



LAKEWOOD CITY COUNCIL STUDY SESSION AGENDA

Monday, December 11, 2023

7:00 P.M.

City of Lakewood
Council Chambers
6000 Main Street SW
Lakewood, WA 98499

Residents can virtually attend City Council meetings by watching them live on the city's YouTube channel:

<https://www.youtube.com/user/cityoflakewoodwa>

Those who do not have access to YouTube can call in to listen by telephone via Zoom: Dial +1(253) 215-8782 and enter meeting ID: 868 7263 2373

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CALL TO ORDER

ITEMS FOR DISCUSSION:

- (3) 1. Municipal Court Update. – (Memorandum)
- (19) 2. Review of Public Art Policy. – (Memorandum)
- (26) 3. Review of Reader Board sign proposed locations. – (Memorandum)
- (37) 4. Review of research on Establishing a Lakewood Creative District. – (Memorandum)

ITEMS TENTATIVELY SCHEDULED FOR THE DECEMBER 13, 2023 CITY COUNCIL SPECIAL MEETING:

- 1. City Council and State Legislative Delegation Meeting to review 2024 State Legislative Agenda.

ITEMS TENTATIVELY SCHEDULED FOR THE DECEMBER 14, 2023 CITY COUNCIL SPECIAL MEETING:

- 1. City Council and Pierce County Councilmember Hitchen Meeting to review 2024 Pierce County Legislative Agenda.

Persons requesting special accommodations or language interpreters should contact the City Clerk, 253-983-7705, as soon as possible in advance of the Council meeting so that an attempt to provide the special accommodations can be made.

<http://www.cityoflakewood.us>

REPORTS BY THE CITY MANAGER

CITY COUNCIL COMMENTS

ADJOURNMENT

Persons requesting special accommodations or language interpreters should contact the City Clerk, 253-983-7705, as soon as possible in advance of the Council meeting so that an attempt to provide the special accommodations can be made.

LAKEWOOD MUNICIPAL COURT PRESENTATION TO CITY COUNCIL 12/11/23

Introduction

Good Evening to the Citizens of Lakewood, Steilacoom and DuPont, City Council, Mayor Whalen, Deputy Mayor Moss and City Manager John Caufield. My name is Judge Lisa Mansfield and it is my honor and privilege to preside as Judge in Lakewood Municipal Court.

Tonight, I would like to thank you for the opportunity to present an update on how Lakewood Municipal Court continues to be responsive to the ever changing needs of our diverse community,

In addition to briefly reviewing our traditional court functions in both the criminal and civil contexts, I will give a brief update on court tech developments. Then I will discuss new court programming which targets domestic violence. I then will provide a general overview of Therapeutic Courts with a focus on Lakewood's Therapeutic Courts: Veterans Treatment Court and our newly formed Community Court which support public safety in Lakewood. Finally, I will conclude with aspects of my own professional engagement and team acknowledgements.

I. Traditional Criminal and Civil Court Functions

Lakewood Municipal Court is a court of Limited Jurisdiction which provides both criminal and civil proceedings for our citizens. On the criminal side, we handle misdemeanors and gross misdemeanors. Misdemeanors such as DWLS 3 are punishable by a maximum of 90 days in jail and \$1000 fine. Gross misdemeanors such as DUI and 4th degree domestic violence assault are punishable for up to 364 days in jail and a \$5,000 fine.

Proceedings for criminal matters include arraignments, multiple pretrials, motions, pleas, trials, sentencing and multiple reviews. Most court hearings are held in person, but we do offer remote hearings under certain circumstances. We have a regular in-custody calendar which handles hearings from litigants housed in both Nisqually Jail and Pierce County Jail. Defendants housed in Pierce County are transported from the jail and those from Nisqually are seen remotely over the Zoom video platform.

In addition to jail, Lakewood Municipal Court offers less restrictive alternatives for sanctions. Work Crew is an alternative that allows those that qualify to perform supervised service in the community such as trash removal and other maintenance.

Electronic Home Monitoring allows for service of all or some portion of pre trial or sentenced time at home. Court participants are monitored electronically and are confined to their homes except when following an approved schedule such as treatment, school or work.

If the court is requiring a defendant to have alcohol monitoring, our probation department is trained to administer transdermal alcohol detection and breath alcohol detection devices.

On the civil side, our court handles an Animal and Property calendar which addresses Lakewood Municipal Code violations with respect to property and animals. While there are wide range of Code Violations that we adjudicate, we typically see cases such as animals at large or unleashed pets and property maintenance violations on this calendar.

The court also conducts civil traffic violations including proceedings with or without live officer testimony, as well as traffic violations that are caught on camera and may be reviewed via video. The traffic calendar includes hearings such as red light and school zone violations, and speeding and insurance violations. Recently, the City of DuPont has instituted school zone and red light video violations calendars.

II. Tech Updates

Lakewood Municipal Court now has DMS, our new document management system. This access has allowed for increased speed of processing court documents and processing public records requests. This helps the court stay abreast of GR 31.1 which are the compliance requirements regarding public access to our documents.

Jaymark updated our audio system this year and the court has new video monitors as well as new microphones. The system still has some glitches but we are hoping that will soon work out.

III. New Court Programming Targeting Domestic Violence: DVMRT

Regarding Public Safety, Lakewood Municipal Court is deeply concerned with the prevalence of Domestic Violence affecting our community. We clearly understand that prevention and intervention is crucial to making a difference in this arena. This year we have instituted a new program addressing DV Domestic Violence Moral Reconciliation Treatment or DVMRT. Domestic Violence Moral Reconciliation Therapy is a type of cognitive behavioral therapy that if successful, decreases the likelihood future domestic violence incidents.

BACKGROUND OF THE PROGRAM

*1986 it was introduced in a prison setting.

*Early 1990s it was widely implemented in drug courts and juvenile programs.

*2008 it was designated as an Evidence-Based Program by Substance Abuse Mental Health Services.

*Present: Used in 50 states and 9 countries. Studies show that recidivism is reduced.

HOW DOES IT WORK?

DVMRT uses a Cognitive Behavioral Model to target thinking errors and challenges Anti Social Attitudes and beliefs.

LOCAL STATISTICS

While our program is just beginning and has not been in operation long enough to present stats, we can look to another local jurisdiction to understand more about the success rate of DVMRT.

The published Tukwila WA DVMRT stats from 2015-2018 are that 225 enrolled, 5 transferred, 62 (28%) dropped out or were terminated, and 158 graduated.

The percentage of recidivism or return to crime for graduates was 9% while the recidivism rate of unsuccessful participants was 23%.

We are confident that DVMRT will make a positive impact in reducing repeat incidents of domestic violence in Lakewood. So far, the feedback from participants has been favorable. We are aware that traditional domestic violence treatment programs continue to be available, but many participants in our community have a very difficult time affording the fees.

Consequently, many struggle to complete or fail to complete vitally important domestic violence programming because of the cost barrier. While not attempting to replace traditional dv programs, DVMRT will provide an effective lower cost alternative. If we see a decrease in domestic violence recidivism, that will be very beneficial to families, children, and the Lakewood community as a whole.

III. Overview of Therapeutic or Treatment Court Programs Model

Therapeutic courts are an alternative to the traditional trial track. This court model grants defendants the opportunity to obtain treatment and services to address underlying issues that may have contributed to the conduct that led to arrest. Therapeutic courts directly address the needs of people struggling with substance use disorder, mental health issues and poverty. They typically offer intensive mental health or substance use disorder treatment in combination with continual monitoring by the court team.

Hallmarks of Treatment courts include a team approach with greater collaboration between the defense and prosecution, high levels of communication among team members, greater attention to service delivery and awareness and respect for cultural differences. Consistent awards for accomplishments and sanctions for infractions and cognitive behavioral counseling to address criminal thinking patterns are also indicative of the therapeutic court model. In a typical Therapeutic court setting, if a participant is successful in completing their conditions, their charge is either dismissed or amended down. But if they are unsuccessful their case will move to the sentencing phase as they will have knowingly stipulated to the sufficiency of the police report when they entered the program.

Therapeutic Courts have existed in courts of limited jurisdiction for many years and have consistently demonstrated positive impacts on participants' lives. There are over 70 therapeutic courts in Washington Courts of limited jurisdiction including behavioral health, substance use disorder, veterans, community, DUI, domestic violence and Youth courts.

Lakewood Municipal Court is home to two treatment courts, Veterans Treatment Court and Community Court.

IV. Veterans Treatment Court

With proximity to Joint Base Lewis McChord, Lakewood is a military community. Lakewood Municipal Court proudly hosts a therapeutic court called Veterans Treatment Court. Started in 2016 with a grant from the BJA (Bureau of Justice Administration), Veterans Treatment Court uses a hands-on team approach to engage criminal justice involved Veterans in our community.

Each litigant is given individual attention by the team. Prior to every court date, Court Compliance Officer Lomeli sends a progress report summary, then each participant's case is staffed. This means that before the actual court hearing, the court team discusses and gives attention to how that individual's needs might best be met through services with consideration to their particular strengths and challenges. The core court team is comprised of the judge, defense counsel and prosecution, probation, court administration, and a VA rep.

Under this court model, the whole court team holds individual participants accountable for their actions and we also celebrate participant success as a team. Participants report feeling engaged and supported in Veteran's Treatment Court. The Vet Court team emphasizes service delivery as well. If a participant is struggling with addiction, housing insecurity, job loss, grief or other issues, we link that individual with the services they need.

The Vet Court team does not function as an island. A large part of our success comes directly from the strength of our partnerships and community connections. Through our VA representative Staci Virtu, we are able to access court participants' VA benefits which goes a long way in assisting with social stability. Pierce County Alliance provides support in the form of UA provision and Lakewood Police provide ongoing aid and support.

We also partner with Pierce County Veterans Assistance. Larry Turk from that agency staffs a mobile unit that sets up in the Municipal Court Parking Lot. This unit provides emergency relief and connections to services and resources and is accessible not only to veterans who are experiencing the effects of poverty, but to all local citizens.

Hope for Heroes is a partner which provides equine therapy to support Vets suffering the effects of PTSD. The Lakewood Police Department regularly provides food and drinks for our community forums that happen after Vet Court Hearings. And the group Quilts of Valor provide exquisite handmade quilts to each vet who graduates Vet Court. It is a highlight of this judge to see a successful Vet Court graduate wrapped in the lovingly made and well deserved quilt of Valor.

Our Court team is honored to receive the continuing support of our community partners and we look forward to nurturing these relationships and building new ones.

It's important to remember that Veteran's Treatment Court is an evidence based treatment court model and as such, our team is regularly trained on industry best practices. Last year the team participated in ALL RISE, the National Association of Drug Court Professionals conference in Houston Texas. This year, our court funding was extended and we will be traveling to Anaheim California for the 2024 ALL RISE conference.

As far as the success of this treatment model goes, Lakewood has a Veteran's Court Program to be extremely proud of. To date, the number of Vet Court graduates in Lakewood Municipal Court's Veterans Treatment Court to re-enter the justice system is 0. And zero percent recidivism supports Public Safety and is a win for participants, the court team, and the City of Lakewood as a whole.

This high accountability court which surrounds our Veterans the the support they need to reintegrate fully into the larger community is a boon to Lakewood Public Safety. It is important for city leaders to note that BJA funding is not perpetually guaranteed and while our grant was extended through next year, we do not at this time have any assurance that it will be extended beyond that.

V. Community Court

At my Court update last year, I informed the Council that the court would be evaluating a Community court model. On August 10, of this year, the court informed the city manager that Lakewood Municipal Court applied for and was awarded a reimbursable Administrative Office of the Courts allocation of \$187K for the funding of a community court. Our court team worked hard on presenting that grant to AOC and we would not have received that allocation without the support of both the City Manager and the City Council. Thank you.

Our Court is in complete alignment with the City Council Goals and Strategic Plan Objectives regarding Public Safety. We share a concern with the Council about a revolving door of crime and people coming in and out of the criminal justice system. We are looking to build out the success that we are experiencing with Veterans Court to more individuals in our community with Community Court.

What we are finding is that a hands-on, service oriented approach with both support and accountability provided by the court team is a winning combination. As we do in Vet Court, we want to target what are known in the justice community as HIGH RISK/HIGH NEEDS individuals. According to NADCP (National Association of Drug Court Professionals) “High risk and high need court participants typically are suffering from a severe substance use or mental health disorder or have other social needs such as chronic homelessness or lack of job skills. In addition, they have serious risk factors for poor outcomes in standard treatment or community supervision programs such as extensive criminal histories, delinquent peer affiliations, or antisocial tendencies.

Although these individuals have complex rehabilitation needs, the magnitude of the threat they pose to public safety may be minimal to moderate. For example, some persons with serious substance use disorders or severe and persistent mental illness are arrested repeatedly for drug-related or misdemeanor offenses, have poor compliance in treatment, and have low success rates on standard probation. These folks may be well suited for placement in therapeutic court”

We have seen the Therapeutic Court model work in Vet Court and we are optimistic about it's efficacy in the newly forming Community Court. But we can't be successful alone which is why our Partnerships with local service providers is essential.

Our Community Partners include but are not limited to:

United Way,
Ideal Options
Greater Lakes
Tacoma Pro Bono

Multi Care
LASA (Living Access Support Alliance)
Clover Park Tech
DSHS

The court interacts with our partners regularly and with intention. On Community Court Days, our partners are invited to come to staff tables and greet participants as they come out of court. As a result of this “one stop shop” approach, participants can link with necessary service providers and get needs met thereby cutting down on time, transportation and associated cost. Our court also tries to meet immediate need by providing food items and other necessities for participants suffering from food insecurity and the effects of homelessness.

But what may be the most important thing that participants get in community court is a sense of dignity. Participants feel seen and heard. They are treated with respect. They are given the gifts of time and attention. Through their journey through the court an amazing thing happens. They learn to practice self respect and when that happens, safety outcomes for them and outcomes for Lakewood improve.

VI. Judicial Engagement

As a judge, I believe it is important to both be active in the community and to continue the process of growth and learning. I remain active on the DMCJA Therapeutic Courts Committee, and Nominations Committee. I continue to contribute to our state legal journal Bar News, In addition to annual state Judicial Conferences, I attended a national conference this year regarding Race and the Court System called NCREF, the ALL rise conference in Houston. This year I presented on a panel to the WSBA Criminal Law Section on recent case law developments regarding jury selection and bias, and I continue to co-chair and support UWT Legal Pathways which supports non traditional students finding a pathway to law or law related careers.

I regularly seek speaking engagements in Lakewood such as the Lakewood Police Citizens Academy, Clover Park Rotary and the Kiwanis Club.

Recently, I was honored to be invited by Washington Supreme Court Justice Debra Stephens to join a select national cohort of judges and justice leaders, the Washington State Jurisdiction Team in the Data Science & Artificial Intelligence Initiative or DSAI. This project has 2 goals: 1. Certification of resource judges and court leaders to aid their colleagues and courts regarding the rapidly expanding evidence and issues presented by big data and several forms of artificial intelligence 2. The development of adjudication tools and training resources to assist the work of the courts in criminal, civil and equitable cases.

Conclusion.

This concludes my 2023 overview of Lakewood Municipal court including a review of traditional and therapeutic court models, tech updates, our new DV program DVMRT and our Veterans and newly formed Community Court. At this time, I'd like to extend thanks to my Court Administrator Deana Wright, the court clerks, and the Vet Court and Community court teams and our community partners for their unflagging support of Lakewood Municipal Court. I'll now open the floor for questions.



Lakewood Municipal Court Update



2023



Overview

- ❑ Traditional Court Functions
- ❑ Tech Developments
- ❑ New Court Program DVMRT
- ❑ Therapeutic Courts
- ❑ Veterans Treatment Court
- ❑ Community Court
- ❑ Professional Engagement
- ❑ Team Acknowledgement



Traditional Court Functions

- ❑ Court of Limited Jurisdiction
- ❑ Jail and less restrictive sanctions
- ❑ Criminal and Civil Hearings
- ❑ Addition of City of Dupont Video Violations

Technical Updates

- ☐ DMS
- ☐ Jaymark
- ☐ New video monitors

New Court Programming

DOMESTIC VIOLENCE MORAL RECONATION TREATMENT

- ❑ BACKGROUND
- ❑ HOW IT WORKS
- ❑ LOCAL STATISTICS
- ❑ BENEFITS TO PUBLIC SAFETY FOR LAKEWOOD

Therapeutic Court Model

Hallmarks of Therapeutic Courts

- ❑ Team approach
- ❑ Service Delivery
- ❑ More frequent hearings
- ❑ Consequences and rewards
- ❑ Positive impacts on individuals, families and communities

Veterans Treatment Court

- ❑ Court Process
- ❑ Accountability and engagement
- ❑ Partnerships
- ❑ ZERO recidivism
- ❑ BJA funding not guaranteed



Community Court Stopping the Revolving Door

- ❑ Court team applied for and received \$187K allocation from AOC
- ❑ Supports Public Safety
- ❑ Addresses HIGH RISK/HIGH NEEDS
- ❑ Partnerships: United Way, Ideal Options, Greater Lakes Tacoma Pro Bono, Multi Care, LASA, Clover Park Tech, DSHS

Judicial Engagement

- ❑ Writing
- ❑ Committees
- ❑ Conferences
- ❑ Speaking engagements
- ❑ Data Science and AI Initiative



Community Photos





TO: Mayor and City Council

FROM: Sally Martinez, Parks, Recreation & Community Services

THROUGH: John Caulfield, City Manager

DATE: December 11, 2023

SUBJECT: Public Art Policy

ATTACHMENTS: Public Art Policy Draft

Summary: Council requested a Public Art Policy to help guide the review and selection of artists and artwork for the Lakewood community. The Lakewood Arts Commission has developed and is recommending a policy that supports current operations and best practices.

Background: The City has utilized a number of processes to acquire, display and promote public art in Lakewood. The Lakewood Arts Commission reviewed a number of public art policies as well as City policies and is providing a document that will help guide future decision making.

The document is organized by section to more easily understand the process used to provide a variety of high-quality public art for the Lakewood community.

Section 1 – Artist Selection. *How we choose artists.*

Section 2 – Art Criteria. *How we choose the art.*

Section 3 – Review and Approval Process. *How the artist and/or proposed art is approved.*

Section 4 – Donations, Acquisitions, Memorials. *This section represents how other public art elements may fold into the City of Lakewood's public art program to include an application process that provides specific criteria to gather information and facilitate the review and consideration of new artwork.*

Section 5 - Art on Loan.

Section 6 - City Art Purchases.

Section 7 - Decommission of Art Work.



ARTS COMMISSION PUBLIC ART POLICY GUIDELINES

The City of Lakewood provides a variety of high-quality public art as a vehicle to express the City's history and cultural heritage and as a means to enhance the community's sense of spirit, pride and values. The Lakewood Arts Commission strives to create a vibrant and healthy community with multiple opportunities to experience and value the arts and provides places for people to gather and create commonality.

PUBLIC ART SELECTION PROCESS

The City Council approves the public art budget as part of their biennial budget process.

A variety of processes are in place to recommend and select artists or artwork to accommodate the various types of public art projects in Lakewood, including to but not limited to, signal box wraps, murals, rotating art and sculptures.

Section 1. ARTIST SELECTION

The Lakewood Arts Commission will recommend or select artists by giving priority to Lakewood artists and use the following preferences for selections, providing that the level of professionalism and relevance of artwork for the project of all the artists is equal:

1. Lakewood Artists
2. Greater Puget Sound Regional Artists
3. Pacific Northwest Artists
4. National Artists

In some instances, it may be suitable to partner with special groups and cultural organizations to be more specific, relevant or inclusive for a specific area or type of artwork.

The artist selection process includes these options:

- A. Open Competition: The City of Lakewood will develop and solicit through public advertisement a Request For Qualifications (RFQ) or Request For Proposal (RFP). The Lakewood Arts Commission will review submittals and recommends for City Council consideration and approval an artist or several artists that meet the project or RFP/RFQ requirements.

The RFQ/RFP process generally asks artists to submit the following information:

1. Cover sheet.
2. Letter of interest explaining submission including the theme or inspiration on which the artwork is based.
3. The artist's résumé.
4. Portfolio - Slides, photos, links to social media and examples of relevant work.

- B. Public Art Rosters: Artists may be selected from various Public Art Rosters that are available to the City. Currently these include, but are not limited to, the Washington State Arts Commission Roster, the Sound Transit Roster, and the City of Tacoma Mural Roster. Artists on public art rosters have been vetted. Information on the rosters include the artist's resumes, images of previous public installations/artwork, previous commissions, cost of commissions, where the artist has worked, and where the artist lives. The Lakewood Arts Commission will narrow down the list to a select group of artists for City Council consideration and approval. Once the artists are selected to participate, they are invited to "opt in or out" of the process. Those who "opt in" are then asked to submit:

1. Short written responses to questions such as "What is your approach to public art and why are you interested in this project?"
2. Work Samples: Digital images of the artists completed work that are most relevant to the project. Work samples may also include images, location, budget, and description regarding concept and ideas.

- C. Direct Selection: The Lakewood Arts Commission may select or recommend an artist or completed work following a review of the artist's previous works, studio/gallery tour, and interview with the artist. The artwork must meet the criteria established by the City.

- D. Stakeholder Group: A stakeholder group may be formed as needed to create and disseminate an RFQ/RFP, score submissions both independently and as a group, and present the scoring rubric to the Lakewood Arts Commission for discussion.

A stakeholder group may be comprised of Lakewood Arts Commission members, City Council representatives, business owners, professionals and residents who represent different cultures and organizations.

Section 2. CRITERIA FOR SELECTING PUBLIC ART

The selection of the artists shall result in the commissioning, creating, purchasing or acquiring of artwork of the highest quality determined by a series of criteria (as applicable):

1. Quality: The inherent quality of the artwork is of the highest caliber.
2. Budget: Artist can complete the project within budget.
3. Deadline: Artist can complete the artwork within the given timeline.
4. Professionalism: Through work samples, the artist demonstrates evidence of some or all of the following: mastery of skills and techniques, professional approaches to process and presentation, and/or communication of unique vision or perspective.
5. Abilities: The artist's resume should demonstrate a professional level of commitment and experience, as appropriate to the project.
6. Style and Nature: The artwork is appropriate in scale, material, form, and content for the proposed surrounding environment and/or architecture. Particular attention is given to the function of the facility or place, the social and physical context of the artwork, and the way people may interact with the artwork.
7. Permanence and Technical Feasibility: Materials proposed for the project should be appropriate for proposed physical environment and public usage. Consideration will be given to structural and surface integrity, permitting, utility requirements, public safety, protection against theft, vandalism, weathering, excessive maintenance and repair costs and intended life expectancy of the work.
8. Diversity: Every effort will be made to represent Lakewood's cultural diversity. The overall program will strive for diversity of style, scale, media, subject matter, and geographic distribution of artwork. The program will strive to include innovative work as well as traditional art forms. This may include work from professionals as well as students or upcoming artists.

Section 3. REVIEW and APPROVAL PROCESS

Once a project has been identified and an artist has been recommended the Lakewood Arts Commission will create a design review process and timeline to support project development based on the City Council approved project budget and work program.

The Lakewood Arts Commission will approve artwork under \$15,000. City Council will be briefed for concurrence for any artwork under \$15,000 prior to the work being completed.

City Council will review all artwork valued over \$15,000 and will be briefed throughout the design and development process and before any artwork is committed to fabrication.

City Council reviews and approves all artist contracts valued over \$50,000 per City policy.

Section 4. PUBLIC ART DONATIONS, ACQUISITIONS OR MEMORIAL GUIDELINES

Proposed public art donations, acquisitions, or memorial applications will be submitted to the City and referred to City Council by the City Manager. The City Manager or designee, will direct a process appropriate to the proposal.

The City retains sole discretion to accept or reject proposed applications for donated, acquisition or memorial public art.

The application should contain the following information:

1. Name of applicant.
2. Description of proposed artwork.
3. Background information for proposed artwork.
4. Information of a proposed artists (if applicable).
5. Identification of community support, or interested or impacted stakeholders.
6. Description/Map of proposed location [if applicable].
7. Budget to support the development and implementation of the proposed artwork to include private contributions or community support.
8. Any restrictions set by the donor of a gift must be clearly identified on the application.

All proposed artwork is subject to Section 2: Criteria for Selecting Public Art.

Proposed memorial public art may be evaluated on the following criteria:

1. Memorial proposals honoring individuals or an event should represent a broad community interest or experience. Examples may include gathering areas and plazas, sculptures, artworks, fountains, poetry, symbols, plaques, fountains, and park site amenities.
2. The artwork expresses the spirit of the person(s) or event to be commemorated.
3. The artwork fits into the overall character of the City or already displayed public art.
4. Outstanding individuals or events will be considered posthumously. Consideration will be given when the person was exceptionally dedicated or demonstrated excellence in service in ways that made significant contribution to the Lakewood community or the person risked his or her life to save or protect others.
5. Memorials become part of the City's art collection.

Memorial art shall not honor a living person or event, unless that person or event has made significant and outstanding contributions to the Lakewood community.

The waiting period of at least 36 months should elapse from the time of:

- A. The initial nomination of a living individual.
- B. The passing away of the deceased individual(s).
- C. The occurrence of the event.

Section 5. ART ON LOAN

For temporary artwork proposed on loan to the City of Lakewood, the owner or owner's designee will be required to enter into an Art Display Agreement setting forth the length of the loan and other terms such as location, maintenance requirements, insurance, value of artwork, installation and removal responsibility, liability, security and other conditions pertinent to the agreement.

Section 6. CITY ART PURCHASES

The City of Lakewood will periodically acquire pieces of art to enrich the community, promote art appreciation, and enhance the aesthetics of Lakewood.

City Council will allocate a budget for the purchase of artwork as part of the biennial budget process. The amount will be determined based on available funds and cost of the recommended artwork.

Section 7. DECOMMISSION OF ARTWORK

The City of Lakewood reserves the right to decommission artwork for any reason. Situations may occur where it is in the best interest of the City - at the sole discretion of the City - to relocate, modify or decommission artwork.

Decommissioning or relocation of artwork may be considered for one or more of the following reasons:

1. The condition or security of the artwork cannot be reasonably guaranteed in its present location.
2. The artwork presents a public safety risk.
3. Significant changes in the use, character or actual design of the site requires re-evaluation of the artwork in relationship to the site.
4. The artwork requires excessive maintenance or has failures in design or workmanship, or the artwork is damaged and repair is not feasible.
5. The artwork or theme is discovered to be inauthentic, fraudulent or stolen.

The City of Lakewood will follow current surplus policies and requirements.

Artists whose work is being considered for decommission shall be formally notified by mail, using the current address of record originally provided by the artist and are given first right of refusal to purchase the artwork back.

No current member of the Lakewood Arts Commission or city employee to the commission within the most recent two years from the date of consideration of decommission shall be allowed to bid and/or purchase the decommissioned artwork.

In the event that the removed artwork is sold, the proceeds of such sale shall be deposited into the City of Lakewood public art fund.



TO: Mayor and City Council

FROM: Brynn Grimley, Communications Manager

THROUGH: John J. Caulfield, City Manager *John J. Caulfield*

DATE: December 11, 2023

SUBJECT: Electronic Reader Board sign proposed locations

ATTACHMENTS: Lakewood locator map; Photos of reviewed locations; Pixel pitch comparison chart

The Lakewood City Council allocated \$336,000 in federal American Rescue Plan Act monies to purchase and install electronic reader boards in the city. The purpose of the reader boards is to communicate with residents and visitors to Lakewood.

The city has expended approximately \$25,000 on design services as part of the larger city signage project to incorporate the Council's preferred sign design to the electronic reader board casing. This leaves \$311,000 for the purchase, installation, and other costs associated with the signs.

Additional costs to be aware of include utility connection costs. Initial estimates are up to \$20,000, depending on location and proximity to existing conduit.

At this time it is estimated the budget of \$311,000 is enough to purchase and install two signs, however a true cost estimate will be known once a request for proposal is submitted and qualified bids are received.

When reviewing potential sign locations the following factors were considered:

- Average daily traffic count
- Location at a stoplight
- Competition with other signage
- Access to right-of-way for installation and electrical conduit
- Zoning

The City owns one stationary electronic reader board. It is located at the Lakewood police station on Lakewood Drive. The reader board fronts the busy thoroughfare. The sign and its technology are old and difficult to use. As a result, the sign is infrequently updated and does not meet a basic standard for sharing public information.

The City currently uses temporary electronic signs to communicate limited information. These signs are placed at high-traveled intersections.

Information shared on these temporary signs may include upcoming road closure or road impact notices, or promotion of an upcoming city-sponsored event. Typically the signs are placed at the location of impact. When promoting a city event they are located in the right-of-way of a high-traffic intersection like at Bridgeport Way and Pacific Highway.

Locations

The following locations were reviewed for potential sign installation:

- **South Tacoma Way at the corner of the Pierce Transit headquarters**
- **Fort Steilacoom Park at Steilacoom Boulevard and 87th Avenue**
- **Bridgeport Way at Gateway sign**
- **Lakewood Drive at Lakewood police station**
- **Gravelly Lake Drive at Motor Avenue**
- **Veterans Drive near Vernon Avenue**
- **South Tacoma Way at 100th Street Gateway sign**

Additional locations on South Tacoma Way were reviewed and considered, however due to a high volume of existing signs, coupled with frequent turns and vehicle speeds, it was determined this stretch is not desirable.

Other considerations include Lakewood Municipal Code regulations around digital signs which state: "One digital sign is allowed per one hundred (100) feet of street frontage in nonresidential zones." (LMC 18A.100.050.D)

Table 1 offers a comparison of the locations for review.

Table 1: Proposed locations

Location	Avg. Daily Traffic	At a traffic light?	Sign Competition?	ROW access?	Zoning
South Tacoma Way @ Pierce Transit	28,461	Yes	No	Yes	C2
Fort Steilacoom Park @	16,034	Yes	No	Yes	OSR1

Steilacoom Blvd & 87th					
Bridgeport Way Gateway near 75th Street	26,349	No	No	Yes	NC2
Lakewood Drive @ LPD station	10,780	No	No	Yes	PI
Gravelly Lake Drive @ Motor Avenue	13,604	No	No	Yes	CBD
Veterans Drive & Vernon Avenue	2,000 to 3,000	No	No	Yes	NC2
South Tacoma Way @ 100th Street Gateway	23,832	Yes	No	Yes	C2

Other Considerations

There are different styles of reader board signs. This includes signs that only show one color, known as monochrome. Or there are signs that have full color and the option for animation. Other considerations include resolution of the signs. The clearer the resolution, the better people can see the sign from a distance.

Attachment B shows an example of three typical bulb specifications and how far away a vehicle or person needs to be to read the sign.

Recommendation

It is recommended to replace the Lakewood police station sign due to the age and inefficiency of the existing sign.

The other location recommendation is South Tacoma Way at the right-of-way space on the corner of the Pierce Transit headquarters. This is located at a busy intersection with timed lights. It has high traffic counts and there are utility hookups nearby.

Recommended locations:

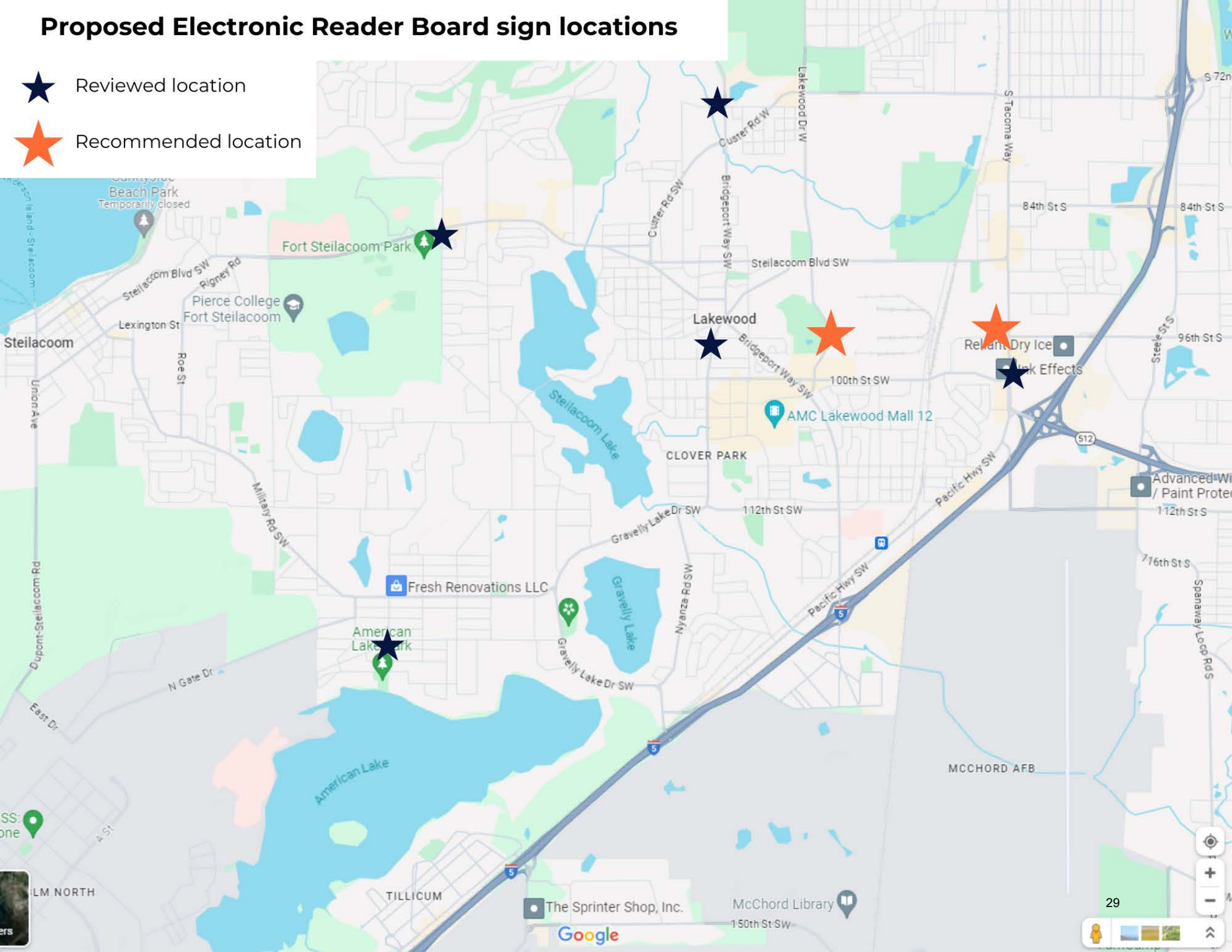
1. 9401 Lakewood Drive SW, Lakewood Police Station (replacement)
2. South Tacoma Way at Pierce Transit

Next Steps

Once the City Council selects preferred locations, the next step is to prepare a Request for Proposal and begin the bid process. This will help identify a cost estimate and recommended sign size and type for the location. Cost will likely dictate which style of sign to purchase, monochrome or full color.

Proposed Electronic Reader Board sign locations

- ★ Reviewed location
- ★ Recommended location



Recommended locations



Lakewood Police Station



South Tacoma Way @ 96th Street

Reviewed Locations



Fort Steilacoom Park Entrance



Fort Steilacoom Park ROW 87th Ave



Veterans Drive @ Vernon Roundabout



Veteran's Drive Parking lot ROW



Gravelly Lake Drive @ Motor Ave



Bridgeport Way Gateway



South Tacoma Way @ 100th Street Gateway

GALAXY® SERIES PIXEL PITCH COMPARISON



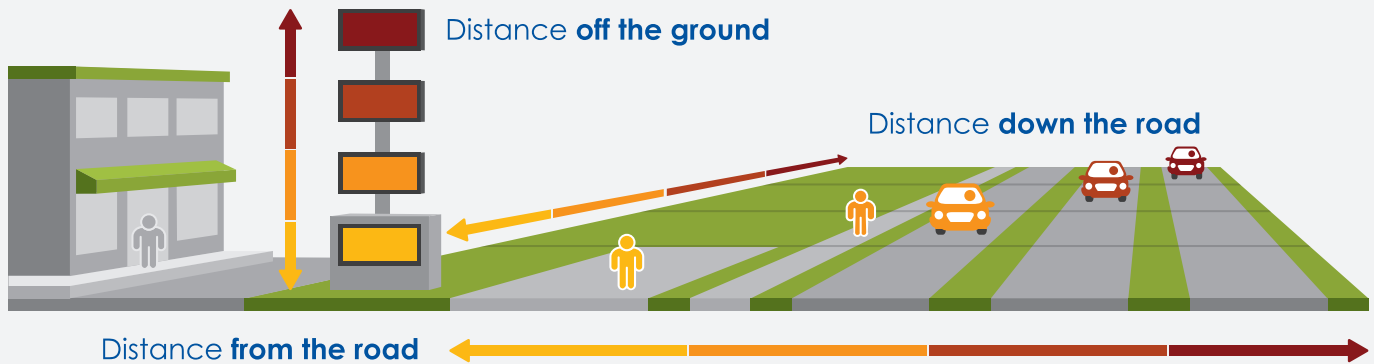
10 MM



15.85 MM



19.8 MM




LINE SPACING	10 MM	15.85 MM	19.8 MM
MIN. VIEWING DISTANCE	21'	37'	45'
OPTIMAL VIEWING ANGLE	140° horizontal x 70° vertical		
READABILITY ANGLE	Greater than 160° horizontal x 90° vertical		



TO: City Council

FROM: Tiffany Speir, Long Range & Strategic Planning Manager, Michael Vargas, Assistant to the City Manager, and Brandon Chung, Municipal Intern

THROUGH: John Caulfield, City Manager 

DATE: December 11, 2023

SUBJECT: Research on Establishing a Lakewood Creative District

ATTACHMENT: Brandon Chung PowerPoint Presentation (**Attachment A**); Certification Guidelines (**Attachment B**); Preapplication Checklist (**Attachment C**); Community Readiness Workbook (**Attachment D**)

BACKGROUND

Brandon Chung served as a Lakewood municipal intern in 2023. One project he conducted was assessing the process and merits of Lakewood establishing a Creative District. His PPT is attached hereto (**Attachment A**.)

RECOMMENDATION

It is recommended that the City Council proceed with planning and applying for establishing a creative district in the downtown subarea district, as part of the 2025-2026 biennial budget, and that the Lakewood Arts Commission serve as the advisory body to assist staff with preparation of the application materials.

DISCUSSION

What is a Certified Creative District?

A Creative District is a geographically defined area of cultural and economic activity and a place for people to gather and enjoy their community's arts and culture. Assistance to Lakewood is available through the WA State Arts Commission ([ArtsWA](#)) to establish and grow a Creative District.

What are the outcomes of a Creative District?

A creative district aims to produce the following beneficial outcomes for the community:

- Attract artists, start-ups, and creative businesses
- Helps communities turn cultural activities into economic growth
- State certification endorses creative activities in the community
- Promote community's creative identity
- Grow jobs in the creative sector
- Increase tourism and bring new visitors
- Create opportunities for affordable housing. This may include live/work and maker spaces for artists.
- Set stage to redevelop historic community assets

What are the program benefits of a Creative District?

- **Funding**
 - **Cash Grant** - Newly Certified Districts will receive a cash grant of \$5,000 (one-to-one cash match required; subject to availability)
 - **Technical Support:** ArtsWA may provide flexible, technical, and professional assistance to districts that have been certified for one or more years. These funds will be awarded for projects and activities that advance strategic goals and may require a local match from the community.
- **Marketing**
 - **Promotion of Creative Districts** - sharing stories and successes with ArtsWA audiences, both regionally and nationally
 - **Wayfinding Signs** - In partnership with Washington State Department of Transportation (WSDOT), wayfinding signs will be placed on state highways in and/or near certified Creative Districts to complement a district's own signage efforts. (All signs are uniformly branded for the state program). WSDOT will underwrite 75% of the cost of production and installation, with the Districts underwriting 25% of the costs.
- **Data and Impact Analysis**
 - **Data Collection:** ArtsWA will contract with the Western States Arts Federation (WESTAF) to provide access to the Creative Vitality suite, an online platform for comprehensive creative economy data. ArtsWA will support districts in leveraging data to demonstrate impact and track progress. ArtsWA will report annually on the collective impact of certified Creative Districts
- **All income /Affordable Housing for Creatives / Maker Space**
 - **Research and support:** ArtsWA is researching real estate development tools to find possibilities to create affordable, appropriate places for artists to live and work in or near the districts. Districts and communities will be assisted in ways to support more stable, healthy communities anchored in existing assets.
- **Networking, Collaboration and Ongoing Technical Assistance**
 - **Creative Districts Networking:** ArtsWA will facilitate access to technical assistance for Districts as needed, and provide a learning and supportive community among Districts

How to certify a Creative District?

I. Gather a Creative District community planning team.

This team should be made of a broad group of community members and will work together to develop a plan for the Creative District. Team members could include:

- Artists
- Local business owners
- Arts and culture activity administrators
- Local government
- Business or downtown associations
- School districts and/or colleges
- Economic developers
- Community members at-large

II. Plan the Creative District.

ArtsWA has developed a [Community Readiness Toolkit](#) (Attachment D) to help plan Creative Districts. ArtsWA provides technical assistance and guidance along the way. Please refer to the [Pre-Application Checklist](#) (Attachment C and listed below) to confirm that a potential Creative District meets minimum requirements.

Creative District Program Pre-Application Checklist

MINIMUM REQUIREMENTS

- Designated, contiguous geographic area recognized by local municipal entity;
- Area is walkable and/or easily navigable;
- Clearly defined concentration of artistic or cultural activities and/or minimum of 1- 2 primary arts-related industries occurring in region;
- Clearly defined arts and culture identity, and brand;
- Structured entity formally recognized by local government as designated district administrator, with assigned staff role to carry out Creative District activities;
- Administrative entity has a minimum \$20,000 total annual operating budget;
- Broad community buy-in for community designation as Creative District;
- Partnership agreement amongst entities, to help guide activities in district;
- Program strategic plan (covering 3 - 5 years of activity); and
- Site visit to proposed district by Creative District program staff has been scheduled or completed.

ADDITIONAL CONSIDERATIONS

- Actively promoting local arts, culture and tourist activities;
- Appropriately zoned for activities/intended uses;
- Engaged in preservation or promotion of cultural or historical heritage;
- Exploring opportunities around maker space and/or affordable housing for artists and creatives;
- Economic and workforce development plans to bolster creative economy for region;
- Economic development data to demonstrate current or projected growth of sector(s) in region;
- Engaged in attracting creative entrepreneurs, investment and/or other related economic development activities to community.

III. Apply for Creative District Certification.

[Submit a formal application](#) to ArtsWA. [Application Guidelines](#) are attached hereto (Attachment B.) A review panel will meet to discuss the application and decides whether to grant certification.

Creative Districts Program Application

Once the City creates a plan for the District, it can apply for Creative District Certification.

1. Schedule an official site visit of the potential district with [Annette Roth](#), Community Development Manager. If changes to the district boundary are

made after this visit, but before the application is submitted, a second site visit is required.

2. Submit a Letter of Interest to the program manager. ArtsWA outlines letter requirements in the [Application Guidelines](#).
3. After ArtsWA approves the City's Letter of Interest, Lakewood has 60 calendar days to submit a full application. The official site visit must take place before submitting the application.

Applications must be submitted via ArtsWA's online application form. After Lakewood submits a letter of interest and is approved to apply, ArtsWA will send a the link to the application.

IV. Begin Creative District activities.

Once Creative District certification is awarded, implementation of its plan can begin. The City should track the progress of the Creative District. ArtsWA will continue to provide technical assistance during the five years of District certification. Lakewood can apply for recertification at the end of five years.

How does ArtsWA support communities?

ArtsWA provides guidance to communities during and after certification, including:

- \$5,000 match startup grant to launch a Creative District program;
- Up to \$50,000 in capital project funding for small-scale projects within District;
- Technical assistance, training, and networking; and
- Tracked progress of the community's creative economy.

How does the Creative District program interact with the Downtown Subarea Plan?

Certifying the Downtown Subarea District as a Creative District, which would ensure the support of ArtsWA and produce program outcomes as described as above, is conducive with the following Plan Actions from the City's Downtown Subarea Plan:

Category	Downtown Subarea Plan Action	Creative District Alignment
Economic Development	<ul style="list-style-type: none"> Identify and implement incentives that would encourage new businesses to locate in Downtown Lakewood. 	<ul style="list-style-type: none"> Creative District (CD) certification creates an arts and culture “hub” that would attract new creative businesses to the downtown area
Housing	<ul style="list-style-type: none"> Engage affordable housing organizations about opportunities and partnerships to increase housing in the Downtown. 	<ul style="list-style-type: none"> Innovative “maker space” affordable housing development options, as researched by ArtsWA, may interface with creative economy development efforts, to include new state funding program for this option
Street Grid, Streetscapes and Public Spaces	<ul style="list-style-type: none"> Expand the number of events held in public spaces in Downtown by building off the success of the Lakewood Farmer’s Market. Implement public and civic investment programs such as: public spaces, art, seasonal events; streets, streetscapes, and parks; and environmental remediation. 	<ul style="list-style-type: none"> New arts and culture hub produces more opportunities for arts events and programming by the City through anticipated new public spaces (i.e., new downtown City park)
Parks, Open Spaces, & Trails	<ul style="list-style-type: none"> Explore the potential to designate a cultural district within Downtown to celebrate art and creativity and to attract funding. Program and host events (e.g., farmers market, parades, holiday festivals or Octoberfest) for Downtown public spaces. 	<ul style="list-style-type: none"> Creative District certification may strengthen relevant future state grant applications for downtown development, such as a downtown city park
Community Partnerships	<ul style="list-style-type: none"> Connect businesses to other Lakewood business support organizations’ missions and programs including the Lakewood Chamber of Commerce. Seek community partnerships for the programming and management of public spaces for active use. 	<ul style="list-style-type: none"> ArtsWA will provide technical and professional assistance to Creative Districts, providing the City an additional development resource with which to connect up-and-coming creative economy businesses

Additional ArtsWA Creative District Planning Resources:

- [Creative District Community Readiness Workbook](#) | Guidance to help you plan your District
- [Creative District Pre-Application Checklist](#) | Ensure your District meets minimum requirements
- [Governing Statute SHB 1183](#) | Read the Washington State House Bill authorizing Creative District certification
- [List of Approved Creative Industry Job Categories \(NAICS codes\)](#) | Identify creative sector jobs in your District
- [List of Occupations by Standard Occupational Classification \(SOC\) Code](#) | Identify creative sector jobs in your District
- [Creative Vitality Suite](#) | Access national creative economy data and reporting
- [Labor Market Information - Washington State](#) | Access monthly employer demand reports by county

Promotion and Presentation Materials

- [Creative Districts Program Handout](#)
- [Creative Districts Overview Presentation](#)
- [Sample Declaration for a City Council or Municipal Government](#)
- [Sample Press Release for Creative Districts Community Meeting](#)

Economic & Community Development Reports and White Papers

- [*Strengthening Rural Economies Through the Arts*](#) | Published by the National Governors Association (NGA) Center for Best Practices, August 2005
- [*Arts and the Economy: Using Arts and Culture to Stimulate Economic Development*](#) | Published by the NGA Center for Best Practices
- [*New Engines of Growth: Five Roles for Arts, Culture and Design*](#) | Published by the NGA Center for Best Practices, May 2012
- [*How to Do Creative Placemaking*](#) | Published by the National Endowment for the Arts, January 2017
- [*Promoting Film and Media to Enhance State Economic Development*](#) | Published by the NGA Center for Best Practices, July 2008
- [*Community as Canvas: The Power of Culture in the Emergence of Intelligent Communities*](#) | Published by the Intelligent Community Forum, 2013

Establishing a Creative District in the City of Lakewood

Prepared by Brandon Chung, Municipal Intern



BACKGROUND

- City of Lakewood is looking at ways to enhance the city's downtown area and creative economy
- City was recently awarded the 2019 Smart Communities Award in the category of Smart Vision Award - Outstanding comprehensive plan, sub-area plan, or county-wide planning policies for its Downtown Subarea Plan



WHAT IS A CREATIVE DISTRICT?

- The Creative Districts program was launched in January 2018 by the Washington State Arts Commission (ArtsWA.)
- ArtsWA is a state agency, formed by the Washington State Legislature in 1961. Its mission statement is to nurture and support the role of the arts in the lives of all Washingtonians.
- Defined as a land area designated by a local government in accordance with RCW 43.46.105 that contains either a hub of cultural facilities, creative industries, or arts-related businesses, or multiple vacant properties in close proximity that would be suitable for redevelopment as a creative district.”
- Examples of cities that have adopted and certified their creative districts are Olympia, Edmonds, and Issaquah.



CREATIVE DISTRICTS ACROSS THE STATE



WASHINGTON STATE'S CREATIVE ECONOMY

- Washington's “Creative Economy” is vast and growing, to include includes creative technology, music and performing arts, and visual arts, as well as many other sectors and professional occupations.
- Washington leads the nation and the West in terms of value added and industry earnings via our Creative Economy, according to the Western States Arts Federation (**WESTAF.**)
- The creative economy **grew during pandemic** (\$71 billion in industry earnings in 2021.)



WASHINGTON STATE'S CREATIVE ECONOMY



The creative economy makes up 8.7% of Washington's GDP.

ArtsWA tracks the creative economy using a data tool called the Creative Vitality Suite (CVSuite)

CREATIVE DISTRICT OUTCOMES

- Attract artists, start-ups, and creative businesses
- Helps communities turn cultural activities into economic growth
- State certification endorses creative activities in the community
- Promote community's creative identity
- Grow jobs in the creative sector
- Increase tourism and bring new visitors
- Create opportunities for affordable housing. This may include live/work and maker spaces for artists.
- Set stage to redevelop historic community assets



Program Benefits

- **Funding**

- **Cash Grant** - Newly Certified Districts will receive a cash grant of \$5,000 (one-to-one cash match required; subject to availability)
- **Technical Support:** ArtsWA may provide flexible, technical, and professional assistance to districts that have been certified for one or more years. These funds will be awarded for projects and activities that advance strategic goals and may require a local match from the community.

- **Marketing**

- **Promotion of Creative Districts** - sharing stories and successes with ArtsWA audiences, both regionally and nationally
- **Wayfinding Signs** - In partnership with Washington State Department of Transportation (WSDOT), wayfinding signs will be placed on state highways in and/or near certified Creative Districts to complement a district's own signage efforts. (All signs are uniformly branded for the state program). WSDOT will underwrite 75% of the cost of production and installation, with the Districts underwriting 25% of the costs.

- **Data and Impact Analysis**

- **Data Collection:** ArtsWA will contract with the Western States Arts Federation (WESTAF) to provide access to the Creative Vitality suite, an online platform for comprehensive creative economy data. ArtsWA will support districts in leveraging data to demonstrate impact and track progress. ArtsWA will report annually on the collective impact of certified Creative Districts

Program Benefits (cont'd)

- **All income /Affordable Housing for Creatives / Maker Space**
 - **Research and support:** ArtsWA is researching real estate development tools to find possibilities to create affordable, appropriate places for artists to live and work in or near the districts. Districts and communities will be assisted in ways to support more stable, healthy communities anchored in existing assets.
- **Networking, Collaboration and Ongoing Technical Assistance**
 - **Creative Districts Networking:** ArtsWA will facilitate access to technical assistance for Districts as needed, and provide a learning and supportive community among Districts

Applicant Eligibility

- A structured entity representing a community located in Washington State. Types of entities include: a municipal, county or tribal government, a designated downtown authority or economic development agency, a 501(c)3 or 501(c)6 or;
 - A structured entity representing an area formally recognized as a creative, arts or cultural district
- AND
- An organization with a minimum total \$20,000 cash annual operating budget, or that can demonstrate the ability to effectively manage a district, handle grants and oversee other fiduciary responsibilities. This represents the organization's total budget, not necessarily its Creative District program budget.
 - If not a municipal entity, the organization must have approval from the local municipality to be the authorized agent of the Creative District.
-
- **Example: An Advisory Committee of a City Council may serve as the administrative body of the Creative District, i.e., the Lakewood Arts Commission**

Additional Minimum Eligibility

- Designated, contiguous geographic area recognized by local municipal entity
- Area is walkable and/or easily navigable
- Clearly defined concentration of artistic and/or cultural activities and/or minimum of 1-2 primary arts-related industries occurring in region
- Clearly defined arts and culture identity
- Structured entity formally recognized by local government designated as district administrator, with assigned staff role to carry out Creative District activities
- Administrative entity has a minimum \$20,000 total annual operating budget
- Demonstrated broad community buy-in for designation as Creative District
- Partnership agreement amongst entities, to help guide activities in district (if applicable)
- Creative District strategic / business plan (covering 3 - 5 years of activity)
- Formal site visit to proposed district by Creative District program staff has been scheduled or completed
- Data collection of creative economy development indicators

LAKEWOOD DOWNTOWN AREA QUALIFICATIONS FOR CREATIVE DISTRICT

Art/Cultural Activities

- Colonial Plaza; public space with regular public events and cultural programming
- Holiday Parade of Lights & Tree Lighting
- City Hall Art Receptions
- Art Wrap Displays

Creative Economy Businesses

- Lakewood Playhouse
- Lakewood History Museum
- AMC Theatre
- Music and Arts Store
- Restaurants

HOW TO CREATE AND CERTIFY A CREATIVE DISTRICT

1. Gather a Community Planning Team

- This team should be made of a broad group of community members. They will work together to develop a plan for the Creative District. Team members may include:
 - Artists
 - Local business owners
 - Arts and culture activity administrators
 - Local government
 - Business or downtown associations
 - School districts and/or colleges
 - Economic developers
 - Community members at-large

2. Plan the District

- The amount of time planning takes will vary from community to community. ArtsWA can also provide technical assistance and guidance along the way. Another useful tool is the Pre-Application Checklist to confirm that your District meets minimum requirements. Once meeting all the requirements, the next step is apply for certification.



HOW TO CREATE AND CERTIFY A CREATIVE DISTRICT

3. Apply for Creative District Certification

- After creating a plan for the District, the City must submit a formal application to ArtsWA. Once you apply, a review panel will meet to discuss your application. The panel then decides whether to grant certification.

4. Begin Creative District Activities

- Once receiving certification as a Creative District, the plan can be put into action.
 - Start tracking the progress of the Creative District.
 - ArtsWA can still continue to provide technical assistance along the way.
 - District certification will last for five years, when you can apply for recertification.



DOWNTOWN SUBAREA PLAN

Category	Downtown Subarea Plan Action	Creative District Alignment
Economic Development	<ul style="list-style-type: none"> Identify and implement incentives that would encourage new businesses to locate in Downtown Lakewood. 	<ul style="list-style-type: none"> Creative District (CD) certification creates an arts and culture “hub” that would attract new creative businesses to the downtown area
Housing	<ul style="list-style-type: none"> Engage affordable housing organizations about opportunities and partnerships to increase housing in the Downtown. 	<ul style="list-style-type: none"> Innovative “maker space” affordable housing development options, as researched by ArtsWA, may interface with creative economy development efforts, to include new state funding program for this option
Street Grid, Streetscapes and Public Spaces	<ul style="list-style-type: none"> Expand the number of events held in public spaces in Downtown by building off the success of the Lakewood Farmer’s Market. Implement public and civic investment programs such as: public spaces, art, seasonal events; streets, streetscapes, and parks; and environmental remediation. 	<ul style="list-style-type: none"> New arts and culture hub produces more opportunities for arts events and programming by the City through anticipated new public spaces (i.e., new downtown City park)
Parks, Open Spaces, & Trails	<ul style="list-style-type: none"> Explore the potential to designate a cultural district within Downtown to celebrate art and creativity and to attract funding. Program and host events (e.g., farmers market, parades, holiday festivals or Octoberfest) for Downtown public spaces. 	<ul style="list-style-type: none"> Creative District certification may strengthen relevant future state grant applications for downtown development, such as a downtown city park
Community Partnerships	<ul style="list-style-type: none"> Connect businesses to other Lakewood business support organizations’ missions and programs including the Lakewood Chamber of Commerce. Seek community partnerships for the programming and management of public spaces for active use. 	<ul style="list-style-type: none"> ArtsWA will provide technical and professional assistance to Creative Districts, providing the City an additional development resource with which to connect up-and-coming creative economy businesses

THE COST OF CREATING A CREATIVE DISTRICT

(Example)

- Costs could include staff time, strategic plan development, community outreach with local creative businesses, marketing, etc.
- Creating the Downtown Subarea Plan was roughly over \$200,000 . Creative district isn't as large of an endeavor, it could be significantly less – perhaps **below \$50,000** (rough estimate).
- Staff Time in 2022 salaries
 - **Long Range Strategic Planning Manager** ~\$6000, .05 FTE, to manage plan development
 - **Economic Development Manager**, ~\$12,000, .1 FTE, to incorporate creative district outreach into current business outreach and development processes
 - **Administrative Assistant**, ~\$5900, .1 FTE for working on creative district initiative in Arts Commission
 - **Staff Liaison**, ~\$8500, .1 FTE for working on creative district initiative in Arts Commission
- **Total, ~\$33,000** of internal staff resources to develop and implement Creative District plan



RECOMMENDATION

It is recommended that the City Council proceed with planning and applying for establishing a creative district in the downtown subarea district, as part of the 2025-2026 biennial budget, and that the Lakewood Arts Commission serve as the advisory body to assist staff with preparation of the application materials.



Washington State Arts Commission Creative District Certification Application Guidelines (FY 2021)

About ArtsWA

Established in 1961, the Washington State Arts Commission (ArtsWA) is Washington State's arts agency. Its mission is to collaborate with and support artists, arts organizations and communities statewide to conserve, promote, and develop artistic resources. ArtsWA manages several programs that support this mission.

About Washington Certified Creative Districts Program

The Creative Districts Program works to help communities throughout the state thrive. Our certification can bolster their creative economy, enhance vitality, and improve livability. This can support a region's ability to grow jobs and increase educational and cultural opportunities for residents and visitors.

In 2017, the Washington State legislature passed a bill to fund the Creative Districts program. The legislation tasked ArtsWA to create this program. The program works to promote and support economic development and placemaking opportunities in communities dedicated to growing their arts-related economic sectors.

The Creative Districts program is designed to help communities:

- Attract visitors, creative entrepreneurs, and artists
- Grow jobs and economic opportunities for all citizens
- Improve the designated district area so that it's an appealing place to live, visit, and conduct business
- Empower designated districts to strengthen their economic presence through investments in staff, community partnerships and strategic planning
- Introduce new energy and innovation
- Set the stage to improve or redevelop historic assets
- Celebrate and strengthen a community's unique identity
- Find opportunities around all income housing, live/work, and maker space
- Develop their long-term future in a proactive and sustainable way

Creative Districts Defined

Districts go through a rigorous and fair planning and application process to become a Certified Washington Creative District. Potential Districts should:

- Encompass a contiguous geographic area
 - Be the site of a concentration of artistic, cultural or creative economy activities. 1 -2 primary arts or creative-economy industries should be identified.
 - Have a clearly defined, unique arts, culture or creative economy identity/brand
 - Be walkable and/or accessible, and attractive to locals and visitors alike
 - Actively promote local arts, culture, creative economy and tourist activities
 - Have unique resources that clearly contribute to the quality of life of the community
 - Include long-term cultural, economic and workforce development plans
-



Washington State Arts Commission Creative District Certification Application Guidelines (FY 2021)

- Consider all income / affordable housing / maker space for creatives and artists living and working in the district to ensure their creative presence
- Create a strategic plan / business plan to guide the district forward once certified

Program Benefits and Opportunities

In addition to providing designation and official recognition by the State of Washington, the program provides support for Certified Creative districts. Benefits and opportunities include (but are not limited to):

Funding:

- Newly Certified Districts will receive a cash grant of \$5,000 (one-to-one cash match required; match can include in-kind donation up to \$2500 for smaller communities). Subject to availability.

Marketing

- Promotion of Creative Districts – sharing stories and successes with our audiences, both regionally and nationally
- In partnership with Washington State Department of Transportation (WSDOT), wayfinding signs will be placed on state highways in and/or near certified Creative Districts to complement a district's own signage efforts. (All signs are uniformly branded for the state program). WSDOT will underwrite 75% of the cost of production and installation, with the Districts underwriting 25% of the costs. More information about this program can be shared by the program staff.

Data and Impact Analysis

- Districts will compile and collect data that will enable ArtsWA to demonstrate the economic and quality of life impacts of creative districts. This will be used to help leverage more investment in Creative Districts, and will support districts locally in their efforts to obtain public sector, corporate, grant and foundation monies
- ArtsWA will contract with the Western States Arts Federation (WESTAF) to provide access to the Creative Vitality suite, an online platform for comprehensive creative economy data. ArtsWA will support districts in leveraging data to demonstrate impact and track progress
- ArtsWA will report annually on the collective impact of certified Creative Districts
- Individual districts will be required to file interim and year-end annual reports with ArtsWA

Funding to Support Economic Growth

- ArtsWA may provide flexible, technical, and professional assistance to districts that have been certified for one or more years. These funds will be awarded for projects and activities that advance strategic goals and may require a local match from the community.

All income /Affordable Housing for Creatives / Maker Space

- ArtsWA is researching real estate development tools to find possibilities to create affordable, appropriate places for artists to live and work in or near the districts. Districts and communities will be assisted in ways to support more stable, healthy communities anchored in existing assets.



Washington State Arts Commission Creative District Certification Application Guidelines (FY 2021)

Networking, Collaboration and Ongoing Technical Assistance

- ArtsWA will facilitate access to technical assistance for Districts as needed, and provide a learning and supportive community among Districts

Applicant Eligibility

Applicants for Washington Creative District Certification must be:

- A structured entity representing a community located in Washington State. Types of entities include: a municipal, county or tribal government, a designated downtown authority or economic development agency, a 501(c)3 or 501(c)6 or;
- A structured entity representing an area formally recognized as a creative, arts or cultural district AND
- An organization with a minimum total \$20,000 cash annual operating budget, or that can demonstrate the ability to effectively manage a district, handle grants and oversee other fiduciary responsibilities. This represents the organization's total budget, not necessarily its Creative District program budget.
- If not a municipal entity, the organization must have approval from the local municipality to be the authorized agent of the Creative District.

Application Process

Prior to applying, applicants should *read the guidelines thoroughly* and review all Community Readiness tools on the website.

Step 1: Review the Community Readiness Workbook and Pre-Application checklist to ensure community meets minimum requirements. If community meets these requirements, move to step 2. Instructions for this step are found in the following section of this document.

Step 2: Submit a Letter of Interest (LOI) to the Washington Creative Districts Certification Program. A site visit of the potential district by Creative District program staff must be scheduled before Letter of Interest is submitted. If your planning team makes changes to the district boundary after this visit, but before you submit your letter of interest and/or application, you **MUST** schedule another site visit with our team. Instructions for this step are found in the following section of this document.

Step 3: If Letter of Interest is approved, submit full application within 60 days of approval. Site visit must take place before full application is submitted. Instructions for this step are found in the following section of this document.

Step 1: Meet Minimum Requirements for Application

Communities interested in becoming a Washington Certified Creative District must meet the following minimum requirements:

- ☐ Designated, contiguous geographic area recognized by local municipal entity
- ☐ Area is walkable and/or easily navigable



Washington State Arts Commission Creative District Certification Application Guidelines (FY 2021)

- ☐ Clearly defined concentration of artistic and/or cultural activities and/or minimum of 1-2 primary arts-related industries occurring in region
- ☐ Clearly defined arts and culture identity
- ☐ Structured entity formally recognized by local government designated as district administrator, with assigned staff role to carry out Creative District activities
- ☐ Administrative entity has a minimum \$20,000 total annual operating budget
- ☐ Demonstrated broad community buy-in for designation as Creative District
- ☐ Partnership agreement amongst entities, to help guide activities in district (if applicable)
- ☐ Creative District strategic / business plan (covering 3 - 5 years of activity)
- ☐ Formal site visit to proposed district by Creative District program staff has been scheduled or completed

Step 2: Letter of Interest

You may submit a Letter of Interest If your community meets the criteria listed in Step 1. The letter should be less than 2 pages and should address the following:

- A brief overview of the proposed district: its general geographical area, and key highlights of activities that take place in it
- Briefly describe the vision of the proposed Creative District and how it will benefit your community
- The district administrator role and their intended work plan duties
- Describe partnerships, and/or members of the community who support or participated in the planning process
- Include full contact information for key individuals / personnel who will lead the process towards certification

Step 3 Creative District Certification Application

Submit your application using our online form. The following criteria and weights will be used by the review panel to evaluate proposals:

- Creative District Information (30%)
- District Characteristics (40%)
- Community Buy-In, Outreach and Linkages (30%)

Online Application submission

All applications must be submitted via ArtsWA's [online application form](#), with all attending documents uploaded via this system. Applications will not be accepted in any other format, including via email or hard copy.

Application Questions

You will answer the following questions and provide support documents required for Certification.

Please note that the first section of the application is dedicated to contact information for the administrator.



Washington State Arts Commission Creative District Certification Application Guidelines (FY 2021)

1. What is the name of the proposed Creative District?
 2. Upload a map of the proposed Creative District (PDF or JPEG file format please):
 3. Please describe the Creative District's organizational and/or governance structure (e.g., (501(c)3, 501(c)6, local government, Tribal Entity, Business Improvement District, Main Street organization, other):
 4. Is there a governing board that provides oversight of the Creative District?
 5. If a governing board exists, please upload a document that contains a list of names and the affiliations of those involved (PDF or Word format):
 6. Describe the designated staff liaison role for the Creative District. How will this position incorporate Creative District activities into its annual work plan? How much approximate time will be spent per month by this person on Creative District activity?
 7. If applicable, please describe additional paid and or volunteer staffing and support of the district:
 8. How is the District funded, and what is the source of funds? What is the Creative District's annual budget? Do you have a plan for financial sustainability?
 9. Upload a budget showing cash and in-kind line items separately. Budget does not need to adhere to a specific format.
 10. Does the Creative District have a membership structure? (Yes or No)
 11. If a membership structure exists, how many members are in the district and what is the membership dues structure?
 12. Upload a completed W-9 for the managing entity that will receive district funds.
 13. Please describe the demographics of your community. Include information about gender/ethnicity/age/etc. (500 words max.)
 14. Describe the unique cultural or historical heritage of your district. Include information about indigenous people, early pioneers, foundational economy, etc. How does the history relate to the current activities and future plan of your District? (1000 words max)
 15. Please describe your Creative District's unique competitive advantage – the (one) thing(s) that sets your District apart from the others. What is your unique niche, and key differentiator(s)? (1500 words max)
 16. Please provide the top three (3) short-term and top three (3) long term goals you have for your Creative District. (1500 words max)
 17. What do you see as your district's biggest challenge(s), and how do you anticipate overcoming them? (1000 words max)
 18. Upload the proposed Creative District strategic program plan document (Word or PDF format)
 19. Please describe the DEI (diversity, equity, inclusion) work your Creative District has done/will do. What kind of outreach have you done to ensure your district reflects the demographics of your community? How are you including underserved groups in your Creative District? What kinds of initiatives are you bringing into the community to support equity?
 20. Describe how your district engages with the community. Does your district have any signature events or activities? Do these events appeal to a broad cross-section of the population? (500 words max)
 21. Describe the mix of uses within your district (is it primarily retail/commercial, residential, industrial, mixed use). What other types of businesses or activities exist in the District than can support or bolster District activity? (1000 words max)
-



Washington State Arts Commission Creative District Certification Application Guidelines (FY 2021)

22. Describe how your district has established a unique physical sense of place. Do you have wayfinding or signage? Distinguishable streetscape? Public art?
 23. Describe the accessibility of your creative district. Is it walkable or otherwise easy to navigate? Is it accessible to those who use alternative transportation, such as bike or walking paths, public transit (if available in the region)?
 24. Please upload 5-8 images or documents that demonstrate arts or cultural activities and/or typify your proposed District. You can include photos, promotional materials (for an event, for example), news articles, video etc. (PDF or JPEG format please):
 25. How do you see the Creative District advancing the goals of your community? How does the Creative District reflect the values of the residents and businesses in your community?
 26. Please describe public outreach activities you undertook during the Creative District planning process. What types of outreach activities did you engage in? Who were some of the groups that you reached out to? How did you include underserved and/or marginalized groups in the process?
 27. Please describe any existing or proposed all-income live-work housing, creative maker space projects in the proposed District. How do you intend to use the Creative District to ensure that opportunities like these exist for creatives in your community?
 28. Please describe how the Creative District will interface with economic development and/or workforce development plans that may currently exist in the community. Do these plans reflect the activities of the Creative District? Does the Creative District plan include a path toward creation of jobs or investment in business growth or entrepreneurialism the region?
 29. Please provide the following information related to the creative industries within your district. Please describe the data source and collection method for each data set (PDF, Word or Excel format):
 - Number of creative establishments within the District currently. Please include the definition(s) of the types of establishments counted
 - Number of creative-sector jobs in the District.
 - Please include definition(s) of jobs counted.
 - Estimated number of annual visitors to your Creative District, and the reason(s) for these visits (are they event driven, venue driven, other)
 - Estimated number of children and youth directly benefitting through Creative District activities. Please describe activities.
 - Other meaningful data that you have collected for your Creative District (property value trends, sales tax revenue data, occupancy rates, etc.)
 30. Please upload a local government ordinance and/or planning documents that show local government endorsement of the Creative District
 31. Upload letters of recommendation that support Creative District certification from the following sources. You may upload as many as you feel appropriate, but *no more than 30 letters total*. All letters must be consolidated into one PDF file. Letters of support are required from the following entities:
 - ☐ Elected official or county representative, city administrator or director of planning or economic development
-



Washington State Arts Commission Creative District Certification Application Guidelines (FY 2021)

- ☐ Local downtown development authority, business district association or chamber of commerce, tourism association or board
- ☐ Local arts commission (municipal or non-profit) or cultural affairs liaison
- ☐ Tribal support / participation (if applicable)
- ☐ At least one local community agency that focuses on underserved populations
- ☐ At least one creative entrepreneur, such as an artist or business owner that lives or works in the district

32. Please upload any additional documents that are pertinent to Creative District activities (such as municipal planning documents), or that are directly referenced in your application materials. (Word or PDF format, please)

REPORTING REQUIREMENTS

Certified Creative Districts will be required to submit periodic and year-end annual reports to ArtsWA. Failure to do this may make the District ineligible for further support. This may also jeopardize a District's certified status.

ArtsWA has the right to withhold, reduce or cancel funding and/or Certification status if an applicant fails to do the following:

- Adhere to deadlines for reporting
- Notify ArtsWA of changes in project collaborators or other significant management changes
- Comply with terms of any awards
- Demonstrate adequate financial management and oversight
- Properly credit ArtsWA's support

APPEAL PROCESS

If your application for certification is denied, you may appeal the Commission's decision under the **Appeal procedure** - [Request for review of denied applications](#), per our rules ([WAC 30-12-036](#)).

STAFF CONTACT

Before you submit your application, you should read the guidelines thoroughly and review all Community Readiness tools on ArtsWA's website.

Annette Roth, Creative Districts Program Manager
Washington State Arts Commission (ArtsWA)
711 Capitol Way S, Suite 600 | Olympia, WA 98504
360-753-3860
Direct: 360-586-8098
annette.roth@arts.wa.gov
www.arts.wa.gov



Washington State Arts Commission Creative District Certification Application Guidelines (FY 2021)

Creative District Program Pre-Application Checklist

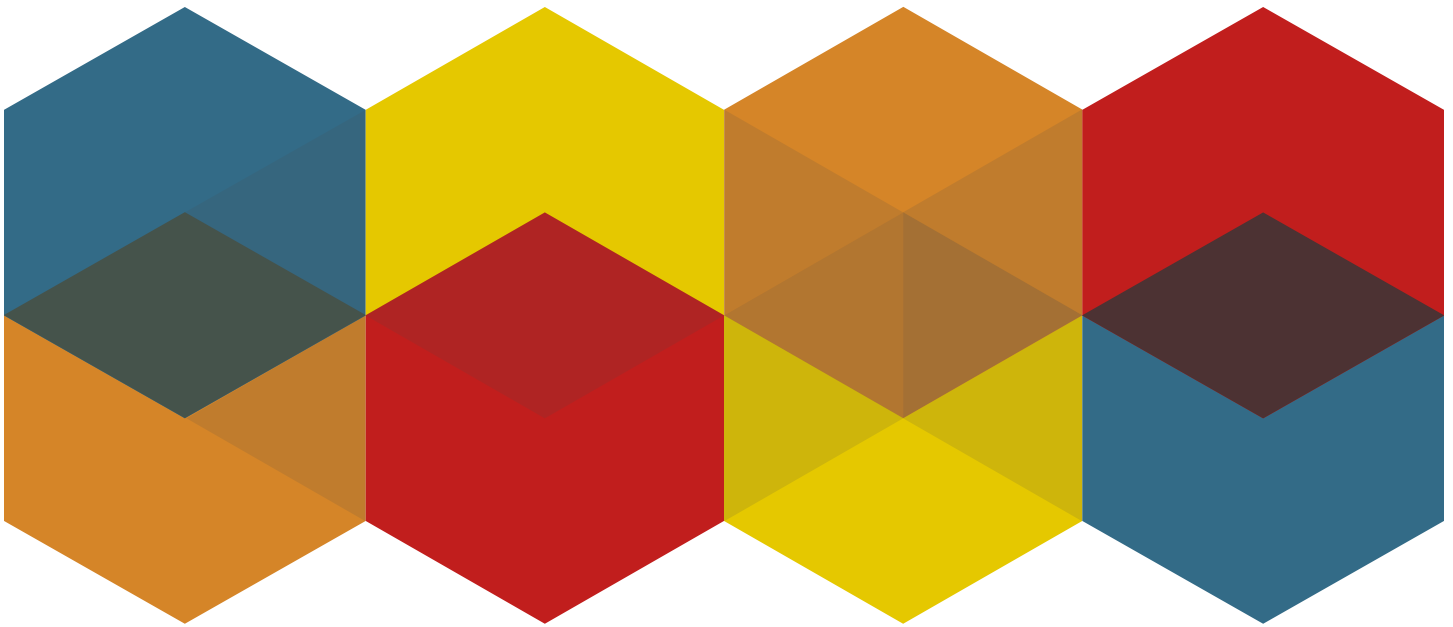
MINIMUM REQUIREMENTS

- ☐ Designated, contiguous geographic area recognized by local municipal entity
- ☐ Area is walkable and/or easily navigable
- ☐ Clearly defined concentration of artistic or cultural activities and/or minimum of 1 - 2 primary arts-related industries occurring in region
- ☐ Clearly defined arts and culture identity, and brand
- ☐ Structured entity formally recognized by local government as designated district administrator, with assigned staff role to carry out Creative District activities
- ☐ Administrative entity has a minimum \$20,000 total annual operating budget
- ☐ Broad community buy-in for community designation as Creative District
- ☐ Partnership agreement amongst entities, to help guide activities in district
- ☐ Program strategic plan (covering 3 - 5 years of activity)
- ☐ Site visit to proposed district by Creative District program staff has been scheduled or completed

ADDITIONAL CONSIDERATIONS

- ☐ Actively promoting local arts, culture and tourist activities
- ☐ Appropriately zoned for activities/intended uses
- ☐ Engaged in preservation or promotion of cultural or historical heritage
- ☐ Exploring opportunities around maker space and/or affordable housing for artists and creatives
- ☐ Economic and workforce development plans to bolster creative economy for region
- ☐ Economic development data to demonstrate current or projected growth of sector(s) in region
- ☐ Engaged in attracting creative entrepreneurs, investment and/or other related economic development activities to community

[Click here to access the complete Community Readiness Toolkit](#)



CERTIFIED CREATIVE DISTRICTS PROGRAM COMMUNITY READINESS WORKBOOK

FY 24 - 25 EDITION



WASHINGTON STATE
ARTS COMMISSION

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INTRODUCTION

The state legislature passed a bill in 2017 to fund the Certified Creative Districts program. This bill gave ArtsWA the authority to create and manage this program. The focus of the program is two-fold:

- to help communities create long-term economic opportunities in their region, and
- to support the long-term growth of Washington's arts, culture and creative sector.

Creative Districts are geographically defined areas where a concentration of artistic, cultural, and economic activity takes place. ArtsWA provides a five-year state-certification to communities based on specific criteria. It is an endorsement of the activities that may already exist in a community. It recognizes growth potential for the future. The criteria requires that a broad coalition of stakeholders come together for this process.

The Creative District program provides a platform for artists, creatives and community builders to work together to develop their local creative economy. It fosters innovation, entrepreneurship and community values. This combination creates a holistic, sustainable and diverse economy, so that communities and their future generations can thrive.

HOW WE SUPPORT YOUR SUCCESS

The Creative Districts program creates a support system for communities to achieve long-term goals. Our goal is to see arts, culture and creative industries thrive across the state. We will:

- provide resources to help you plan your program
- offer guidance throughout the planning process
- administer a rigorous and fair application process

If your community becomes a Certified Creative District, ArtsWA will:

- provide ongoing support and advocacy
- provide grant funding (pending availability)
- provide ongoing technical assistance
- host networking activities amongst Creative District communities
- support your community in finding grants and other funding opportunities

- promote success stories to the public, elected officials, and other stakeholders

YOUR FOUNDATION FOR SUCCESS

This toolkit provides a framework to help your community organize a Creative Districts Program. The exercises in this handbook are simple to use. Based on economic development best practices, they were created to help you promote dialogue in your community to establish a successful district.

This toolkit as a road map for your community. Understanding your community's strengths and weaknesses will help you choose the direction and focus of your Creative District. Doing the exercises is a requirement of the certification process.

We recommend you read through the entire workbook first before you start to answer the questions. This will give you a holistic idea of what your district can be at the end of the process.

INSTRUCTIONS

1. Please complete all sections. Try to answer as many of the questions as possible. The purpose of this workbook is for you to think about your community's identity and how it is unique compared to other places.
2. Work on the exercises in this toolkit with other members of your community. It is unlikely you will have all the answers by yourself. Getting input from lots of community members will be key in creating a holistic plan.
3. Work on the workbook sections in order. This will help to lay the foundation for your application. Please note that your organization is required to submit a completed version of this workbook with your application.

If your group has questions or concerns about a particular focus area or criteria, please contact the Creative District Program Manager.



SECTION 1: SETTING THE GROUNDWORK

In this section, you will focus on the basic characteristics of your proposed Creative District:

- What are the Creative District's mission, vision and values?
- Where will the district be located?
- What types of arts and creative industries exist in the area?
- What is the demographic makeup of your community?
- What is the community's unique identity as compared to other communities?
- Who will be part of your district planning team?
- Who are the partners involved in planning the Creative District? Are agreements in place that cover how partners will work together?
- Is there an organization or group that will be the District Administrator?

Answering these questions is the foundation of your Creative District. These elements are required in the final application for Certified Creative District designation. This section should be completed first and in its entirety before you move to the next section.

1: VISION, MISSION, VALUES

WHAT IS THE VISION FOR THE CREATIVE DISTRICT? *A statement that describes your ideal future. This short statement should describe how your District will change your community.*

WHAT IS THE MISSION OF THE CREATIVE DISTRICT? *A phrase that describes how you will work toward achieving your vision. In other words, it's what you'll do and how you'll do it.*

WHAT ARE THE COMMUNITY/CREATIVE DISTRICT'S VALUES? *Use short words or phrases to describe the core beliefs or guiding principles your community holds dear.*

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2: ARTISTIC AND CULTURAL ACTIVITIES, AND CREATIVE INDUSTRIES

ARTS AND CULTURAL ACTIVITIES

Please describe the types of **artistic or cultural activities** that take place in the region. *Examples: a community center/theatre, business district, training/educational facility, production facility, annual festival, recurring arts-related activity (e.g., Arts Walk), etc.*

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PLACE-MAKING/ARTS ANCHOR

Are there **place-making** and/or arts-related anchor attractions that exist in the community? *Examples include an entertainment complex, museum, waterfront access, etc.*

- ☐ Yes
☐ No
☐ Don't Know

If so, please list them below:

CREATIVE ECONOMY INDUSTRIES

What other activities take place in the proposed creative district? What other businesses and attractions exist that would appeal to residents and visitors?

Examples include: breweries, food production, publishing, video production/broadcasting, design services, performing arts companies, photography, museums, boat building, etc.

- ☐ Yes ☐ No ☐ Don't Know

If YES, what are they?

What is missing from these lists? What would you like to see come into your community?

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3: COMMUNITY DEMOGRAPHICS AND IDENTITY

DEMOGRAPHICS AND CULTURAL HERITAGE

Please describe the demographics of your community: gender, ethnicity, age, disability, etc. You can find this information from the [US Census Bureau](#) and [Washington State's Office of Financial Management](#).

Please describe your community's cultural or historical heritage. Include information about: indigenous people, pioneers or settlers, the origins of the local economy (consider and include immigrant and migrant populations), etc.

COMMUNITY IDENTITY

Please describe what your community's unique identity is. What sets it apart from other places? Why do you or people you know love your community?

Please describe the district's unique arts and culture niche. What kinds of arts, heritage or cultural activities will people find in your District that they can't find anywhere else?

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COMMUNITY IDENTITY

What are some adjectives that describe the personality or vibe of your future Creative District? How do you want visitors and residents to feel when they are in your District?

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Describe how the Creative District will reflect the values of the community:

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4: PARTNERSHIPS

Partnership amongst community members and organizations is key to the district's success. A broad agreement of community leaders is a good sign that a district will be successful long-term. Partnership(s) must include local government(s) (or similar entity), and shall include arts organizations, artists and other creatives, local chamber or downtown association, economic development agencies, businesses engaged in arts activities, local tourism bureau, local colleges and/or school districts, local arts agencies, other public agencies such as local port authority or regional transit, regional planning agencies, local tribal governments or agencies, businesses engaged in complimentary industries, etc.

WHO ARE OUR KEY PARTNERS?

Which groups, people, and organizations do we already have on board to ensure our Creative District is successful?

WHO IS MISSING FROM THIS LIST?

Will the partners you've identified write letters of support for your district application?

Will there be a partnership agreement/**memorandum of understanding** (MOU) between the main partners to help guide activities in district?

☐ Yes ☐ No ☐ Don't Know

5: DISTRICT ADMINISTRATION

Proposed Districts must designate a structured business entity to act as the **district administrator**. *Types of allowed entities include: local government (municipal or tribal), 501(c)(3) or 501 (c)(6) (such as registered neighborhood organization, downtown development authority, associate development organization).*

Is the total annual operating budget of the administrative organization at least \$20,000 (does not refer to Creative District budget)?

- ☐ Yes
- ☐ No
- ☐ Don't Know

Does the administrative entity agree to include district activities as part of the annual work plan of staff liaison, in compliance with ArtsWA requirements?

- ☐ Yes
- ☐ No

If the entity is not a local government, does it have the cooperation of the municipal entity that governs the geographical location of the proposed district?

- ☐ Yes
- ☐ No
- ☐ Don't Know

Please identify administrative entity and its operating structure.

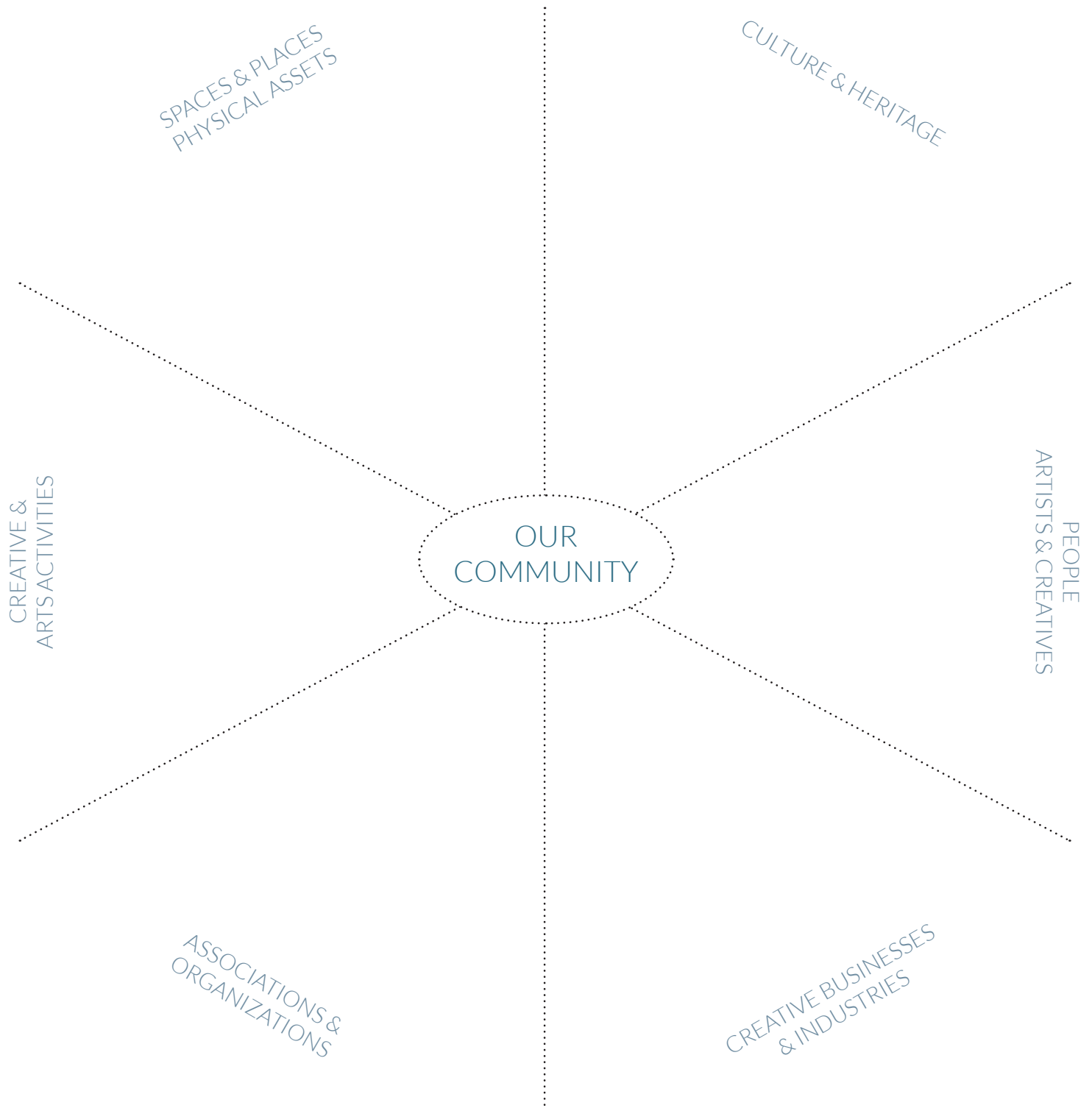
Is there a designated staff position assigned to oversee district activities?

- ☐ Yes
- ☐ No
- ☐ Don't Know

If YES, please describe staff role.

ASSET MAP TEMPLATE

On this page you will make a list (or '**ASSET MAP**') of all the resources in your community within the following areas. The purpose is to identify the resources in your area, and to understand how these resources are connected. This exercise can also be used in a larger community engagement meeting to get a full picture of the assets your community has.



6: GEOGRAPHY AND BUILT ENVIRONMENT CHARACTERISTICS

Is the proposed Creative District a contiguous, well-defined, appropriately sized area?

☐ Yes ☐ No ☐ Don't Know

If the locale is urban, is the proposed district walkable?

☐ Yes ☐ No ☐ Don't Know

If the locale is rural, are there geophysical barriers that prevent district from being well-defined and functional?

☐ Yes ☐ No ☐ Don't Know

Are there any barriers that prevent the movement from one place to another in the District? (e.g., impassable river, freeway, railroad crossing, etc.)?

[illegible]

Please describe the physical boundaries of the proposed area and include a map.

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SECTION 2: DISTRICT DEVELOPMENT AND PROMOTION

The focus of this section will be a deeper dive into the Creative District planning process. You will work on:

- understanding and developing community assets
- reaching underserved communities and incorporating them into the planning process
- knowing your community's strengths and weaknesses
- branding and promoting your Creative District, and
- preparing your community to focus on creative economy activities.

Units in this section include:

- community buy-in
- branding and promotion
- economic development
- education and workforce development, and
- development, land use, and housing.

Please note: Some of the elements in this section are not *required* for your district application, but planning for them will help your Creative District be more successful over time.

7: COMMUNITY BUY-IN & CONNECTION

Has this idea been presented to the elected officials in proposed district?

☐ Yes ☐ No ☐ Don't Know

If so, will they officially endorse the Creative District as an approved activity?

☐ Yes ☐ No ☐ Don't Know

If YES, what type of endorsement will they provide?

Are there citizens who can act as advocates or cheerleaders on behalf of the Creative District?

☐ Yes ☐ No ☐ Don't Know

If so, who are they?

Is there broad community buy-in for the proposed Creative District?

☐ Yes ☐ No ☐ Don't Know

Have you made concerted outreach efforts to artists and other creatives? Do you have artists and creatives actively working on your planning committee?

☐ Yes ☐ No ☐ Don't Know

Please describe community outreach activities that your group has done:

Has your outreach been inclusive of underrepresented groups in your community? How are their voices being added to your Creative District planning or activities?

What challenges have you had in your outreach efforts?

How are you ensuring your Creative District activities reflect the diversity of your community?

8: BRANDING AND PROMOTION

Based on the arts and creative activities you identified in Section 1, list 3 - 4 target markets for the district. Why would they want to come to this District?

TARGET MARKET 1:

Why will they come to the District?

TARGET MARKET 2:

Why will they come to the District?

TARGET MARKET 3:

Why will they come to the District?

TARGET MARKET 4:

Why will they come to the District?

Will there be a marketing and promotional budget assigned to the promotion of the District?

☐ Yes ☐ No ☐ Don't Know

How does the District intend to promote its arts and tourist activities to these target markets? What types of marketing will you do throughout your first five years of District designation?

What type of marketing or promotional materials or collateral do you think you will need to create in order to successfully market your District?

9: ECONOMIC DEVELOPMENT ACTIVITIES

What is the organization(s) that does economic development work on behalf of the local community?

Is there a designated economic development plan that includes the arts as a driver of economic activity?

- ☐ Yes
☐ No
☐ Don't Know

If yes, please describe key aspects of the plan:

[illegible]

Please describe activities that community and this organization does or will do to support creative-sector economic development.

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☐ Yes ☐ No ☐ Don't Know

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10: EDUCATION, WORKFORCE AND JOB CREATION

ARTS EDUCATION & TRAINING

Does the community support and foster arts educational opportunities for K-12 students?

- ☐ Yes
☐ No
☐ Don't Know

What are some of the organizations that do this work? What services do they provide?

Does the local community college/ school district offer arts-based job training curriculum?

- ☐ Yes ☐ No ☐ Don't Know

If YES, list the curricula:

WORKFORCE DEVELOPMENT

Does the local workforce development agency have a plan to create **workforce development** opportunities in creative economy jobs in region?

- ☐ Yes ☐ No ☐ Don't Know

Do these plans include disadvantaged demographic groups (such as veterans, low-income, persons with disabilities, etc.)?

- ☐ Yes ☐ No ☐ Don't Know

If YES (to either question), please describe some of the plans that assist with developing the local workforce. *Please note, answering this question may require you to forge a partnership with an organization outside the Creative District region.*

11: DEVELOPMENT, LAND USE & HOUSING

LAND USE AND ZONING

Is this area appropriately zoned for intended uses or activities?

☐ Yes ☐ No ☐ Don't Know

Are there restrictions that could hinder potential development of this area (such as restricted-use zones, environmental mitigation, etc.)?

☐ Yes ☐ No ☐ Don't Know

Please list the types of land use zone categories in the area:

Are there infrastructure projects (e.g., traffic mitigation, improved lighting) that may need to take place to make the area more accessible or user-friendly?

☐ Yes ☐ No ☐ Don't Know

Please list any infrastructure upgrades, etc.

RE/DEVELOPMENT OPPORTUNITIES

Are there designated assets that people would like to see redeveloped? *Examples include: historic buildings, transit centers, community plazas, etc..*

☐ Yes ☐ No ☐ Don't Know

Please describe the identified assets.

HOUSING/ARTIST WORKSPACE

Is there a local need for affordable housing and/or workspace for artists?

☐ Yes ☐ No ☐ Don't Know

Please describe the greatest need, and if the Creative District would like to pursue opportunities in this arena:

12: EVALUATING COMMUNITY ASSETS

A **SWOT analysis** is a powerful tool to help you develop your Creative District. A SWOT helps you organize your top strengths, weaknesses, opportunities and threat into a simple organized list.



SECTION 3: CRAFTING YOUR DISTRICT PLAN

You should have a good understanding of what makes your community unique. You should also know how your community can support a cohesive, sustainable, creative and cultural economy. Now it's time to start crafting your Creative District [program plan](#).

In your plan, you should identify goals for your District, and how you plan to achieve those goals. You should measure your creative economy progress in the form of data tracking. ArtsWA will require specific types of data to be tracked in each Creative District. However, we encourage you to think about what other types of data will help you to measure progress that reflects your community values and standards.

13: SETTING GOALS AND MILESTONES

SETTING CREATIVE DISTRICT PROGRAM GOALS

Please describe 3 – 5 **goals** your District would like to achieve over the next 3 – 5 years:

GOAL 1:

How will this goal advance your Creative District?

GOAL 2:

How will this goal advance your Creative District?

GOAL 3:

How will this goal advance your Creative District?

GOAL 4:

How will this goal advance your Creative District?

GOAL 5:

How will this goal advance your Creative District?

SETTING PROGRAM MILESTONES

Please describe program milestones for Program Years 1, 2, 3 and 5:

YEAR 1 MILESTONES:

YEAR 2 MILESTONES:

YEAR 3 MILESTONES:

YEAR 5 MILESTONES:

14: MEASURING PROGRESS

TRACKING ECONOMIC DEVELOPMENT DATA

Does the proposed district have economic data to demonstrate current or projected growth of sector(s) in region*? Below are a few examples of data you can track. Please feel free to add in data points that are important to your community:

Data Points	Current Data	5 Year Projection (goal)
Number of creative industry jobs within Creative District boundaries		
Number of creative businesses within Creative District boundaries		
Number of total businesses within Creative district boundaries		
Number of visitors/tourists to activities/venues within Creative District boundaries		
Estimated number of children/youth that directly benefit through Creative District activities (include students, participants)		

**ArtsWA has a subscription to Creative Vitality Suite, an online tool that tracks economic data in the creative sector throughout the United States. We can help you create a benchmark for data analysis if needed.*

Are there additional categories of data, based on stated community values or standards, that the district would like to track that demonstrate creative economy vitality in the region? *Examples include: property value trends, occupancy rates, crime statistics, income levels, relative percentage increase in creative businesses/activities in the region, etc.*

[illegible]

15: PROGRAM SUSTAINABILITY

The Creative District certification comes with a small one-time seed grant from ArtsWA (subject to availability). Does the proposed district administrator have the ability to provide matching operating funds to begin program?

- ☐ Yes
☐ No
☐ Don't Know

Please describe where these match funds will come from:

Creative District certification lasts for five (5) years. Has the administrative entity thought about how District program activities will be funded during this time?

- ☐ Yes ☐ No ☐ Don't Know

Please describe funding mechanisms. Please provide 5-year funding projections for Creative District:

GLOSSARY

Artistic or cultural activities: arts or culture-related actions by individuals or companies that generate income or develop job or business opportunities.

Arts and culture niche: arts and cultural products, services or activities that appeal to a specific group of people

Asset mapping: a process to make an inventory or 'map' of resources, skills and talents of people and organizations to find out and connect the links between different parts of a community.

Community assets: a resource that can be used to improve the quality of community life. Examples include: the capacities and abilities of community members; a building or place; a business that provides jobs; or local private, public, and nonprofit institutions or organizations

Community development strategy: an action plan created to promote economic and social progress for a community

Competitive advantage: something that a company or community does better than its competitors due to its services or its brand position.

Creative industries: a group of businesses with highly similar, creative activities at their heart. Examples include: design, music, publishing, architecture, film and video, crafts, visual arts, fashion, TV and radio, advertising, culinary arts, and the performing arts.

Creative sector: a general segment within the economy that describes a general economic activity, in this case, arts, culture and creativity.

District administrator: an appointed staff person or organization responsible for overseeing the work plan and activities of the Creative District

Economic development: a sustained community effort to improve the local economy and quality of life by building capacity to adapt to economic change.

Goals: an observable and measurable end result to be completed within a specific time frame.

Identity: the qualities of a person or group that make them different from others; who or what a person or group is,

Memorandum of understanding (MOU): a document that describes a common agreement on an issue between two or more parties. Generally recognized as binding, even if no legal claim could be based on the rights and obligations laid down in them.

Milestone: a task, objective or stage into which a project is divided. Milestones serve as progress markers for monitoring and measuring achievements.

Partnership: a relationship in which two or more people or organizations work together to achieve a common goal.

Program plan: a written plan for a program that defines goals and describes a plan to reach those goals.

Stakeholder: a person and/or organization who has an interest in or investment in an activity, and who is impacted by, and cares about how it turns out

SWOT Analysis: a study taken on by an organization to identify its internal strengths and weaknesses, as well as its external opportunities and threats.

Workforce development: an approach to economic development that works to enhance a region's economic stability by focusing on the overall employment needs of a region.

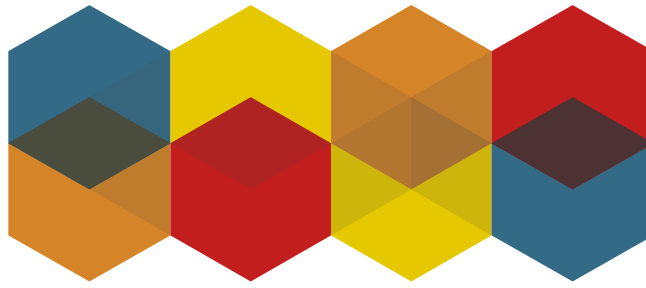
CREATIVE DISTRICT PRE-APPLICATION CHECKLIST

MINIMUM REQUIREMENTS TO APPLY

- ☐ Clearly defined District mission, vision and values
- ☐ Clearly defined arts and culture identity, with a concentration of artistic or cultural activities or 1 - 2 primary arts or culture-related industries occurring in region
- ☐ Clearly defined Creative District brand
- ☐ Designated, contiguous geographic area recognized by local government
- ☐ Area is walkable and/or easily navigable
- ☐ Designated area is appropriately zoned for activities/intended uses
- ☐ Structured entity formally recognized by local government designated as district administrator, with assigned staff role to carry out Creative District activities
- ☐ Administrative entity has a minimum \$20,000 total annual operating budget (includes entire budget, not just Creative District funds)
- ☐ Broad community buy-in for community designation as Creative District
- ☐ Local artists and creatives are actively engaged and participating in District
- ☐ Community is actively promoting local arts, culture and tourist activities
- ☐ A diverse coalition of community members, including underrepresented groups, are actively participating in District planning
- ☐ Program strategic plan covering 3 - 5 years of activity
- ☐ Site visit to proposed district by Creative District program staff has been completed
- ☐ Completed Community Readiness Workbook, to be included in district application

ADDITIONAL CONSIDERATIONS FOR A SUCCESSFUL DISTRICT

- ☐ Partnership agreement amongst entities, to help guide activities in district (if applicable)
- ☐ Engaged in preservation or promotion of cultural or historical heritage
- ☐ Exploring opportunities around maker space and/or affordable housing for artists and creatives
- ☐ Economic and workforce development plans to bolster creative economy for region
- ☐ Economic development data to demonstrate current or projected growth of sector(s) in region
- ☐ Engaged in attracting creative entrepreneurs, investment and/or other related economic development activities to community



WASHINGTON CERTIFIED CREATIVE DISTRICTS PROGRAM



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