

2018 = 9

UPTOWN  
ARTS &  
CULTURE  
COALITION  
ANNUAL  
REPORT



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# STAKEHOLDER ORGANIZATIONS

Academy of Interactive Entertainment (AIE)

A/NT Gallery

Art-In-A-Box

ArtsED Washington

ArtsFund

Bill & Melinda Gates Foundation Discovery Center

Book-It Repertory Theatre

Canlis Glass

Chihuly Garden and Glass

Cornish College of the Arts

G. Gibson Gallery

Intiman Theater

KCTS 9

KEXP

MarQueen Hotel's Tin Lizzie

Lounge

McCaw Hall

MoPOP

Music4Life

Northwest Folklife

On the Boards

One Degree Events

One Reel

Pacific Northwest Ballet

Pacific Science Center

PATH with Art

Pottery Northwest

Queen Anne Historical Society

Seattle Center

Seattle Children's Museum

Seattle Children's Theater

Seattle Opera

Seattle Printmakers Center

Seattle Repertory Theatre

Seattle Shakespeare Company

Seattle Storm (WBCOS)

SIFF Film Center

SIFF Cinema Uptown

Prima Vera Arts Center

Space Needle

St. Paul's Episcopal Church

Teen Tix

Ten Mercer

The Vera Project

Theatre Puget Sound





# UACC MISSION STATEMENT

The Uptown Arts & Culture Coalition is Seattle’s member-led non-profit organization for advancing the arts in Uptown. We strengthen and support an important network of people—cultural organizations, arts professionals, policymakers, civic leaders, developers, and neighborhood residents—all working to increase the participation in and evolution of arts and culture in the Uptown neighborhood and across Seattle.

While we serve more than forty-five arts and cultural organizations, we also serve every Uptown resident, Seattleite, arts patron, and tourist by working diligently to bring the arts to all people through advocacy, relationship building and research.

## OUR VALUES

- The arts are essential to human and community vitality
- All people have a right to access to the arts
- Cross-cultural and interdisciplinary collaboration have the power to ignite creativity and create community

# from the executive committee

Dear Friends,

The past 18 months have been an exciting period of progress and growth for Uptown Arts & Culture Coalition. While the inaugural year focused on establishing the organization and its priorities, our work in the last year and a half has emphasized UACC's mission to advance the arts in Uptown.

## High points include:

- ▣ Completing the branding and identity project expanding UACC's network, and advocacy work on behalf of the Uptown Arts District.
- ▣ Initiating a joint Uptown Arts District marketing relationship with Seattle Center.
- ▣ UACC co-sponsored a District 7 Seattle City Council Candidates' Town Hall this July with Uptown Alliance.

- ▣ Meeting with the other three City-designated arts districts to find ways to collectively advocate for the arts.
- ▣ Collaboration with the Office of Housing and community engagement regarding the K Site.
- ▣ Finalizing and adoption of our Bylaws.

## Looking ahead, UACC will:

- ▣ Continue to further cement relationships with our partners.
- ▣ Expand into the community to find new opportunities to advance the arts.
- ▣ Engage the entire Uptown community and businesses to bring art into the neighborhood through murals, co-branding opportunities and events.

We recognize that the work ahead requires hard work and a strong commitment to arts and culture. But, it's also exciting work worth doing, and we invite you to join us.

Please visit [uacc.art](http://uacc.art) to learn more about our efforts and how to get involved.



Alana S. Knaster



Sarah Everett



# 2018-2019 accomplishments



cultural  
district  
branding



advocacy &  
activism



community  
events



# CULTURAL DISTRICT BRANDING

In Spring 2019, UACC, the Arts District and Uptown Alliance adopted a logo to serve as a visual marker within the community with help from our friends at Cornish College of the Arts and participation from the community and stakeholders. In the coming year, expect to see a website where arts organizations, Uptown business and art enthusiasts can purchase branded items like tote bags, enamel pins and window decals to proudly display their affinity for Uptown.

The process entailed:




- 8 community feedback sessions
- 12 Proposals from Cornish College of the Arts design students narrowed down to 3
- Selected logo and identity package by Cornish College of the Arts student Seattle Sims!
- Three logo & brand concepts designed by Seattle Sims
- Final Design for the Uptown Arts District selected by feedback from thousands of community members contributed via online surveys and adopted by UACC and Uptown Alliance





# CULTURAL DISTRICT JOINT MARKETING

UACC and Pacific Public Affairs is in partnership with Seattle Center on the goal of attracting more visitors to the Uptown Arts District and surrounding neighborhoods called the “Attract & Access Brand Marketing Campaign.” With funding provided by Oak View Group and matched by the City of Seattle / Seattle Center this project will focus on the 2019-2021 timeframe to maintain the business health of the neighborhood during the Arena renovation.

-  Themes of Access and Attract to message concerns around the “Seattle Squeeze” and construction impacts.
-  Goal in engage visitors of all ages and provide an outreach platform to connect to community.
-  Highlight brand visibility

**Seattle Center**  April 23 · 🌐

The Uptown neighborhood is located “up” from Downtown Seattle, at its very north end. Once known as Lower Queen Anne, the area now asserts its own identity. When the City of Seattle designated the area Uptown Arts & Cultural District in 2017, it became the third such neighborhood in Seattle.


Uptown is loosely defined geographically as the area between Ward St and Denny Way to the north and south and Elliott Ave W and Aurora Ave to the west and east. Seattle Center resides in this neighborhood. Uptown offers plenty of great eating and drinking, a thriving residential community, lots of interesting places to explore along its many streets and avenues – and of course, all the outstanding entertainment, attractions and amenities of Seattle Center.

[Uptown Seattle](#)  
[Seattle Uptown Alliance](#)



**3,345** People Reached      **223** Engagements      [Boost Post](#)

    Regan Erskine and 29 others      5 Comments 8 Shares


**Seattle Center**  July 9 · 🌐

Did You Know...?


In 2017, Uptown became Seattle’s third official Arts & Cultural District, a special City designation that seeks to safeguard those organizations and individuals who give these unique neighborhoods their verve, so that they may remain healthy and vibrant for future generations. The creation of the Arts & Cultural Districts program came from the Cultural Overlay District Advisory Committee’s June 2009 report, and it was codified in Seattle City Council Resolution 31555 in 2014.

Seattle Center is part of the Uptown District, which since the 1962 Seattle World’s Fair, has housed a rich concentration of diverse arts and cultural spaces and activities that draw audiences and performers locally, nationally and internationally. The not-for-profit Uptown Arts & Culture Coalition nurtures and advocate for this District as it makes the case for arts and culture as a cornerstone of healthy, inspired, and equitable communities – a bridge between cultures, a creator of empathy and a venue for dialogue, respectful criticism, healing and hope.

This Tuesday, July 9, Uptown Arts & Culture Coalition will join the Seattle Uptown Alliance, KEXP and Crosscut to present the Uptown Arts District Candidates Town Hall, to introduce individuals vying for the District 7 (Downtown and Uptown) Seattle City Council seat. Join them, 6:30pm-8:30pm at KEXP (472 1st Ave N) to learn firsthand where the candidates stand on the issues that matter to you.



**1,982** People Reached      **45** Engagements      [Boost Post](#)

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**YOUR NEIGHBORHOOD ARTS DISTRICT.**

**UPTOWN ARTS DISTRICT**

**seattle center**  
Paid for by Seattle Center

HOME TO:  
SEATTLE INTERNATIONAL FILM FESTIVAL  
KEXP  
THE VERA PROJECT



## ADVOCACY & ACTIVISM

Much of our work is dependent on strong partnerships, and UACC continues to develop relationships with organizations, artists and community leaders.



UACC in partnership with UA met with city leaders, including department directors, District 7's own Sally Bagshaw and the city's at-large councilmembers to raise awareness of the Arts District and find ways to support Uptown arts and culture.



UACC championed the Arts District through negotiations on the Community Benefits Agreement of the New Arena.



Ensuring the Plymouth Housing dedicated space in support of the arts at the K-site Development



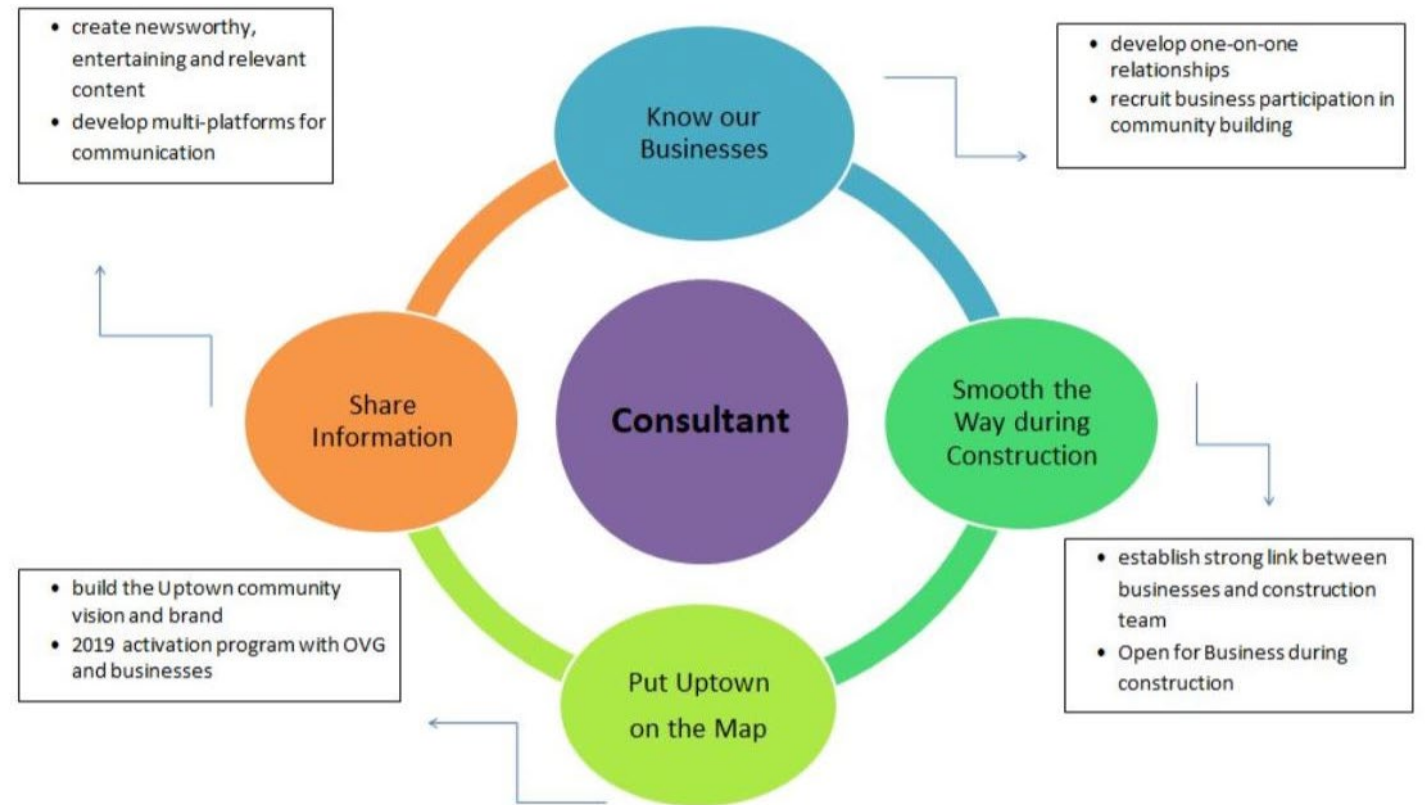
UACC will continue to represent arts and cultural interests in Uptown on issues like transportation, housing affordability, equity and inclusion.



## COMMUNITY BENEFITS

UACC became a strong voice in the negotiation of the Community Benefits package between the City of Seattle and Oak View Group as part of the redevelopment Key Arena. With our community partner Uptown Alliance (UA), we secured \$75,000 for (3) three years to help develop shared goals and objectives between UACC and UA that will benefit the arts & culture organizations and businesses broadly in Uptown during the construction of the Arena as well as bring potential long-term benefits for capacity building to both organizations.

In August 2018, UACC and UA signed a Letter of Agreement to work together on shared goals and by September an RFP for consultant services was issued. We received 10 qualified responses – a testimony to the excitement of working in the Uptown arts and culture community! Before the year end, the contract was awarded to Pacific Public Affairs (PPA), led by Sung Yang, because of their unique combination of advocacy expertise and communication skills as well as deep ties to Uptown’s arts and culture and overall neighborhood. We are very excited about this opportunity and especially for the funding made available by OVG to make this a reality.



# COMMUNITY BENEFITS

UACC members played an active, collaborative role in negotiating a Community Benefits Agreement to address short and long-term impacts to the communities that are adjacent to Seattle Center resulting from the construction and operation of a new arena.

**Construction impacts.** The provisions of the agreement have been incorporated into the Development Agreement between the City of Seattle and developer, OVG. Our initial focus has been to address and minimize construction impacts to the arts and culture organizations that we represent as well as to Uptown businesses who serve patrons and tourists. UACC participates on several standing committees that were created to proactively respond to community concerns and promote future solutions with respect to access and the vitality of the Arts District.

**Activation and collaboration.** More importantly, however, UACC was instrumental in securing provisions that would address activation during the construction timeframe and promote a long-term collaboration between OVG and our members especially with respect to the music and non-sports related programs at the Arena. The Board believes that partnerships with respect to promoting young artists, educational opportunities for youth in the “entertainment” business, and joint promotion between OVG and our local businesses is critical to our future as an Arts District.

**Capacity grant.** UACC shares funding from OVG with the Uptown Alliance (\$75K/yr.) to further develop the capacity of our organizations in representing and promoting the Uptown community. In 2018, we retained the services of Pacific Public Affairs to work with our Boards on expanding community outreach, strengthening our role in key planning and Arena-related initiatives and enhancing our communications capabilities.

**Arena future grants.** OVG has committed \$10 million over a 20- year period to support arts, music and youth activities. UACC will be one of the members of a committee that oversees the dispersal of these grant funds. In addition, OVG agreed to pay an arts fee to provide on-site arts as well as arts activation at the new arena. UACC is designated in the Development Agreement to work with the Office of Arts and Culture on the use of these funds. We will be seeking opportunities to promote members, bring patrons to the Arts District and create a distinctive, unique arts culture that promotes our community and artists.





# COMMUNITY EVENTS

UACC co-sponsored a District 7 Seattle City Council Candidates' Town Hall this July with Uptown Alliance (UA), KEXP and Crosscut to engage both voters and Uptown's future councilmember.



## EVENT SUMMARY

Attendees: 140

Candidates: 9 of 10 candidates participated in the event. Naveed Jamila canceled.



## Topics Covered

Brief introduction and why you're running for the D7 seat

Transportation

Support of the arts and the Uptown Arts District

Affordability, housing and displacement

Homelessness

The vision/future of Seattle Center



## Facebook Videos

1/3 Welcomes: 1 share, 87 views, 4 likes

2/3 Main Portion: 9 shares, 529 views, 9 likes

3/3 Final Portion: 183 views, 4 likes

Total: 799 views, 18 hours viewed







## Commitment to racial equity and social justice

The UACC believes that cross-cultural and interdisciplinary collaboration have the power to ignite creativity and create community.

Our goal is to ensure that our artists and workers who are employed in the community are able to access affordable workspace and living quarters.







# UACC BOARD

## 2018 Executive Committee

President.....Cyrus Despres, *KEXP*

Vice President.....Pinky Estell, *Cornish College of the Arts*

Secretary.....Alana Knaster, formerly of *The Bill and Melinda Gates Foundation*

Treasurer.....Tara Wefers, *Pottery Northwest*

## 2019 Executive Committee

President.....Cyrus Despres, *KEXP*

Vice President.....Pinky Estell, *Cornish College of the Arts*

Secretary.....Alana Knaster, formerly of *The Bill and Melinda Gates Foundation*

Treasurer.....Sara Everett, *Barrientos RYAN*

## Board Members

Michael Chandler, *Northwest Folklife*; Jackie Ernst, *SIFF*; Sara Everett, *Barrientos RYAN*; Rev. Sara Fischer, *St. Paul's Episcopal Church*; Debi Frausto, *Uptown Alliance*; Julia Levitt, *Seattle Center*; Tom Mara, *KEXP*; Pamala Mijatov, *On the Boards*; Juanita Unger, *Community Member*; Tara Wefers, *Pottery Northwest*



# financial summary

Uptown Arts & Culture Coalition is fiscally sponsored by Shunpike. Shunpike is the 501(c)(3) non-profit agency that provides independent arts groups in Washington State with the services, resources, and opportunities they need to forge their own paths to sustainable success.

## Fiscal sponsorship

UACC is fiscally sponsored by Shunpike. The agreement makes it possible for the UACC to accept tax-deductible donations and provides administrative support for processing payments on behalf of the UACC. We are grateful for the ongoing support.

## City funding

In 2018 the UACC received a little over \$18k as a government grant from the Office of Arts and Culture as part of the official Seattle Arts & Cultural Districts program. These funds were subsequently invested towards the UACC's primary project for 2018 – creating a cohesive community identity for Uptown through an extensive, collaborative identity and branding process described in this annual report..

## Fundraising and Budgeting in 2018

Other than fiscal sponsorship fees and some minor administration fees, the Uptown community identity and branding project made up the extent of UACC's expenditures for 2018..

In December 2018, we learned that the funding for the Arts and Cultural Districts program was converting in 2019 from a one-time \$50k investment per district to a permanent, ongoing \$10k per year per district by the Office of Arts and Culture. The UACC encumbered \$20k of that initial \$50k in 2018 but not the entirety of it. We are grateful for the ongoing support of the OAC.

The UACC will continue to raise additional project funds through individual donors, grant applications, and corporate sponsorships.

Please consider supporting UACC'S efforts on behalf of Uptown's arts and cultural community with a donation online through [shunpike.org](http://shunpike.org) or the [UACC Facebook page](#).

**To learn more** about supporting UACC, please contact treasurer Sara Everett at [info@uacc.art](mailto:info@uacc.art).



# vision 2020

## **Our Work:**

- Integrate the arts across the geography of Uptown from Seattle Center to the Heart of Uptown and beyond
- Develop and measure our creative economy
- Advocate for arts in our community
- Build awareness and visibility of the new Uptown Arts and Cultural District

## **In 2020, the UACC has three priorities:**

### **Identity & Brand**

Expand the Uptown identity into recognizable icons become points of connection and perception for those who live, visit or create in Uptown.

### **Relationship Building**

The UACC will engage arts and cultural organizations, residents and businesses throughout the Uptown community, such that the UACC becomes known as a vital resource for arts advocacy and networking. As part of these efforts, the UACC continues to advocate for affordable housing for cultural workers in Uptown, and to lead an impact study of Uptown's creative economy.

### **Infrastructure**

The UACC continues to evolve its digital infrastructure to facilitate collaboration and visibility.



# THANK YOU

The UACC gives special thanks to those individuals and organizations who provided mission-critical support in our second year of operations.

Councilmember Sally Bagshaw

Chihuly Garden and Glass

Cornish College of the Arts

Crosscut

KEXP

Oak View Group

Pacific Public Affairs

Vivian Phillips

Matthew Richter

Seattle Office of Arts and Culture

Seattle Sims

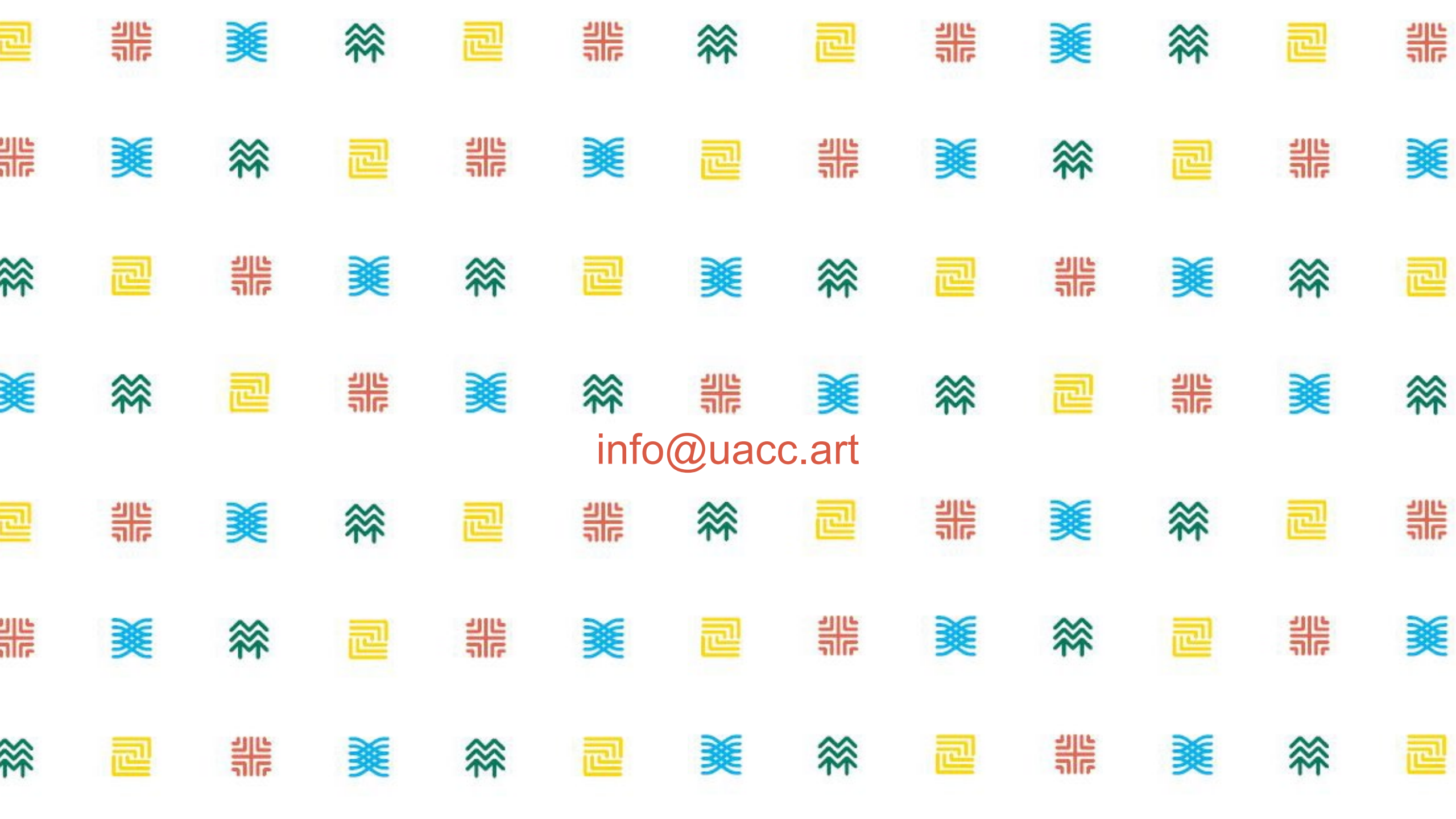
St. Paul's Episcopal Church

Gabriel Stromberg

Uptown Alliance







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