

BUILDING ON CURRENT ART EXHIBITS

The City has a great deal of art on display at both City Hall and the Community Center. Some of the art is owned by the City, and other is on temporary display. It would be relatively easy to expand existing programs and awareness of these art works.

LONGER TERM OPPORTUNITIES

MAGNET PROJECTS

Magnet projects are more ambitious projects that require initial startup or capital resources and ongoing funding and stewardship. If they are well conceived, with an organizational structure, a real need to be addressed, and a solid plan for financial sustainability, these projects may have the ability to attract major funding.

SPACE FOR ARTS AND CULTURE

There are gaps in the available space for arts and culture. This was documented several years ago in the Performing Art Center feasibility study, and is currently shown in the difficulty that Burien Actors Theatre has had in finding a new home. Numerous small ethnic businesses have recently been relocated in both SeaTac and just across the City line in Tukwila. Support for a variety of cultural activities that require new space was expressed in the survey responses.

Building new space, either through renovation or new construction, is a significant effort. A successful project would require partners and a well-thought out plan for operation. Even with the challenges, new cultural space in SeaTac could be a game-changer. Dovetailing with the desire for a town center or central community gathering place, a built-in audience in the hotels the desire for stronger tourism activities, funding from the hotel-motel tax, and funding that is attracted to a diverse community, the elements of success are available.

ARTS & CULTURE PROGRAMS

There appears to be both need and demand for arts and cultural programs. Again, the survey responses showed broad interest in classes and programs. The other indicator is the scores of the local schools. It is well documented that arts education improves school performance and supports social and emotional skills. An additional benefit of classes and programs is that they can

bring community members together in meaningful ways. Reaching children also reaches their families. Intergenerational skill sharing would be positive for seniors as well as youth.

There are many ways that new classes and programs in arts and culture could be structured. Accessibility is important in terms of location and timing. It is also easier to scale; a class could be tried and tested for response, and the next round of classes can respond to demand and accessibility. The easiest approach is to build capacity of existing organizations, including the City's programs and existing non-profits.

NEIGHBORHOOD FOCUSED ASSETS

SeaTac is less neighborhood-focused than many of the region's cities. Early input in the master planning indicated that people would be interested in strengthening the ties with their neighbors. The upgrade of Riverton Heights Park in 2017 has brought people together for Kid's Fest and Shakespeare in the Park. McMicken Heights has the potential to strengthen the existing facilities into more of a neighborhood center, with the neighborhood commercial area nearby, the adjacent Ethiopian Muslims Association and the elementary school across the street. The August 2019 "Neighborhood Fun in the Sun" was an example of the success of neighborhood-focused programming.

BUILDING ON SUCCESSES

There are notable successes in SeaTac's facilities and events. For example, Angle Lake Spray Park is hugely popular, and could be replicated in neighborhood parks. Kid's Fest and 4th of July bring out hundreds of people, across all demographics, and people clearly have a wonderful time. Events in the cooler months are well attended, but less diverse. An indoor facility that is more accessible geographically would be a big benefit, and could be grounded in sharing the cultural diversity of the community.

PUBLIC ART

Temporary art can be inexpensive and community-building, and can test locations and directions for public art. But permanent, significant pieces of

public art can be beloved community assets. The permanent public art in SeaTac, as noted previously, is primarily associated with agencies (Port, Sound Transit) and less focused on the people of SeaTac themselves. A very prominent location for public art is the lawn on the City Hall property, which is both an entryway into the city and associated with SeaTac's civic function.

WALKING ROUTES

Art can be part of supporting a variety of community goals, and one opportunity for SeaTac is improving walkability. A system of "neighborhood greenways" uses streets with little traffic to encourage safe and pleasant walking. Adding art into the neighborhood greenways not only provides wayfinding, it also adds to the interest in the walk and the character of the neighborhood. A program to create neighborhood greenways would be done with the Public Works Department and would require a strong public outreach component.



Dance Workshop
Matt Griffith YMCA

targeted opportunities

Targeting opportunities means identifying a range of actions that will best accomplish the Goals set out for arts and culture in SeaTac. These twenty-one opportunities will be a focus of the complete Master Plan—exploring, refining and prioritizing the next set of near-term and long-term actions.

A wide variety of potential actions are set out here, based on the characteristics specific to SeaTac, to its existing arts and cultural ecosystem, to the input received by community members and the ACLAC, and identified opportunities. These opportunities include public art projects, classes and events, near-term “pop-up” art and long-term, ambitious projects. They include structural changes in order to strengthen cultural organizations, community bonds and arts leadership.

TARGETED OPPORTUNITIES

- 1 Create Community
- 2 Increase Digital Presence
- 3 Advocate for Arts & Culture
- 4 Honor Local Artists
- 5 Offer More Classes
- 6 Offer More Events
- 7 Increase Arts Education
- 8 Support Artists and Cultural Organizations
- 9 Add Public Art
- 10 Use Cultural Liaisons
- 11 Allow/Encourage Informal Vending
- 12 Make Art Mobile
- 13 Create Places for Art
- 14 Expand Neighborhood Facilities
- 15 Create Neighborhood Greenways with Art
- 16 Improve Transportation
- 17 Activate Transit Plazas
- 18 Attract Resources to SeaTac
- 19 Strengthen ACLAC
- 20 Hold Cultural Summits
- 21 Bring Cultural Offerings for Visitors and Community

1 CREATE COMMUNITY-BASED ART

Community-based art is produced by people in SeaTac, or art done by community members working with a professional artist. Examples include people putting art out in their yards, windows or buildings (such as murals) visible to the public; art informally placed in public places; or art done by local people, often not professional artists, exhibited in public places.

ACLAC members have already begun two initiatives for community-based art—a “yard art” contest which encourages residents to put their own art into places visible to the public, and a grant from 4Culture to create temporary art along S 188th Street. Both of these efforts are led by a recently created non-profit, in partnership with the City of SeaTac. The City role has been to support the efforts with funds for signage and to assist with getting word out through their existing channels of communication. ACLAC does not have a specific role in either project.

There are many opportunities to encourage and support community-based art. It is relatively inexpensive and by intent engages community members.

City Role:

Communications, possible funding

ACLAC Role:

Supporters, possible instigators, advisors

Partners:

Individuals, community-based organizations

Resources:

Staff time, City distribution list, possible monetary support



2 INCREASE DIGITAL PRESENCE

One way to make arts and culture more visible is to make sure that people know how to find out about it. SoCoCulture already has an events calendar that lists SeaTac events, so this time-consuming function would not need to be duplicated. However, there are opportunities to showcase artists from the community, write blogs about events and invite people to contribute pieces about arts and culture, and encourage awareness and discussion among community members.

The increased digital presence could be part of the City's website or be outside the City website but connected by a link. This typically allows more flexibility. Other platforms--Facebook, Twitter, or Instagram—could also be used if desired.



City Role:

Potential site administrators, content contributions

ACLAC Role:

Potential site administrators, content contributions

Partners:

Individuals, community-based organizations as contributors, SoCoCulture

Resources:

Staff time, City distribution list, possible monetary support

PICTURING TRAILS PHOTO CONTEST

There are examples of creative engagement that can relate to digital presence. The Picturing Trails project, a collaboration of King County Parks and 4Culture, sponsored two professional artists to photograph the County's extensive regional trails system, and a photo competition for people to enter with entries taken on their phones and posted to Instagram. Almost 250 photos were posted, which brought people out to explore the trails and record the varied imagery and activity on the trail system. The images above are the promotional graphic for the program and one of the many photographs submitted in King County Parks.



10 Reasons to Support the Arts in 2019

The arts are fundamental to our humanity. They ennoble and inspire us—fostering creativity, goodness, and beauty. The arts bring us joy, help us express our values, and build bridges between cultures. The arts are also a fundamental component of a healthy community—strengthening them socially, educationally, and economically—benefits that persist even in difficult social and economic times.

1. **Arts improve individual well-being.** 69 percent of the population believe the arts “lift me up beyond everyday experiences,” 73 percent feel the arts give them “pure pleasure to experience and participate in,” and 81 percent say the arts are a “positive experience in a troubled world.”
2. **Arts unify communities.** 72 percent of Americans believe “the arts unify our communities regardless of age, race, and ethnicity” and 73 percent agree that the arts “helps me understand other cultures better”—a perspective observed across all demographic and economic categories.
3. **Arts improve academic performance.** Students engaged in arts learning have higher GPAs, standardized test scores, and college-going rates as well as lower drop-out rates. These academic benefits are reaped by students regardless of socio-economic status. Yet, the Department of Education reports that access to arts education for students of color is significantly lower than for their white peers. 91 percent of Americans believe that arts are part of a well-rounded K-12 education.
4. **Arts strengthen the economy.** The production of all arts and cultural goods in the U.S. (e.g., nonprofit, commercial, education) added \$804 billion to the economy in 2016, including a \$25 billion international trade surplus—a larger share of the nation’s economy (4.3 percent) than transportation, tourism, and agriculture (U.S. Bureau of Economic Analysis). The nonprofit arts industry alone generates \$166.3 billion in economic activity annually—spending by organizations and their audiences—which supports 4.6 million jobs and generates \$27.5 billion in government revenue.
5. **Arts drive tourism and revenue to local businesses.** Attendees at nonprofit arts events spend \$31.47 per person, per event, beyond the cost of admission on items such as meals, parking, and babysitters—valuable commerce for local businesses. 34 percent of attendees live outside the county in which the arts event takes place; they average \$47.57 in event-related spending. Arts travelers are ideal tourists, staying longer and spending more to seek out authentic cultural experiences.
6. **Arts spark creativity and innovation.** Creativity is among the top 5 applied skills sought by business leaders, per the Conference Board’s *Ready to Innovate* report—with 72 percent saying creativity is of high importance when hiring. Research on creativity shows that Nobel laureates in the sciences are 17 times more likely to be actively engaged in the arts than other scientists.
7. **Arts drive the creative industries.** The Creative Industries are arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. A 2017 analysis of Dun & Bradstreet data counts 673,656 businesses in the U.S. involved in the creation or distribution of the arts—4.01 percent of all businesses and 2.04 percent of all employees. (Get a free local Creative Industry report for your community [here](#).)
8. **Arts have social impact.** University of Pennsylvania researchers have demonstrated that a high concentration of the arts in a city leads to higher civic engagement, more social cohesion, higher child welfare, and lower poverty rates.
9. **Arts improve healthcare.** Nearly one-half of the nation’s healthcare institutions provide arts programming for patients, families, and even staff. 78 percent deliver these programs because of their healing benefits to patients—shorter hospital stays, better pain management, and less medication.
10. **Arts for the health and well-being of our military.** The arts heal the mental, physical, and moral injuries of war for military servicemembers and Veterans, who rank the creative arts therapies in the top 4 (out of 40) interventions and treatments. Across the military continuum, the arts promote resilience during pre-deployment, deployment, and the reintegration of military servicemembers, Veterans, their families, and caregivers into communities.

3 ADVOCATE FOR ARTS & CULTURE

One of ACLAC's major roles is to be advocates for arts and culture in SeaTac. This includes within the City, making sure that elected officials are aware of the interest in arts and culture, and aware of the activities that are happening. Without this advocacy, resources from the City are unlikely. It includes advocacy within the City, so that various departments are aware of the connection between their work and possibilities of incorporating art.

Advocacy happens outside of City Hall, by getting to know leaders in local non-profits, schools, community groups and agencies. These relationships can be part of making connections that result in partnerships, arts-related programs and art-making. Getting to know artists and cultural leaders in the community will also create and reinforce relationships that can have long-term positive results.

There is a good deal of research showing the value of the arts on everything from community building to education to health and well-being. Successful advocacy in SeaTac can be supported with nationwide data, tailored to local conditions.



City Role:

Communications, make staff available in other departments for discussion

ACLAC Role:

Attend civic and community meetings, foster relationships and connections

Partners:

Individuals, organizations

Resources:

Minimal amount of staff time and monetary support

OLYMPIA PUBLIC WORKS

Former Parks Maintenance Employee Charlie Mitchell is a chainsaw carver. In 1990, as a tribute to his co/workers, he created a set of Public Works Employees emerging from hatch covers, tending to solid waste and sweeping the path in a small green space by the maintenance buildings. Mitchell (above center with Arts Commissioners) completely conserved the sculptures in 2016, and they were relocated inside the Public Works Maintenance Center, for protection from the weather.

4 HONOR LOCAL ARTISTS

One relatively easy way to help make arts and culture more visible in SeaTac is to honor an artist, an arts group or cultural organization on a regular basis. The honor may include a piece in the City's quarterly publication, recognition by City Council, and possibly an opportunity of some kind to share their art at an event or video. Quarterly recognition may be an appropriate timeframe for selection.

To enact such an honor, ACLAC could solicit candidates, and serve as or create a selection committee. A list of criteria would support the selection process.

SeaTac has some extraordinary artists, such as Lawrence Pitre and Toka Valu, whose works are shown at right.



City Role:
Communications

ACLAC Role:
Create and administer plan for nominees and selection

Partners:
Arts and cultural organizations help with nominations

Resources:
Minor staff time



5 OFFER MORE CLASSES

Since the City already offers classes through the Park, Community Programs & Services Department, the infrastructure is already in place. Classes are advertised in the City's quarterly publication, and mostly take place in the Community Center. While some arts-related classes are offered, input from the survey found broad interest in additional art classes.

Additional classes may not necessarily follow the same model, where people need to travel to the Community Center. They could be held outdoors in the parks

The City need not be the only host for classes. King County Library System has arts and culture events, including book groups and events. KCLS did not let COVID-19 stop its arts offerings. Silver Kite Community Arts offered KCLS patrons intergenerational workshops, performances and workshops in digital format. The Bellevue and Federak Way branches have Maker Spaces.

Classes can be brought to parks during warm months. The City of Seattle offers grants to artists and community organizations to present classes and performances. Examples include Percussion in the Park, with free weekly drumming and dance lessons; the Kubota Garden Foundation with a soapstone carving workshop; the Beer Sheva Park Summer Dance Camp that taught tap dancing and storytelling; and Arts for All, with free intergenerational arts workshops along with meals. Funding ranges from \$1,300 to \$7,800.

Other potential partners include the Highline School District, the YMCA, and local non-profits.

City Role:

A variety of options from hosting classes to partnering, to offering space for others

ACLAC Role:

Possible role to gauge demand for kinds of classes and locations desired; advocates

Partners:

Broad range, including Library, schools, local non-profits, community organizations

Resources:

Range of staff time, potential funding

6 OFFER MORE EVENTS

Like classes, the City has the structure in place to host events. These events are well received and target different age groups. The City could build on the success of these events, looking for additional ways to accomplish the Goals set out in this Master Plan. Things to consider include location, time of year, and activities that draw across cultural boundaries.

The City need not be the only presenter of events. Non-profit organizations, schools and community groups can either host or partner in creating events. In SeaTac, the Angle Lake Shore Club hosts a number of events throughout the year for the community of people living around the lake. It may be possible to encourage other neighborhoods to form groups to strengthen ties at the neighborhood scale.

A nearby example of a community group taking on an event was Action Tukwila's 2016 community potluck, "Come Sit at Our Table." It was expressly created to bring the diverse groups within Tukwila together to share food, dance, music, and a street soccer tournament. With the City's assistance, the event shut down International Boulevard for an afternoon, and over 1,500 people attended. The event had many sponsors, including businesses, religious organizations, local and regional non-profits, Highline College, and a Go-Fund-Me page. Businesses and individuals also provided many pro-bono services.

City Role:

A variety of options from hosting events to partnering, to offering space for others

ACLAC Role:

Could help determine demand; advocate and/or actively assist in event creation

Partners:

Broad possible range of partners

Resources:

Range of staff time and potential funding



Family event at Angle Lake Park



7 INCREASE ARTS EDUCATION

Arts education has benefits for individuals and for the community. Ample evidence shows that arts education can benefit youth in regard to academic, social and emotional outcomes. The arts build skills, build confidence, create social bonds, and expose children to new ideas. Adding to the educational opportunities for SeaTac's youth is a worthy cause in itself.

Arts education has the potential to create cross-cultural connections because supporting children also brings families into community activities. Arts education need not be a traditional classroom model, but could go to where people live, and be visible. Artists could work in the parks, drum circles could invite participation, yoga classes could happen on recreational fields.

The City could play an active role, supporting local artists to hold classes. There are many potential partners, including schools, non-profits, and regional funding organizations.

City Role:

A variety of options from hosting events to partnering, to offering space for others

ACLAC Role:

Could help determine demand; advocate and/or actively assist in event creation

Partners:

Broad possible range of partners

Resources:

Range of staff time and potential funding



Art Exhibit, SeaTac Community Center

8 SUPPORT ARTISTS AND CULTURAL ORGANIZATIONS

Direct support of artists and arts organizations can be done through City supported grants, or City assistance in helping local artists identify and secure grants.

Many cities have programs that support artists and organizations, and there are a variety of approaches.

The City of Seattle has \$1,300 grants that bring arts to neighborhoods, supporting such organizations as the Luck Ngi Musical Club (Cantonese Opera); Desi Dhamaka, a student run South Asian cultural showcase; Dare to Dance, a showcase of original dances created by dancers of all ages and experience levels, and CeAtl Tonalli, a celebration of Mexican music and dance. The City of Vancouver, Washington, recently enacted a grant program for non-profit organizations to create performances, exhibitions, special events, infrastructure improvements and professional development programming. The 2018 funding went towards an exhibit for the Vancouver Police Department, to the Historic Trust for a children's heritage project, to a neighborhood group for a mural, to film makers to create a film on Buffalo Soldiers of the Pacific Northwest and the Kukui Foundation for an Aloha Festival for Vancouver's large Hawaiian community.

Cities that offer grants often have more artists and cultural groups that are good candidates for support. However, SeaTac could, by offering fairly modest support, encourage existing and new groups that might flourish with opportunities for resources and visibility.

*City Role:
Support or active role*

*ACLAC Role:
Could help with identifying
organizations and fund-raising;
advocacy*

*Partners:
Broad possible range of partners—
Library, schools, local non-profits,
community organizations*

*Resources:
Range of staff time, potential funding*

9 ADD PUBLIC ART

SeaTac has no public art program but benefits from the significant public art pieces sponsored by the Port of Seattle, Sound Transit and King County through 4Culture. One approach to increasing public art is to work with these agencies, and perhaps others, to support more public art that is visible to and representative of the SeaTac community.

The other possibility is to selectively add public art in key locations. One excellent place for public art is the lawn in front of City Hall, which is an entry into SeaTac as well as a community civic building landmark. Art along rights-of-way are another opportunity for art that can be seen by drivers but also make a more pleasant and interesting place for people to walk. The art can be either temporary or permanent.

Should the City wish to add one or more significant, permanent pieces of art, there should be a plan in place for artist selection, contracting, long-term maintenance, and other logistical issues.

City Role:

Support or active role

ACLAC Role:

Could help with identifying opportunities and fund-raising; advocacy; art plan oversight

Partners:

Agencies with public art function; local businesses and art funding organizations

Resources:

Range of staff time; potential funding



*Wing Fern, Clark Weigman
S 188th St Tunnel, for Port of Seattle*

10 USE CULTURAL LIAISONS

One of the challenges of community outreach in cities like SeaTac is to fully engage all community members when linguistic and cultural differences may discourage participation. We found that to be the case in our outreach efforts. Many cities have designated liaisons to communities with language and cultural barriers. Schools and other government entities have used the same strategy.

Burien and Tukwila have worked with non-profit Global to Local on recruiting and supporting people to be designated “Community Connectors” between the diverse communities and city government. The Community Connectors get a “City 101” training, learning about how local government runs and what resources are available, and help with outreach to their communities. Through identifying some of the barriers and needs of diverse communities, they found that families needed more support in order to be involved in community events and meetings, including childcare and interpretation. Community connectors could add their voices to the input from other targeted groups that now have programs in SeaTac such as Seniors and Teens.

The arts and culture program offers an organizational home for such community connectors that would create bonds through culture and across current divides that would also better connect the breadth of population to city government.

*City Role:
Determine roles of liaisons, organizational structure and funding*

*ACLAC Role:
Interact with liaisons regarding offerings for arts and culture*

*Partners:
Non-profits and organizations*

*Resources:
Staff time, funding*

11 ALLOW/ENCOURAGE INFORMAL VENDING

Informal vending happens throughout the world, offering low-barrier economic opportunities to sell food, crafts, and other goods. Our country has a number of requirements that relate to food and life safety that need to be met, but informal vending has many benefits for buyers and sellers. Farmers markets are a current popular form of informal vending, supporting local produce and sometimes bringing healthy food to people who otherwise have less access to nutrition.

Vending is more successful than many expensive managed placemaking efforts, bringing vibrancy and cultural authenticity. Their presence makes places safer. Many cities have wrestled with issues of how to allow vending in ways that work for both the vendors as small businesses and the community. Especially with the recent closure of ethnic businesses in SeaTac and Tukwila, there may be need for more vending opportunities. Local organizations such as the Food Innovation Network, would be a good starting point for discussions about the viability of the idea and potential locations.

City Role:
Consider permitting and legislative requirements

ACLAC Role:
Advocates and connectors

Partners:
Non-profits and organizations

Resources:
Staff time

“Vendors not only activate public space, they do so in the very places that have been willfully ignored by city planners in many neighborhoods.”--Curbed

12 MAKE ART MOBILE

One of the Goals of the Master Plan is to make art more accessible to everyone. The geographic challenges to access include the separation of parts of the city by highways and the infrequent local transit service. For people without a car, or those who cannot drive, activities can be difficult to attend.

Having art go to people, rather than making people come to the art is one strategy. There are artists who will travel to venues to teach, such as Art-Maranth Mobile School, which has brought ceramic, printmaking and sculpting to libraries and schools in South King County and elsewhere. Bringing in artists who can “pack it in, pack it out” can easily be done in the near term, and may be part of a City program through other agencies/organizations.

Another approach is to have an “artmobile” that serves as the space itself. Oakland, California, is served by the ArtEsteem Artmobile, which is a 16-foot trailer custom fit with everything needed for workstations and cleanup.

One other mobile art strategy is to make the vehicles owned by the City into art themselves. There are delightful examples of painted trash trucks, and buses and vans with artistic “wraps.” This is a fairly low-budget action that can have high visibility.



City Role:

For vehicle art, City needs permission from artist(s).

ACLAC Role:

Advocates and connectors

Partners:

City Departments, possibly local organizations

Resources:

Staff time

13 CREATE PLACES FOR ART

It is well understood that SeaTac lacks a downtown or other central gathering place, and that having such a center is widely desired. Arts and culture could, and arguably should, be at the heart of such a future. While this is a long-term vision, there is current planning occurring, and there should be a strong voice for the arts in those discussions.

There are real gaps in the ecosystem of local and regional cultural space. For example, the displacement of the Burien Actors Theater could be a major potential win for the SeaTac community if a temporary home could be found in the near term. As has been noted, a quality arts offering could have a mutually beneficial relationship with the thousands of hotel patrons that currently have little to do in the vicinity.

The particular time that this plan is being created, with COVID-19 and resulting stay-at-home orders and business hardship present challenges and opportunities. While there will likely be revenue shortages for both public and private sectors, there may be chances to rethink some of the standard thinking that has not resulted in a downtown or in a robust cultural sector. There may be opportunities to purchase properties that did not exist in the recent past. For major cultural funding to come into SeaTac, there will need to be a vision with substantiated need and an ongoing business plan. This is doable.

In the shorter term, it is still possible to add to space for the arts. One example is Estelita's Kiosk, a 200 square foot community library built on a donated vacant City-owned lot. The project is being designed and built by students, mentored by non-profit Sawhorse Revolution and professional architects and engineers. The role of the youth is central to the project.



City Role:
Could provide property or facilitate with private owners; connectors and advocates

ACLAC Role:
Advocates and connectors

Partners:
Full range of partners including the private and public sector, funders, non-profits and organizations

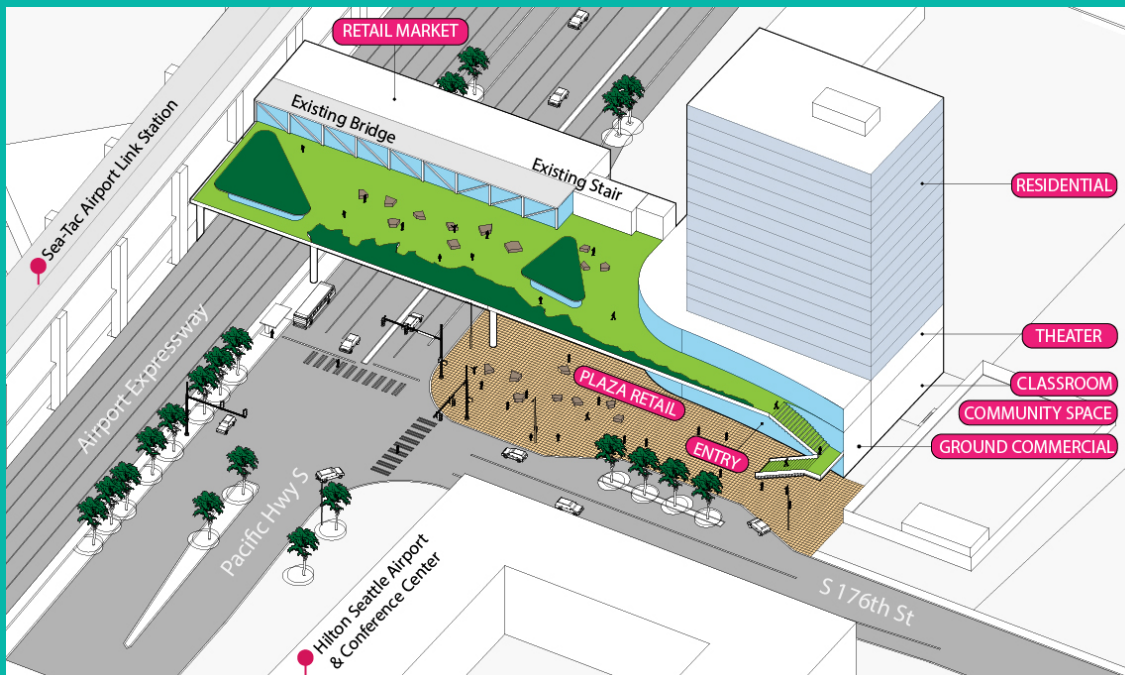
Resources:
Major resources and multiple funders

THINKING BIG

What if... a cultural hub was next to Angle Lake Park—SeaTac's jewel of a park—with a beautiful Cultural Center facility opening up to the lake and the park, accessible via light rail or shuttles on International Boulevard. It would mean that the beloved activities in the summertime could happen year-round, with theater and cultural celebrations. Parking beneath the building could not only add access to the park and Cultural Center; some of the land at Angle Lake Park used for cars could be used for a cultural garden, where edible plants from around the world are tended and used in the community kitchen...



What if...a cultural hub was next to the SeaTac light rail station, where people have imagined a center for the community, expanding the existing bridge with a plaza overlooking Mt. Rainier that would serve community and travelers. It could make use of the Sound Transit property in the near term with pop-ups, and over time be developed with community-serving retail, cultural space and housing that link the airport and neighborhood...



14 EXPAND NEIGHBORHOOD FACILITIES

The geographic separation of portions of the SeaTac put increased importance on neighborhood facilities. Riverton Heights is near the Community Center and the Botanical Gardens, and Riverton Heights park has recently been upgraded. McMicken Heights is a nucleus of civic uses, with a small park and the Ethiopian Muslims Association across from the recently renovated elementary school. The community retail center is nearby. Angle Lake neighborhood has a major park and, of course, the asset of the lake itself. There is an area of the city that is the size of some other neighborhoods, but appears to be unnamed. It is roughly east of Bow Lake, between 176th Street and 188th. Assets in this area include Valley View Library and several schools, with Valley Ridge Community Center and ballfields on the south edge of the district.

Many communities have created policies about walkable neighborhoods, where needs can be met within a walkable distance. This is a concept that would be interesting to look at in terms of SeaTac's neighborhoods. Where could these neighborhoods have access to art, to classes and gathering places? The schools are a possibility if the School District is willing to have their facilities used during off hours for community uses. Some of this is already happening, with community rooms and before/after school programs.

Neighborhood facilities could be as simple as supporting arts and culture in existing spaces, or more ambitious addition of facilities in City-owned space. If strengthening neighborhood identity and walkable neighborhoods is something the City sees as desirable, a focus on space for arts and culture would be an integral consideration.

*City Role:
Provide direction on neighborhood needs*

*ACLAC Role:
Advisors*

*Partners:
Neighborhood groups*

*Resources:
Staff time, possible funding*

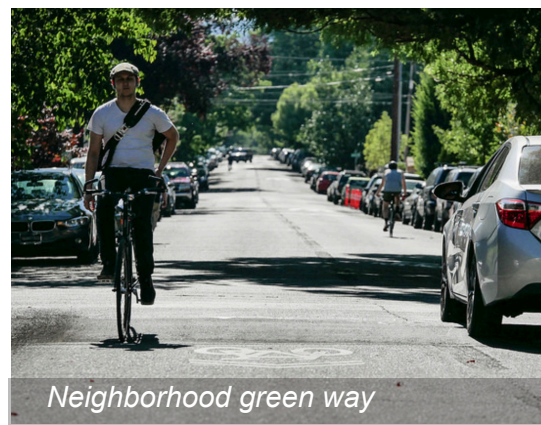
15 CREATE NEIGHBORHOOD GREENWAYS WITH ART

Neighborhood greenways are informal routes that are safe and comfortable for walking and cycling. They are typically along quiet streets, with attention paid to making intersections and street crossings safe. They work well as “safe routes to school” and should be safe for youth and elders, promoting health and mobility. There are opportunities in SeaTac for neighborhood greenways that can connect residents to schools, community centers and other destinations. SeaTac has a standing committee to advise on funding, construction and site selection for sidewalks. It may be useful to think not only in terms of sidewalks, but of safe walking routes integrated into the neighborhoods.

Art can go well with neighborhood greenways, strengthening neighborhood identity, providing wayfinding, and offering opportunities for community-based art. Kirkland has identified a network of neighborhood greenways, and the Kirkland Cultural Arts Commission has been active in encouraging neighbors to be involved in adding art as part of the program. The booklet, Kirkland Neighborhood Greenways, offers concepts and parameters for the art. Where bases are needed to hold the art, the Public Works Department would help locate and put in place bases for the art.



Nicoe Bus stop
Suppose Design Office



Neighborhood green way

City Role:
Provide direction on neighborhood greenway
program interest and potential routes

ACLAC Role:
Advisors and possibly advocates

Partners:
Neighborhood groups, non-profits

Resources:
Staff time, possible funding

“The Greenways are not only intended for movement from one place to another, but also for enjoying small moments along the way.” –

Kirkland Neighborhood Greenways, page 19

16 IMPROVE TRANSPORTATION OPTIONS TO ART

Another option for helping assure access to arts and cultural activities would be to provide transportation. The City currently has vans that bring seniors and teens to events. It may be helpful to have those vans, or additional vehicles, provide transportation to those who would not otherwise be able to participate. With the ability to use apps, transportation options have become more efficient and may help determine needs, times and location where transportation would make a substantial difference to potential participants. Transportation to cultural uses could be paired with other transportation needs for people who cannot otherwise access services.

*City Role:**Provide transportation to more activities**ACLAC Role:**Advisors, possibly advocates**Partners:**Potential partners include schools, non-profit activity or service providers**Resources:**Staff time, possible funding*

17 ACTIVATE TRANSIT PLAZAS

Without a downtown, the transit plazas take on more importance in terms of a community “place.” Both the Angle Lake and SeaTac/Airport stations have real opportunity to better serve the community. Both are owned and operated by Sound Transit.

Angle Lake, in particular, was designed to play a significant role in the community. Attempts to activate the station are so far not meeting the original design intent. The City has tried music events and the Link the World event in 2019, and found that the character of the space and the desire for people to quickly get where they are going was not conducive to lingering. The retail space adjacent to the plaza has not yet secured a tenant, despite interest from at least one local non-profit.

Sound Transit owns an acre of property on S 176th east of International Boulevard where the skybridge comes across from the station. This property is currently underutilized. The Center City identified S 176th as a key street for community connection. This area could become a highly active place for residents, employees, commuters and visitors. Rather than being “land banked” for an eventual transit-oriented development use, it could almost immediately be used for transit-related community activity such as the vending or pop-up cultural spaces discussed earlier.

Sound Transit plays their role as a regional transit agency well. They have an excellent permanent public art program. They are less suited to the role of cultural placemaking and rethinking this role could unlock strategically placed properties for community-based space for arts and culture.

City Role:
Convener

ACLAC Role:
Advocates

Partners:
Sound Transit, arts & cultural organizations, non-profits

Resources:
Staff time, possible funding

18 ATTRACT RESOURCES TO SEATAC

There are numerous funding sources for arts and culture at the County and State level, and through philanthropic organizations. These funds are attracted to locations where there are receiving organizations that are both competent and compelling. They are attracted to ideas that have a strong vision and solid organizational and financial planning.

But SeaTac should not just think small. SeaTac is in the early stages of developing the infrastructure that will attract the large dollars available for capital construction from the State, or other highly ambitious concepts. SeaTac has unique conditions and attributes that could place it well for resources for capacity building and for taking better advantage of its position as the Pacific Northwest's gateway to the world.

*City Role:
Convener*

*ACLAC Role:
Advocates*

*Partners:
City departments, regional tourism, regional
arts organizations, philanthropists, civic
boosters*

*Resources:
Staff time, possible funding*

19 STRENGTHEN ACLAC AND ORGANIZED ARTS ADVOCACY

The City's creation of ACLAC in 2017 is a major step forward in supporting arts and culture, and ACLAC is tasked with overseeing the Master Plan for Arts and Culture. They need to be well-supported in their mission, and as decisions are made about what directions are most beneficial to the City, ACLAC may benefit from information or expertise of various kinds. Boards such as ACLAC often have training sessions or invited speakers to expand and strengthen the board's knowledge base on targeted issues. ACLAC members should note what input would be helpful to them over time, and find ways of adding that expertise to their roles as advocates for arts and culture in SeaTac.

Organized arts advocacy, and perhaps a broader purview of advocacy, will be a key to long-term success for SeaTac. ACLAC can be a powerful group under the City's umbrella. Community-based groups also have proved essential to creating desired vitality to neighborhoods and cities. The Columbia City Revitalization Committee is a nearby example of community members successfully coalescing around neighborhood revitalization. Cities across the country have used the principles of Main Street America to strengthen their downtowns and communities. While SeaTac may not have a historic downtown core, it has all the more need to have an equivalent group of residents, business owners, and civic leaders to focus on development of healthy retail, culture and gathering space appropriate to SeaTac.

One particular group that has been noted by ACLAC for outreach and advocacy is the business community. This should include relationship building to understand what SeaTac businesses feel would be helpful, and sharing information on the positive contributions that the arts can bring to tourism, employee attraction and retention, retail and restaurant patronage, and community pride.

“what we really need is a resident-driven group that is focused on bringing new businesses and art into SeaTac”

–Peter Kwon, SeaTac City Council.

City Role:

Support for ACLAC and for community-based arts, culture and local business advocacy

ACLAC Role:

Shape areas where expertise is needed and methods to gain it; support leadership development

Partners:

Community leaders, possibly targeted expertise

Resources:

Staff time, some funding

20 HOLD CULTURAL SUMMITS

SeaTac is unusual for a city of its size to have such important relationships with regional agencies. The actions of the Port of Seattle, Sound Transit and Highline School District have major implications for SeaTac, but coordinate with many jurisdictions. 4Culture and King County Library System, with County-wide purview, are SeaTac's partners for libraries, arts, culture and heritage. Some organizations' jurisdiction is South King County, looking at economics and tourism.

A recommendation of the Opportunities portion of the Master Plan is to convene a cultural summit with leaders from SeaTac and these organizations to consider ways of working together to best use SeaTac's assets and to work together on common goals for arts and culture.

City Role:
Convener

ACLAC Role:
Hosts

Partners:
Regional agencies and organizations

Resources:
Staff time

21 BRING CULTURAL OFFERINGS FOR VISITORS AND COMMUNITY

A longer-term ambition is to make SeaTac an Airport City with strong arts and cultural offerings for both community and visitors. This ambition comes to fruition through the 21 actions listed here, and serves as a long-term vision that can help steer near-term decisions. Strengthening relationships and cultural organization and gaining a positive track record for organizing and supporting arts and events will put SeaTac in a good position to take advantage of opportunities as they arise.

*City Role:
Connector, Supporter, possible
Convener*

*ACLAC Role:
Advocates*

*Partners:
All kinds from public and private
sectors, regional agencies,
artists, cultural leaders and
organizations*

*Resources:
Staff time, possible assistance
with regulatory process, possible
funding*



resources

Developing art and cultural programs will require tapping a variety of resources and putting together program concepts that are attractive to funders. Resources include not only funding, but facilities, organizational structure, relationships and knowledge of the SeaTac's cultural breadth.

CITY OF SEATAC

The City currently funds a number of programs and events and owns property for use by the public including community centers, parks, right-of-way and a variety of public buildings and structures.

Cities provide resources for arts and culture in a variety of ways including salaried staff time, providing and maintaining facilities, and running programs and events. According to 4Culture's recent study, the City of SeaTac spent over \$30,000 on arts and culture-related work in 2018, which is just over \$1 per person in the city.

Funding from local governments needs to be aligned with city goals and be understood as providing value to taxpayers. Some cities have dedicated funding from outside the general fund such as a hotel/motel tax. The City of Seattle's Office of Arts and Culture is funded by a percentage tax on admissions tickets. This has been successful until 2020 but has proved to be a vulnerable source with COVID-19 restrictions on events.

“The City of SeaTac provides tourism promotional funding for events and projects that entice, welcome and entertain tourists and visitors” —City of SeaTac website, Hotel/Motel Tax Advisory Committee

COUNTY: 4CULTURE

King County supports arts, culture, historic preservation and heritage through 4Culture. 4Culture distributes money received from lodging tax and from 1% for art funds, and in 2018 distributed over \$5 million throughout King County. That same year, the City of SeaTac received \$7,500 from 4Culture. Organizations in SeaTac were granted \$8,000 and individual artists received \$2,000.

4Culture recently finalized a Strategic Plan that emphasizes racial equity. SeaTac should rate highly on this criteria and can likely be competitive for grants that can build capacity for cultural organizations.

With a focus on racial equity, we fund, support, and advocate for culture to enhance the quality of life in King County
—4Culture Strategic Plan, 2020

KING COUNTY LIBRARY SYSTEM

Valley View Library, part of the King County Library System (KCLS), is a valuable resource in the community and an excellent partner for arts and culture in SeaTac. Valley View has classroom space and offers programming tailored to the SeaTac community. There are programs in other branches, such as the maker spaces, that are of interest to SeaTac, and can be explored.

PORT OF SEATTLE

The Port of Seattle, with an excellent track record in the arts and a recently increased budget, has the potential to offer more to the SeaTac community. While current policy requires art to be on Port property, there is a great deal of Port property visible to the community. Because the Port's art guidelines including "enriching the lives of citizens who live in the surrounding communities," there is reason to believe that the Port could play a stronger role in SeaTac's arts. There is also precedent in terms of funding off-site activities, with the Community Ecology Fund.

Any possible funding from the Port would require pro-active effort from SeaTac to put forward ideas that would be of mutual benefit to the Port and the City.

HOTEL/MOTEL TAX

SeaTac has a lodging tax that is administered by its SeaTac Hotel/Motel Tax Advisory Committee set up by State law (RCW 67.28). The committee is chaired by a member of the City Council, and the other members represent the lodging industry or associated tourism-related enterprise, including not-for-profit organizations.

The Hotel/Motel tax revenue in 2015 was approximately \$1.5 million. Of this, \$835,000 went to cooperative tourism promotion. In terms of attractions located in SeaTac, \$7,000 was allocated to the Highline SeaTac Botanical Gardens. (City of SeaTac, 2019-2020 Biennial Budget)

The revenue from the tax is allocated to activities and projects that promote tourism to generate travel and emphasize overnight hotel guests in SeaTac. Specifically, the funding "can be used for tourism marketing/promotion and operations of special events, projects and festivals designed to attract tourists. The expected outcome of activities is to increase economic activity during the funding year, as

well as subsequent years, measured by increased number of lodging room nights, meals, shopping at retail businesses, and availability or accessibility of tourism-related facilities."

There is a real opportunity to align the desire to make SeaTac more attractive to tourism with harnessing the creative energy of its people. The potential of this resource should be a discussion point in the next phase of planning for arts and culture.

SEATTLE SOUTHSIDE REGIONAL TOURISM AUTHORITY

Seattle Southside Regional Tourism Authority (RTA) is funded by SeaTac, Tukwila and Des Moines, and is funded in part with SeaTac's hotel/motel tax. The RTA was established in 2016, and is tasked with marketing efforts that bring tourists to the three cities to create revenue from hotels, local retailers, restaurants and attractions. Washington State requires audits for Authorities such as Seattle Southside Regional Tourism Authority. According to their 2018 audit, the Tourism Promotion Area special assessment for calendar year 2016 totaled \$3.6 million.

Seattle Southside created a Strategic Plan for 2016 to 2020. Their analysis found that strengths included regional attractions including Westfield Southcenter, Starfire Sports Campus, Des Moines waterfront, Mt. Rainier, Museum of Flight and more. However, the Southside lacks a destination pull; walkability; "main street" appeal; compelling brand awareness; art, music, museums, nightlife and independent restaurants. The Strategic Plan noted opportunities including increased local resident engagement in the local retail community. It appears that the goals of increased destinations, arts and culture are shared goals with this master planning effort.

GRANTING ORGANIZATIONS

There are organizations locally, regionally and nationally that grant funds for arts and culture. In the 4Culture study, SeaTac received no funding from government entities such as ArtsWA, the State of Washington, National Endowment for the Arts (NEA), National Endowment for the Humanities (NMH), or the Institute of Museum and Library Services (IMLS). King County organizations received some \$21 million from these funders in 2018. It is likely that no grant applications from SeaTac were submitted. The same is true for private foundations, including Artsfund, the Ford Foundation, M.J. Murdock, Nesholm and the Seattle Foundation. Known private foundations gave out over \$9 million in 2018, none of which went to SeaTac.

Part of the job of a dedicated staff member would be to understand the grants that are available and projects that may be eligible for such grants.

SOUND TRANSIT

Sound Transit has invested in a number of public art projects related to transit stations. They are owners of property at and near transit stations, and should be considered as potential partners or a resource for community-based activities and improvements to properties under Sound Transit ownership. Again, this potential partnering would require pro-active effort from SeaTac.

SCHOOLS

Schools in SeaTac include the public schools in the Highline School District and private schools. They typically have some kind of arts programs, which are a potential resource for art that could have more of a presence in the city. Resources include their facilities (indoor and outdoor), teachers and students in the arts.

NON-PROFITS

SeaTac has a number of local non-profits, some of which are described in the State of the Arts chapter. The organizational structure of these organizations is a resource that should not be undervalued. Some non-profits are specifically working in the realm of arts and culture, and others have a less direct relationship but may be willing to add arts and culture to their work. Relationship building will be important to understand the missions of each organization, and potential areas of mutual interest.

PRIVATE SECTOR

Businesses are often part of the fund-raising mix, either through sponsorships, donations or in-kind services. In-kind services could be tangible, such as equipment or supplies; they might be professional services, with people donating time; they might include publishing or marketing support. Some businesses appreciate recognition for support by being recognized as sponsors, with their names and logos included in marketing materials.

INDIVIDUALS

Individual donors can give financially, on a pro-bono basis as professionals, or as volunteers. Financial donations come in all sizes, most recently by using crowdfunding with many small donations. Volunteer labor is often a major factor in planning for and developing programs, including the volunteer leadership on ACLAC. It should be noted that artists and cultural workers are too often assumed to work for free when it is actually their livelihood, and they should be paid for their time and talents as standard practice.



roles

Leadership and stewardship will be required for strengthening arts and culture. The City has started the development of leadership with the creation of the ACLAC.

CITY ROLE

The City has placed its arts and cultural planning function and the Arts, Culture and Library Advisory Committee within the City's Department of Parks, Community Programs and Services. The budget for the Department and its activities is approved by the City Council. Two staff members spend a portion of their time on the arts and cultural activities.

The City hosts many activities, including classes for all ages, including before and after school programs and summer camps. These activities are listed in the widely distributed SeaTac Quarterly Magazine/Parks Activities Guide. There are arts-related classes including lessons in music and classes in dance.

CITY STAFF

The administration of arts and cultural activities is generally done by staff, as directed by the City Council. The City Council's Parks & Recreation Committee is made up of three Council members and has oversight of parks, community services and human services. There may also be some role by ACLAC in administering grants or artist selection, with their approval needed for artist selection processes, selection panel composition and other administrative oversight.

Current City staff are doing the various tasks necessary to support the outreach and events, and the staffing for ACLAC. These activities can continue with existing staff levels.

If the City chooses to play a larger role in arts and culture, additional staff time would likely be needed. A staff member dedicated to arts and culture would be ideal. Partnerships between the City and organizations will require a staff person to develop and maintain those partnerships.

INTERDEPARTMENTAL COORDINATION

One of the positive outcomes of this Master Planning process is the recognition that working across departmental boundaries can be supportive not only of arts and culture, but can create synergies between the goals of various City departments. During the planning process, the Department of Parks, Community Programs and Services has met on several occasions with staff from Community & Economic Development to discuss mutual areas of interest in terms of planning and tourism. Another example of successful interdepartmental coordination is the art that has been included on utility boxes. Cultural goals can often help cross disciplines to the benefit of overall City goals and is encouraged as part of the Master Plan.

CITY COUNCIL: FINAL DECISION-MAKERS

The City Council is the final decision-making body on budgets and programs, taking into account the input from ACLAC. Members of the City Council have played a very supportive role of the planning process, and their leadership will be important to successful outcomes.

ACLAC ROLE

ACLAC's role is defined in its charter, with the mission of providing leadership and direction to the SeaTac City Council regarding arts and library activity. They

ADVOCATES

ACLAC has an important role to advocate for recognition and support of arts and culture in SeaTac. Advocacy includes making sure that the voice of arts is heard by public and private decision-makers, within the City agencies, and by the general public.

REPRESENTATIVES AND CONNECTORS

ACLAC should represent the voice of the community, and actively solicit input from the breadth of community members. The City can play a role in connecting its constituents to government decisions, and there is an opportunity to have culture be part of that connection, identifying leaders and liaisons to various subgroups in SeaTac.

CONVENERS

ACLAC, with staff support, can also play an important role in bringing together different people and organizations to foster relationships and partnerships for supporting vibrancy in SeaTac.

SUPPORTERS

The City plays a role in supporting arts and culture through funding staff and programs. ACLAC advises on the kinds of programs to be offered by the City, identifying and pursuing grants and other sources of resources for arts and culture.

ADVISORS

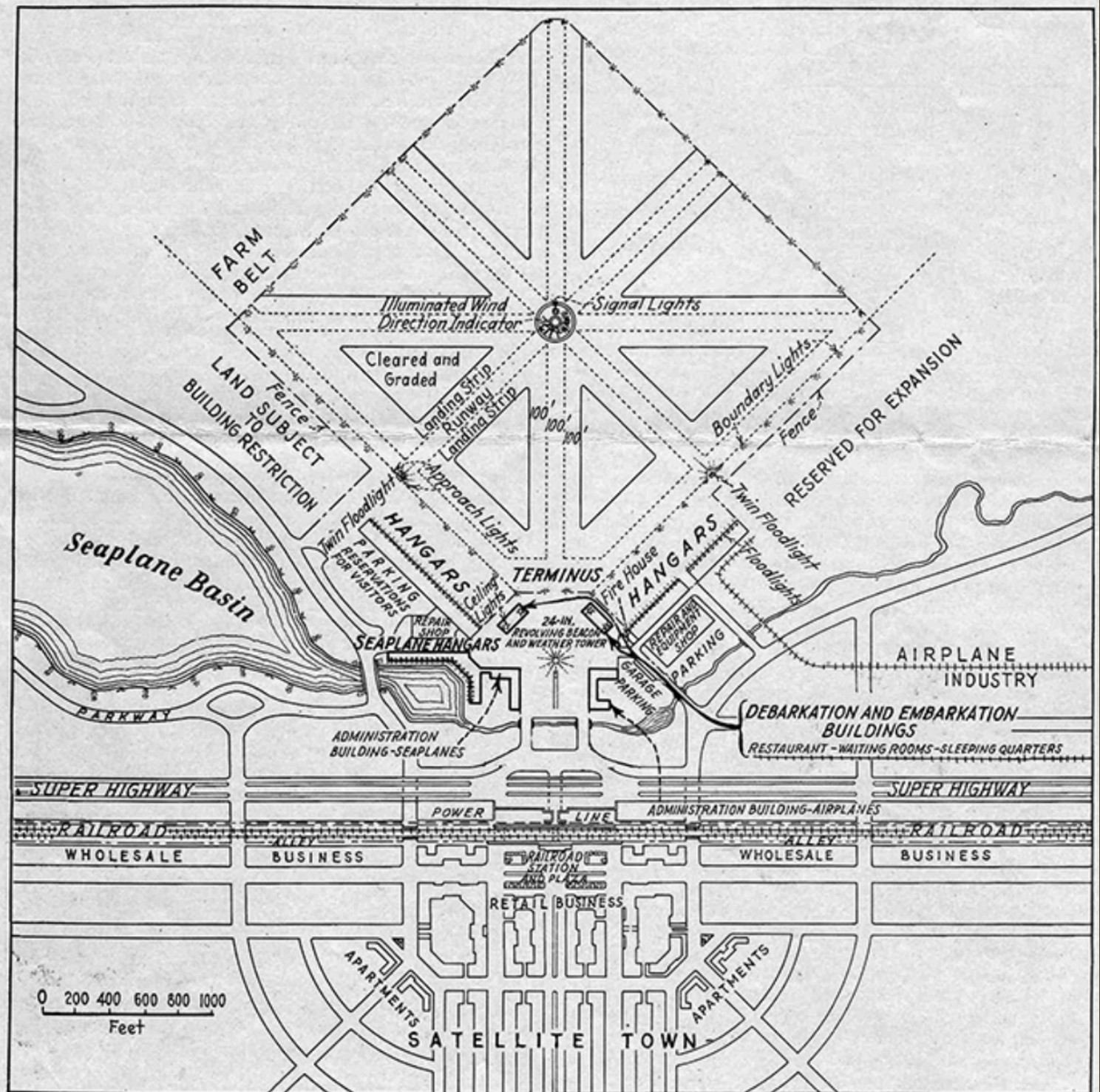
ACLAC has a major role in advising City Council on the needs and the value of arts and cultural programs, and their consistency with City goals and values.

***ACLAC Mission Statement:
To provide leadership and
direction to the SeaTac
City Council for the City
to become a cultural
destination through artistic
and library activity.***

	CITY COUNCIL	CITY STAFF	ACLAC
Advocates	x	x	x
Representatives + Connectors	x	x	x
Conveners		x	x
Supporters	x	x	x
Administrators		x	
Advisors	x	x	x

“If you want to build a ship, don’t drum up the men to gather wood, divide the work, and give orders. Instead, teach them to yearn for the vast and endless sea.”

— Antoine de Saint-Exupéry, French writer and pioneering aviator.



In the 1920s, the French architect Le Corbusier proposed that entire new cities be built around the airport. Around the same time, American urban planners such as John Nolen suggested more modestly that satellite towns be developed next to airports in order to service the logistics industry.

Photo: Getty Images

models

Leadership and stewardship will be required for strengthening arts and culture. The City has started the development of leadership with the creation of the ACLAC.

AIRPORT CITY

Airport cities have particular advantages and disadvantages that are fundamental to their character and to the opportunities for creating opportunities for arts and culture. Being an airport city means that there are many people working in the vicinity, and visitors from all over the world. It means that there is a relationship with those running the airport, which in the case of SeaTac is the Port of Seattle. Being an airport city means good regional transportation, and environmental issues including noise and pollution caused by both ground transportation and airplanes. Models exist locally and nationally for taking advantage of the positive attributes of being an airport city.

THE AEROTROPOLIS CONCEPT

Airports have typically been built at the periphery of the destination cities that they serve. But just as people have come to understand, with the idea of transit-oriented development, that there is a desirable relationship between land uses and transit stations, there is a more recent study of the ideal relationship between airports and the surrounding land uses. John Kasarda is a pioneer of thinking through and enacting these relationships, concentrating on how to create an urban form and economic development that connects time-sensitive suppliers, manufacturers, distributors and business people with global destinations.

Asia has been first to create such aerotropolis cities, where airports tend to be newer and in greenfield sites where land use can be more easily planned. Asian governments also tend to invest in airports as competitive infrastructure. Examples of airport cities include Hong Kong's Sky Plaza, South Korean Icheon Airport's Winged City and Beijing's Capital Airport City.

Europe's best example of "Aerotropolis" thinking is Amsterdam's Schiphol airport. As early as the 1980s, Amsterdam recognized its own importance as a "mainport." Amsterdam's airport design emphasized the city's status as a global hub, while building towards its desire to use the presence of the airport to maximize economic, social, and living conditions in the surrounding area. More recently, the Schiphol Real Estate was formed to develop real estate inside the boundaries of the airport, and has been responsible for developing the Schiphol Central Business District in the passenger terminal and forecourt with two million square feet of retail, hotels, art galleries, restaurants and a club. In a way, this approach turns the airport itself into a city-like entity. In order to consider the surrounding area rather than just the airport itself, the Schiphol Area Development Company is a partnership between the group that operates the airport and the surrounding jurisdictions. This entity and other public-private development efforts have generated major new districts in the area around Schiphol airport.

In the U.S., the aerotropolis concept has been slower to take hold, as there is typically a shortage of land surrounding airports that is publicly held. Six U.S. cities have pursued aerotropolis concepts—Atlanta, Dallas/Fort Worth, Denver, Detroit, Memphis and Orlando. Each of these have particular conditions in terms of land availability, regional assets, and economic sectors. Successful airport urbanism is not a “one size fits all” solution, but planning can make airport districts function more efficiently and create new “people-oriented” places that showcase regional assets, offer entertainment options and facilities for meetings, and enhance the airport district as a distinctive regional gateway.

Airport Urbanism is a more recent concept, developed by professor and consultant Max Hirsh. He notes that airport operators are increasingly relying on non-aeronautical revenue, and that in surrounding jurisdictions, “savvy urban leaders” are recognizing the economic potential of the airport and its transportation infrastructure. The concept is people-oriented, including not just passengers, but also the people who live, work and own businesses nearby. Successful airport cities consider not only airport patrons, but also focus on the people who live and work in airport cities, to the potential benefit of all.

In terms of SeaTac, there is mutual benefit of a quality district that serves residents, employees, and visitors, and there are years of planning for such a district that have not come to fruition. Arts and culture could be a part of the driver to help start the nucleus of such a district. If property owners are disinclined to participate in a city center adjacent to the airport, there is the possibility of beginning with publicly owned property, including Port property and Sound Transit property and air rights over streets. A nucleus of walkable, active space with locally based small retail and cultural offerings could be the heart that begins the change to at least a portion of auto-dominated space that is currently disconnected from the residential areas of the city and functions almost entirely as “back of house” activities for airport passengers.

Throughout history, populations tend to gather in

places that provide quick and easy access to other places. Seaports, river ports, and great junctions on railroads and highways have traditionally been the locations where our most important cities tend to arise. Being at the physical interchanges that people, products, and ideas flow through means more opportunities to engage business, knowledge, and the world beyond. According to Kasarda, in the 21st century this transit-oriented development will continue, and it will be the airport that our most valuable businesses and people will gather around. –Forbes Magazine, April 2016

Successful airports focus on the needs and desires of their customers. That includes not just passengers, but also the people who live, work, and own businesses in the airport area. – Max Hirsh, Airport Urbanism



AGENCY/ COMMUNITY PARTNERSHIP PORT OF SEATTLE AIRPORT COMMUNITY ECOLOGY FUND

The Airport Community Ecology (ACE) fund is an example of the Port of Seattle working with neighboring communities to mitigate impacts of airport activities, funding activities beyond the boundaries of Port properties. The Port's Commission authorized the ACE program in November 2016 to support environmental projects and programs in SeaTac, Burien and Des Moines. The two components of the program are direct grants to support community-based projects, and a longer-term forest stewardship program, the Green Cities Partnership.

The Small Matching Grants Program, which allows community members to apply for up to \$10,000, has supported a number of projects and programs in SeaTac. Grant recipients included the Highline SeaTac Botanical Garden, New Futures Farm, SoCo Culture, East African Community Services, Partner in Employment, the YMCA and the Evergreen Mountain Bike Alliance.

The Green Cities Partnership supports a lasting, community-based urban forestry program with the Port, city government and non-profit Forterra. The Green Cities Partnership works with 15 cities/agencies in the region.

AIRPORT CITY ARTS CITY OF HAPEVILLE, GA

Hapeville, Georgia, is a city of some 6,500 people adjacent to Atlanta's Hartsfield-Jackson airport. According to Airports Council International, Hartsfield-Jackson Atlanta International Airport is the busiest passenger airport in the world, serving over 107 million passengers in 2018. Hapeville is interesting as an airport-adjacent city that has chosen to center its image on the arts.

ART AS ECONOMIC DRIVER

Hapeville was the home of a Ford Assembly plant until 2006. The plant's closure and the recession that followed closely afterward was a hard hit for the town, which was perceived as too close to the airport, unsafe and with nothing to do. The idea of arts as an economic driver was fundamental to the founding of the Hapeville Art Alliance in 2010 by three members of Hapeville's Main Street Board. They leased an old house and renovated it with volunteer labor into the Norton Art Center, which opened the next year with a gallery, four art studios and classrooms.

In order to meet their goal of becoming a major arts destination, Hapeville needed more than the one art center. They needed galleries, performing arts, restaurants, and a community of artists.

One source of funding was the hotel-motel tax, begun in 2007, a 7% tax (now 8%) which was distributed by the Hapeville Association of Tourism and Trade. The tax funded the operation of the Association and a portion of the tax goes toward developing the educational, cultural and economic potential of the city. Hapeville's financial reports shows that over \$2.7 million was raised in 2017. Arts programs and projects have attracted a wide variety of support from local, State and Federal grants, businesses, individuals and volunteers.

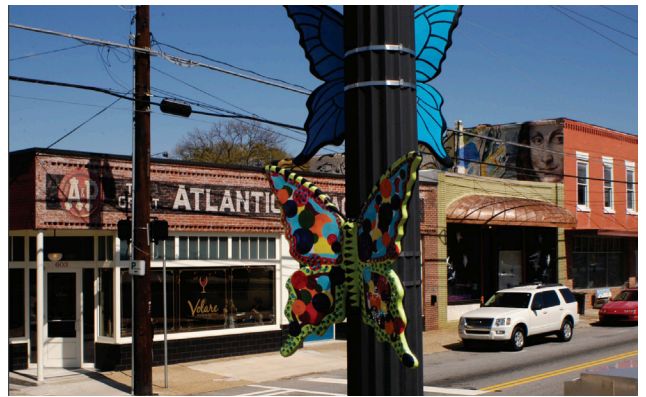
David Burt has worked with Hapeville as a part-time economic development consultant to the City and as Executive Director of the Hapeville Arts

Alliance. In 2013, he helped lead Blueprint 2020, an economic development vision & plan. One of its goals was to make Hapeville an arts destination. To that end, the Hapeville Arts Alliance was founded in 2010. Burt worked to bring new businesses to town, including coffee shops, beer shop and restaurants. He began working with the highly regarded Academy Theatre that needed to find a new home, and Burt worked to relocate them to Hapeville. With funding from sources including the City, businesses and civic organizations, the theatre moved into a new 130-seat facility. Academy Theatre produces classic and contemporary plays, and has a strong educational outreach program.

A mural program was a starting point for adding art. Hapeville Association of Tourism and Trade commissioned the first mural in 2010 and there are now seven murals highlighted on the City website. The program is run by the Hapeville Main Street Board and the Hapeville Arts Alliance, with funding from multiple sources including the hotel-motel tax, the County and the City's department of public works.

In addition to the murals, Hapeville has sponsored other art in public space such as painted crosswalks and sidewalks, painted benches and public art. The Main Street Board's "Things are Taking Off" butterfly public art project made butterflies a hallmark of metamorphosis for this airport-adjacent city. Begun in 2008, the project is intended to be a symbol of the City's commitment to spark revitalization, foster community involvement including students, and draw visitors.

Indoor space for arts uses proved more challenging. To create affordable gallery space, the Hapeville Arts Alliance bought and fit out two used shipping containers for rotating exhibits. The finished galleries cost about \$16,000 per container, paid for with grants from the Georgia Council for the Arts Tourism Product Development, the Community Foundation Neighborhood Fund, and community fundraisers. The City pitched in by providing the land, pouring foundations and putting in the electrical system.



You absolutely have to have buy-in from the government. And you get that buy-in by having a cohesive vision and implementing it step by step. Without it, you won't have the collaboration you need.

– Ann Ray, Vice Mayor, Hapeville

ARTS ALLEY

Another “found space” is the alley behind the town’s main street. Improved with brick, the alley, named as Arts Alley, was a perfect location for the shipping container galleries. The rear of Beer Girl Growlers & Bottle Shop, Mami’s La Cubana restaurant, and the Hapeville Corner Tavern are along the alley. A designated Open Container District, people wearing a wrist band can enjoy their beer in the alley. This is helpful during the monthly Art Crawl events.

MAKER SPACE

Hapeville’s Maker Space moved into an adapted historic home near the city center. Hapeville Maker Space was created in 2017 by Generation Infocus, a social innovation group that supports STEAM (science, technology, engineering, arts and math) for people of all ages. The facility offers communal space for classes, workshops, rentable conference space and studio rooms, and an art gallery.



We aim to be a community melting pot of different ages, cultures and interests in which our individual passions will be enhanced by our unique perspectives and goals.

—Hapeville Maker Space website



INTERCULTURAL CITY

SeaTac has a highly diverse population with a lack of cross-cultural connections. There are people who have lived in the community for decades, recent arrivals from the region as rents have risen nearby, people of all ethnic backgrounds and those who have come from around the world. Diversity can be a great benefit to a community, as people share customs and cuisines and add interest with small businesses and an array of holiday traditions. It is not always easy to find ways for people of different backgrounds to interact, but culture is one of the most effective. People love good food, good music, dancing, nature, sports and play. Cities everywhere are looking for ways to make diversity an asset, and SeaTac can benefit by noting successful examples.



NEW ROOTS GARDEN, KENT

The International Rescue Committee (IRC) is a worldwide organization dedicated to assist people whose lives have been shattered by conflict and disasters. It was founded in 1933 at the suggestion of Albert Einstein. The IRC's Seattle area office is located in SeaTac, and they sponsor a variety of programs in the area, including an annual exhibit of art from people within the refugee and immigrant communities of King County, ARTvocracy.

With the New Roots Garden, the IRC tapped multiple partners to create a 10,500 square foot fruit tree orchard and garden space where thirty-five families are growing organic produce. The site is on the property of St. Columba's Episcopal Church on Military Road in Kent. The church grows flowers for the altar and wheat for communion bread in their nearby garden.

The New Roots garden was built in partnership with non-profits Forterra and Global to Local, with funding from King County Conservation District and businesses large and small. Tilth Alliance and Jewish Family Services steward two of the 35 plots in collaboration with refugee clients who live nearby. The non-profit Fruit Tree Planting Foundation donated trees for an orchard. Volunteers from all backgrounds cleared the site of thick brambles and prepared the soil for planting. Plumbers without Borders installed the irrigation system.

Projects like the New Roots garden take hard work to create but result in more than the garden. It creates relationships, builds skills, with conversation and sharing among people of all ages and backgrounds.

NORTHWEST FILM FORUM, SEATTLE

Northwest Film Forum is a cultural incubator, bringing people together to see films, to learn skills and to have cross-cultural discussions. Based on Seattle's Capitol Hill, the Northwest Film Forum (NWFF) presents hundreds of films, festivals, community events, multidisciplinary performances, and public discussions each year. In addition, the Forum offers educational workshops and artist services for film and media makers at all stages of their development. Artist services include access to space, gear, fiscal sponsorship, and an edit lab. Part of Northwest Film Forum's success has been creative partnerships and sharing of their space. The partner organizations that are housed at Northwest Film Forum include Native American-based Longhouse Media, Seattle Globalist, Brave Sprout Productions, and Tasveer, the producer of Seattle's South Asian Film Festival.

Northwest Film Forum makes an effort to include youth and families, hosting the West Coast's largest international children's film festival. They host workshops and camps for youth that want to learn filmmaking and connect schools and youth media organizations. Northwest Film Forum has expressed interest in a space for their programs in SeaTac.

“Each of our programs is designed with care to encourage critical dialogue and cross-cultural understanding.”

—NWFF website

LOLA LIK, AMSTERDAM

European cities have implemented a number of interesting projects to improve the integration of immigrants. Lola Lik in Amsterdam, one of the most interesting, temporarily repurposed a closed prison facility into 100,000 square feet of art studios and community-based enterprises. LOLA, an organization that uses vacant real estate for social initiatives, was asked by the city government to turn the unneeded Bijlmerbajes Prison into a creative hub.

Lola Lik was a public space, open to all, with food available in the Refugee Company café and Beautiful Mess restaurant. At Lola Lik Academy, people could teach free classes about all kinds of things for anyone interested, ranging from computer skills to sewing and language classes. The Movement Hotel was a 27-room “pop-up” hotel run by asylum seekers looking to gain experience in the hotel industry, which has had a shortage of workers. Some of the former prison cells were turned into steam rooms and saunas based on Arabic hammams, or Turkish baths. Small office spaces and meeting rooms were rented by start-up businesses, and a temporary museum sprung up in what had been the prison warehouse.

Lola Lik closed at the end of 2017, when a large new tenant secured most of the space. Some of the organizations and businesses remained in operation at the location, and new spaces in Amsterdam are being turned into creative co-working cross-cultural spaces.

“This way, we aim to foster interaction between people from different backgrounds, while practical skills are being developed”

—Arjan Rietveld, communications assistant at Lola Lik

TRANSIT-RICH CITY

The Puget Sound area is in the process of trying to adapt our land uses around the recent growth of the regional transit system. SeaTac, with three station areas, has been planning for leveraging the investments in light rail since prior to the construction of the stations. The South 154th Street Station Area Action plan was adopted in 2006 for the portion of the Tukwila station with SeaTac's boundaries. The City amended 1999 Center City Plan in 2010, and has recently completed Phase 1 of a Center City update for the area near the SeaTac/Airport station.

SeaTac secured funding in 2015 to bring in a team from Smart Growth America to help with station area implementation. The report from the Smart Growth America team noted the challenges in place for transit-oriented development (TOD) as:

- An existing street network and block pattern that were not conducive to pedestrians
- International Boulevard as a major barrier
- No historic downtown to serve as a focal point for future mixed-use development
- Potential concerns with gentrification/affordability

Despite the challenges, with three distinct station areas, SeaTac's transit-oriented potential is great. The Smart Growth team noted that public realm investments can spur desired private developments. Cultural activities and spaces can be the kind of public realm investment that has a large payoff in terms of achieving the kind of development that is served by transit, and a benefit for the people who live, work and visit SeaTac. These public benefits could involve a relatively small amount of public money by offering spaces where the creative vitality of the community is expressed, nurtured and enjoyed.

One way to enliven station areas is to offer space for vendors and other activities. Street vendors have a presence in cities worldwide. They add vibrancy to street life, offer “eyes on the street” for safety, reflect cultures and heritage, draw patrons and visitors, and provide income for families. There is space at the Angle Lake station in the plaza that SeaTac required as part of the station. Sound Transit owns an acre of land across International Boulevard from the SeaTac/Airport station. Unlocking these spaces for vendors could be a game-changer for interest in the station area.



BRINGING HEALTHY FOOD TO TRANSIT: FRESH MARTA MARKET

MARTA (Metropolitan Atlanta Rapid Transit) found that commuters using their system were interested in better access to fresh, healthy food. Some of the areas around their stations are considered “food deserts” by the USDA, and not all their ridership owns a car. A pilot program was started at the West End station in 2015, locating vendors in the areas where a ticket is not required in order to capture non-riders as well. In the initial season, the program sold more than 8,000 pounds of produce, with 3,500 customers. In 2016, the program was expanded to three more stations, with 13,000 patrons. By 2019, Fresh MARTA Markets had 60,000 customers, with five stations in the program.

The idea of pairing produce and public transportation brought MARTA together with partners Community Farmers Markets, GA Food Oasis-Atlanta, Atlanta Community Food Bank, and Organix Matters. The Fresh MARTA Market sources locally grown produce and operates one day per week at each of the participating stations.

Economically, the program has multiple benefits. The Georgia Fresh For Less program allows the produce to be affordable to people who receive food assistance, doubling the dollars from EBT cards. Local food producers have a steady source of revenue. The program has attracted funding because of the value it brings, winning a \$500,000 Local Food Promotion Grant from the USDA in 2017 to expand the program.

SeaTac has potential partners for such a program—Global to Local, the Food Innovation Network, Forterra and others. Sound Transit would be a critical partner in order to be able to use the space. There could be ethnic food vending and crafts or other cultural activities appropriate in a commuter setting as part of the program.



INTERGENERATIONAL CITY

Our input for SeaTac's arts and culture plan found that many seniors expressed strong interest in arts; the Master Plan should tap into their enthusiasm and find ways to share activities and skills with others. We also found that the students could benefit from enrichment activities, and that reaching students would help connect families of all backgrounds to cultural offerings. Arts and cultural activities, across generations, might be one of the best ways to create bridges across various cultures.

In considering the Intergenerational City, models are included for creative programs for youth, and for programs that bring youth and elders together. Intergenerational activities can be classified as youth serving older people, older people serving youth, and mutual activities. There are many examples of each of these, and organizations nationwide focusing on connecting across generations.

Generations United, which focuses on intergenerational activities, found that two-thirds of Americans would like to spend more time with people outside their age group.

BRINGING IN ARTISTS/ ORGANIZATIONS TO WORK IN THE CITY: SILVER KITE

There are artists and organizations that specialize in working with intergenerational groups that can be hired by the City or other entities. One local example is Silver Kite Community, which specializes in intergenerational arts experiences for communities, residences, libraries, and schools throughout King County. They have been nationally recognized with the Intergenerational Innovation Award from Generations United. One of Silver Kite's unique programs is an Intergenerational Theatre Company that hires actors of all ages, races, genders and experience levels to create original theater by sharing their stories with audiences of all ages. The performances include conversations with audience members.

Silver Kite has been contracted with both the King County Library System and Seattle Public Libraries to create online classes and performances available to library patrons during the Corona virus-related closures. These online workshops include visual arts, dance/movement, reminiscence, and storytelling/writing.

Prior to the social distancing requirements, Silver Kite offered several intergenerational programs. "Writing Life Stories" brought students in grades 5 – 10 into senior living communities, where students would interview and write about seniors' lives and create memory boxes. After School Intergenerational Art Classes connects students in grades 3 – 6 to create collaborative artwork that may include stories, plays, murals, dance or poetry. Intergenerational Art Workshops and Intergenerational Discussion and Project groups offer flexible formats that can meet particular needs of groups and topics of interest.

Bringing in a qualified artist or organization is a relatively easy action that can be done on a one-time or ongoing basis. It may also be part of a strategy to build capacity within the community to mentor SeaTac artists and educators in order to build programs that over time can become locally led.

ART & CULTURAL EDUCATION CITY-SCHOOL PARTNERSHIP: CREATIVE ADVANTAGE

Creative Advantage is a city-wide initiative to bring equitable access to arts education for all students in the Seattle Public Schools. It is a partnership with the City of Seattle, Seattle Public Schools, Seattle Foundation and more than 90 community arts organizations. The arts curriculum is tailored to the particular needs of each school in the program, with overall goals that include increasing art and music instruction and developing skills of creativity, critical thinking, collaboration and communication.

The background for the program was set in 2011, when a planning grant from the Wallace Foundation supported a needs assessment regarding arts education in the Seattle Public Schools. Despite the fact that arts education is mandated by the State of Washington, the assessment found vast discrepancies in program offerings based on the resources of schools. Inconsistencies in access to arts education were found to especially disadvantage students qualifying for free and reduced lunch, students eligible for transitional bilingual programs, and students of color.

In formulating the program, stakeholders set out a broad vision that emphasized the importance of arts education, not only for the students and schools, but for the whole city. Students are given access to a group of teaching artists from the community with a variety of art forms through classes, and concerts. Parents and community members are included in the educational efforts. Creative Advantage creates a support structure for partnerships among City and school leaders, artists and arts organization, and philanthropic entities.

The benefits of student participation in the arts have been well documented, showing a connection between arts participation and overall academic participation for elementary students, and better performance on achievement tests, higher grades and higher graduation rates at the secondary level.

(Arts Education Partnership, National Endowment for the Arts, The Arts and Achievement in At-Risk Youth: Findings from Four Longitudinal Studies, Catterall, Dumais, and Hampden-Thomas)

Bringing arts to youth may be one of the most effective ways of supporting arts and culture for the entire SeaTac community. It could be done in partnership with the Highline School District, or outside of the school system through non-profit organizations or City leadership. Part of the value would be the partnering and the interaction of agencies, non-profits and community members toward building a system of institutional and social connections through the arts that benefit the entire community.

Arts education allows us to center student's individual voices, foster leadership and provide opportunities to explore the world in meaningful ways by creating connections and a deeper understanding of the human spirit. The Creative Advantage has expanded the avenues in which our students, teachers, parents and arts organizations collaborate and access the arts.

– Dr. Larry Nyland, SPS Superintendent and Mayor Jenny A. Durkan (2016-17 Progress Report)

NON-PROFIT MAKER SPACE: BAINBRIDGE ARTS RESOURCE NETWORK (BARN)

Another model of nurturing arts and culture in SeaTac is through a local non-profit dedicated to some aspect of the arts and community benefit. An excellent example in the region is the Bainbridge Artisan Resource Network, known as BARN.

The mission of BARN is “to build and support an open, intergenerational community of artisans and makers who are dedicated to learning, teaching, sharing, and inspiring one another with creativity, craftsmanship and community service”.

BARN offers a wide range of classes including fiber arts, glass arts, jewelry, electronics and technical arts, woodworking, metal fabrication, print and book arts, media arts, writing and kitchen arts. There are multiple ways that BARN connects with the community, including a Teen Council, internships, community service projects, mentorships and partnering with schools, and community groups.

BARN began when a group of woodworkers living on Bainbridge Island came together in 2012 with the idea of building a community woodshop, equipped with a variety of tool-intensive hands on crafts. The idea was to bring together people of all ages and skill levels to learn, share and create. Without a suitable existing building, the group began the search for a site to purchase, and to begin fundraising for constructing a facility. BARN was able to raise more than \$8.5 million in private donations to buy the two acres of land within walking distance of two schools. Working with community leaders, funding was secured for a small temporary center that opened in 2014, and the construction of a permanent building that opened in 2017. The BARN facility is over 25,000 square feet, and includes studios and classrooms, a commercial kitchen and an important shared space, the Commons, where people can share conversation, ideas, and coffee. By 2017, BARN included almost 1,000 members. It is also fully open to the public.

A number of partnerships have formed through BARN. The Bainbridge High School robotics team held a summer program at BARN; the Modern Quilt Guild meets there monthly; one of the Island’s elementary schools has a woodworking program there; and the facility is used by visiting artists from the Bloedel Reserve. Community service projects include building benches and signs for public projects and assisting other non-profits with fund-raising activities.

BARN has an active 14-person volunteer Board of Directors and six paid staff. About 85% of the time required to run BARN is done through volunteer labor. The City offers some support, with a 2-year current award of over \$24,000 for the Growing Youth & Teen Program in the 2020-2021 budget.

Although BARN’s primary purpose is to serve the local community, it has also become a destination for visitors to Bainbridge Island and a contributor to the local economy. Visitors have come from around Puget Sound and as far away as San Francisco and Los Angeles. Local businesses (lodging, food & beverage, retail) have seen benefits by associating with BARN on events and seminars.

Our goal is to create a true community center, using craft as a magnet to bring together people who would not normally know one another or have opportunities to collaborate. —BARN Mission Statement

CREATING A CENTRAL GATHERING PLACE

SeaTac, incorporated in 1990, is one of a group of cities that were created from unincorporated county areas in the 1990s. Many of them, SeaTac included, have struggled to create something like a downtown that would be typical of a more historic city. A downtown, or community “heart” usually defines a city’s identity and offers community gathering opportunities in an accessible location. SeaTac has had initiatives to create a center, and these efforts continue with the current City Center Planning.

Inserting a city center into existing urban fabric has proved challenging not only to SeaTac but to peer cities as well. Aligning a vision with private property owners and city government is a long process. University Place has been one of the more successful jurisdictions in building a concentration of retail, housing and open space. Lakewood has recently created a major new open space adjacent to a block of historic buildings, which started with great success and hopefully will recover well post-COVID-19. They also have more ambitious plans to retrofit concentrated activity near the Lakewood Mall and City Hall. Sammamish has been working with a developer for several years to create a walkable center, with property identified and planning well under way for Phase 1, with over 400 residential units and 82,000 sf of retail space. Federal Way has taken major actions to create a town center, acquiring property and building a \$33 million performing arts center. While the timing is difficult for the performing arts, Federal Way is planning for long term success.



Lakewood Colonial Plaza



University Place Town Center



Visualization of proposed Sammamish Town Center

NEIGHBORHOOD SCALE GATHERING PLACES

SeaTac has opportunities for creating community “hearts” with a variety of levels of ambition. Two are described in the report—working with the Port of Seattle and Sound Transit to use the bridge and transit drop-off area as a catalyst site. The other is to create a more community-based, arts-centric node adjacent to Angle Lake. The property to the south is currently available and the hotel construction market is at a low point. Smaller spaces can make more localized neighborhood gathering places and could be of great value to the SeaTac residents and their opportunities for arts and culture.

NON-PROFIT THIRD PLACES: KEXP

Public radio station KEXP expanded their mission of connecting with the public by creating a signature 28,000 sf space in their new home at Seattle Center. KEXP’s 4,500 square foot Gathering Space has a staffed front desk, coffee shop, art gallery and tables where people can spend time, often connected to internet working. The space opens up to an exterior courtyard, and can be turned into a venue for concerts or lectures by rearranging the furniture.



KEXP Gathering Space

LARGE SCALE POP UP: SPARK SOCIAL, SAN FRANCISCO

Spark Social is a four-acre urban gathering space in San Francisco's recently redeveloped Mission Bay neighborhood. The space, in the wide median of Mission Bay Boulevard, brings together activities, food and drink in the spirit of a temporary and fun "pop-up" space. SPARK, intended to build community by cultivating social spaces, includes food trucks that rotate every day, fire pits, and a mini-golf course. It is kid friendly, pet friendly, and offers a place to enjoy the neighborhood night and day.

ADAPTED SINGLE FAMILY: WA NA WARI

Wa Na Wari is part of a trend to use single-family homes as cultural space. The house that is now the home for Wa Na Wari is in Seattle's once redlined Central District, which has diminished from 80% Black in the 1970s to 14% Black today. In family ownership since 1951, the newest generation wanted to keep the house central to the Black community by changing it from a rental property to an active space focusing on Black artists and audiences, but open to the broader community.

The model of single-family home structures as cultural spaces has the potential to open up more space for the arts because it is affordable to smaller organizations that could never afford multi-million dollar facilities. It raises zoning and land use issues such as parking, signage and possibly noise, but these are issues that have long been dealt with for home occupancies and for conditional uses in single-family zones such as churches and schools. SeaTac may find that single-family homes offer a way to create neighborhood-based community spaces that fill important niches in the city.



framework
cultural placemaking

2021





next steps

This Opportunities Report is the first of the SeaTac Arts, Culture Master Plan. This phase was funded by 4Culture, and was done in 2019/2020, in part during the mandated stay-at-home directive during the COVID-19 pandemic.

The next phase will create an Implementation Plan and ACLAC will review the series of potential opportunities and determine, with input from a full range of stakeholders, which are highest priority. The Implementation Plan and the Opportunities Report comprise the SeaTac Arts, Culture Master Plan, along with an Action Plan that is intended to be regularly updated with near-term, specific and measurable actions.



IMPLEMENTATION ROADMAP



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FOR PART II OF THE
SEATAC ARTS & CULTURE MASTER PLAN



2021

I. INCREASE CULTURAL CAPACITY

- A. FOSTER COMMUNITY LEADERSHIP**
- B. STRENGTHEN COMMUNITY ORGANIZATIONS AND PARTNERSHPS**
- C. DEVELOP LEADERSHIP FOR ARTS & CULTURE AT THE CITY OF SEATAC**
- D. MAKE SURE COMMUNITY INPUT IS ONGOING**

II. INCREASE CULTURAL ACTIVITIES AND VISIBILITY

- A. INCREASE VISIBILITY OF ARTS & CULTURE IN SEATAC**
- B. INCREASE ARTISTIC AND CULTURAL OFFERINGS IN SEATAC**
- C. INCREASE CULTURAL SPACE**

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implementation roadmap

of the SeaTac Arts & Culture Master Plan

As spelled out in the Opportunities Report, Phase One of the SeaTac Arts & Culture Master Plan, there is a great deal of potential to enrich SeaTac with arts and cultural activities. Bringing to life some of these potential projects and programs will be considered in the Phase Two Implementation Plan. This Roadmap is the starting point for creating the Implementation Plan, with a schedule laying out the near term actions that will help guide the final Implementation Plan.

This Roadmap concentrates on reaching out to community leaders to begin to foster relationships and look for areas of mutual interest related to arts and culture. One observation below is the need for stronger “cultural capacity” in SeaTac. Cultural capacity in this plan refers to a set of individuals and organizations that create and support cultural activities in the community. Ideally these individual, organizations and public agencies are in communication with one another and working together to effectively achieve shared goals.

The following observations are related to the success of implementation:

- SeaTac could be bringing in more resources for arts and culture, but would need to have projects or programs attractive to funding sources
- SeaTac will need to develop “cultural capacity” in order to successfully generate projects and programs, attract resources and provide essential follow-through
- The City of SeaTac would not be the lead for many of the potential projects and programs, but would provide support and act as a convener for organizations, agencies and individuals
- Roles and tasks should be clearly identified for the City and the Arts, Culture and Library Advisory Committee (ACLAC), with any important gaps noted
- Programs and projects selected for implementation should be in line with the Goals for Arts & Culture, with broad support of SeaTac’s communities

A series of objectives and actions are spelled out below, which are intended as an outline and starting point for discussion with the ACLAC and inform the first and subsequent Action Plans.

GOALS OF THE ARTS & CULTURE MASTER PLAN

- *More arts, more culture, more visibility*
- *Bring all kinds of people together*
- *Create “places” for community*
- *Increase access to creative and cultural activities*
- *Take advantage of assets and uniqueness of SeaTac*
- *Harness arts & culture to support the local economy*
- *Develop leadership and stewardship*
- *Include long term strategizing as well as immediate, visible projects*

I. INCREASE CULTURAL CAPACITY

Developing leadership and organizational strength is fundamental to creating a strong cultural ecosystem that can attract participation and resources and accomplish the goals of the master plan.

A. FOSTER COMMUNITY LEADERSHIP

Leadership for the Implementation Plan begins with the ACLAC and City Staff, and expands outward to a broad group of individuals and groups interested in arts and culture in SeaTac.

A.1. Clarify roles and develop ACLAC leadership

ACLAC will play a major role in instigation and follow-through needed for actions to take place, providing leadership and “boots on the ground.” The committee will play multiple roles and will need a range of skills and people with available time to accomplish needed roles.

Actions:

A.1.a Refine the Implementation Plan
by: ACLAC / City staff / Framework

A.1.b Identify roles and support needs
by: ACLAC / City Staff / Consultant

A.2. Identify and support community leaders

Part of the implementation work will be to continue finding and reaching out to local artists and organizations. This outreach can help identify needs and mutual interests. There should also be ongoing efforts to encourage artists as community leaders and finding ways to offer them opportunities, mentorship and resources.

Actions:

A.2.a List invitees for meetings in B.1
by: ACLAC / City Staff / Framework

A.2.b Create database of artist, cultural organizations, community participants & leaders and issues of interest to them
by: City Staff

B. SUPPORT COMMUNITY ORGANIZATIONS, ARTISTS AND POTENTIAL PARTNERS

Successful projects and programs will require not just the City, but artists and organizations that will create and present arts offerings. The City can be an excellent partner and supporter.

B.1. Bring together leaders of community organizations

Bringing leaders together to find areas of joint interest will be an important step in moving forward projects that have multiple community benefits.

Actions:

B.1.a Hold a summit with cultural leaders
by: ACLAC / City Staff / Framework

B.1.b Hold a summit with agency & institutional leaders
by: ACLAC / City Staff / Consultant

B.2. Create a long-term mechanism for organizations to cooperate and partner on cultural issues

In order to have an ongoing forum for organizations and their leaders who want to pursue working together on arts and culture in SeaTac, some form of Cultural Leadership Council can offer long term communication and cooperative efforts.

Actions:

B.2.a Form an on-going Cultural Leadership Council
by: ACLAC / City Staff / Consultant

B.3. Create partnerships with local and regional organizations

Partnerships can occur through the Cultural Leadership Council, or may be simpler relationships that are project based. In order for partnerships with the City to function, there will need to be a designated person to support the partnership.

Actions:

B.3.a Create partnerships with local and regional organizations
by: ACLAC / City Staff / Consultant

C. DEVELOP LEADERSHIP FOR ARTS & CULTURE AT THE CITY OF SEATAC

Engaging the City's elected officials and multiple departments can be a huge benefit for arts and cultural programs. There are often opportunities that City staff can identify for including arts and culture in their work, or ways to accomplish department goals through arts and culture. The City will also need to provide leaders who can be the point person for any potential partnership.

C.1. City assign dedicated staff to coordinate and champion arts and cultural activities

Implementation requires committed staff attention. A half-time position to coordinate projects, communication, events and other activities should suffice for now.

Actions:

C.1.a Request funding for a dedicated half-time support position
by: City Staff with ACLAC advocacy

C.2. Make City staff aware of arts & culture activities and potential

Internal discussions at the City can spark ideas from staff about ways to incorporate arts & culture into the work that the City is doing.

Actions:

C.2.a Hold discussion(s) with City staff about integrating arts & culture
by: ACLAC / City Staff / Consultant

C.3. Consider creating a Cultural Ambassador role

Successful partnering means there is a leader at each partnering organization. The City will need to have one (or more) person(s) to generate and keep partnerships strong. If projects develop with a strong City role, there will need to be identified leadership and support.

Actions:

C.3.a Vet idea and define role of a Cultural Ambassador
C.3.b Create a nomination and selection process

D. MAKE SURE COMMUNITY INPUT IS ONGOING

A successful program will have regular input from as broad a range of community members as possible. This outreach should help set priorities and engage people in arts and cultural activities.

D.1. Reach out to the full spectrum of the community

Use City outreach resources, ACLAC and the Cultural Leadership Council to communicate and get ongoing input from the widest possible range of community members

Actions:

D.1.a Create an Outreach Plan and implement it on a regular basis
by: ACLAC / City Staff

D.2. Have a presence in the community and at events, soliciting ideas/input

Keep arts and culture visible through presence of ACLAC and other arts & culture leaders.

Actions:

D.2.a Assign events to ACLAC members
by: ACLAC

D.2.b Create simple materials to share about programs and to get input
by City Staff

II. INCREASE CULTURAL ACTIVITIES AND VISIBILITY

The outcome of a stronger cultural sector in SeaTac will be more arts and culture in the community, with a stronger presence and multiple positive impacts. Early wins are already increasing visibility, and will continue to do so.

A. INCREASE VISIBILITY OF ARTS & CULTURE IN SEATAC

There are already a number of arts and cultural activities going on in SeaTac, but their presence could be much more visible to people within the community and to the broader region.

A.1. Upgrade arts & culture on City website and social media

This would be an ongoing task for the arts & culture staff.

Actions:

A.1.a Add content to the City website and keep it updated.
by City Staff

A.1.b Dedicate time to adding content to the City's social media
by City Staff

A.2. Create a program for public art, and place it in visible locations

A public art program could be City-led, but could be in coordination with agency art programs including the Port of Seattle and Sound Transit. Outreach during the early part of the Implementation Plan should determine the level of interest for a public art program.

Actions:

A.2.a Create a public art program, spelling out the processes and criteria
by: ACLAC / City Staff / Consultant

A.2.b Identify resources and locations for the program
by: ACLAC / City Staff / Framework

A.3. Develop honors and awards that promote artists, leaders and organizations

Establish an honors program that could include a Civic Artist to highlight local work and to have an artist/cultural leader that could play a role as an ambassador for the arts.

Actions:

A.2.a Create an honors and awards program, spelling out the processes and criteria
by: ACLAC / City Staff / Consultant

B. INCREASE ARTISTIC AND CULTURAL OFFERINGS IN SEATAC

This broad category determines prioritize for arts and cultural programs to be initiated or supported by the City.

B.1. Prioritize City-led cultural offerings

In this ongoing process, focus resources on activities and programs most desired by the community and most effective in accomplishing the goals of the plan. A mix of “easy to do” and “ambitious” should be part of the priorities.

Actions:

B.1.a Create a priority list for the kinds of project most desired and most able to be accomplished

by: ACLAC / City Staff

B.1.a Update the priority list on a specified basis

by: ACLAC / City Staff

B.2. Encourage and support arts and cultural activities by others

Utilize the City’s role as a convener and partner. With an understanding of the needs of artists and cultural organizations, allocate City resources for most effect.

Actions:

B.2.a Set up a process to allocate City resources on a regular basis

by: ACLAC / City Staff / Consultant

B.2.b Keep an on-going relationship with community partners to understand cultural opportunities and needs

by: ACLAC / City Staff

B.3. Sponsor “quick wins” for community-based arts and culture

ACLAC has shown the ability to initiate successful community based art, such as the SeaTac Art Attack and the utility box art program. They have also acted as support for receiving the 4Culture grant for community-based temporary art along South 188th Street. There is great satisfaction in projects that can be accomplished quickly, and they can help test what could be successful in longer term projects.

Actions:

B.3.a Continue to sponsor community-based art programs

ACLAC / City Staff

B.3.b Follow up on temporary projects and programs for lessons learned

ACLAC / City Staff

C. INCREASE CULTURAL SPACE

Indoor and outdoor spaces, large and small, that bring people together and offer a chance for gathering and enjoyment of arts and culture are needed in SeaTac. Consider overall City goals (economics, a “heart” for the community) and ways that arts and culture might serve as a catalyst for overall City goals.

C.1. Look for opportunities to add new space for arts and culture

Have a near-term and an ongoing way to be aware of potential opportunities to create space for community use. This includes both outdoor and built space.

Actions:

C.1.a Identify an ACLAC member to monitor real estate opportunities
by: ACLAC / City Staff support

C.2. Look for opportunities to reuse existing space for cultural uses

The least expensive way to create space is to reuse existing space for cultural uses, and the City can help be a match-maker between people who need arts space and those who have available space. ACLAC has started to do this with consideration of finding a home for Teatro Zinzani in an existing hotel.

Actions:

C.1.b Identify an ACLAC member as a point person between artists needing space, property owners and City staff
by: ACLAC / City Staff support

- **Be strategic.**

Steer your decision making by the Goals. It will pay off with decision-makers, funders and the community

- **Cast a wide net.**

Find the artists and cultural leaders. Bring them together to find mutual interests. Nurture more of them.

- **Think both long-term and short-term.**

Both are important. The easy wins are fun; the ambitious projects have big impacts.

- **Use the strengths and unique aspects of SeaTac.**

Your art should be different than everybody else's art. You have lots of strengths. Don't leave any of them on the table.

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