



## MEMORANDUM

Date: September 1<sup>st</sup>, 2015  
To: Park District Oversight Committee  
From: Brian M. Judd, Warren G. Magnuson Park and Park Activation Manager  
Randy Wiger, Park Activation Recreation Program Coordinator  
Subject: Put the Arts in Park presentation

### **Abstract**

**Investment Initiative Title and Reference Number:** 3.6 – Put the Arts in Parks

**Scope:** Overview of eligibility and award criteria

**2016 Budget:** \$340,000

### **Requested Committee Action**

Approve application scoring criteria for Put the Arts in Park at the September 8<sup>th</sup> Park District Oversight Committee Meeting.

### **Investment Initiative Description and Background**

#### **Purpose of Put the Arts in Parks:**

- Provide funding opportunity for organizations providing arts/cultural activities that serve and/or are led by members of underserved communities.
- Activate parks in Seattle.
- Further strengthen a collaborative working relationship between Seattle Parks and Recreation and Office of Arts & Culture. This initiative began with feedback from the MPD citizen committee and a request for a grant source that would be available to artists and community-based organizations seeking to activate parks with the arts. This is the first time Seattle Parks and Recreation and Office of Arts & Culture have forged a formal relationship on this kind of initiative, and we expect it to be the launching pad for future collaborations. This initiative combines best practices from both city Departments: the outreach and engagement from Seattle Parks and Recreation and the grant funding infrastructure from Office of Arts & Culture.

## **Inclusive Outreach and Public Engagement Strategies or Implication**

### **Outreach and Engagement Objectives**

- Involve artists and arts organizations not typically involved in stakeholder conversations in providing feedback on implementation plan
- Inform artists and arts organizations of the initiative, encouraging those from under-represented populations to apply
- Conduct workshops to provide assistance to and a level-playing field in the application process

### **Key Stakeholders**

- Artists and arts organizations who are:
  - Under-represented in other Office of Arts & Culture grant opportunities
  - interested in engaging communities of color and other under-represented populations via arts activation in the parks
  - interested in bringing arts-related activities to under-activated parks in Seattle
- Park users
- Neighbors of listed preferred parks
- Ethnic, Cultural, and Religious groups not typically identified as artists/arts organizations, but who would be interested in conducting arts-related park activation
- City Departments and Offices that can connect us with key communities
  - Seattle Office of Immigrant and Refugee Affairs
  - Department of Neighborhoods
  - Office of Arts & Culture
  - Seattle Parks and Recreation

### **Outreach Plan**

- Convene artists and arts organizations starting in August to receive feedback on the implementation plan prior to presenting to the Park District Oversight Committee. The format has been in the form of 1:1 conversations
- Expand this engagement in 2016, to inform the implementation of the 2017 award application cycle
- Host two workshops in fall 2015 to provide support in the 2016 application process to potential applicants
- Hire staff in 2016 to conduct more outreach to under-represented artists and arts organization, to inform them about the program and encourage them to apply
- Work with City Departments listed above to cast a wide outreach and engagement net
- Translate application materials into Spanish, Mandarin, Somali, and Vietnamese. Languages chosen based on Department of Neighborhood data.

## Timeline

**There are two processes outlined:** One for Arts Activities and Events, and another for Temporary Arts Installations. This is following established processes and protocols outlined by the Office of Arts & Culture.

### Arts Activities and Events

- **September 8<sup>th</sup>:** Presentation to the Seattle Parks District Oversight Committee
- **September 10<sup>th</sup>:** Application opens
- **Late September:** Two community workshops hosted adjacent to preferred parks
- **October 30<sup>th</sup>:** Application deadline
- **December 3-4<sup>th</sup>:** Review panel
- **December 8<sup>th</sup>:** Seattle Arts Commission approval of process
- **December 11<sup>th</sup>:** Superintendent approval of funding allocation
- **December 20<sup>th</sup>:** Notifications
- **January 1<sup>st</sup>:** Start contracting
- **February – December 2016:** – Arts in the Parks!
- **Spring and summer:** Use lessons-learned to improve 2017 funding cycle.
- **August 2016:** Launch 2017 funding cycle

### Temporary Art Timeline

- **September 8<sup>th</sup>:** Presentation to the Seattle Parks District Oversight Committee
- **September 21<sup>st</sup>:** Application opens
- **Late September:** Two community workshops hosted adjacent to preferred parks
- **October 29<sup>th</sup>:** Application deadline
- **November 18<sup>th</sup>:** Review Panel
- **November 25<sup>th</sup>:** Superintendent approval of funding allocation
- **November 30<sup>th</sup>:** Notifications
- **January 1<sup>st</sup>:** Start contracting
- **February - December 2016:** Arts in the Parks!
- **Spring and summer:** Use lessons-learned to improve 2017 funding cycle.
- **August 2016:** Launch 2017 funding cycle

**Eligibility**

Neighborhood arts councils and local community-based groups serving diverse cultures are eligible to apply. Organizations and individual artists representing communities of color are encouraged to apply. Both arts activities (performing and visual arts, art festivals, etc.) and temporary art installations will be considered.

Groups may apply with a fiscal sponsor; they do not have to be 501(c)(3) nonprofit. If funded, groups will need to have a City of Seattle Business License. Art activities and temporary installations will:

- have a significant arts and culture component in themes and activities outlined
- be open to the public
- take place in a city of Seattle park between February and December 2016
- provide a showcase for under-represented artists and communities

**Funding Awards**

\$161,000 is available for the 2016 granting cycle.

**Funding Levels:** Applicants may request one of four of the funding levels outlined below. These funding allocations are typical of the Office of Arts & Culture’s best practices.

**Arts Activities and Events**

- \$1,200 - No previous track record required. This came out of using the RSJI tool kit and wanting to remove barriers for first-time applicants.
- \$2,400
- \$4,800
- \$7,200

**Temporary Art Installations**

Applicants can apply for the following levels of funding for temporary art installations.

- \$4,000

10% of award funding will be held for the Superintendent’s discretion to facilitate problem solving with trouble parks as the need arises.

Funding is in support of direct project expenses, which includes (but is not limited to):	Funding may <b>not</b> be used for:
<ul style="list-style-type: none"><li>• Artist fees</li><li>• Marketing</li><li>• Promotional fees</li><li>• Project management</li><li>• Personnel costs</li><li>• Supplies</li><li>• Equipment/space rental</li><li>• Other production-related cost.</li></ul>	<ul style="list-style-type: none"><li>• Fundraising</li><li>• Gifts</li><li>• Organizational administrative costs</li><li>• Purchase of equipment</li><li>• Food</li></ul>

## Criteria for Selection

### 1. Quality of Project (20 points)

**Excellent (19-20), Very Good (17-18), Good (14-16), Adequate (10-13), Questionable (6-9), Unacceptable (0-5)**

- Clear, well-conceived, authentic relationship to neighborhood or other community of interest.
- Significant arts and culture component.
- Promotes arts participation and community relations.

### 2. Community Impact (20 points)

**Excellent (19-20), Very Good (17-18), Good (14-16), Adequate (10-13), Questionable (6-9), Unacceptable (0-5)**

- Project plan describes meaningful effort to create community participation.
- Clear community partnerships and support.
- Reaches diverse audience.
- Demonstrates significant impact for community served. (Cultural, Economic, Educational...etc.)
- Evidence that this event is an ongoing fixture of the community.

### 3. Feasibility and Organizational Capacity (10 points)

**Excellent (10), Very Good (9), Good (7-8), Adequate (5-6), Questionable (3-4), Unacceptable (0-2)**

- Includes a realistic, reasonable and relevant project budget.
- Demonstrates organizational fiscal stability and accountability.
- Evidence of experience in implementing this or similar event.

### 4. Location

- 3 points added to average score for selecting one of the preferred parks listed below.

## Review of Applications

An independent peer panel of artists, community, and Seattle Parks and Recreation representatives will review and evaluate applications according to the program criteria and recommend funding. **Funding notification will be made by the end of December.**

## List of Preferred Parks

The following was identified as a list of preferred parks by using the following data sources:

- Using the RSJI Took Kit
- Funding allocation data from ARTS and 4 Culture, looking for geographic gaps in arts funding
- Department of Neighborhood demographics data
- Current rates of Parks permits issued
- Scholarship allocation and free/reduced lunch data
- Anecdotal input from SPD
- Input from Crew Chiefs on which parks could benefit from this program
- Review of available amenities that can support activities and art installations
- Conversations with artists serving underrepresented communities to gain more feedback.

Priority will be given to those applicants that choose to activate one of these parks. We anticipate this list will change with each year of the funding source. Downtown Parks are not included, as they have separate designated funding targeted for activation.

**Preferred Parks List**

<b>Central</b>	<b>Cal Anderson Park</b> <b>Dr. Blanche Lavizzo Park</b> <b>First Hill Park</b> <b>Judkins Park</b> <b>Flo Ware Park</b> <b>Powell Barnett Park</b> <b>Denny Park</b>
<b>North</b>	<b>Ballard Commons Park</b> <b>Lake City Mini-Park</b> <b>Mineral Springs</b> <b>Salmon Bay</b> <b>University Playfield</b>
<b>Southeast</b>	<b>Hutchinson Park</b> <b>John C. Little Park</b> <b>Othello Park</b> <b>Pritchard Beach</b>
<b>Southwest</b>	<b>Delridge Park</b> <b>Duwamish Waterway Park</b> <b>Roxhill Park</b>

**Performance Measure and Reporting Requirements**

ARTS will provide PARKS with an annual report on the program that includes the following performance measures:

- Demographics of awardees
- Level of participation in community activities
- Descriptions of activities receiving awards
- Number of activities and projects funded
- Evaluation data from grant awardees and members of the public participating in funded programs, as available.

**Attachments/References**

Map of preferred parks