



CITY OF KIRKLAND

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MEMORANDUM

To: Kurt Triplett, City Manager
From: Ellen Miller-Wolfe, Economic Development Manager
Date: July 1, 2011
Subject: **Kirkland Cultural Council: Options for Future Operation**

Recommendation

City Council reviews potential options for the future of the Cultural Council and provides staff direction on which option to implement.

Background

The City Council met on March 1, 2011, to act on the Cultural Council's request to place a line item in the budget accounting for \$8,000 it received from 4 Culture and money it had raised. At the time, the Council asked that staff return for further discussion about the future of the Cultural Council given no available City funding in the current budget.

The Kirkland Cultural Council was founded in 2003 when a group of citizens raised money to purchase the Ballentine sculpture collection for the City of Kirkland. Its mission, delineated in Council Resolution R-4353, was to advise the City Council on public art, particularly donated public art pieces, and to promote strategic planning and development for arts, culture and heritage in the community. At the time of the Cultural Council's creation, the City Council recognized that decisions regarding public art acquisitions can be sensitive, and acknowledged the benefit (and buffering) that a citizen board could provide. The resolution also anticipated that the Cultural Council would eventually become a 501c3.

In the intervening years, the Cultural Council has taken on additional roles, most notably in 2007, oversight of the 1% for art program. The program requires that capital projects over \$500,000 provide a percentage for public art. And, in recognition of its expertise and outreach in public art, the Cultural Council has been invited, (most recently in the cases of the Bank of America settlement and Parkplace), to participate in art selections for private development interests.

Through seed funding for major arts and cultural events such as the Artists Studio Tour, Kirkland Uncorked and the Seattle International Film Festival (SIFF), oversight of a feasibility study for the Cannery, and development of a Strategic Plan for the Arts, the Cultural Council has taken on many projects that support local arts, culture and

heritage, and, by extension, supported the local economy during difficult economic times. (See Cultural Council Accomplishments attachment).

Recent Activity

In 2010, the Cultural Council established CACHET, a collaboration of arts, culture and heritage organizations in Kirkland, and under the auspices of CACHET, sponsored the first arts competition for best individual artist and organization. Also, in 2010, the Cultural Council launched downtown 'artilization', an effort to restore an art presence in downtown Kirkland and to sustain existing galleries and other downtown businesses. The Cultural Council's hard work has resulted in the revival of monthly art walks and spurred the proliferation of lively pop-up galleries, temporarily filling vacant retail spaces. The 2011 work plan calls for the continuation of many of these previous efforts along with an artist live/work initiative and continued fundraising efforts.

Funding Challenges

In the current economic climate, the City has had to cut back or curtail funding for many community activities. In the case of the Cultural Council, the City Council determined that there would be no 2011-12 dollars budgeted beyond the support provided by the Economic Development Manager as one part of that position's overall job description. Instead, the Cultural Council has relied upon a small grant from King County's 4Culture in the amount of \$8,000 that enables City Manager's Office (CMO) staff member Julie Huffman to spend 5 hours a week on Cultural Council work between March and September. These 4Culture funds are not expected to increase. Moreover, 4Culture has suggested that it may require a City match in the future.

Despite limited funding, the Cultural Council continues to take on significant projects, all of which require staff support and/or staff oversight. It is not uncommon for a Cultural Council project to require guidance from the City Attorney's Office, Finance, IT and Parks Departments and coordination by the City Manager's Office. This also is the case with the fundraising efforts the Cultural Council has undertaken to support its work. The Cultural Council anticipates that fundraising will generate approximately \$5,500.

These impacts on City resources that are not budgeted for are the main reason for bringing the status of the Cultural Council to the City Council's attention. In addition, the resolution that created the Cultural Council intended that it eventually become a 501c3, and that expectation has been reiterated by more recent City Councils. Staff is requesting that the City Council reflect on the Cultural Council's continuing status and provide direction as to what operational model the Cultural Council might adopt in the future.

Options for the Future

What follows are several possible options that have been generated to begin the discussion with the assumption that additional options might also be developed and evaluated:

Option #1 , Status Quo – The Cultural Council would operate as it has for the past year. Staffing would be provided on a limited basis for monthly meetings and for public art review. Other subcommittees would meet independent of staff, and check in only when the City imprimatur is required.

Comment – This option is not sustainable as staffing is inadequate to service the needs of the Cultural Council, especially making sure that projects comply with City requirements. A sustainable option would require additional funding. It is estimated that approximately \$25,000 is needed to fund a quarter time position to staff the Cultural Council to the level needed to match projected activities.

The Cultural Council has discussed streamlining its operation based on its strong desire to remain a City commission. Items discussed include fewer meetings (every other month), winnowing the work plan to address only highest priorities and partnering with other organizations to implement projects.

Option #2, Provide City Funding – The City Council revisits the budget decision and chooses to provide up to \$25,000 to the Cultural Council, either through Council contingency funds or some other source.

Option #3, Modified Cultural Council – In this option, the City retains a few Cultural Council duties and others are either terminated or adopted by other groups. An example is retention of the public art function by providing for a curatorial board to be summoned on an as-needed basis to make recommendations to the City Council regarding loans and permanent acquisitions to the City collection and to curate one percent for art projects. Other desired functions could either migrate to a 501c3 or an existing organization.

Comment – The Cultural Council has expertise in curating public art. However, those instances where that expertise is needed are limited; thus the idea of calling a curatorial board together on an as-needed basis. Other functions of the Cultural Council also may merit continuation. However, given scarcity of resources, migrating them to either another existing organization or a new 501c3 may be the most workable solution.

Option #3, Focus on Cultural Tourism – This model would incorporate cultural tourism as a line item in the Tourism Development Committee (aka Lodging Tax Advisory Board) annual budget. The funding is limited to the marketing and promotion of tourism activities.

Comment - Currently individual arts and cultural events such as the Artist Studio Tour and Kirkland Uncorked are funded through this mechanism. In the future, a specified amount could be set aside for arts-related events and programs each year. This option would require support by the Tourism Development Committee. If programs are to be staffed by the City, a decision to fund additional staffing for cultural tourism out of the LTAC budget also would need to be made. Currently there is .6 FTE devoted to the Tourism program.

Option #4a, 501c3 – This option would eliminate the Cultural Council as a City function and require that the Cultural Council become completely independent of the City.

Comment: While this option has been discussed since the Council's creation, it is not the Cultural Council's desired outcome at this time. The Cultural Council believes that its legitimacy is in part related to its connection to the City. Also, some concern has been raised by other arts organizations that the competition for dollars will put the Cultural Council at odds with local arts groups when their intent was to be supportive of local arts agencies. Often local arts agencies, even as non-profits, are funded with government dollars. A city-wide community fund also has been suggested that could incorporate an arts component.

Option #4b, 501c3 with transition and partnership - In an alternative scenario, over a period of time the City would assist the Cultural Council in establishing a 501 c3. A modest amount of funding (between \$5000 and \$10,000 dollars) could be provided through Council contingency or some other source to allow the Cultural Council to transition over the next six to twelve months to a 501c3. As with other outside agencies (such as the KDA and KPC) that are doing the work of the City, the City could contract for services such the public art program that the City does not have the resources to provide. This could provide a strong relationship and some funding from the City, but also allow the Cultural Council to raise money and make staffing decisions unconstrained by legal requirements that bind government entities.

Conclusion: The City of Kirkland is known for arts, culture and heritage. Two signature institutions, the Kirkland Arts Center and Kirkland Performance cater to residents as well as to visitors. Galleries are key to the attractiveness of downtown. Programs including Studio East and the International Ballet School are critical to making sure there are both performance artists and knowledgeable audiences going into the future. Although the Cultural Council is not a direct provider of these services, it symbolizes for many the City's commitment to the arts. Although the City budget for the Cultural Council has diminished, there continues to be a commitment to help the Council find a new way of operating in the new economy that we all must confront.

Kirkland Cultural Council Achievements 2002-2010

2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
<p>City Council passes resolution 4353 creating Kirkland Cultural Council</p>	<p>Created Mission Statement & Action Plan.</p>	<p>Christine Bourdette sculpture design approved.</p>	<p>Recycled art exhibits at City Hall and Library held.</p>	<p>Brought "There Goes the Neighborhood" performance art to streets of downtown Kirkland.</p>	<p>Purchased Charlotte Renata Simpson work entitled "Bath House."</p>	<p>Produced Art in Public Places DVD to illustrate integrated art to developers.</p>	<p>Seeded art and tourist draws: 1st annual Seattle International Film Festival in Kirkland, Summer Concert Series, and the Kirkland Artist Studio</p>	<p>Created Artilization Committee to encourage a vibrant City through better utilization of empty spaces for the arts. Partnered with Chamber & Parkplace.</p>	
<p>Cultural Council founding members selected & appointed.</p>	<p>Developed Strategic Plan.</p>	<p>Coordinated Biennial Art Exhibit visit from Vancouver BC.</p>	<p>Collaborated with DOT to select Vicky Scuri as artist for soundwall installation along I-405 corridor.</p>	<p>Selected planning artist, Pam Beyette, for redevelopment of Totem Lake.</p>	<p>Assisted the Norkirk Neighborhood to utilize their city grant funding to purchase Matador sculpture by Micajah Bienvenu.</p>	<p>Collaborated with Sound Transit to select Christine Bourdette as artist for Totem Lake Freeway Station.</p>	<p>Collaborated with 4Culture to present Cabiri street performance at Kirkland Uncorked festival, and Lelavision at the Tree Lighting Festival.</p>	<p>Artilization committee: -created a guide to opening a pop up gallery, with sample legal documents -supported 2 pop up galleries and KAC store - selected artists for Heathman Hotel's monthly Vintimate series featuring food, art and wine - partnered with Merrill Gardens to provide art shows and classes.</p>	
	<p>Facilitated public neighborhood discussions regarding the arts.</p>	<p>Organized Landscape painting exhibit "Terrific Terrains" at City Hall.</p>	<p>Developed Kirkland downtown public art walking tour</p>	<p>Organized public Open House to kick off Kirkland Cannery project.</p>	<p>City Council approved "Percent for Art" program and set aside \$50k to fund public art. KCC utilized \$35k to initiate a strategic plan for the arts.</p>	<p>Seeded art and tourist events: Kirkland Artist Studio Tour (KAST), Summer Concert Series, and Kirkland Uncorked.</p>	<p>Initiated the Kirkland Collaboration of Arts, Culture Heritage, Theatre (CACHET) to increase coordination between local arts organizations.</p>		
	<p>Public Art Policy adopted by City Council.</p>	<p>Coordinated community meetings with KAC, KPC, Parks, Kirkland Neighborhoods to gather feedback on structure of the KCC.</p>	<p>Consulted private attorney to evaluate 501(c)3 status.</p>	<p>Facilitated pre-design study for Kirkland Cannery project.</p>	<p>Vicky Scuri soundwall installation along I-405 corridor completed.</p>	<p>Initiated the 20/20 Vision for the Arts and Culture strategic planning process: hired outside consultant; held community forum.</p>	<p>Selected artist for the first "1% for the arts" piece, in collaboration with the Kirkland Heritage Society, as well as Phase 1 of the redevelopment of Juanita Beach Park.</p>	<p>Awarded an NEA grant through the stimulus package to fund staffing.</p>	
	<p>Initiated "Artists in Action" series at Kirkland Wednesday Market with \$1500 grant from 4Culture.</p>		<p>Spearheaded the campaign to raise \$250,000 to purchase the bronze public art sculptures that were on loan, securing the exhibit for the City.</p>	<p>Brought site specific art performance "urban beach walk" to downtown Kirkland.</p>	<p>Installed "Gyro 2" donated sculpture at Fire Station 21.</p>	<p>Assisted the Houghton neighborhood in selecting and purchasing John Hoge sculpture for Carillon Woods Park.</p>	<p>Requested by a settlement agreement to assist Bank of America in selection of artist and art design for plaza in private development.</p>	<p>Seeded the Seattle International Film Festival in Kirkland, as well as KAC for the seventh annual Kirkland Artist Studio Tour.</p>	
	<p>Organized Recycled Art Exhibit at City Hall.</p>			<p>Initiated "Art in Private Development" program to encourage developers to integrate art into their projects.</p>	<p>Seeded the 1st annual Kirkland Uncorked art and wine event, as well as the Summer Concert Series.</p>	<p>Provided technical assistance to Merrill Gardens with selecting an artist and art piece through Art in Private Development program.</p>	<p>Organized the first CACHET networking and educational forum.</p>	<p>Organized CACHET training and networking events: -use of Social Media for arts organizations -making media connections</p>	
	<p>Researched 501c3 status option.</p>						<p>Explored creation of a foundation to fund arts, culture and heritage in Kirkland.</p>	<p>Collaborated with tourism interests to create CreativeKirkland.com, a tourist website showcasing local artists & businesses.</p>	
							<p>Finalized the Vision 20/20 Strategic Arts Plan, and presented recommendations to City Council.</p>	<p>Explored options for artist live/work spaces (affordable housing).</p>	