2010 City of Renton

Arts and Culture Master Plan

Action Plan for a Thriving Creative Sector through Community Partnerships

City of Renton

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City of Renton Arts & Culture Master Plan 2010

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Executive Summary

Opportunities abound for arts and culture in Renton. Renton's physical attributes, its spirit of community involvement and partnerships, its creative businesses, and the strong character of the people will shape Renton's future as an arts center.

This Arts & Culture Master Plan identified the following vision through an extensive public involvement process:

Renton aspires to be a center for arts and culture where traditional and contemporary arts thrive and creative industries are cultivated.

The arts are an increasingly important part of Renton's future as Renton grows and evolves to be a 21st century urban center. The economy in 2010 is knowledge-based and it relies on creative workers: creative workers who want to live in a community that offers diverse arts experiences.

Renton is home to theatres, dance studios, visual art, performing arts, and literary arts. The historic Downtown core is emerging as an arts district destination. Residents engage in the arts on a frequent basis and believe that Renton offers many interesting arts activities, according to a survey conducted as part of this master plan.

The City of Renton initiated an arts and culture master plan in 2009 because the City recognized that there is a strong nexus between the arts and the attributes that make a vibrant community. The City tasked the Renton Municipal Arts Commission to undertake a planning process that would engage the community and set priorities for arts resources. This plan is the result of participation by hundreds of people in the greater Renton area who volunteered their time to support this process and the development of arts and culture opportunities.

The commitment and energy generated by the participants in this planning process is especially noteworthy because this plan was created during a time of the deepest recession in the nation since the Great Depression. The can-do attitude of the participants shows their belief in the

Arts & Culture Master Plan open house, April 2010

Capturing the community's imagination with a galvanizing project such as lighting Renton's bridges

economic benefit of the arts and the resilience of volunteers who are passionate about the arts and culture.

This plan provides steps toward achieving this vision. The following strategies were prioritized to move Renton's art vision forward:

- Undertake activities to build awareness among all people about all aspects of the arts and increase connections among existing groups and supporters
- Capture the community's imagination with a galvanizing project
- Work with City elected leaders and staff to advocate for policies that support the arts and creative businesses – ranging from economic development, to parks, transportation and other services
- Ensure the continuation of live performing arts in Renton by developing sustainable operating models for the Renton IKEA Performing Arts Center, Carco Theatre, and Renton Civic Theatre
- Investigate the feasibility of creating an arts center gathering space for visual arts, classes, and studios

The full report provides details for tactics and potential funding sources for each strategy.

WHAT'S NEXT?

On July 12, 2010, this plan was presented to Renton City Council for consideration of adoption.

The implementation of this plan does not rely on the City of Renton alone. Partnerships will be needed to create a lasting impact.

It is recommended that the Renton Municipal Arts Commission work in partnership with other community members to begin implementation of the plan. This effort should include at least an annual progress report to the City Council's Community Services Committee and the community documenting activities being taken to implement the plan recommendations.

For more information or to assist with the implementation of the plan, please contact arts@rentonwa.gov or 425-430-6589.

Introduction

Why Plan?

The City of Renton initiated a community effort to create a five-year Arts and Culture Master Plan because City leaders recognized that the arts are an important component in economic and community development, as well as an important part of providing residents, employees and visitors with a richer quality of life.

The over-arching goal of the City for the master plan was to develop and secure broad community ownership in a vision for arts and culture in Renton. The plan approach was to identify near-term results and an achievable strategy for long-term success. With the intent of helping existing cultural organizations, individual artists, and creative businesses to survive and grow, the City requested that the proposed strategies leverage intergovernmental and private/nonprofit partnerships and funding from the broader community.

Particularly given limited city government resources, ownership by the community is necessary to see that the recommendations are implemented. To that end, the planning process involved cultural stakeholders, community leaders, elected officials, business leaders, major institutions, artists, and the general public. Several hundred people participated in three public meetings and almost 300 people participated in an on-line survey.

The resulting plan succeeds in defining a vision for the arts created by the community and establishing community commitment to an achievable multi-year implementation strategy. The plan recommendations include tactics that deliver cohesive impact to generate short-term wins, momentum, and commitment.

The plan also provides an opportunity for a legacy in which Renton is a center for the arts with thriving arts organizations, a home to an active individual artist community, a destination to visit art facilities and artwork, a location for artist housing and studios, a highly regarded arts educational center for youth and adults, and a hip and vibrant commercial shopping destination, both Downtown and in neighborhood business districts and on key commercial corridors. This envisioned community is benchmarked for its high employment in the creative industries, a colorful and interesting international cultural center showcasing multi-cultural arts, and a place where the broader public is actively engaged in arts activities.

This plan is the result of participation by hundreds of people in the greater Renton area who volunteered their time to support this process and the development of arts and culture opportunities.

Opportunities

Opportunities abound. **Renton's physical attributes help shape the first opportunity.** The City is sited on Lake Washington, is traversed by the Cedar River, and has an identifiable city center. Its commercial areas are attractive to business and its neighborhoods are attractive for residents.

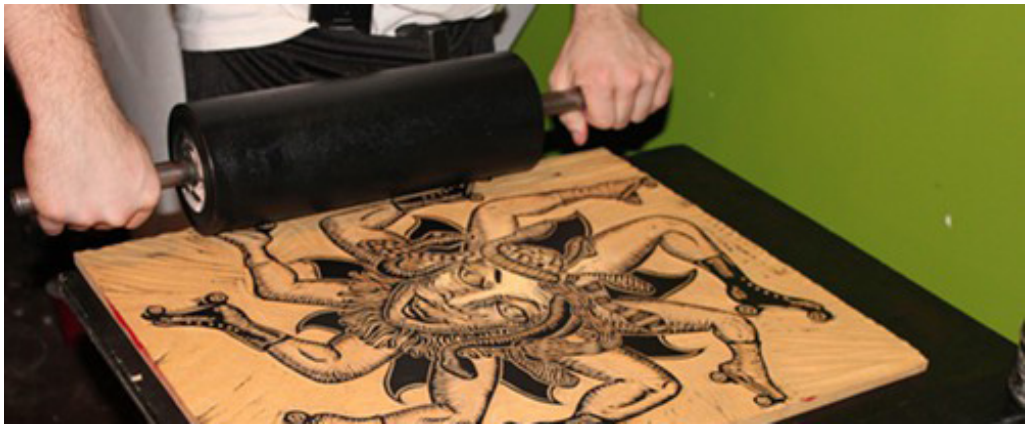
Renton's park system is extensive and is valued by residents, especially Gene Coulon Memorial Beach Park. Public art, arts organizations, arts facilities, and arts friendly businesses are located throughout the City.

A second opportunity is the spirit of community involvement and partnerships inherent in Renton. Relative to the arts, this spirit is evident from the creation of the Renton Municipal Arts Commission in 1965, the founding of the Valley Community Players in that same period, and the beginnings of significant public and private art collections in the community. Major employers from The Boeing Company, to Wizards of the Coast, to IKEA, to Valley Medical Center are but a few of the players who have historically joined community efforts to sponsor and support events such as IKEA Renton River Days, the Renton Farmers Market, Holiday Lights and the Art and Antique Walk. Businesses and individuals have stepped up to help build the Renton IKEA Performing Arts Center and to serve on the boards of arts organizations.

Renton is home to many creative businesses – a third opportunity. These are businesses whose employees are arts-centric such as graphic artists, game and software developers, architects, photographers, designers, movie theatre staff, as well as a nonprofit museum, symphonies, theatre groups, and dance companies. The creative industries are the high-octane fuel that drives the "information economy"—the fastest growing segment of the nation's economy, according to the national organization Americans for the Arts.

As of January 2010, a conservative estimate indicates that Renton is home to over 124 for-profit arts-related businesses that employ 689 people.

The nonprofit arts in Renton employ 112 people and contribute tax revenue to the City and state of $330,000 annually. This estimate is conservative because the formula used to count the number of nonprofits relies on self-reporting to Dunn & Bradstreet by businesses and organizations.



Creative worker in the printing industry

Arts-centric businesses play an important role in building and sustaining economic vibrancy. They employ people, spend money locally, and generate government revenue. Arts-centric businesses provide a cornerstone of tourism and economic development, and help define and highlight Renton's diversity and vitality.

A fourth opportunity is the strong character of the people themselves who are creative, proactive, positive, and who have a vision to embrace Renton's arts and culture future. That vision is unique to Renton and it sets forth the path to the future of arts and culture in Renton. This planning process identified the following vision through an extensive public engagement process:

Renton aspires to be a center for arts and culture where traditional and contemporary arts thrive and creative industries are cultivated.

This master plan reflects Renton's entrepreneurial spirit and successful partnerships. One of the features of this plan is to provide direction on ways that Renton can achieve its own arts brand, embodied in the vision statement. Renton can position itself as unique from surrounding cities because of its benefits for artists and arts lovers such as affordable housing, rich cultural diversity and unique buildings and workspaces. Renton also has other notable features such as a high quality public art collection, performance venues, easy access to transportation, and a central location in the region.

The City may annex portions of unincorporated King County in the next several years, which will increase potential audience and arts participants, and enhance the diversity of Renton residents. This change, on top of the dramatic growth (72% from 2000 - 2010), the City has already experienced along with Renton's relatively affordable land and real estate costs, contribute to the City's attractiveness for the arts.

The public and private sector partnerships are also unique to Renton and are a significant advantage for the arts. The city, business, nonprofit and educational institutions have demonstrated dramatic success working together on shared programs and priorities.

In particular the Renton Community Marketing Campaign that led to the slogan, "Ahead of the Curve", is a partnership to be envied by other communities. Such relationships will be critical for future fundraising partnerships in support of arts priorities.

Return to Renton Benefit Car Show

Local business owner, Mary Clymer, with winning latchhook for Pabst arts contest

Renton has an exceptionally talented, well-educated, and diverse workforce. The number of individuals within the Renton community who have completed four or more years of college is nearly twice the national average. Renton is home to nationally recognized public schools, an excellent technical college and other professional training schools.

Retaining and nurturing this educated workforce requires that the time spent away from work and home is a positive experience – the time and place that is not at work or home is often called the "third place." This is the place where arts experiences, restaurants, bookstores, shopping, and recreation take place.

Business representatives who participated in the development of this plan echoed this need to provide arts and cultural opportunities for their employees and for the physical characteristics of the City to feel vibrant, interesting, and welcoming of diversity.

Creative employees also contribute to the entrepreneurial character of the community: Peter Adkison, founder of a cutting-edge gaming company, Wizards of the Coast, worked as a Boeing systems analyst from 1985 through 1991. Today Wizards is one of Renton's major employers.

Why Does Art Matter in Renton?

National, state and regional studies provide evidence of public benefit from the arts: The arts contribute to community identity, social capital, economic vitality, the creative economy, academic achievement and quality of life.

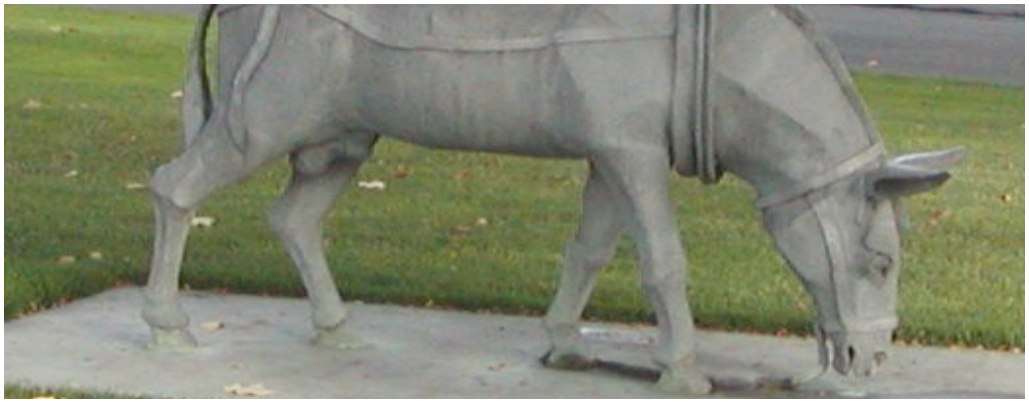
At the first Master Plan Community Steering Committee meeting held on January 28, 2010, participants were asked to record why the arts matter to them. A pattern in their comments was the understanding of others and compassion learned through involvement and exposure to arts:

- "Arts help our humanity and soul and healing"
- "They civilize us and give us an opportunity to express ourselves in a positive and creative way"
- "Arts and culture make a community become 'whole'"
- "They are the expression of our souls"
- "We all speak the same language with the arts"
- "Arts are a key component to becoming a total, complete individual"
- "Art helps broaden my understanding of others"
- "Arts and culture teach us about others and help us grow as people and members of a common community"
- "It creates PRIDE in our community, and therefore more reason for everyone to participate"
- "Enhance our community's quality of life, which strengthens the existing community and helps make Renton more welcoming and attractive to new businesses and residents"
- "Cuz' it's FUN!"

The Current Economy

This plan commenced in the heart of the global 2008-2010 recession. The following statistics from

Local artists performing at the Arts & Culture Master Plan open house, April 2010



"Donkey Runaway To The Mines," Artist: Richard Beyer, Location: Tonkin Park

the United Way of King County document current economic conditions that form a backdrop to this master plan:

The 2010 unemployment rate in King County was 8.1%. Requests for basic needs assistance are up overall and have nearly doubled for rent assistance over the past two years. Food banks report increased demand for emergency food of 10%. Home foreclosures continue to be recorded at high rates in King County with the highest levels in south King County.

Economic Impact of the Arts in Renton

Renton is a place of opportunity for the creative industries; growing current and attracting new creative businesses will create jobs and add to Renton's attractiveness as a place to work, live, learn and play.

The National Science Foundation funded a landmark study conducted by researchers at the University of Minnesota that proved the significance of the arts to economic development. The study found that the decisions of artists to live in certain regions is a stimulant to new business formation and attracts other arts-related firms to a region.

America's arts and entertainment are leading exports, with estimates of more than $30 billion annually in overseas sales, including the output of artists and other creative workers in the publishing, audiovisual, music, recording and entertainment businesses.

In Renton, during 2009, nonprofit arts organizations and events contributed over $1.9 million to household income in the City. Direct and indirect employment contributed to 112 jobs and $330,000 in state and local tax revenue. A review of Renton business licenses shows that there are 124 creative, for-profit businesses in Renton, employing another 689 people.

Privately owned, for-profit enterprises in Renton are presenting artistic content such as poetry slams, theatre, and film. Some nonprofit organizations are presenting commercial content to increase their earned income.

Innovation and entrepreneurship are creating new ways to make and show art, including through technology such as digital imagery, YouTube, online social networks, and music and film downloads.

Educational and Career Success

The Renton School District is highly regarded by educational experts. The district has one of the most diverse student bodies of any district in the state, with over 80 languages spoken by students. The district owns and operates the Renton IKEA Performing Arts Center and offers some arts programs. Like other districts around the country, art classes and activities are often the first to be cut due to funding shortfalls and pressing priorities. Individual teachers, principals, parent-teacher associations (PTAs) and parents are often on their own to find ways to include arts in the lives of students. There are great examples of such initiative. In Renton, community leaders through the Friends of Renton Schools are providing private funding to encourage extracurricular school activities including the arts.

Careers in the new economy require people who are knowledge workers with creative skills that are developed through arts education. Studies have shown that involvement in the arts helps kids increase test scores and promotes academic achievement.

Children who are involved in the arts are:

• 4 times more likely to be recognized for academic achievement

• 3 times more likely to be elected to class office within their schools

• 4 times more likely to participate in a math and science fair

• 3 times more likely to win an award for school attendance

The arts contribute directly to 21st Century skills valued by employers, including creativity, imagination, critical thinking, creative problem solving, collaborative learning, interpersonal communication, and understanding of diverse cultures.

Washington State requires an arts credit for high school graduation, and classroom-based assessments in the arts are now required. To meet these requirements, schools need to significantly increase their capacity to provide high quality arts education in dance, music, theatre and visual arts. Support is needed to conduct teacher trainings and print and distribute educational materials.

Most educational, economic, and neurological experts now agree that the first five years lay the groundwork for children's emotional, social, language, cognitive, and physical development—all

2008 Curvee Award Gala, the finale of the Renton FilmFrenzy

critical elements for school readiness and life success. This means that exposure to the arts in the first five years is important, especially as the skills needed for success in the new economy require creativity.

Lifting the Human Spirit and Improving Quality of Life

Art has a dramatic impact on helping individuals meet their social, educational, personal and professional needs. Active participation in art activities promotes physical health, enhances well-being and improves quality of life. This participation is accessible through formal education, exposure to art experiences that promote life-long learning and personal growth.

Art can foster community engagement, inspire dialogue with each other across generations, income, abilities and cultures.

> *"Art changes the way we see the world. A good piece of art - whether it's a painting hanging on a wall, or an enormous sculpture that transforms a public plaza - can excite, provoke, soothe, and inspire. Art gives our eyes and mind a chance to rest, to muse, to think. Looking at art, we reconnect with our inner spirit, a spirit that is rich in thoughts, feelings, and dreams, a spirit that can't be bankrupted, no matter what is happening in the financial markets."*
>
> *Mary Boone, The Huffington Post, "Why Art Matters"*

Art also has an impact on community through public and private spaces. Art that is incorporated in the design of buildings and spaces increases the attractiveness of the area. Places and spaces where arts and culture are integrated can encourage connections between people by creating "third-place" gathering spaces. This increase of people increases foot traffic for businesses, attracts visitors, and can impact the physical conditions - by community pressure to "take care of" the area, which could result in improved public safety. Places that encourage these interactions tend to also serve as important factors to attract talented people to a community, who in turn work in creative businesses.

"The Light that Separates," Artist: Karen Evenson, Location: Renton City Hall, 6th floor

"Fountain 1960," Artist: George Tsutakawa, Location: Maplewood Golf Course

Cultural Diversity and Understanding

"A child who has been in a play is 42 percent less likely to tolerate racist behavior."

UCLA study for Americans for the Arts

Cultural arts include the practices, representations, expressions, knowledge, and skills that communities and groups recognize as part of their cultural heritage. Cultural heritage is traditional and living at the same time. It is constantly recreated and mainly transmitted orally. Intangible and tangible cultural heritage are interdependent. Storytelling, carving and dance, are but a few examples of different forms that art may take among different cultures. Within languages there are stories, phrases, songs, legends, and rituals that reflect rich and diverse artistic knowledge.

Communities, in particular indigenous and immigrant communities, groups and, in some cases, individuals, play an important role in the production, safeguarding, maintenance and re-creation of their intangible cultural heritage, thus helping to enrich cultural diversity and human creativity. There is a need to build greater awareness of the importance of intangible cultural heritage and of its safeguarding.

A recent National Assessment of Educational Progress revealed that a large percentage of 4th, 8th and 12th graders in the nation reached only basic levels of knowledge of world geography. Renton has a diverse population base including communities of color, immigrants, various ethnic groups, and non-English speaking communities. The Renton School District reports that there are more than 80 languages spoken in the district and over 30% of the students speak a language other than English at home.

Community stakeholders could consider presenting outside the box programming in order to reach younger and more diverse audiences. To encourage participation by diverse audiences, there is a need to learn and utilize new ways of outreach, communication, marketing, and programming. There are benefits to modeling the successful experience of others involved with outreach to diverse communities. The Seattle-King County Department of Public Health is initiating a project to apply community engagement strategies learned through global health work to local immigrant and refugee communities. The National Endowment for Arts and the Americans for the Arts are also resources for effective strategies.

Renton students perform at Arts & Culture Master Plan open house, April 2010

Hip Hop Theater Festival Example

The Hip-Hop Theater Festival (HHTF)'s mission is to present and support live events created by artists who stretch, invent and combine a variety of artistic forms, including theater, dance, spoken-word and live music. One of HHTF's central goals is to help participating artists build coalitions, collaborations and networks with other artists and venues around the United States and the world. In eight years HHTF has grown into one of the most influential outlets showcasing Hip-Hop performing arts in the country, featuring dance, theater, performance and music that is devoted to Hip-Hop and Urban culture, and has become a major contributor to the cultural life of New York City, Washington, DC, Chicago, and the San Francisco Bay area. For more information, visit www.hhtf.org.

Arts activities provide opportunities to recognize the full range of diversity among Renton residents including ethnicity, disability, and sexual orientation. Projects such as the Renton FilmFrenzy, a local filmmaking competition and festival established in 2008, could capitalize on existing and potential partnerships to make art more relevant and available to diverse populations. The FilmFrenzy is already partnering with the Seattle International Film Festival and increased collaboration could help bring international films and perhaps their production teams to Renton.

Vision for a Thriving Arts Community

The volunteer Leadership Committee established by the city to guide the master planning process approved the following vision statement after reviewing public input and previously adopted vision statements.

Renton aspires to be a center for arts and culture where traditional and contemporary arts thrive and creative industries are cultivated.

How is a thriving arts community defined?

Healthy arts communities are defined and documented in terms of how arts, culture and creative expression contribute to the well-being of communities and their residents.

Americans for the Arts identifies ten characteristics of a healthy arts community:

1. The arts bring diverse people together.
2. Elected officials understand the importance of supporting the arts and do so.
3. Myriad learning opportunities exist in and out of school for adults and young people, including youth-at-risk. Fully integrate arts in school curriculum. Educators impart the understanding, appreciation and practice of the arts.
4. Active participation in culture creates individual and community meaning.
5. Responsible corporate citizens and businesses support the arts in every way.
6. The arts are infused in the natural and built environments.
7. The arts are integral to civic dialogue and community building.
8. The arts are valued as an industry because of their contribution to the new economy, which encompasses quality of life, economic development and tourism.
9. The contributions of individual artists are valued and supported.
10. The arts flourish with new and diverse leadership.

In order to define success, it is important to look for metrics. The Urban Land Institute has conducted research that has resulted in some objective measures that Renton might use to report on its status and progress.

The Urban Institute's Arts and Cultural Indicators Project began more than ten years ago to identify and document how arts, culture and creative expression contribute to the well-being of diverse communities across the nation. The project utilizes the following definition of cultural vitality to discuss not so much "why," but "how" the arts matter.

"Welcome," Artist: Doug Kyes, Location: Renton History Museum

The Urban Institute defines a healthy arts community as having "evidence of creating, disseminating, validating, and supporting arts and culture as a dimension of everyday life . . . arts and culture are also resources that come out of communities rather than merely resources that are brought to communities from the outside."

In its 2002 report, *Culture Counts in Communities: A Framework for Measurement*, the Urban Institute identified a framework measuring cultural vitality that included presence, participation, systems of support, and impacts.

Presence of opportunities for cultural participation

- Number of nonprofit, public and commercial-related organizations
- Number of retail art venues
- Number of non-arts venues with arts and cultural programming
- Number of festivals and parades
- Number of art-focused media outlets
- Number of art schools and private teachers
- Participation (amateur art making, collective art making, K-12 and after school arts education, adult participation, purchase of artistic goods, discourse about arts in the media)

Evidence of and degree of participation in cultural activity

- Percent of population participating in individual hands-on art making
- Percent of population participating in collective and community art making
- Number of arts specialists in local schools and amount of time in curriculum devoted to arts
- Number of after school arts programs
- Percent of population attending arts events, festivals, parades
- Dollar amount of purchases of artistic products, materials, tickets
- Number of forums, seminars, after-show dialogues, and newspaper discourses about arts and culture in the community
- Support by public and foundation expenditure, volunteering and personal giving to the arts
- Presence of working artists and their integration in the community

"Trees," Artist: Peg McNair, Location: Renton Senior Activity Center

Broad range of support for and integration of cultural activity

- Dollar amount of public expenditure in support of the arts
- Dollar amount of foundation expenditure in support of the arts
- Dollar amount of personal giving to the arts
- Number of volunteer hours given to the arts
- Dollar value of in-kind support given to the arts
- Number of artists and tradition bearers living in the community
- Degree of integration of arts and culture into other areas, such as parks and recreation and economic development

Renton Arts and Culture Survey Results

The plan process included an on-line survey to gauge community awareness and involvement in Renton's arts activities. A complete copy of the survey is on file with city staff; however, included here are some survey highlights. Almost 300 people participated in the survey in the timeframe of January – April 2010.

When it comes to arts and culture, would you say that the Renton area has...

Answer Options	Response Percent	Response Count
a lot of interesting things to do	7.4%	21
some interesting things to do	51.2%	145
only a few interesting things to do	35.3%	100
no interesting things to do	2.8%	8
not sure/don't know	3.2%	9
answered question		***283***
skipped question		***1***

How often do you shop at galleries or stores featuring products made by artists, including antique stores, book stores, coffees shops, restaurants?

Answer Options	Response Percent	Response Count
A lot	17.4%	46
Some	44.2%	117
Only a Little	32.1%	85
Not at all	5.7%	15
Not sure/Don't know	0.8%	2
answered question		***265***
skipped question		***19***

Below is a listing of several arts activities. Please indicate how often you have participated in any of these activities over the LAST 12 MONTHS (please type in a number between 0-999).

Answer Options	Response Average	Response Total	Response Count
A festival or fair that included crafts, art, antiques, music or ethnic traditions	23.11	5,800	251
A public reading such as poetry, lecture or storytelling	1.21	295	243
A dance performance such as ballet, tap, folk or modern dance	9.39	2,319	247
A stage play or musical	17.49	4,389	251
Art gallery or museum or other place that displays art work	16.46	4,197	255
Visited a historic park, historic museum, monument or building	22.64	5,795	256
Attended a live concert, opera or any type of musical performance	26.76	6,743	252
answered question			***259***
skipped question			***25***

Creative Economy and Economic Benefits

What is the Creative Economy?

According to Wikipedia, “Creative industries refer to a range of economic activities which are concerned with the generation or exploitation of knowledge and information. They may variously also be referred to as the cultural industries or the creative economy. The creative economy comprises advertising, architecture, art, crafts, design, fashion, film, music, performing arts, publishing, research and development, software, toys and games, TV and radio, and video games.”

The creative industries have been seen to become increasingly important to economic well-being, proponents suggesting that “human creativity is the ultimate economic resource,” and that “the industries of the twenty-first century will depend increasingly on the generation of knowledge through creativity and innovation.”

The national arts advocacy organization, Americans for the Arts, has conducted substantial research on the creative economy and has developed the following key points about these industries:

Formidable industry

The creative industries are a formidable industry in the US with 2.9 million people working for 668,267 arts-centric businesses (2.18 percent and 4.05 percent, respectively, of US employment and businesses).

Arts education

With nearly three million people working for arts businesses—arts education is a critical tool in

Dance classes contribute to creative and healthy communities

Live performance at Arts & Culture Master Plan open house, April 2010

fueling the creative industries with arts-trained workers as well as new arts consumers. Alan Greenspan, former Federal Reserve Chairman, notes, “The arts develop skills and habits of mind that are important for workers in the new economy of ideas.”

Economic development

The creative industries play a major role in building and sustaining economically vibrant communities. Arts organizations provide jobs and generate government revenue and are the cornerstone of tourism and downtown revitalization.

Export industry

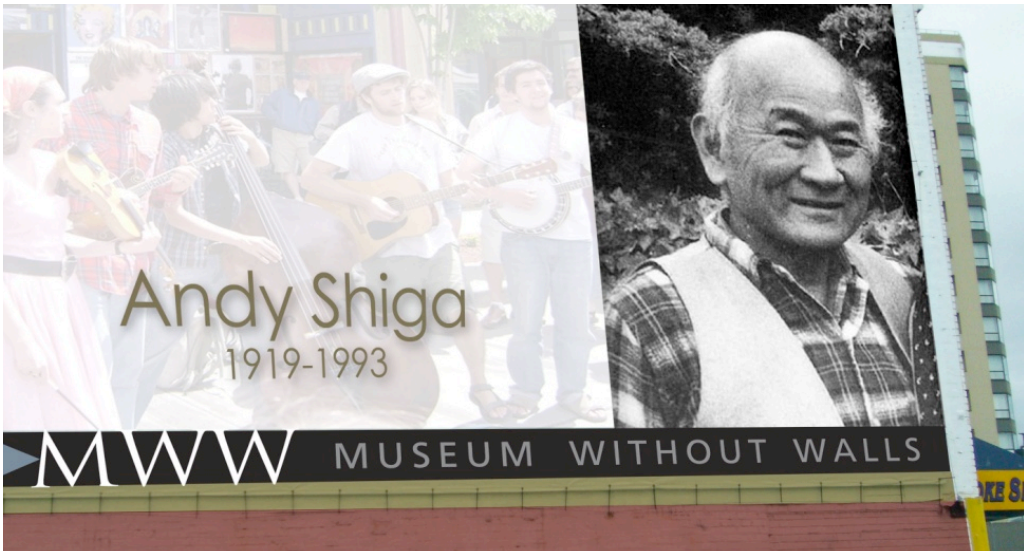
The creative industries are an important international export industry for the US, exporting an estimated at $30 billion annually.

What is a Creative Occupation?

Under the US Census, artist occupations are categorized as follows:

- Authors
- Musicians and composers
- Actors
- Producers and Directors
- Dancers and Choreographers
- Photographers
- TV, Video, and Motion Picture Camera Operators

One way to evaluate the contribution of the arts to the economy is to study specific industries and the related artistic occupations needed. By this measure, the aerospace industry puts our region in fifth place nationally with respect to employment of designers. Industrial design is of significance to the aerospace industry.



Example of advertising as public art

A national study used advertising as an example and found that 10% of the employment in that industry is artist-related.

Examples of artists engaged in the advertising field:

- Graphic designers
- Art directors
- Writer and authors
- Multi-media artists and animators
- Merchandise displayers and window trimmers
- Producers and directors
- Fine artists, painters, sculptors, and illustrators
- Commercial and industrial designers
- Interior designers
- Actors

What is the Economic Impact of the Arts and Creative Industries?

For this master plan, we included three methods of calculating the economic impact of the arts:

- Americans for the Arts Dunn & Bradstreet Report on Renton creative industries
- City of Renton business license analysis by NAIC codes
- Economic impact calculator for nonprofit arts

Method of Calculating Economic Impact of the Arts	Methodology and Caveats
Americans for the Arts Creative Industries	Relies on Dunn & Bradstreet data and undercounts because of businesses that do not report to Dunn & Bradstreet
City of Renton Business Licenses	Relies on registered businesses which may undercount the self-employed or those not reporting
Nonprofit arts economic impact calculator	Relies on national data to project spending by arts patrons which may under report spending in the Puget Sound region due to higher cost of living

Americans for the Arts: Dunn & Bradstreet Report on Renton Creative Industries

As of January 2009, Renton was home to **124 arts-related businesses that employ 689 people.**

The source of this data is based solely on businesses that have registered with Dunn & Bradstreet. The analyses indicate an under-representation of nonprofit arts organizations and individual artists. Therefore, this Creative Industries report should be considered a conservative estimate.

The categories identified by Dunn & Bradstreet included:

- Museums and collections
- Performing arts
- Music
- Theater
- Services and facilities
- Performers
- Crafts
- Visual arts
- Photography
- Services
- Film, radio and TV
- Motion pictures
- Radio
- Design and publishing
- Architecture
- Design
- Advertising
- Arts schools, services, and instruction

These arts-centric businesses play an important role in building and sustaining economic vibrancy. They employ people, spend money locally, generate government revenue, and are a cornerstone of tourism and economic development.

City of Renton business license analysis

The North American Industry Classification System (NAICS) is the standard used by federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the US business economy. Economic impact of the arts can be measured by evaluating employment numbers from businesses that are associated with creative industries. This method is similar to the approach described above with respect to business types, but the data is obtained by the reporting required of businesses to use NAIC codes.

For this analysis the planning consultant identified which NAIC codes collected by the federal government are considered to be creative industries. City staff then analyzed city business license registrations by these NAIC codes to assess the number of employees working in the creative industries in Renton. **We identified 124 creative businesses with 417 total employees.** Examples of these businesses included architects, graphic artists, clothing designers and manufacturers, writers, video producers, and interior designers.

Economic impact calculator for nonprofit arts developed by Americans for the Arts

This method of evaluating the economic impact of the arts is a model that focuses on audience size and organization budget and is traditionally used by economists. Preliminary and conservative data show that arts organizations and events in Renton have a total annual economic impact of creating **112 full time equivalent jobs, $1.9 million in household income, $153,000 to local government, $178,000 to state government.**

Recent studies have shown that this method undercounts the economic value produced by artists in an economy, primarily because many artists are self-employed. Individual artists contribute

Renton's Clam Lights

to the economy in a number of ways: they export their work, provide technical support to other industries, provide input needs from other industries, and foster innovation by suppliers.

Public and Private Sectors Blurring

Opportunities to participate in the arts are provided by a wide variety of organizations, programs, projects and services, such as nonprofit, public and commercial organizations, individual artists, and online resources. Nonprofit organizations are but one sector of arts program providers. Public participation in the arts also includes gallery strolls, online arts training, community theater, garage bands, traditional and folk-arts, and cinemas.

According to an Irvine Foundation report on California in 2007, we are experiencing a blurring of distinction between nonprofit cultural organizations and commercial arts providers. The range of arts providers normally should run the gamut from grass roots nonprofits or tribal arts centers, to large arts institutions, to for-profit entities such as book stores, arts supply stores and movie theatres, to MTV.

The increasing influence of the market in all spheres of American life is forcing nonprofit sectors traditionally shielded from the market place (e.g. academic institutions, cultural organizations, nonprofit health providers) to compete with commercial enterprises for customers, societal validation and resources.

Whereas 40 years ago the distinction between nonprofit and commercial entities in all sectors seemed to be clear, today more and more nonprofit organizations are assuming commercial strategies and vice versa.

Renton Western Wear mural

Renton's Arts Organizations and Artists

Arts Organizations and Events

The City of Renton has a proud heritage of arts and cultural programs, events, artworks, and resident artists. Understanding the strengths and weaknesses of the partners engaged in the delivery of the arts in Renton helps to target resources most effectively.

At the time of this master plan process, November 2009 – May 2010, the following nonprofit arts and culture organizations, and facilities were active in Renton:

- Allied Arts of Renton
- Arts Unlimited
- Carco Theatre
- Evergreen City Ballet
- Renton Annual Art Show
- Renton Community Center
- Renton City Concert Band
- Renton Civic Theatre
- Renton FilmFrenzy
- Renton History Museum
- Renton IKEA Performing Arts Center
- Renton Municipal Arts Commission
- IKEA Renton River Days
- Renton Youth Symphony Orchestra
- Valley Community Players

The immediate concern of most people contacted in regard to this master plan has been on survival of the existing artistic fabric of the community particularly given the economic climate in 2008-2010. Community leaders interviewed as part of the planning process stated their preference to grow existing organizations and to enhance their capacity rather than to have new organizations emerge and spread resources thinly. Organizations need stability to be free to plan for the future rather than to focus on survival. Strategies are needed to find that stability.

Sustainability is the next level of concern, especially the need to develop new audiences. Young people and diverse cultures are missing from participation in the arts at every level as audience, board members and performers, according to participants in this plan. The good intentions and commitment to new audiences is strong in Renton; the challenge is in how to make the

Renton IKEA Performing Arts Center side stage

connections with new people.

Volunteers staff most of these organizations, however, Carco Theatre, Evergreen City Ballet, Renton Civic Theatre, Renton FilmFrenzy, Renton History Museum, Renton IKEA Performing Arts Center and IKEA Renton River Days have some level of paid staff.

Support for arts organizations will build their capacity and help to grow their audience base, to increase funding, and to enhance board leadership. Arts organizations want to enhance their connection with the local community so that locals “buy-in” to the value of arts activities.

Representatives from these organizations strongly supported tactics that would leverage their resources by sharing and collaborating on outreach, a community calendar, joint marketing, and joint fundraising.

There is a need for an umbrella organization or coordinated effort to leverage resources such as grants, marketing, training, and networking. The Renton Municipal Arts Commission’s mission should be updated to include these roles. The Renton Municipal Arts Commission is best suited because they are a central entity, they have part-time City staff support, they have visibility, they are objective and they represent all artistic disciplines, artists, arts organizations, and the general public.

Individual Artists

Renton is home to a diverse community of artists. These artists include the young and seniors; amateur and professional; performing, visual, and literary, and include people of many different cultures.

The City has begun to expand and formalize its artist roster to engage local artists in local arts activities. As a result of the master plan public involvement process, a group of Renton artists created the “Renton Arts Network” on Facebook to provide an on-line community with opportunities to announce events, jobs, and to network. This resource needs to be further marketed and artists still need to be provided with information about how to get involved in local arts activities.

Strategies are needed to encourage artist housing and workspace and additional venues are

needed to provide opportunities for paying work by artists. These venues might be commercial clubs, restaurants, and coffee houses, for example. Artists participating in the master plan suggested that enhanced Downtown nightlife would increase economic vibrancy and also create work opportunities.

Renton's Diversity

Renton has a diverse population base including communities of color, immigrants, various ethnic groups, and non-English speaking communities. The Renton School District reports that there are more than 80 languages spoken in the district and over 30% of the students speak a language other than English at home.

In addition to ethnicity, diversity also includes consideration of the disabled community as well as those with different sexual orientations such as lesbian, gay, bisexual and transgender. Native American culture and history is another aspects of Renton's identity. Many facilities are already accessible for the disabled, but there are also non-capital opportunities that can be explored such as signing for the deaf or artwork by disabled artists. Each of the communities that comprise the rich cultural identity of Renton has stories to tell and the arts can give those stories life.

Renton Municipal Arts Commission (RMAC)

The mission of the Renton Municipal Arts Commission is to inspire community involvement in the arts through education, performance and public art. During the master planning process, the Renton Municipal Arts Commission emerged as the most likely forum for convening the arts community to ensure master plan recommendations are implemented.

The Commission consists of 12 volunteer members appointed by the Mayor and subject to confirmation by a majority of the members of the City Council. Its membership includes representatives from many diverse fields, with special interests in architecture, art, music, literature, education and other cultural disciplines.

In early 2009, the Renton Municipal Arts Commission held a retreat to identify priority areas for

Renton FilmFrenzy, a filmmaking competition and festival established in 2008

Show Brazil! performance at Renton Farmers Market

their future. The areas identified at the retreat dovetail with the findings and recommendations from the master plan process, reinforcing the consensus on next steps for Renton. From the retreat, the following goals were identified for the Renton Municipal Arts Commission:

- Enrich and increase participation and awareness of the cultural and artist community
- Serve as Renton's source for arts information
- Increase funding opportunities for arts and culture programs
- Advocate for arts education at all levels
- Advise the City of Renton on arts-related projects and public arts

The Renton Municipal Arts Commission provides financial support for artists and organizations to initiate, organize, and promote arts and education to benefit the citizens of Renton. Through the Arts Grant Program, the Renton Municipal Arts Commission seeks to provide small grants for innovation and the development of unique services outside the scope of its existing programming. Arts disciplines include dance, drama/theatre, music, visual arts, literary arts, media arts, and performing arts.

It is important to emphasize that the Renton Municipal Arts Commission consists of volunteers and has limitations on its capacity. Additionally, direct City funding of the Arts Grant Program (approximately $8.000 in grants to approximately 10 organizations each year) was terminated in the 2010 budget. For 2010, this funding was supplanted with 4Culture funding, however 4Culture's funding for programs such as this is at risk.The Renton Municipal Arts Commission has started to conduct research on arts funding opportunities through local and national foundations. It is strongly recommended that this work continues and the Renton Municipal Arts Commission creates a grant opportunities database that can be utilized by all community arts groups.

Capacity Building

By the measures of a thriving arts community, Renton is on the right track.

With part-time City funded staff support, it is recommended that the Renton Municipal Arts Commission serve as the entity that will convene and facilitate the formation of committee or work groups to advance

the Master Plan agenda.

A first task could be to look at the action items in the plan and to determine who would best host or lead the different activities. Community arts groups should be involved in the delegation of tasks, with the Renton Municipal Arts Commission coordinating with an eye to the execution of ideas to be coordinated, collaborative, rooted in partnerships, professional, and high quality.

The Renton Municipal Arts Commission will need to work with the implementing group and committees to track progress and to ensure that progress consistent with the plan is being made.

The Renton Municipal Arts Commission should take the opportunity of Commission vacancies to attract new members that have the following skills:

- Leadership
- Ability to convene people, to know who to convene, and to facilitate
- Ability to inspire and motivate
- Commitment to the master plan
- Knowledge of grant writing/fundraising
- Time to give to the cause
- Interpersonal skills

Yet, it is not feasible to expect volunteers to do everything. A City government role is critical to provide long-term equity and sustainability. Grant funding should be sought to support the following.

Filling seats and building audiences is a priority

Need for Funding

- Grant funds should be found to support a full-time, or at least half-time staff person to coordinate the implementation of this plan.
- The staff person would facilitate partnerships and assist in convening the community.
- Grant funds should be found to hire a professional art curator/consultant to facilitate the galvanizing project.
- Grant funds should be found to fund a business plan for performing arts center sustainability with Renton IKEA Performing Arts Center, Carco Theatre and Renton Civic Theatre.
- Grant funds should be found to assist organizations with their marketing and fundraising.

Need for Training and Technical Assistance

The following are some local organizations that can provide technical assistance for capacity building.

Artist Trust

Artist Trust offers the following professional pesources:

- Resources: Includes a searchable database of current and ongoing opportunities including grants, awards, prizes, scholarships, and residency programs; current employment listings and employment resources; current studio space & housing listings and housing/space related resources; discipline-specific resources, as well as legal resources, health resources, and emergency assistance programs.
- Artists' Assets: A Professional Resource Guide for Artists, is a comprehensive 80-page print publication of information about hundreds of organizations, agencies, guilds and service providers that offer vital resources for artists. Artists' Assets is published annually.
- The EDGE Program is a 50-hour professional development training program for artists.

Shunpike

In 2001 a group of young artists and arts administrators founded Shunpike to support a vibrant and diverse local arts community where arts groups of all sizes could thrive. Shunpike works closely in partnership with these groups to help solve problems quickly and impart vital skills in finance, organizational management, and arts administration. Since their inception, Shunpike has supported work by more than 1,000 artists working in live performance, film, literary arts, visual arts, and arts education.

Non-Profit Assistance Center

The mission of the Non-Profit Assistance Center is to empower communities by building strong nonprofits and community leaders and to shape institutions and policies to achieve social justice and equity. They provide technical assistance, training, leadership development and community-based research and evaluation.

Model programs at other state arts agencies support community development through the arts with grant and training programs.

Some key examples:

- Arts Build Communities program – Oregon Arts Commission
- Arts Link to Tourism and Economy grants – Arizona Arts Commission
- Change Leader Program – Utah Arts Commission
- The Art of Leadership Program – Montana Arts Commission
- Nebraska Arts Council Mentoring Program http://www.nebraskaartscouncil.org/content/PROGRAMS/Fellowships/content/nacdocs/pdf/MENTOR.pdf
- Wisconsin State Arts Board Arts Peers Advisors http://www.artswisconsin.org/ourservices/artspeers.cfm
- Utah Arts Council Change Leader Program
  http://arts.utah.gov/services/workshops_training/training_programs/change_leader/index.html
- Montana Arts Council The Art of Leadership program
  http://art.mt.gov/orgs/orgs_leadership.asp
- Arts Extension Service Creative Economy Training Program, Peer Advisor Training and other workshops
  http://www.umass.edu/aes/pdf/Creative%20Economy%20Training%20Brochure.pdf
- ArtsEd Washington Principals' Arts Leadership Program
  http://www.artsedwashington.org/Frame_Programs.html

"Wolves at Indian Baskets," Artist: Richard Beyer, Location: Cedar River Trail

Arts Facilities

Cultural Facilities

Renton has several cultural facilities including the Renton IKEA Performing Arts Center, Carco Theatre, Renton Civic Theatre, and the Renton History Museum. The Renton Library in Downtown is an identifiable landmark. Its future use is to be determined following the February 2010 vote to annex the Renton library system to the King County Library System. The Renton School District has also two high school auditoriums which can provide seating up to 1,000 people for community arts and culture events, including a remodeled auditorium at Lindbergh High School.

The community investment in the Renton IKEA Performing Arts Center was substantial and it resulted in construction of a new and highly regarded facility. Local residents and businesses generously contributed capital funds and their “stars” mark their donations in the theatre lobby. These donors are a resource in the community that needs to be nurtured and engaged in future arts activities.

Community Steering Committee members and leaders interviewed as part of this plan urged that the Renton IKEA Performing Arts Center be programmed as an arts center and not just a rental facility. This plan recommends an update of the business model to examine ways to operate a presenting theatre. The 2006 sustainability plan prepared for the Renton IKEA is a realistic and appropriate business plan; however, economic conditions have changed since 2006 and the assumptions included in 2006 should be updated. Also, to implement the sustainability plan, more specific tactics will need to be developed to achieve the contributed income from grants and donors.

Renton IKEA Performing Arts Center, a part of the historic Renton High School complex

Renton History Museum

Carco Theatre, Renton Civic Theatre, and the Renton History Museum are older facilities. The Renton History Museum is in fact within an historic building. A master plan was recently completed for the museum including capital project recommendations. A capital analysis is needed for Carco Theatre and Renton Civic Theatre to inventory deficiencies and to prioritize needs.

A joint operating assessment should be investigated to identify potential advantages of coordinated management of performance spaces in the areas of marketing, fundraising, programming, and maintenance.

There are also less traditional cultural sites in Renton. One that is perhaps the most popular destination is the Jimi Hendrix grave. Others include the Renton Farmers Market, the Piazza, Uptown Glassworks, the Tea Palace, the Renton Community Center and parks and recreation facilities that provide concerts and classes, and dance studios.

As Renton establishes its cultural brand, the broadest definition of cultural facilities should be used to engage the broadest public and partners.

Space for Artists to Live and Work

An emerging need identified by the Master Plan Steering Committee is the desire to find space for artist studios, galleries, classes, and artist housing.

Artists have specific space needs, for example: large spaces, open spans, tall ceiling heights, loading facilities, and wide corridors. Visual artists require generous natural light, and performing spaces require a “black box,” where outside light can be sealed off. Resilient, sprung wooden floors are optimal for dance and theatre stages.

Artists’ annual earnings are frequently well below the national median income, and are often not distributed in regular paycheck form. Rent increases for housing and for work, presenting, performing, and rehearsal spaces are often difficult for artists to absorb because of artists’ low median incomes and relative lack of capital. Therefore, community arts and cultural spaces need to be relatively cheap.

The ability of arts-related uses to generate income is different for each type of arts function, and the return, on a per-square-foot basis, is different as well. A dance instruction studio may be able to accommodate 300 patrons over the course of a single day, while a dance or performing arts theater of the same square footage might only be able to accommodate 100 audience members in the same size space (because of a single-seating, and space needs such as: backstage, dressing rooms, green rooms, and other non-revenue-generating spaces).

- Greater collaboration, cooperation, and information sharing among artists may be useful in locating space.
- An inventory of available arts spaces will provide information on the current capacity of arts spaces, by type.

Best Practices and Examples from Other Communities

It is worthwhile to examine the state of the practice in the provision of space for arts and culture in other places for ideas that may be of use to Renton. (For example, Calgary [comprehensive assessment of cultural spaces], Columbus, New York City, San Francisco, Toronto, and Louisiana).

Existing Community Development Block Grant funds could be used for technical assistance to property owners, real estate developers, artists and arts organizations.

The Renton Municipal Arts Commission could work with 4Culture on an arts space resource program, with King County as the lead agency. And Renton could look to existing well-designed

Artspace Hiawatha Lofts for artists in south Seattle

and organized online programs to inform artists and organizations of available space for performing or rehearsing:

Other cultural district models exist throughout the world. Here are several:

DUMBO (Down Under the Manhattan Bridge Overpass), Brooklyn: The DUMBO Improvement District was created in December 2005 and is entrusted with keeping the community's public spaces, addressing public safety, advocating on behalf of DUMBO to public and private stakeholders, and marketing and promoting the area to attract new visitors and businesses. The Dumbo Improvement District receives professional support and oversight from the New York City Department of Small Business Services. The Dumbo Improvement District is funded by local commercial property owners, and its budget is used to provide improvements to DUMBO above and beyond services provided by the City. The Improvement District is governed by a board of stakeholders. On December 18, 2007, the New York City Landmarks Preservation Commission voted unanimously to designate the DUMBO section of Brooklyn as the City's 90th historic district.

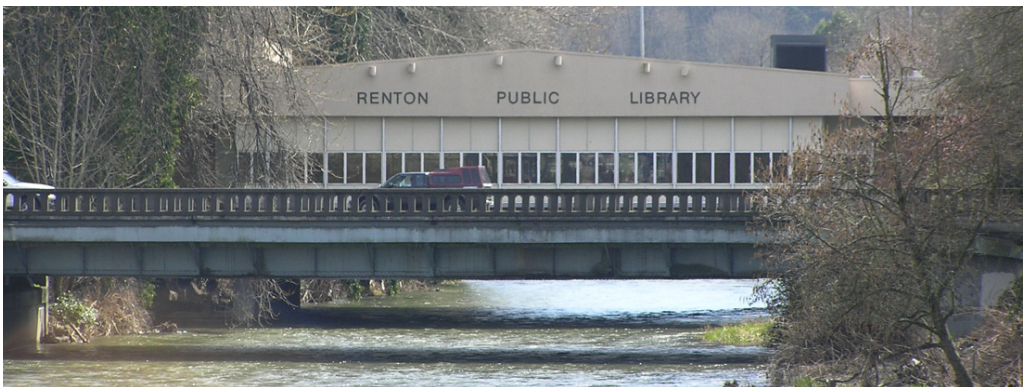
The City should support sustainable solutions, such as the inclusion of an arts and culture facility in combination with a community center, an historic preservation project involving arts and cultural space, and affordable housing projects including (or favoring) artists.

One of the most effective ways to achieve permanent affordable space for artists, arts organizations and entertainment businesses is to preserve our supply of low-cost basis older properties. (Low-cost basis means the landowner can charge a lower rent in an older property than in high-cost new construction.)

Even with incentives, there is no substitute for older space (either existing or created through adaptive reuse, such as at Youngstown). No newly created space in a development project will be a complete substitute for what is lost in the development cycle.

Historic preservation and sustainability are aligning their interests, as witnessed by the pilot program that opened in Seattle in March 2009:

An example of recently constructed green cultural space was built in 2008 in Brooklyn: http://www.galapagosartspace.com/green.html



Iconic library structure spanning Cedar River

Public Art

Collection Overview

For the master plan, public art advisor Peggy Weiss visited and assessed approximately 98% of the City of Renton's public and portable art collections.

The assessment concluded that the City has demonstrated its commitment to the presentation and interpretation of its public art assets, and the City has taken appropriate measures to make the collection accessible and meaningful to the City's residents and visitors.

Informal interviews with neighbors in various locations (skateboarders, library personnel, users of parks and natural areas) suggest that public art is a resource that is valued, appreciated and often passionately embraced by a wide range of Renton's citizens.

In addition to many fine commissioned objects, the City is fortunate to have a dedicated and knowledgeable staff with the skills and creativity to make these objects and their stories accessible to citizens. Maps and guides, informational kiosks, and the presence of public art on the City of Renton's website make relatively thorough details about art and artists readily available to anyone seeking further information.

With roughly 40 years of collecting history, the City's survey of these assets is timely, providing a baseline against which to further consider how the collection can be preserved, strengthened and better used going forward.

A close evaluation of the collection has revealed issues that should be addressed, related to conservation, funding, artist selection, site selection, and proprietary ownership of objects. It has also afforded an opportunity to discuss new and inventive ways to expand the collection in the years to come.

Collection Highlights

The City of Renton's public art collection is rich in traditional, figurative sculpture in cast metals. Popular works by Richard Beyer, Phillip Levine, Harold Balazs, Jim Demetro, Hai Ying Wu and Martha Pettigrew effectively represent this end of the artistic spectrum.

The City's collection also features several outstanding examples of works by important Northwest masters, such as Jacob Elshin, George Tsutakawa, Marvin Herard, and James H. Fitzgerald; these works are very valuable and quite irreplaceable, and should be carefully preserved and actively celebrated.

Recommendations regarding the siting and conservation of these works are included in the spreadsheet on file with the Renton Municipal Arts Commission. The collection features some pivotal works by significant Northwest artists that reflect a less traditional approach to art making. Dick Elliott's well-sited "River" creatively and humorously underscores the historical and civic importance of the Cedar River; Scott Fife's "Firemen in Action," created in 1979, is an important

"Interface," Artist: Phillip Levine, Location: Gene Coulon Memorial Beach Park

early work by an artist who has since earned considerable regional and national recognition, and should be properly protected. T. Ellen Sollod's well-incorporated water feature for the Piazza reflects an integrated approach to functional, environmental sculpture, a recommended approach that often yields pleasing results without overtly announcing "THIS IS ART."

The recently completed "Western Wear" super-graphic at Renton Western Wear in Downtown Renton, provides economical visual interest in the Downtown core, and reflects the City's interest in bringing artists and merchants together in a creative way. Collaborations such as this expand participation and engagement with art in the civic context and should be encouraged. Renton Western Wear is to be commended for making the effort to connect with the community through art.

"Home", created in 2007 by Dawn Murin, is a well-conceived and well-made functional garden planter and seating feature that seeks to reflect the ethnic and linguistic diversity of the City. Located in Heritage Park, it makes a distinctive contribution, offering an effective cultural introduction to this multi-use park. It extends the role of the artist in the community beyond discreet object-maker to that of place-maker, for greater impact.

Collection Needs

Generally, public art collections are meant to serve the interests of a diversity of viewers. Public arts collections should feature high-quality, well-conceived works of art in a wide range of styles. The best collections offer encounters that are comforting and challenging, familiar and provocative, evoking both a sense of nostalgia and the inspiration of discovery. The intent is not for everyone to love everything, but for everyone to be able to appreciate the collection for its breadth and standard, and engage with some or many of its elements along the way.

The City's strong emphasis on traditional sculptural objects can sometimes produce in the viewer the sense that the collection is historical and memorial-driven, rather than a reflection of Renton's forward progress and civic vitality. In fact, several memorials to important civic figures have begun to crop up on the Piazza. It is therefore recommended that the City attempt to balance this impression by commissioning new works that are more dynamic, contemporary and relevant in modern-day Renton. While it may seem desirable to simply fabricate a life-like historical figure

or animal, the actual energy of a public art collection derives more often from the dialogue and exchange of ideas that conceptual and/or environmental artists bring forward to the community. A successful collection makes room for and encourages both approaches.

Limited 1% for Art funds should be restricted to art projects that fully meet the objectives of the Renton Municipal Arts Commission, as opposed to supporting unenhanced amenities that might be otherwise funded.

Restoration Needs

Several pieces in the collection are in urgent need of repair. For example, “Chief Sealth,” a bronze water fountain by A. Wehn, appears not be in working order, and is compromised by dirt and corrosion. In City literature, it is referenced as “Iron Mike,” but it’s unclear why. Signage on and around the piece conflicts with published information about its origins.

The recommendation is to restore this piece, and recreate its accompanying interpretive signage.

Recognition Needs

“Waterworks Garden,” designed by leading environmental artist Lorna Jordan, is an award-winning example of art used to protect and enhance fragile ecosystems while mitigating the impacts of wastewater treatment and surface water management. This piece is frequently published, it is well known to national audiences, but it is little known in Renton, and the artist’s name rarely appears in local literature related to the project. Directional signage to the site is poor, signage at the site is in poor repair, and visitor parking is unfortunately very limited. This is definitely an

“Waterworks Garden,” Artist: Lorna Jordan, Location: King County South Wastewater Treatment Plant in Renton

under-exploited resource. The recommendation is to seek opportunities to highlight this piece.

Re-Siting Needs

The untitled water feature by Glen Hunt, located near the 200 Mill Building, offers an opportunity for re-siting. The site is poor, comprising a large asphalt parking lot, and the functional art feels somewhat abandoned during the bleak winter months.

The recommendation is that the Renton Municipal Arts Commission conduct a design competition, soliciting proposals to visually strengthen the piece and its surroundings while retaining the original structure and function of the piece. Competition entrance fees would help to underwrite improvements.

Landmarks and Icons

Many communities bring art into service as a branding element. The Troll and the sculpture of Vladimir Lenin could only be in Fremont; the "Mitt" at Safeco Field serves as a meeting point for sports fans; and Jack Mackie's "Dance Steps on Broadway" are a "must-see" for visitors and residents alike.

Community Steering Committee participants discussed as examples of icons the red-airplane that once sat atop a hotel which was visible from I-405, and the relief mural that once adorned the exterior curtain wall of Armondo's restaurant. The sculpture titled "Interface" by Phillip Levine at Coulon Park and the Piazza water-feature by T. Ellen Sollod were most often mentioned by plan participants as pieces that engage the public currently.

The recommendation is to explore iconic and galvanizing art that can engage and inspire a broad public audience.

Professional Standards

The collection represents a public trust, with an implied commitment to ongoing stewardship, and

"Coal Miners," Artist: Jacob Elshin, Location: Highlands Library

Jimi Hendrix grave site and memorial at Greenwood Memorial Park

public resources should only be directed toward the care and conservation of true assets.

What happens to artworks that come about as a result of community projects, IKEA Renton River Days, or after-school programs? Because such pieces were never intended for longevity, they are typically in poor repair. If the Renton Municipal Arts Commission wishes to retain and display such works, it is recommended that they be tracked separately from the collection, and that their life expectancy be determined and then observed. A “Community Arts” classification would allow for the timely removal of such works when their purpose has been fulfilled.

It is recommended that the City consistently encourage a high standard for its permanent collection by working primarily with professional artists and having a separate process for community art.

Ownership, Loans and Proprietary Rights

Currently, the City of Renton’s public art map includes works funded by the City’s 1% for Art fund, as well as gifts and works of art funded by other or additional sources. Inclusiveness is encouraged. Generally speaking, the public doesn’t typically care what the fund source is, as long as the work is engaging.

In revisiting the map, the City might wish to be even more inclusive, featuring works that are privately owned or sponsored, such as the Clayton Scott Renton Municipal Airport tribute; artwork commissioned by developers near The Bristol Apartments at Southport; the logging disconnect near the Renton History Museum; the Veterans Memorial, and Renton’s most visited cultural monument, the Jimi Hendrix Memorial.

Creating such linkages encourages future collaborations and frames the collection as a more varied and comprehensive resource.

During the master plan process, two private individuals indicated an active interest in, and the capacity to, lend major works of art to the City of Renton for public display. One has offered to give or lend major works by Kenneth Callahan, and the other has offered to make his personal collections, comprising major works by Northwest artists, available for temporary or permanent exhibition.

"Stiltwalker," Artist: Ray Jensen, Location: Liberty Park

It is recommended that the City further cultivate these relationships for the eventual benefit of Renton residents.

The future of the Renton libraries poses questions about the City's resources in those locations. As of the date of this report, King County Library System (KCLS) annexed the Renton Library and assumed its services. KCLS has an esteemed collection and is a fine steward of public art in its care.

The City of Renton may wish to leave its public artworks in place in the libraries in a cooperative arrangement with KCLS, or re-site its civic resources outside the libraries. Several pieces currently sited in Renton Libraries, such as the Elshin, the Fitzgerald and the Herard pieces, are large and/or structural.

Their new locations, if they are to be moved, should be carefully determined and their transition adequately provided for.

It is recommended that the City of Renton develop a comprehensive artwork relocation plan within the next two years, to determine how to:

- Better showcase significant works in the collection;
- Prepare for the incorporation of major loaned works;
- Address potential re-siting issues raised by the library's annexation to KCLS; and
- Make more prominent and accessible important pieces from the portable collection in dedicated display areas in City Hall.

Maintenance and Conservation

Works of art in a public collection represent an important investment of resources, both at the time they are created and long after the fact. They should be thoughtfully conceived, sited and executed with conservation in mind.

Public works of art also represent a lasting custodial bond with the artist, who relies on the City to maintain his or her work in good order, such that it continues to represent the artist faithfully. Artworks should be maintained on a regular schedule by professional conservators, located away

from harmful forces, and should properly acknowledge the originating artist.

It is recommended that the City draft and distribute policies related to maintenance, and also to the process of de-accessioning objects that are damaged beyond reasonable repair (when the cost of conservation exceeds the value of the piece, or when further expenditure of municipal funds cannot be justified).

The cost of maintenance should be included when setting project budgets and these costs should be supported by the arts community as a integral cost of a quality public art collection.

De-accessioning objects is a serious collection management matter, with legal ramifications. Only in extreme cases should artworks be de-accessioned for content, and the originating artist should be notified whenever the possibility of de-accessioning exists. Many cities now have effective maintenance and de-accessioning policies that can serve as a guide.

The Portable Art Collection

The Portable Art Collection is an eclectic group of works, assembled over many years in a variety of ways, using a range of fund sources. Several pieces (“Southcoast” by Michael Dailey, “Firehouse” by Louise Hoeschen,”6-14” by Rachel Illingworth), originally acquired through small purchase prizes at community fairs, have increased in value significantly.

The untitled drawing by Kenneth Callahan, originally purchased for $1,500 in 1969, is irreplaceable and is of especially high monetary and cultural value. There is a great deal of variety in the collection, and a fairly high level of interest and awareness about it among staff members.

Siting

Presently, there does not appear to be a system to differentiate among high-value objects, and other works in the collection. Their locations do not reflect their value or significance.

It is recommended that some general guidelines about where the art goes, and why, be written and kept on hand. Art program staff should be responsible for decisions related to the siting of

“Untitled,” Artist: Kenneth Callahan, Location: Renton City Hall, 7th floor

artwork, evaluating cultural value and conservation conditions when artwork is requested.

Highest visibility should be given to the most distinguished works; they should be sited in prominent public locations, and in critical contact areas, such as the offices of the Mayor, and police and fire leadership. Courtrooms often offer good places to feature artwork, and departmental lobbies, where the public seeks services, are also considered primary locations.

Conference rooms, especially those where staff meet with members of the public, should also be eligible for art. Corridors used by the public to reach staff areas can also be improved by placing artwork at key intersections to enhance wayfinding. Public corridors also offer the opportunity to group works together in a visually agreeable way. Generally, art in staff areas without public contact should be used strategically, and sited thoughtfully on a limited basis.

Framing and Installation

It is recommended that the Renton Municipal Arts Commission consider a reframing initiative. Many pieces in the portable collection appear very dated, and arcane conventions like placing an acknowledgment plaque within the frame itself diminish the artwork.

In many cases, framing materials appear to be non-archival, exposing the artwork to harmful environmental effects like ultraviolet (UV) light and moisture. Glass should be replaced with plexiglas as a matter of safety. A framing overhaul, conducted over time, will refresh and renew this collection, and restore its distinction.

Artwork should be properly and professionally installed. It should be installed only on fixed surfaces (not on cubicle dividers), and should be mounted with security hardware to prevent loss or damage.

Note: Framing that is considered part of the artwork (Illingworth, Callahan) should not be modified before consulting with the artist or his/her representative.

"For Seasoning Trees," Artist: Marcy Walsh, Location: Renton City Hall, 1st floor

2002 Renton River Days Art Contest Winner, Artist: Oceania Egan, Location: Renton City Council Conference Room

Lost and Found

There are surprisingly few artworks missing from this collection, and there is reason to be optimistic that these have been only temporarily misplaced and are tucked under someone's desk or secured in a closet. It is recommended that a call for this artwork be distributed so that it can be returned to circulation.

Purchase Prizes

The Renton Municipal Arts Commission is reviewing the benefits and drawbacks of acquiring works of art for the portable collection through the award of purchase prizes. This method has delivered some important works of art, and offers an opportunity to visibly connect meaningfully with area artists. The use of a professional juror is advised and a budget of not less than $500 is recommended.

Selection Processes, Outreach, and Artist Rosters

Arts Selection Juries

The process of selecting artists for public work should be fair and uncompromised by any appearance of conflict of interest. Jurors should represent a range of stakeholder interests, and include arts professionals and artists. Short-listed artists are typically paid to develop project proposals, further compelling an audit-proof selection process. Selection criteria should be clearly understood and observed by all panelists, and notes should be taken during the review. Artists who are not selected may wish to obtain feedback on the discussion surrounding their entries, and a general, unattributed record will further ensure transparency and fairness. Most regional arts commissions have drafted clear policies regarding the composition and duties of art selection juries. The City of Seattle's Municipal Art Plan, included as an attachment to this master plan, offers clear guidance on the roles and responsibilities of art jurors.

Artist Rosters

Outreach to artists is important. Cultivating an awareness of the local artist population offers diverse benefits, and the development of and outreach to a skilled and capable pool of artists working in all disciplines will deliver a higher quality applicant for City of Renton projects and initiatives. The Artists Registry set up on the City's website, offers a good start at connecting with artists and making them aware of project opportunities. The further development of an artist roster is a good project for a City intern. Sources for information on artists might include Artist Trust, 4Culture's Artist Registry, the Washington State Arts Commission, and the Washington State Arts Alliance.

Promotion and Education

The City of Renton would benefit from creating a more visible forum for working artists. While the electronic stations, maps and websites are effective educational tools; it is visibility, active promotion and interaction with generative artists that will keep the arts fresh and vital in the City.

It is recommended that artists, starting with those already featured in the collection, be invited to speak at Renton Municipal Arts Commission meetings, City Council meetings, and groups such as the Renton Chamber of Commerce, so their presence and participation becomes anticipated.

Hearing directly from prominent artists who have produced work in Renton, such as T. Ellen Sollod, Scott Fife, Phillip Levine, Lorna Jordan and Hai Ying Wu, will inform and inspire elected officials, City staff and members of the public more directly than any form of passive promotion. After a roster of local artists is further developed, Renton-based artists could be invited to regularly share their work and interests in a regular public forum.

Prominently featuring a piece of public art or another cultural resource on the City's website also

"We Are All in this Boat Together," Artist: Harold Balazs, Location: Renton Senior Activity Center

Examples of utility covers as public art

sends a signal that art and artists are part of the fabric of the City, and further familiarizes the community with the breadth and vitality of the collection. The recently created "City Art Walk" web-based video is a terrific new addition to the arts education effort.

Guided cellular service is another educational tool that is worthy of consideration, especially for some of the high-value objects in the collection. Artists are recorded discussing the work in their own words. This commentary is accessed via individual cell phones, courtesy of a contracted service provided by the City.

Expanding the Collection: New Models for Public Art in Renton

The City of Renton has clearly expressed an interest in building its collections, both for public benefit and as a vehicle for civic engagement, cultural tourism and economic development. The 1% for Art legislation is a valuable and progressive tool that makes possible the commissioning of individual works of portable, fixed and integrated art. Effectively capturing and managing the funds designated for art is critical to a successful and consistent program.

The traditional percent-for-art commissioning model is but one approach. Permanent works of art in public places might instead be the result of public/private partnerships, gifts, developer incentive programs, interagency collaborations, or private or corporate sponsorship. The Renton Municipal Arts Commission would be well served by an exploration of these various approaches to identify opportunities for such alternatives.

It is also useful to broaden the definition of art, and to consider disciplines beyond visual art.

- Could the City commission a musical composition for a marching band, which then becomes a new City anthem?
- Could the City incorporate artists into the planning of a new park, as well as placing an artist-made object in the park?
- Could an artist be commissioned to work within the City's Public Works department to enhance bridges, signage, roadways, and receptacles?

Potential for art at community garden

Stakeholders in community meetings prioritized an investigation of merchant signage in Downtown, and expressed interest in engaging artists in the creation of a unique and emblematic system of signage, one block at a time. The possibilities are virtually endless, and there are now many jurisdictions that are incorporating the imaginations of artists into their fundamental processes with unique and distinctive results.

Temporary Works

Temporary public art projects are another means of generating cultural interest, and are good candidates for corporate sponsorship, especially when aligned with a civic event. Many good examples exist in the Northwest, such as the Burien/Interim Art Space (B/IAS), described as "an urban canvas for temporary art and community collaboration," the Horsehead Project in Duvall, and the Vancouver Sculpture Biennale.

Renton has numerous locations where temporary installations might be sited, such as the Black River Riparian Forest, the Cedar River Trail, and Riverview Park. The Renton Community Garden offers a wonderful, topical location for a series of garden-related temporary art projects.

Destination Exhibitions

Destination exhibitions also offer the opportunity to reach new audiences and perhaps draw visitors who could shop and dine in Renton.

In addition to the ongoing rotation of artworks at Carco Theatre, the following two exhibitions are proposed for consideration:

- An exhibition to highlight and celebrate the works of Washington State Master Artist Harold Balazs.
    - The City of Renton has two major Balazs pieces, a sculpture on the Cedar River Trail and a porcelain-enamel mural at Fire Station 11. Many additional works are available from a prominent Renton collector, who has expressed interest in lending to a retrospective of the artist's work. It is recommended that the Renton History Museum be explored as a possible

venue for this exhibition. This project is highly eligible for funding from 4Culture, in the heritage category.

- An exhibition of works by Kenneth Callahan, on loan from former business owner-family is another opportunity.
    - Callahan was a frequent visitor to the Longacres Track where he sketched and painted the horses in the company of his generous patron. A curated selection of these works could be made available for public display, concurrent with the announcement of a permanent gift to the City. There is interest on the part of the owner-family in further exploring this idea. This project is eligible for funding from 4Culture, in the heritage category.

Public art collections—best practices

Best practices for creating and maintaining a public art collection include the following:

- Manage the artwork acquisition closely
- Thoroughly document the collection
- Perform regular inventories, condition assessments, and maintenance
- Conserve works
- Conduct outreach and education programs
- De-accession works

Four agencies considered as best models are: the Mayor's Office of Art And Culture for the City of Seattle, 4Culture, the Regional Arts and Culture Council (RACC) in the Portland metropolitan area, and the Broward County (FL) Cultural Division.

Best acquisition practices for art in public places programs include the following:

- Flexible funding
- Comprehensive, transparent selection process
- Professional project management
- Professional artists
- Conservation and maintenance review
- Education

"Fireman in Action," Artist: Scott Fife, Location: Fire Station #11

Priorities and Recommendations

The public involvement process for this plan included working with the Renton Municipal Arts Commission, a master plan leadership committee, a master plan community steering committee, an on-line survey, and a community open house. An overwhelming consensus emerged from the public involvement process for the vision and priority strategies. The City of Renton provided a list of goals for the Master Plan. The recommended strategies achieve those goals. The planning consultant developed tactics to implement the strategies based on expertise in cultural planning in many communities – each unique – but each community with information that can help Renton with Renton's priorities.

The Master Plan Community Steering Committee (Steering Committee) discussions winnowed a list of over 70 potential recommendations to the following priorities that reflect the community's values of partnerships, economic and educational benefits, building on existing resources, and thinking with a future orientation. Important to each priority strategy is the commitment to involve people of all ages and backgrounds.

The Steering Committee urged that the community identify champions to move Renton's vision for the arts forward, including forming partnerships among community players such as schools, colleges, the City, nonprofits, employers, and artists to develop a base for fundraising, marketing, audience development, outreach, and education.

Community leadership needs to be convened on a regular basis to implement the Master Plan, including a reporting process to ensure on-going commitment to achieving the plan recommendations. One approach discussed is a new and expanded role for the Renton Municipal Arts Commission in which the Renton Municipal Arts Commission serves as a convener of community leaders committed to implementation success. The Renton Municipal Arts Commission would facilitate and focus stakeholder champions and thus become the roundtable where networking, coordination, and accountability can occur. The current recruitment for Renton Municipal Arts Commission vacancy

How often do you shop at galleries or stores featuring products made by artists, including antique stores, book stores, coffees shops, restaurants?

might include a call for citizens interested in master plan implementation.

Financial resources will be necessary to implement this plan. An important role that must be filled is a coordinator of a grant strategy to obtain large competitive arts grants from major foundations and corporations such as Ford Foundation, Pepsi, and National Endowment for the Arts, American Express, Puget Sound Energy, Boeing, and Renton Community Foundation. The Arts Commission has begun to play this role on a more limited basis. This role could be expanded or could be done in partnership with another experienced entity such as the Renton Community Foundation.

Table 1: Master Plan Recommendations

Vision	Goals	Priority Strategies	Tactics
Renton aspires to be a center for arts and culture where traditional and contemporary arts thrive and creative industries are cultivated	Support the growth and leadership efforts of local arts organizations Support local emerging and experienced artists. Better serve and represent Renton's diverse population. Partner with local organizations and City offered programs, including the Renton School District to enhance arts education. Identify the optimal role of the Renton Municipal Arts Commission and other arts and cultural organizations	Undertake activities to build awareness among all people about all aspects of the arts and increase connections among existing groups and supporters	Post events on common calendar. Build funder awareness about benefits of the arts. Build audiences for arts and culture events with joint marketing. Develop joint fundraising campaigns. Encourage connectivity and networking through events, social media, blogs, City website. Build relationship with schools to become aware of visiting artists, special projects, youth organizations, cultural diversity initiatives. Collaborate on technical assistance workshops

Vision	Goals	Priority Strategies	Tactics
Renton aspires to be a center for arts and culture where traditional and contemporary arts thrive and creative industries are cultivated	Establish criteria and guidelines for the placement of public art in commercial and residential neighborhoods	Capture the community's imagination with a galvanizing project	Partner with private collectors to professionally curate and present art exhibitions. Expand public art collection to include new media. Showcase significant pieces in the public art collection. Take risks to experiment with art to include other cultures and values. Build on relationship with City departments to include art in the public right of way early in the planning process. Continue that relationship through construction and opening

Vision	Goals	Priority Strategies	Tactics
Renton aspires to be a center for arts and culture where traditional and contemporary arts thrive and creative industries are cultivated	Support and cultivate creative industries. Leverage partnerships and funding from the broader community with the intent of helping existing cultural organizations, individual artists, and creative businesses to survive and grow. Leverage resources to implement recommendations. Funding and implementation partnerships are necessary to accomplish the broadest community benefit.	Work with City elected leaders and staff to advocate for policies that support the arts and creative businesses – ranging from economic development, to parks, transportation and other services	Identify creative businesses and conduct outreach to connect with them about their needs and opportunities for involvement. Work with Chamber and other partners to increase awareness about the creative economy. Create presentation to provide information about creative industries for a speaker's bureau. Work with schools and employers to highlight career opportunities in the creative arts. Work with community and City to retain and attract creative businesses. Create arts district and provide incentives to cultural business hubs in Downtown and in neighborhoods to heighten visibility, sustainability, and growth of the arts economy. Make use of empty storefronts and buildings and enliven them with art. Reach out to employers and businesses to identify artist employees and to display their art.

Vision	Goals	Priority Strategies	Tactics
Renton aspires to be a center for arts and culture where traditional and contemporary arts thrive and creative industries are cultivated.	Ensure arts and cultural facilities meet the current and future needs of the community.	Develop a viable business model for retaining the live performing arts, that recognizes the reality of nonprofit revenue models and explore partnerships with other local theaters. Investigate the feasibility of creating an arts center gathering space for visual arts, classes, and studios.	Work with existing presenters and producers to identify capital needs. Work with organizations, City, presenters and producers to analyze operating costs, marketing costs, programming needs and opportunities. Explore joint operating models with Carco Theatre and Renton Civic Theatre for cost effectiveness and impact. Coordinate among cultural facility boards on capital fundraising to leverage community philanthropic resources. Support City policies that improve access to arts facilities. Incorporate art spaces and artwork in civic center development. Explore real estate opportunities and partnerships for arts spaces both temporary and longer-term.

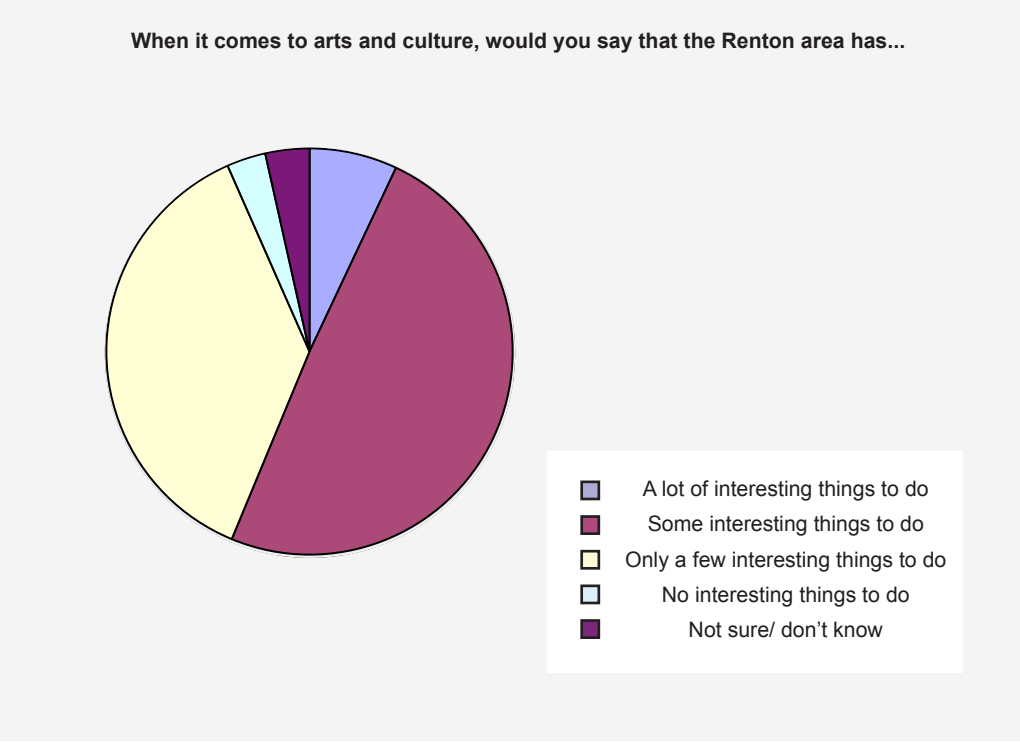
Discussion about Plan Priority Strategies and Tactics

Priority Strategy #1: Undertake activities to build awareness among all people about all aspects of the arts and increase connections among existing groups and supporters.

Participants identified the need to build new audiences, to reach underserved populations, to foster collaboration among existing organizations, to network, to jointly market and fundraise, and to build support for the arts among funders. Building awareness must include promoting economic and educational benefits of the arts to the general population, elected and business leaders, volunteers, students, youth, diverse communities, board members, media representatives, and artists. Participants strongly urged making joint marketing and information sharing a priority so that the public is aware of opportunities to attend events and to participate as volunteers. Raising awareness among artists about opportunities for paying work on art projects and events, networking, and volunteering is also needed.

Outreach should be broad-based, but specific to the needs for arts and culture. Support must be political, financial, and collaborative; therefore, it must come from a broad spectrum of the local community. Done well, outreach can mobilize the community to be advocates for arts and cultural space. Additionally, outreach can enhance the potential for broadening the local consumption and production of arts and culture, and find creative reservoirs in distinct populations, such as the elderly, the young, and local ethnic communities.

Events such as Downtown Renton Art & Antique Walk and the Renton FilmFrenzy are examples of successful awareness building activities. These could be expanded and replicated to create more engaging and educational opportunities for the community about the value of arts and culture.



Master Plan survey response, Spring 2010

HipHop Festival example from Los Angeles, CA

Implementation Tactics:

Fundraising

- Build funder awareness about benefits of the arts
    - Develop speakers bureau using presentation developed as part of this plan highlighting the vision
- Develop joint fundraising campaigns
    - Solicit assistance from experienced organizations such as Grantmakers for the Arts, 4Culture, State Arts Commission, Renton Community Foundation to craft a joint fundraising effort
    - Convene development staff and volunteers from Renton arts organizations to set fundraising priorities and goals
    - Align these goals with potential grant sources

Collaborations

- Build audiences for arts and culture events with joint marketing
- Post events on common calendar
- Encourage connectivity and networking through events, social media, blogs, City website
- Collaborate on technical assistance workshops

Expanded Partners with Schools

- Build relationship with schools to become aware of visiting artists, special projects, youth organizations, cultural diversity initiatives

Resources Needed:

The implementation of the above tactics will require the designation of a leader for each tactic. Initially the individuals may be volunteers, but ideally, grant funds should be obtained to fund a staff person to coordinate the volunteer efforts. Without support it is difficult to sustain volunteer engagement.

Lighting of Venice example of galvanizing project

Priority Strategy 2: Capture the community's imagination with a galvanizing project.

Renton's identity as an arts center can be strategically highlighted and fostered by implementing a galvanizing project that captures the community's imagination. Creative possibilities to be explored include lighting selected Renton bridges with energy efficient and artistic light or installation of perhaps large temporary work in high visibility locations. Important attributes of the selected project include ability to be seen safely from moving vehicles and ability to be funded with grants and private contributions.

Implementation Tactics:

Art Partnerships with Private Sector

- Partner with funders to produce high visibility artwork – visible from moving cars
  - Form public-private leadership team
  - Contact 4Culture for start-up funding
  - Hire public art consultant to facilitate
- Partner with private collectors to professionally curate and present art exhibitions
  - Follow-up by City leaders with private citizens who have indicated an interest in partnering with the City on art exhibitions

Art Partnerships with City Departments

- Build on relationship with City departments to include art in the public right of way early in the planning process for construction and continue that relationship through construction and opening
  - Convene City staff to identify upcoming construction opportunities

Public Art Collection Visibility

- Expand public art collection to include new media
- Showcase significant pieces in the public art collection
- Take risks to experiment with art to include other cultures and values

Resources Needed:

The galvanizing project concept is an excellent candidate for grant funding and for private-public partnership. A leader is needed for this strategy to keep the concept focused and to coordinate funding and implementation. The leadership could be an ad hoc committee but should represent a broad coalition. This committee through the auspices of an existing tax-exempt organization such as the Renton Municipal Arts Commission, Renton Community Foundation, or Allied Arts should seek immediate funding from 4Culture, Puget Sound Energy, and interested philanthropists. The funding should be used to retain a professional art curator to facilitate the project development, major fund raising from grant-makers, and highly skilled implementation.

One example to explore for model partnerships is the Times Square Alliance whose arts initiative is described below. The director of this program is a former King County Arts Commission (now 4Culture) public art manager. Glenn Weiss is a resource person who should be contacted.

Times Square Alliance Arts Initiative

Times Square in New York City is one of the world's most renowned urban destinations. Its dazzling lights and teeming crowds offer an overwhelming sense of possibility. Having helped to make Times Square clean and safe, the Times Square Alliance is now working to nurture the creativity, energy and edge that are the essence of Times Square. For that reason, we are working with a variety of arts-based curatorial groups to bring public art projects to Times Square. Art Times Square, our pilot public art program, will incorporate diverse art elements into Times Square's streetscape, thereby expressing the area's uniqueness and enriching the pedestrian experience.

Priority Strategy 3: Work with City elected leaders and staff to advocate for policies that support the arts and creative businesses – ranging from economic development, to parks, transportation and other services.

A key to creating partnerships for the arts is to make the best use of existing tools and mechanisms. City plans, capital projects, economic development strategies, parks, transportation, and social service programs all offer opportunities for collaboration. There is already a successful track record of such collaborations. More can be done now that this master plan has identified the importance

Public Art at the new Redmond, WA City Hall

of the creative economy and the importance of the diverse cultures within the community. Existing and potentially new City policies provide ways to reach underserved populations, ways to provide incentives to developers, and ways to improve access to arts facilities and public art.

Implementation Tactics:

Creative Industry Development

- Work with City elected leaders and staff to advocate for policies that support the arts and creative businesses – ranging from economic development, to parks, transportation and other services.
- Identify creative businesses and conduct outreach to connect with them about their needs and opportunities for involvement
- Work with Chamber and other partners to increase awareness about the creative economy
- Create a presentation to provide information about creative industries for a speaker's bureau
- Work with community and City to retain and attract creative businesses

Arts and Culture Districts

- Create one or more arts districts and provide incentives to cultural business hubs in Downtown and in neighborhoods to heighten visibility, sustainability, and growth of the arts economy
- Make use of empty storefronts and buildings and enliven them with art

Partnerships with Educators and Employers

- Reach out to employers and businesses to identify artist employees and to display their art
- Work with schools and employers to highlight career opportunities in the creative arts

Resources Needed:

The City and community leaders are already committed to economic development. These tactics can be implemented by adding the creative industries to City economic development materials, presentations, and policies.

Street banner celebrating the arts

"Footloose," City of Renton's Carco Theatre's Summer Teen Musical, 2009

Priority Strategy #4: Ensure the continuation of live performing arts in Renton.

Renton's theatres are tangible community resources that are natural focal points for arts activities. The facilities are resources the community wants to see used to their full potential. The Renton IKEA Performing Arts Center, Carco Theatre, Renton Civic Theatre, and other venues would benefit from an updated and perhaps a coordinated or joined operating model that could leverage resources in the areas of management, programming, marketing and fundraising.

Implementation Tactics:

Operating Models

- Develop a viable business model for the Renton IKEA Performing Arts Center, Carco Theatre, and the Renton Civic Theatre.
- Collect existing data on expenses and revenue for objective and thorough assessment. Review prior and existing documents related to the theatre operations to identify options for funding operating costs under scenarios of presenter and rental models

Joint Operations

- Work with organizations, City, presenters and producers to analyze operating costs, marketing costs, programming needs and opportunities
- Explore joint operating models with Carco Theatre, Renton Civic Theatre, and the Renton IKEA Performing Arts Center for cost effectiveness and impact

Capital Campaign Coordination

- Work with existing presenters and producers to identify capital needs
- Coordinate among cultural facility boards on capital fundraising to leverage community philanthropic resources
- Coordinate with City on upcoming capital needs

Renton History Museum, Proposed Experimental History Project

Priority Strategy 5: Investigate the feasibility of creating an arts center gathering space for visual arts, classes, and studios.

Participants noted that one of the gaps in the currently available arts facilities is a space to present visual art, to house artist studio space, and to conduct classes. One participant recalled that at the time of the Great Depression, the Works Progress Administration (WPA) provided work for artists and also provided places where citizens could participate in the creation of art. Participants discussed the fact that there are no spaces to display art, such as a public gallery, nor are there classes for community members outside of the Renton School District and Senior Center.

Implementation Tactics:

- Support City policies that improve access to arts facilities
    - The Renton History Museum Master Plan includes recommendations regarding physical improvements that would make the museum easier to access for visitors. Identifying ways to help the museum achieve this recommendation would be a step toward an immediate collaborative win.
    - Investigate reuse of existing public buildings or public programs to include arts activities for people of all ages, not just children and seniors
- Incorporate art spaces and artwork in City Center development
    - The City recently completed a Community Framework Plan for Renton's City Center area. The recommendations in this plan should be tracked and opportunities for the inclusion of art and artists in the implementation of recommendations should be identified and acted upon.
- Explore real estate opportunities and partnerships for arts spaces both temporary and longer-term
    - Work with City staff and land-owners to identify likely locations for arts spaces
    - Seek engagement by artists in this process
    - Seek advice by other communities such as Burien, Bellingham, Bellevue, who have successfully created temporary arts spaces
    - Prioritize new capital investment in arts spaces to ensure sustainability

Table 2: Five-Year Action Plan

Strategy	Tactics	When	Cost	Who

Undertake activities to build awareness among all people about all aspects of the arts and increase connections among existing groups and supporters	***Fundraising***
	• Build funder awareness about benefits of the arts
	• Develop speakers bureau using presentation developed as part of this plan
	• Develop joint fundraising campaigns
	  • Solicit assistance from experienced organizations such Grantmakers for the Arts, 4Culture, State Arts Commission, Renton Community Foundation to craft a joint fundraising effort
	  • Convene development staff and volunteers from Renton arts organizations to set fundraising priorities and goals
	  • Align these goals with potential grant sources
		Summer 2010	Low	Steering Committee
				Arts Commission

	Collaborations • Build audiences for arts and culture events with joint marketing • Post events on common calendar • Encourage connectivity and networking through events, social media, blogs, City-web-site • Collaborate on technical assistance workshops	Fall 2010 Winter 2011	Medium	Arts Organizations
	Expanded Partners with Schools • Build relationship with schools to become aware of visiting artists, special projects, youth organizations, cultural diversity initiatives	Ongoing	Low	Arts Commission

Strategy	Tactics	When	Cost	Who

Capture the community's imagination with a galvanizing project	***Art Partnerships with Private Sector***
	• Partner with funders to produce high visibility artwork – visible from moving cars
	  • Form public-private leadership team
	  • Contact 4Culture for start-up funding
	  • Hire public art consultant to facilitate
	• Partner with private collectors to professionally curate and present art exhibitions
	  • Follow-up by City leaders with private citizens who have indicated an interest in partnering with the City on art exhibitions
		Summer 2010
		
		Fall 2010
			Med
			
			Med
				Leadership Committee
				
				Arts Commision

	Art Partnerships with City Departments • Build on relationship with City Departments to include art in the public right of way early in the planning process for construction and continue that relationship through construction and opening • Convene City staff to identify upcoming construction opportunities	Winter 2011	Low	City
	Public Art Collection Visibility • Expand public art collection to include new media • Showcase significant pieces in the public art collection • Take risks to experiment with art to include other cultures and values	Ongoing	Low	Arts Commission

Strategy	Tactics	When	Cost	Who
Work with City elected leaders and staff to advocate for policies that support the arts and creative businesses – ranging from economic development, to parks, transportation and other services	***Creative Industry Development*** • Work with City elected leaders and staff to advocate for policies that support the arts and creative businesses – ranging from economic development, to parks, transportation and other services • Identify creative businesses and conduct outreach to connect with them about their needs and opportunities for involvement • Work with Chamber and other partners to increase awareness about the creative economy • Create presentation to provide information about creative industries for a speaker's bureau • Work with community and City to retain and attract creative businesses	Summer 2010 Ongoing	Med	Arts Commission Leadership Committee Steering Committee City
	Art Partnerships with City Departments • Create arts district and provide incentives to cultural business hubs in Downtown and in neighborhoods to heighten visibility, sustainability, and growth of the ats economy • Make use of empty storefronts and buildings and enliven them with art	Summer 2011	Med	Downtown business Neighborhood business Steering Committee City
	Public Art Collection Visibility • Expand public art collection to include new media • Showcase significant pieces in the public art collection • Take risks to experiment with art to include other cultures and values	Summer 2010 Fall 2012	Low	Arts Commission

Strategy	Tactics	When	Cost	Who
Ensure the continuation of live performing arts in Renton	***Operating Models*** • Develop a viable business model for live theatre in Renton, including the Renton IKEA Performing Arts Center, that recognizes the reality of nonprofit revenue models and that includes professional arts management • Identify existing documents related to the theatre operations for all theatres to accurately assess costs and revenue potential	Fall 2012	Med	Leadership Committee Arts center financial consultant
	Joint Operations • Work with organizations, City, presenters and producers to analyze operating costs, marketing costs, programming needs and opportunities • Explore joint operating models with Carco Theatre, Renton Civic Theatre, and the Renton IKEA Performing Arts Center for cost effectiveness and impact	Fall 2011	Med	Organizations City Consultant
	Capital Campaign Coordination • Work with existing presenters and producers to identify capital needs • Coordinate among cultural facility boards on capital fundraising to leverage community philanthropic resources • Coordinate with City on upcoming capital needs	Fall 2012 -14	Low	Leadership Committee Organizations City

Strategy	Tactics	When	Cost	Who
Investigate the feasibility of creating an arts center gathering space for visual arts, classes, and studios	***Support City policies that improve access to arts facilities*** • The Renton History Museum Master Plan includes recommendations regarding physical improvements that would make the museum easier to access for visitors Identifying ways to help the museum achieve this recommendation would be a step toward an immediate collaborative win • Investigate reuse of existing public buildings or public programs to include arts activities for people of all ages, not just children and seniors	Fall 2011-12	Med/ High	Leadership Committee Organizations City
	Incorporate art spaces and artwork in civic node development • The City recently completed a study regarding the City Center. The recommendations in this plan should be tracked and opportunities for the inclusion of art and artists in the center development should be identified and acted upon.	Fall 2011-14	Med/ High	Arts Commission City
	Explore real estate opportunities and partnerships for arts spaces both temporary and longer-term • Work with City staff and land owners to identify likely locations for arts spaces • Seek engagement by artists in this process • Seek advice by other communities such as Burien, Bellingham, Bellevue, who have successfully created temporary arts spaces • Prioritize new capital investment in arts spaces to ensure sustainability	Fall 2012-14	Low	Steering Committee City Business owners

Galvanizing Project Ideas

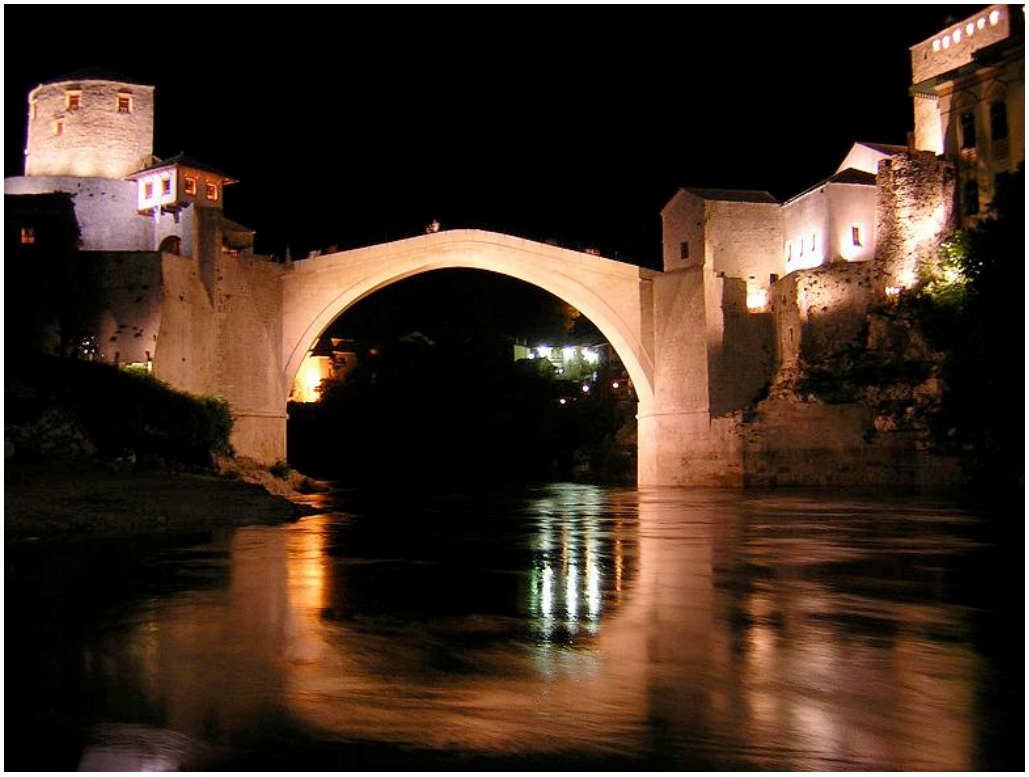
City of Bridges: Celebrating Five Downtown Bridges

Renton is well positioned to undertake some very large collaborative art projects that can potentially bring major enhancements to the City. Such projects might involve numerous stakeholders and sponsors, and offer great potential for high visibility. They could bring artists directly into the workings of the City. They would certainly contribute to Renton's growing reputation as a cultural leader.

After considering several such projects and sharing a roster of ideas with community members, one initiative in particular warrants further investigation. Renton is unique in our region as a city of bridges. These bridges span the City's major central feature, the Cedar River, but are largely unsung. By developing a project involving artist-designed lighting for the bridges, the City showcases its Downtown area while reaching toward The Landing and new development in the South Lake Washington neighborhood.

In addition to showcasing artistic vision, the City of Bridges Initiative would ideally reflect a range of contemporary themes, such as energy efficiency and sustainability, technological innovation, pedestrian and traffic safety, beautification, and recreation.

The City of Portland, Oregon, will celebrate its bridges with the PDX



Lighting on bridges from around the world

Potential funding sources are numerous and varied. (Partial List)

- BNSF
- Washington State Dept of Transportation (grants available)
- Washington Traffic Safety Commission (Grant Deadline for 2011)
- Washington State Historical Society Heritage Capital Fund (Grant Deadline May 2010)
- Washington Traffic Safety Commission (early May). Puget Sound Energy (PSE Foundation application deadlines are April 1 and Oct. 1. All capital requests for the year are considered at the Oct. 1 deadline.)
- Washington Insurance Commission
- Renton Technical College
- Seattle Seahawks
- Historic Lighting grants
- DOE grants/Recovery Program
- Energy Efficiency and Conservation Block Grant Funds
- Companies doing business in Renton: i.e. Rodarte Construction, Superior Asphalt Maintenance, Service Electric, Inc., TubeArt, Car dealers
- Artist Trust, 4Culture

Events to promote bridges:

Non-Motorized Boating (with Cascade Kayaks)

IKEA Renton River Days

Homes for Heroes

Artists, Donors, Veterans collaborate with sponsors to enhance veteran housing

Renton is soon to be home to a new facility to house veterans and their families. The Compass Veterans Center - Renton will house 58 affordable apartments for veterans and their families, an outdoor play area for children, a computer lab and common rooms for social activities, community meals and therapeutic group activities. Below, on the first floor, will be Luther's Table, a coffee shop and bakery by day and a wine bar and music venue by night. St. Matthew's Lutheran Church will run the facility, in collaboration with the Evangelical Lutheran Church in America.

The opening of this new facility provides a galvanizing opportunity to welcome veterans and to bring the arts into the opening and on-going opportunities provided.

Themes: Philanthropy, Service, Recognition, Skill-building

Potential Project Partners and Funding Sources:

- Compass
- Housing Opportunity Fund to Renton Housing Authority
- Vet Connect (http://www.meetup.com/Vet-Connect/)
- Renton Technical College
- Renton Rotary
- McLendon Hardware
- IKEA
- Northwest Washington Synod of the Evangelical Church in America

Events to promote Veterans and the Arts:

- Opening commissioned music
- Marching band performing new piece
- Workshops
- Children artwork about Veterans

"Untitled," Artist: Hai Ying Wu, Location: Fire Station #14

Sister Cities Artist Exchange & Performances

Renton has Sister City relationships with Nishiwaki, Japan, and Cuautla, Mexico. The purpose of Sister City relationships is to enhance cultural awareness and mutual appreciation, to create lasting community friendships, provide opportunities for professional exchanges, and to strengthen international relationships. Below are descriptions of these two cities from the City of Renton website.

Located in the mountainous region of southeast Jalisco, Cuautla is a small community of about 3,000 people. Fundamental to the special connection between Renton and Cuautla, are Cuautla's "Absent Sons", of which many live in or near Renton. The "Absent Sons", as they are referred to in Cuautla, are a band of greater Puget Sound Region restauranteurs who left Cuautla when they were young men, came to the United States, and opened the majority of the Mexican restaurants we patronize today: Azteca, La Fuente, La Hacienda, Las Margaritas, Mayas, Mazatlan, Tapatios, Taqueria Guaymas, and Torero's to name just a few.

Nishiwaki, Japan, is located in a valley between two hills with a river running through the center of town in Hyogo, Japan. The climates are very similar. Both cities are industrial based. Each has three high schools. Nishiwaki is located near the City of Kobe, which is one of Seattle's sister cities. West of the City of Nishiwaki lies Kent's sister city, and west of there lies Auburn's sister city. At the time of the selection of Nishiwaki as a Sister City, its population was about 40,000, which was comparable to the population of the area being served by Renton.

The Sister Cities provide many opportunities for arts and culture. Showcasing artwork from the cities, artists, theatres, music, food, are but some examples.

Themes: International Cooperation and Alliance Building, Celebrating Diversity

Potential Project Partners and Funding Sources:

- Sister City Committees
- Trade Development Alliance
- Mexican Consulate
- Japanese Consulate
- Japan Foundation
- Renton Rotary
- United States-Mexico Business Council
- US-Mexico Chamber of Commerce
- Japan-America Society of the State of Washington
- Boeing, Toyota, Starbucks, Weyerhaeuser, Port of Seattle, Hyogo Business and Cultural Center

Event Ideas:

Development of an artist exchange, and an exhibition exchange, either of works from the respective municipal collections, or new art created around a shared theme.

Partnerships and Funding Opportunities

In difficult economic times, art is often the first thing to be cut by funders, both public and private. Demonstrating efficiencies and cooperation to the community and funders may help arts organizations in their funding appeals.

Diversifying the boards of arts organizations to include business people on the boards may lay the groundwork for future partnerships.

Owners of older buildings in Downtown are important partners for a cultural focal point in Downtown Renton.

Young people should be encouraged to participate in the arts as audience members, performers, and board members. This encouragement could occur through partnerships with the Renton School District and Renton Technical College; through contests such as FilmFrenzy; through creating arts experiences at venues where young people spend time, and through innovations in programming and art media used.

By aligning the arts with city, county, state, federal policies arts funding can be leveraged. Grounding arts and culture in existing plans and programs—City of Renton Comprehensive Plan, neighborhood planning, parks planning, public works planning and existing boards and commissions—these points of entrée will gain a "seat at the table" in decision-making for arts and culture priorities. A key message for proponents of arts and culture is that these activities drive the economy of certain neighborhoods. Real estate and development professionals should be educated about the impact of the arts and culture on the community and the local economy.

Outreach should be broad-based, but specific to the needs for arts and culture. Support must be political, financial, and collaborative; therefore, it must come from a broad spectrum of the local community. Done well, outreach can mobilize the community to be advocates for arts and cultural

Example of San Antonio (Texas) Riverwalk

Renton IKEA Performing Arts Center, IKEA, corporation naming-rights

space. Additionally, outreach can enhance the potential for broadening the local consumption and production of arts and culture, and find creative reservoirs in distinct populations, such as the elderly, the young, and local ethnic communities.

Below are several examples of profit and nonprofit alliances that could be of strategic benefit to the cause of arts and culture.

Examples include:

- Community foundations
- Local corporations
- Community development corporations
- Real estate developers
- Landlords
- City departments
- Sound Transit
- 4Culture
- Washington State Arts Commission
- Artist Trust
- ArtsFund
- Puget Sound Regional Council
- National Endowment for the Arts
- Americans for the Arts
- Neighborhoods engaging in neighborhood plan updates
- Renton School District
- Renton Technical College
- Other private schools located in Renton
- Valley Medical Center
- “Non-traditional” alliances such as banks looking to dispose of property
- Local instructors

Working with the City and Council

The City is an important partner, along with the private sector, and non-profits. To build a successful partnership with the City, the following steps should be taken:

Brief Mayor and City Council on the Master Plan recommendations.

Meet informally with Council supporters/sponsors to provide information about the plan and the specific areas where City support is needed.

Host tours for Council and Mayor of art collections, example art spaces, potential project venues.

Support legislation and plans that are complementary to the arts and culture such as pedestrian improvements, economic development, to name two examples.

Demonstrate how recommendations align with City Council priorities and other City goals. Look through adopted City plans and proposed updates to plans to identify areas where there may be opportunities.

Find areas where arts and culture goals are in common with or can complement solutions to the economic crisis. Raise support for arts and culture as part of Council's economic recovery initiative, emphasizing its economic value and job creation aspects.

Some examples from other jurisdictions of ways that the City can partner with the arts without necessarily needing to make a financial contribution include:

- Rewriting development codes to encourage artist spaces
- Allowing temporary installations
- Allowing artist use of ground level retail space that is vacant
- Allowing temporary free to low cost use of vacant space
- Providing developers and builders with a list of artists and artist made building products
- Inviting artists to participate in City events as performers, music, poetry
- Establishing a poet laureate

Google Renton, Google for non-profits

Potential funders

- PSE
- Boeing
- PACCAR
- Friends of Renton's Schools
- Renton Community Foundation, Renton Technical College Foundation, US Veteran's Funding, Wallace Foundation (diversity)
- "STARS" list from Renton IKEA Performing Arts Center capital campaign

Potential resource people outside of Renton

- Steve Sneed, Seattle Center and ethnic festivals
- Randy Engstrom, Youngstown Art Center
- Ron Sherr, Crossroads Mall

Act Now

A primary goal of this master plan is to be an action plan, not a plan that sits on a shelf. At the same time, there are no currently identified funds or paid staff beyond part-time City staff support to implement the plan. Thus, the success of this plan will initially rely upon volunteers who can articulate the vision to the community and build awareness about the importance of the arts in the new economy and in Renton's future.

Initial steps volunteers can take include:

- **Speak to the community about Renton's arts and culture vision and plan**

  Volunteer to be a speaker using a presentation developed as part of this plan

  A list of potential groups to address and a copy of the presentation will be available from the Renton Municipal Arts Commission staff at City Hall.

- **Attend City Council meetings regularly**

  Attend city council meetings and request time to speak on agendas about the importance of arts and culture. Identify City projects and plans in which there is a place for the arts. Keep the City council informed about plan progress.

- **Provide letters of support for grants and projects**

  Help fundraising for the projects recommended in this plan by writing letters of support.

- **Volunteer**

  Offer your time to assist in areas that best match your skills and strengths. For example, help write grants; offer to make introductions to people with funding resources; offer your home or business for fundraising events; offer web site help.

The arts matter in Renton, but they will only thrive with your support.

City of Renton

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