# 2009

# **Redmond Arts Commission**



**Strategic Plan** 



## Redmond Arts Commission 2009 Strategic Plan Introduction

The Redmond Arts Commission has created this strategic plan to embrace a long-term and sustainable approach that provides direction on how the arts can be a full partner in connecting community in Redmond. The Arts Commission formulated a vision of Redmond as a **Community Inspired and Connected by Arts and Culture.** 

In 2008, Redmond citizens identified the desire for *a sense of community and connection* as one of their priorities. They expressed the need for places to gather, concerts and events as a reason to gather, and the arts as an important part of making the community aesthetically inviting. In response, the Arts Commission has identified a key strategy to be **Create a Place for the Arts**.

Another voice in our community spoke clearly and boldly about the importance of creativity and culture in our community. Chip Kimball, Superintendent of the Lake Washington School District articulates his vision for students and makes this statement:

Working in an international environment requires the understanding of other cultures, competition, communication, creativity, technology, logistics and global economics. Working with a diverse population, which was once an issue of human dignity, is now an issue of economic survival. Our students must be prepared to enter this global workplace.

Nurturing the Arts in Our Community, another element of the strategy, provides leadership to people of many ages who can expect that an elastic mind, one able to visualize and communicate new ideas and relationships, is necessary for enjoying the richness of the world. Through Arts and Culture, we provide a catalyst for our uncommonly innovative and spirited community to come together in conversation that is engaging, respectful, and challenging. Gathering around the artist, we come to understand the roles of creativity, courage, and challenge in making our community and ourselves more actively engaged. We acknowledge that the workforce of the future will be a creative and culturally literate workforce.

The arts also play a significant role in the economic health of our City and region. Nationally, the arts generate \$166.2 billion in total economic activity including 5.7 million full-time equivalent jobs. In Seattle, it is estimated that the arts generated \$330 million in economic activity in 2007, including 7,992 full-time equivalent jobs. The role of the arts in supporting area restaurants and shopping areas is significant. We see the arts as a vital part of Redmond's

economic growth while satisfying another priority of our residents: *a diverse and vibrant business environment*.

Even if we set aside the considerable economic and educational benefits derived from the arts, we find that the arts are still core to creating a connected community. We believe that people are driven to aesthetic experiences solely for the experience. The arts are a part of the human spirit and soul that will always be an essential part of daily life. As a community, we can value the arts for that reason alone. The arts are a core element of our community and should be encouraged, supported, and developed to build a stronger community in Redmond. As our third strategic element, we want to **Make the Arts Accessible** to everyone.

In the past, the Arts Commission has focused on the development and implementation of public programming. Since writing our prior strategic plan, we have shifted our role to guidance and policy development. We now believe our mission is to: **Be a Catalyst for Redmond's Diverse and Inventive Community.** 

In this plan, the Arts Commission has also embraced the belief that Arts and Culture should be linked. Culture, as an element of our community, has a broad and varied definition – one that can change according to individual perspective. It can be defined to include the heritage, ethnic diversity, and natural beauty that make Redmond unique. Some see arts as a celebration of culture and as a way to understand others more deeply. In this plan, we define culture as those elements that make Redmond a unique community. We embrace our community and work to create and preserve Redmond as a community with a unique identity.

The Arts Commission itself moved from the Recreation Department to Parks Administration in November 2008. We have been participating in the development of park designs, downtown plans, and studies of the Recreation Department facilities. We have developed this plan as a long range strategy that can grow with the community. Working productively with the Arts Administrator and through Parks Administration, we see our role growing to encompass how and why the arts should be included in every conversation about how to make our community stronger, our business environment more diverse, our parks more innovative, and our community more engaged in conversation.

## Redmond Arts Commission 2009 Strategic Plan Overview

### **Vision**

A Community Inspired and Connected by Arts and Culture.

## Mission

Be a Catalyst for Redmond's Diverse and Inventive Community.

## **Strategy**

- Make Arts Accessible
- Create a Place for the Arts
- Nurture the Arts in Our Community

# Redmond Arts Commission 2009 Strategic Plan

#### Make Arts Accessible

The Arts should be accessible to everyone. We will present and partner with others to present a variety of programs and accompany them with educational efforts that place the art in a cultural or historical context that helps people understand the art more fully. We will provide opportunities for arts participation in a variety of public places.

#### Present participatory, performing and visual arts events.

- Arts in the Parks
- Art Education Programs
- Art Exhibitions
- Individual Artist Programs
- o Poet Laureate Program
- o Public Art Collection
- Redmond Outdoor Sculpture Program
- Redmond Digital Arts Festival

#### Minimize the barriers to arts participation.

- o Provide educational materials and opportunities when possible
- Make admission costs affordable
- Develop marketing strategies that are inclusive
- Provide activities at a variety of Public venues
- Maintain a broad range of programs

#### **Explore new and innovative programming.**

- Consider proposals from all sources
- Be willing to showcase new work or new artists
- Continue to explore new technologies

#### **Create a Place for the Arts**

Redmond needs a place for the arts where the public can enjoy performing artists. We see this as one of the main gathering places in the City. This recommendation is supported in the Redmond Comprehensive Plan. Additionally, we recommend arts education studios, facilities and venues that can support smaller scale performing arts, and other facilities that are appropriate to creating a strong set of art programs that engage our community and serve local artists.

#### Develop a performing arts facility.

- Complete the arts facility study
- Provide input into the Parks and Planning designs and plans
- Develop an advocacy group

#### Develop arts facilities to broaden the reach of the arts.

- Incorporate small performance and arts education areas in community and neighborhood parks when appropriate
- Develop arts education facilities within existing or new buildings
- Support exhibitions and performance stages in area businesses

#### Create a cultural focal point in our downtown.

- Develop the public art program to provide iconic pieces of art
- Support the creation of a cultural corridor

#### **Nurture the Arts in our Community**

Participation in the arts enriches individual lives and provides new opportunities to learn and grow. We celebrate the arts for how they can enliven the spirit of our community and see youth as an important part of who we serve.

#### Welcome and embrace artists in Redmond.

- Support individual artists
- o Develop policies that make it more likely that artists can flourish in Redmond

#### **Encourage innovative architecture and design.**

Collaborate with the Design Review Board

#### Present programming targeted to youth and teens.

- Redmond symphony day
- Redmond Arts Commission youth advocate projects
- Redmond arts academy

#### Host community meetings for public input and to develop partnerships.

- o Business & arts summit
- Youth summit
- o Arts organization summit

#### **Support local arts organizations.**

- Organization and project grants
- Redmond Arts Awards

# Redmond Arts Commission 2009 Strategic Plan Tactics

We have identified the following tactics to guide our work and embrace an efficient and effective work plan.

- Collaborate and partner when possible
- Communicate to a wider audience
- Invest in the arts in our community
- Message to the community with a broad perspective
- Welcome feedback and input from the public
- Collaborate with other City Boards and Commissions
- Engage in advocacy and networking for the betterment of the arts in Redmond
- Maintain a good working relationship with the arts administrator, other staff, and City departments

### Adopted by the 2009 Redmond Arts Commission & Staff

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