



**CITY OF LYNNWOOD ARTS COMMISSION**

**RETREAT AGENDA**

**January 24, 2015**

10am – 2pm

Lynnwood Library / Lynnwood Senior Center

- |         |   |
|---------|---|
| 9AM     | Library Gallery Installation (optional) |
| 10AM    | Discuss Commission Mission / Vision     |
| 11AM    | Review Cultural Arts Plan               |
| 12PM    | Lunch (and move to Senior Center)       |
| 12:30PM | Discussion Plan Goals & Priorities      |

The public is invited to attend. Parking and meeting rooms are accessible for persons with disabilities. Contact the City at 670-5503 with 24-hours advance notice for special accommodations.

# Lynnwood Arts Commission

## Mission Statement

**The Lynnwood Arts Commission supports the arts to enrich the quality of life in Lynnwood.**

- We provide visual, performing, cultural and educational arts programs.
- We form partnerships with businesses, schools, community organizations and individuals.
- We develop and maintain the public art collection.
- We support the arts with public and private funds.
- We promote the arts and its benefits.

Adopted on August 24, 2001



**LYNNWOOD**  
WASHINGTON

# Cultural Arts Plan



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    Cultural Facilities

    Marketing and Cultural Development

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## SHAPING THE VISION

The City of Lynnwood Cultural Arts Plan is a comprehensive strategy for the development and encouragement of the arts in our community. Our Plan is both visionary and realistic, providing short-term steps and long-range recommendations on cultural arts issues. It is a community plan; responsibility for its implementation must be shared by all sectors of the community. It culminates a year of work, in which several hundred people were involved in the community cultural assessment planning process. They responded to surveys, participated in focus groups, attended summer arts events, and provided information and feedback on the Plan.

Our Plan presents the philosophical perspective of the cultural arts held by the Arts Commissioners and describes the current arts and cultural opportunities for visitors and residents of Lynnwood. We identify ways to strengthen collaborations between the public and private sectors to encourage accessibility of arts education, facilities, and programs for citizens of all ages. We encourage a continuing role for arts and culture in the city planning process. We seek to challenge community leaders, civic and arts organizations, local business people, educators, artists, and residents to become actively involved in the cultural life of our community.

We look to the strengths and opportunities of our city: a solid economic base, a youthful population, our location at the hub of major transportation corridors, numerous cultural organizations, and the strong commitment by our city to support the arts. The next decade and beyond will be a time of change, growth and opportunity. We want to nourish and enhance our city's cultural future.

## Visionary Goals

**Create and enrich a strong sense of community identity:** As a subregional center for finance, commerce and transportation, Lynnwood's influence reaches beyond its physical boundaries. Our city is a pleasant place to live, with a young history, increasing ethnic diversity, and beautiful natural surroundings to be preserved and celebrated. Cultural heritage, a "sense of place," and social gathering places are stabilizing and strengthening elements in our community. As cultural voices, the arts play an important role in this defining process.

**Expand Lynnwood's cultural opportunities:** Music, dance, literary arts, theater, the visual arts, media arts, architecture, and festivals - these cultural expressions are enjoyed by residents, neighbors and visitors to Lynnwood and South Snohomish County. We want to encourage and enhance the arts so our young people, seniors, and families will have more outlets for creative expression, and so they will be able to participate in, appreciate, and enjoy the arts in Lynnwood. By strengthening our partnerships with Edmonds Community College, neighboring cities, Lynnwood Library, artists, local businesses and corporations, Edmonds School District, and arts and civic organizations, our residents will have more opportunities to see quality performances and exhibitions. These collaborations will promote creative use of existing and potential resources and facilities, and provide mutual benefit for audiences and artists.

**Improve the quality of life in our city by promoting, preserving and sustaining the cultural arts:** Economic diversity and rewarding employment opportunities, protection of our neighborhoods, quality governmental services, education, recreation and open space, and improved transportation are essential elements of value in our community. The quality of our cultural life is also important. The arts are a catalyst for social interaction and creativity. By promoting and preserving the arts, and by identifying the resources needed to create and sustain a vibrant cultural community, our plan seeks to enhance the quality of life for visitors and residents of Lynnwood and the South Snohomish County region.

These intertwined goals paint a cultural vision for our city. Goals serve as the primary shapes and forms of this vision. Onto our canvas we add definition and detail with six key elements:

- **Cultural Facilities**
- **Arts and Cultural Education**
- **Marketing and Cultural Development**
- **Culture and the Arts Commission**
- **Support For Artists and Cultural Organizations Funding**
- **Funding The Cultural Arts**

For each of these cultural elements, we describe our perceptions of their composition, and we develop specific recommendations. The concept of *synergy*, that "the whole is greater than the sum of its parts," characterizes our approach to the arts. While each element is an important aspect of the plan, only when seen together do they create a complete and colorful cultural picture. A richer quality of life in Lynnwood is the desired outcome of this planning process and the inspiration for this Cultural Arts Plan.

## SETTING THE STAGE

Opera singer Beverly Sills said, "Art is the signature of civilizations." Art is a tool for communicating the values, beliefs and feelings we have about our work and play, our parks and streets and neighborhoods. Through the arts, our culture and social heritage are transmitted, cultivated, and preserved. Our city's culture is defined by those things which we inherit and leave behind - the visions, thoughts and plans, the buildings and public art, the annual traditions and celebrations. The arts are an important aspect of Lynnwood's cultural heritage and sense of community identity.

In Lynnwood, art takes many forms, reflecting the impressive cultural diversity of our city. Art is the graceful bronze sculpture at the Recreation Center. It is the design of contemporary quilts exhibited at the Library Gallery. Art is the harmony of children hugging granite sculptures at Meadowdale Park Playfields and the balance of young dancers leaping in leotards in ballet class. We see contrast, color and imagination in the public works mural painted by middle school students at City Hall. We appreciate the timelessness of a Shakespeare play on a summer evening under the tall firs at Lynndale Park Amphitheater. These are the cultural arts in Lynnwood, essential elements of the quality of life in our community.

While the arts have a different meaning for each individual, our plan is founded on several basic principles:

- The arts include many forms of aesthetics and human expression: music, dance, drama, the visual arts and crafts, literature, media arts and architecture.
- Within each of us is an artist, having a fundamental need for the joy of creativity, imagination and the discovery of our personal gifts.
- The arts are based on freedom of thought and expression, resulting in a creative process and product.
- Cultural heritage and ethnic traditions are a source of celebration.
- The arts enhance our quality of life, and provide an attraction for people to live, work, play, and visit Lynnwood.
- With comprehensive planning and support, the arts can play an important role in meeting the city's goals.
- Public and private sectors together play a role in encouraging the arts and making them accessible to all citizens of Lynnwood.

## **PROFILING THE COMMUNITY – Current & Future**

### **Location**

The City of Lynnwood, incorporated in 1959, is a suburban community in South Snohomish County, Washington. Located halfway between Seattle and Everett, Lynnwood occupies about seven square miles of rolling hills along the Interstate 5 corridor, about five miles north of the King/Snohomish County line, and nine miles south of Everett, with access to two interstates and other major highways. Lynnwood has no major topographic features and no direct access to Puget Sound or other major bodies of water.

### **Population**

Between 1960 and 1990 the population of Lynnwood quadrupled to 28,700 residents. In the past ten years, the City of Lynnwood has continued to experience rapid population growth. In 1983 the population was 23,000. The 1993 figures indicate 29,584 people, an increase of 28%. By the year 2000 the population is projected to be over 31,000, with the service area growing at an even faster rate. The service area of Lynnwood extends beyond the city limits and coincides approximately with the Edmonds School District boundaries.

Lynnwood is a "young" community; the median age of residents is 31 years. Almost three-quarters of the population is under the age of 45, with one-half between the ages of 18 and 44 years. School-aged children, under the age of 18, comprise about 25% of the total. Adults aged 45 to 64 comprise 17% of the population, and seniors over 65 account for 10%.

### **Economic**

Lynnwood is strategically located at the hub of major transportation corridors and is the subregional center for financial and commercial activity in South Snohomish County. Lynnwood's economic base is solid; sales tax from retail and service-based businesses provide 21% of the city's total revenues. Growth is expected to slowly mature, with some redevelopment of commercial buildings, infilling of vacant land, and annexation.

Lynnwood is a predominately a middle class, family community. Nearly half (48%) of the households are families headed by couples. However, 16% are single parent families and 27% are single person households. The median household income in 1990 was \$30,512. The 1990 Census indicated that 57% of Lynnwood's households earned less than \$35,000.

### **Housing**

Lynnwood has a mix of single family neighborhoods and multi-family complexes in residential areas. Currently, 34% of the land use in acres is single family dwellings and 8% is multi-family, although there are nearly equal numbers of single and multi-family units. Owner occupancy, however, has decreased from 90% in 1960 to 49% in 1990. There is a higher demand for smaller, lower cost housing reflecting recent increases in the costs of land, energy, and building materials and the trend toward smaller average household size. These



trends have resulted in an increase in density. The City has identified the need for more parks, trails and open space.

## **Trends for the Future**

**Population Growth:** The Puget Sound Regional Council projects a population of 35,000 in Lynnwood by the year 2010. Because vacant developable land is scarce, and most sites are less than two acres and scattered throughout the city, much of the city's population increase will be absorbed through increased density. Although the number of persons per household is declining and many households will have fewer children, the trend toward higher density may continue with the development of more multi-family complexes and more single family homes per acre. The City has recognized the need to provide adequate commercial and recreational services, capital facilities, open space, and employment centers to serve the city's growing population.

**Increasing Number of Senior Citizens:** Lynnwood's senior population will continue to expand. The percentage of senior citizens (aged 55 and over) has increased from 12% in 1980 to 17% in 1990. An older population will influence the types of programs, recreational and cultural facilities, and services offered by the City in the future.

**Growing Ethnic and Cultural Diversity:** While Lynnwood's population is predominately white (88%), there is a trend toward increasing ethnic and cultural diversity. According to the 1990 Census, 8% of the population is of Asian or Pacific Islander descent, 2% Black, and 1% American Indian.

**Economic Development:** Future opportunities exist for significant economic development and increased employment in Lynnwood. Comprehensive city planning and regional transit planning may lead to redevelopment of commercial areas to accommodate city focal areas/activity centers and transit stations. A growth in light industry would provide more local head of household employment.

**Cultural Arts, Leisure, and Recreation:** Residents of Lynnwood will continue to value and enjoy their leisure time. Demand will increase for affordable recreational and cultural opportunities that are close to home. People will live longer and will tend to be active in their senior years. There will be an increased demand from aging and special populations for more passive recreational facilities with open spaces, bicycle paths, picnic areas, nature preserves, and neighborhood parks with walking loops connected to major trails. Cultural and educational programs, art classes, public performances, and places for social gathering will be valued by residents. There will be a continuing demand for a variety of leisure, recreation, and cultural opportunities, which can be enjoyed by residents of all ages, from early childhood into the retirement years.

## STATE OF THE ARTS – A Colorful Collage

The arts are vibrant and visible in the City of Lynnwood. A colorful collage of events, programs, classes and performances involve participants and audiences from nearby Edmonds and Shoreline, from Bothell and Everett to Marysville. This overview of arts offerings and opportunities in Lynnwood, reveals the rich tapestry of the cultural arts that enriches our community.

### **The Performing Arts...**

Theater ~ Drama ~ Dance ~ Instrumental ~ Vocal

### **City of Lynnwood**

#### Shakespeare In the Park

A free, performing arts series at Lynndale Park during the summer sponsored by the City of Lynnwood and co-sponsored by local businesses.

### **Regional and Community Performance**

#### UPstage!:

A Lynnwood-based nonprofit, semiprofessional regional theater company incorporated in August 1991. It is dedicated to engaging the mind, emotions, and conscience through artistically and culturally diverse productions for youth and adults.

#### Debut Youth Theater:

This youth theater division of UPstage! has toured three original productions, including a musical for 4 to 11 year-olds and a work about sexual harassment for middle and high school youth.

#### KING'SPLAYERS:

A repertory theatre company, located in Edmonds, which provides an arena for amateur theatricists to participate in the presentation of artistic productions, programs, and concerts of dramatic, musical, and other creative expression within a framework compatible with Christian expression and fellowship.

#### Cascade Symphony Orchestra:

A community symphony, founded in 1962, which draws members from throughout the upper Puget Sound region, with six current residents of Lynnwood/Alderwood Manor. The symphony performs an annual concert series at the Puget Sound Christian College Auditorium in Edmonds.

#### Cascade Youth Symphony

More than 200 young musicians in three sub-groups (advanced Youth Symphony, Junior Symphony, and string and wind Sinfonette) drawn primarily from the Edmonds, Northshore and Shoreline school districts. They performed at Shoreline Community Center, Everett Civic Auditorium, Shorecrest Fine Arts Auditorium, Edmonds Community College and Alderwood Mall in their sixteenth season. The Sinfonette rehearses at Lynnwood High School.

#### Olympic Ballet:

A classical ballet school located at the Anderson Cultural Center in Edmonds, offers classes in classical ballet, creative movement and jazz for 250 students from north Seattle to Everett, and has an annual school presentation. The Olympic Ballet Theatre is an audition-based resident performing company. Three performances are presented each year, "The Nutcracker" and two other works. Past performances have been held at Everett Civic Auditorium and Puget Sound Christian College Auditorium. In 1993, the Olympic Ballet Theatre performed in Lynnwood for the Saturday Matinee series.

#### Seattle Girls' Choir:

The Edmonds/Everett branch of the choir serves about 20 girls ages 8 to 15. This training branch rehearses at Mariner High School, conducts three to four concerts annually in the area, and joins the Seattle Choir for Christmas and spring concerts. Local concerts were held at Trinity Lutheran Church in Lynnwood until the building was destroyed by a fire in 1992.

#### SOUNDSATIONS:

Students from throughout the Northwest comprise this vocal performing ensemble at Edmonds Community College. The 20-member, audition-based group has performed in Europe and Japan, schedules numerous concerts for communities and schools each year, and produces a CD recording annually.

#### **Visual Arts...**

sculpture, paintings, etchings, glass and ceramic works, weavings and baskets, photography, film and media arts, architecture...

#### **City of Lynnwood**

The City's Public Art Collection includes permanently installed artworks. Two of these installations were partially funded by the Friends of the Lynnwood Library. Three recent works include a bench project at Scriber Lake Park, granite monolith sculptures at Meadowdale Playfields co-funded by the City of Edmonds, and sculpted brickwork for the Civic Center Justice Facility remodeled plaza exterior.

The Portable Works Collection consists of works by established and emerging Northwest artists, and includes purchased and donated works. A recent addition to the collection is a William Morris glass piece entitled "Petroglyph Vessel 1990."

The "Reflections of Lynnwood" Photograph Collection is a juried competition and show. The purchase award winners are selected annually in September for this collection of framed pieces. See Appendix ? for a complete listing of all works in the City's collections.

#### Lynnwood Library Gallery:

A monthly exhibit featuring local artists, professionally curated touring exhibits, the City's Portable Works Collection, Reflections of Lynnwood Photography Show, interpretive displays and competitions. The 1993 series features "The Year of the American Craft." The "Meet the Artist" series is a slide, lecture and demonstration series presented monthly by the featured gallery artist. A free gallery tour may be scheduled with a gallery volunteer.

### **In the Community**

#### Edmonds Community College Art Gallery:

An educational gallery located in Lynnwood Hall at Edmonds Community College, each month's exhibit promotes local and regional artists and features a diversity of media.

#### Edmonds Community College Art Club:

This club, which meets weekly, is open to college students and the broader community. A calendar of quarterly programming is designed and developed by the club membership and includes guest speakers, professional artists, and workshops.

#### Cinema:

In the Alderwood Mall area there are three multi-screen cinemas, showing first-run films at full and discount prices.

#### Commercial Frame Shops:

A number of commercial frame shops in the City of Lynnwood, offer a variety of services, including custom picture matting and framing, and sales of art prints and art books.

There are no private, commercial art galleries in the City of Lynnwood.

### **Literary Arts...**

literature in a variety of forms - prose, poetry, drama and essay, storytelling, children's literature, and lectures

### **City of Lynnwood**

#### "Best Book I Ever Read" Poster Contest:

To promote reading and the visual arts, all third graders attending Lynnwood schools are invited to enter this annual juried poster contest. Outstanding posters are displayed at the Lynnwood Library Gallery during November to promote National Children's Book Week. Co-sponsored by the Friends of the Lynnwood Library, the Lynnwood Arts Commission, and the Sno-Isle Children's Librarians.

#### Lynnwood Library/ Sno-Isle:

A variety of free children's activities are presented. Program highlights throughout the year include a pre-school storytime, summer reading fun, puppeteers with poetry and music,

stories from different lands with animals and critters, special programs sponsored by the Sno-Isle System, and a unique presentation of literary plays during Children's Book Week in November.

## **In the Community**

Edmonds Community College:

Sponsored by EdCC Student Programs, a variety of programs are presented each year, and may include an author/speaker lecture series, Global Enrichment Series, and Major Event Series. (more info the end of July from Suzanne Jenny) The Women's Programs Office sponsors a free "Brown Bag Lecture Series" on campus at noon Wednesdays during fall, winter and spring quarters.

Bookstores:

There are a number of retail bookstores in Lynnwood, including national chains and stores specializing in religious, metaphysical, used and paperback books. There is one independent, full service bookstore; readings, author appearances, and booksignings are anticipated at this store in the future.

## **Festivals & Events...**

gatherings for spectators and participants in celebration!

## **In the Community**

Lynnwood Heritage Festival:

A multicultural festival emphasizing cultural diversity co-sponsored by Kiwanis and the City of Lynnwood. Scheduled for a weekend in late September, this event features dance, music and other entertainment, an arts and crafts show, food, and carnival.

St. Thomas More Fall Festival:

This annual parish fundraising festival features an international buffet, games for children, and arts and crafts booths. The general public is invited to attend the three-day event.

Arts and Crafts Shows:

Alderwood Mall is the site of two commercial arts and crafts shows annually. The majority of the artists are professionals from Washington State, and their works are screened for quality and originality. Many of them are working artisans - glassblowers, dried flower arrangers, metal sculptors, photographers, watercolorists - who educate and entertain the "mall walkers," retired persons, and young people who frequent the mall. Alderwood Mall is also host to a variety of shows and exhibits throughout the year, including antiques, wedding, safety, home and garden, and Boy Scouts Expo.

## **Arts Organizations**

Arts Now:

offers non-credit visual, literary, performing and media arts classes that appeal to the artist in

all of us, as well as workshops in advanced techniques. In addition, we offer professional and technical classes focusing on such topics as what it takes to get your work in galleries, your writing published, or your performance booked. ArtsNow collaborates to produce The EDGE program for visual artists with Artist Trust, legal workshops with the Washington Lawyers for the Arts and the Annual BizArt conference with Everett Community College and SEA (Self Employment in the Arts). Send us your email address to get on our e-news today!

## **Public Arts Programs, Schools, Classes**

### **City of Lynnwood**

Sponsors a variety of visual and performing arts classes for adults and youth in drama, dance and visual arts. Currently over fifty classes are offered for a variety of ages and skill levels. Among those offered are classes in clay sculpting, belly dancing, jewelry making, painting, acting, quilting, cartooning, and ballet. The dance program has grown most notably in the past year. Space is not available at the Recreation Center for additional classes; the Municipal Court and nearby schools are used for classes when those facilities are available. Participation in visual and performing arts classes for adults and children has increased 36% from 1990 to 1992.

#### Temporary Mural Project:

In the summer, older youth artists design and paint an outdoor mural for public display. Lynnwood Parks Picasso style - "Parcasso" - was 1993's theme. In previous years, the project has focused on City Hall, Public Works, Recreation and the Fire Department.

### **In the Community**

#### Edmonds Community College:

Courses for adults are offered in the visual arts, drama, and music. The Center for Continuing Education offers classes in ballroom, swing and modern dance, music, writing, and woodworking. Kids' College is a hands-on enrichment program for children ages 7 to 11, offered during spring break, summer vacation and other school holidays. Recent classes included drawing, sculpture, painting, outdoor art, and fun with words.

#### Edmonds School District #15:

Offers sequential and comprehensive visual arts and music education, public music concerts and dramatic productions. Sponsors Artist in Residency programs, Autumn Jazz Symposium, and a summer Creative Arts and Music Program integrating drama, visual arts, movement, strings, band, singing, percussion and keyboard. "Artmarks - Aesthetics, Creativity, and Literacy," a comprehensive elementary visual arts curriculum, is available for classroom teachers. Student participation in the District music program has grown three-fold since 1990; eighty percent of the district's fifth and sixth graders choose to participate in band, chorus, or orchestra.

#### KIDS Create:

A hands-on, three-day collaborative art program with the Edmonds School District, and Cities of Edmonds and Lynnwood, involving over 1,000 children and 150 volunteers. Local artists teach workshops ranging from clowning to African drumming and papermaking. Arts coordinators for the cities were recognized in June, 1993 by the Association of Washington Cities for their work on this project.

## **Private Arts Programs, Schools, Classes**

Alderwood Boys and Girls Club:

The club has a membership base of 1500 youth. Drop-in and before and after school programs offer arts and crafts activities on a casual basis and the active Drama Club presents occasional productions. Homeschooled youth may participate in a fine art instruction program.

Private Academic Schools:

The local private schools surveyed offer music instruction with music specialists and classroom visual art instructed by classroom teachers.

Visual Art Schools:

neo-art school offers an extensive visual art instruction program in Lynnwood. A ten-week summer arts sampler program was held on the Bright and Early Primary School campus, and includes jewelry, collage, papermaking, ceramics, painting, and more. Field trips, special programs, holiday classes, parent/child, and occasional full-day programs will be offered in the future.

Dance Schools:

Four studios in Lynnwood offer classes for adults and children in classical ballet, creative movement, traditional Hawaiian hula, jazz, tap and modern dance.

Music Schools/Teachers:

Over a dozen individual music teachers and four commercial music and instrument shops offer music instruction.

"Summer Sounds" is offered by the Cascade Youth Symphony. It is a week-long day camp for young musicians age 11 through high school, and consists of symphony orchestra and chamber music experience. "Summer Sounds" was held in August, 1993 at Meadowdale High School.

Drama and Theater:

Seattle Children's Theatre offers extension courses in drama for youth aged 6 to 15 at the Bright and Early School in Lynnwood. Students explore movement, develop acting skills, learn improvisation, experiment in visual art, and create monologues and masks.

## **Artists**

Lynnwood is home to several hundred professional and amateur artists in the visual, performing and literary arts. The performing artists are actors, directors, producers, musicians, singers and dancers. Some are members of well-known groups which perform in the greater Puget Sound area. The visual artists work in a variety of mediums, including sculpture, watercolor, mixed media, graphic design, photography, ceramics, pen & ink, stained glass, textiles, weaving, and basketry. A number of writers, storytellers, and poets live in Lynnwood. Most of the local artists work out of their homes. Although many artists are regionally and nationally prominent, with few galleries, studios, art shows, and performance spaces in Lynnwood, artists have limited opportunities to exhibit and present their works locally.

## **Facilities**

There are few facilities in Lynnwood dedicated to the arts and culture. The City does not own or operate a performing arts facility. The Lynnwood Library Gallery, the only public visual arts gallery space, is managed and operated jointly by the Library Board, Friends of the Library, and the Parks and Recreation Department. Visual and performing arts classes are conducted in two classrooms at the Lynnwood Recreation Center. This facility, however, is perceived primarily as a recreation and fitness center, not a cultural facility.

Lynnwood has one outdoor amphitheater located at Lynndale Park and an outdoor bandstand at Wilcox Park. The amphitheater has a concrete stage area located in the trees and has bench seating for an audience of two hundred. The Wilcox Park Bandstand is a covered, wooden gazebo with concrete floor that stands at the base of a grassy knoll; the open lawn area can accommodate large audiences and festivals. Both sites are locations for the city-sponsored "Arts in the Parks" and "T.N.T." summer performance series. Lynndale Elementary School gym and the Lynnwood Municipal Court are used as "rain locations" for these outdoor events.

Many facilities, including classrooms and auditoriums, are provided by and serve the Edmonds School District. The Lynnwood High School Little Theatre is a theater/auditorium with seating for 240. It is used for school dramatic productions, community meetings, pageants and recitals. Theater productions at Meadowdale High School are held on the stage in the corner of the cafeteria. The gymnasiums at Meadowdale and Lynnwood high schools are the sites of School District quadrant music concerts. Several elementary and middle schools have cafeterias or gyms with small stages, and are used for smaller theater productions, school activities, and some community cultural events.

Edmonds Community College has conference and meeting rooms, large lecture halls, and gymnasium facilities which are used by the college and the community for business conferences, music concerts, collaborative arts performances, and community cultural events.

### **Public Cultural Agencies**

The Lynnwood Arts Commission is the public cultural agency serving Lynnwood. The seven-member, mayor-appointed commission provides direction and recommends policy on arts issues to the Mayor and City Council. The commission sponsors programs, projects, and performances with the Parks and Recreation Department, Edmonds Community College, Edmonds School District, Lynnwood Library, neighboring cities, businesses, and community organizations. It has developed a formal public art acquisition program, which includes policies and procedures for acquiring and commissioning public art, approving public exhibits, accepting donated works, and deaccessioning public art. A City Council member serves as a commission liaison and the position of Arts Coordinator is staffed through the Parks and Recreation Department. The Arts Commission and the Library Board functioned jointly as one commission until 1988, when they became separate advisory boards. The City's cultural arts programs are funded through the City's general fund and the 1% for the Arts Ordinance #1745 enacted in 1990.



## FORMING THE FOUNDATION

The foundation of our Cultural Arts Plan is an extensive information gathering process. The cultural planning and assessment effort was initiated and executed by the Lynnwood Arts Commission and the Parks and Recreation Department staff. Many citizens, artists, community leaders, and cultural and civic organizations have participated.

To begin the information gathering process, three surveys were developed to assess the state of the arts in Lynnwood; these surveys were titled "Arts Survey 1992," "Arts Commission Survey - How Are We Doing?," and "**need title of this!**" In August 1992, audiences at five public park performances were surveyed about attendance at arts events, the importance and quality of cultural arts programs, and the adequacy of arts and cultural facilities in Lynnwood. Over 190 responses were received from the "Arts Survey, 1992." In the fall of 1992, a "How Are We Doing" survey was conducted at various community sites and events, including Lynnwood Autumn Festival, Fantastic Fridays performances, Meet the Author Series, and Lynnwood Recreation Center. Ninety-five individuals responded to this survey, which included questions about classes, performances, events, visual arts, facilities and programs. Participants in Parks and Recreation classes were surveyed throughout 1992 about their satisfaction with classes and activities offered through the City's recreation center. Over 179 responses were received to questions about classes, performances, events, visual arts, facilities and arts programs.

The members of the Arts Commission then tapped the experience and insights of thirty-four (34) people from Lynnwood - artists, business people, arts organizations, educators, students and interested citizens. These participants met as six focus groups in October and November 1992. They discussed and examined the needs of the community in the following areas: a vision of Lynnwood in 15-20 years, cultural opportunities and issues, funding, cultural organizations, collaborative relationships, marketing, arts education, and cultural facilities.

The City of Lynnwood Parks and Recreation Department distributed a total of 15,000 questionnaires to Lynnwood households in the May 19 edition of the Seattle Times serving Southwest Snohomish County and by direct mail in the summer edition of the "Craze" on May 21. A total of 284 completed questionnaires were returned by June 7, 1993. This survey included questions about parks and facility use, participation in and satisfaction with programs and special events, and priorities for parks, programs, and facilities.

Between July 1 and July 8, 1993, research assistants of Hebert Research conducted a phone survey of 300 City of Lynnwood residents. Individuals selected to participate in the research were selected using probability sampling methods and were contacted up to five times to obtain a representative sample of the population. The response rate, which represents the proportion of the individuals who agreed to participate in the research, was 62.3%. This phone survey included questions about parks and facility use, programs and facility needs, services, and planning for future development.

Results section....

# STATE OF THE ARTS

## The Performing Arts

City of Lynnwood  
Regional and Community Performance

## The Visual Arts

City of Lynnwood  
Library Gallery  
PRIMA Gallery  
Edmonds Community College  
Cinema  
Commercial Galleries

## The Literary Arts

City of Lynnwood  
Lynnwood Library  
Edmonds Community College  
Bookstores

## Festivals and Special Events

## Arts Organizations

## Public Arts Programs, Schools and Classes

City of Lynnwood  
Edmonds Community College  
Edmonds School District

## Private Arts Programs

Alderwood Boys and Girls Club  
Private Academic Schools  
Visual Art Schools  
Dance Schools  
Music Schools  
Drama and Theater

## Artists

## Facilities

## Public Cultural Agency

# PAINTING THE PICTURE

## ARTS AND CULTURAL EDUCATION

Arts and culture are integral elements of our society. Education in the arts enables people of all ages to become "artistically and aesthetically fit," states Ken Smith, a Lynnwood Arts Commissioner. Just as we develop and maintain healthful and athletically fit bodies through diet and exercise, so do we cultivate a greater appreciation, sensitivity, and critical awareness of our cultural world through exposure and education in the arts.

The arts are an essential aspect of our formal education system. The arts are as basic as reading, writing, arithmetic, history and other subjects. They are a means of communicating, of understanding our thoughts and feelings, of imagining, and of seeing connections among areas of learning. Educators and corporate leaders are becoming aware that the arts enhance learning and academic achievement, creative thinking, and problem-solving ability. Scott Thompson, Executive Director of the National Association of Secondary School Principals states that, "Arts education is an essential ingredient of the entire (schooling) process. It reinforces understanding of man's experiences, provides inspiration and emotional well being, and lifts the spirit to help face the future. Education without the arts would be incomplete education..."

Our community must support public and private endeavors which emphasize the importance of a basic arts education, strengthen the visual and performing arts curriculum in schools, and integrate educational opportunities for all ages in community settings. This plan recommends that we:

- \* Continue collaborations with Edmonds Community College, Edmonds School District, Sno-Isle Library and surrounding communities to present quality arts programs and performances.
- \* Increase public and private support and opportunities for community arts and cultural education for all ages.
- \* Expand the interpretive and educational aspects of visual art exhibits and public art.
- \* Continue to provide and publicize opportunities for educating residents about different ethnic arts and cultural traditions, and for building multicultural understanding.
- \* Encourage the Edmonds School District to maintain and expand arts education through collaborations, funding, staff and classroom support for visual, performing, literary arts, dance and music programs, and to integrate the arts with all curricula, with the goal that all students acquire regular, comprehensive and sequential knowledge in the arts.
- \* Develop a program for direct granting of funds to teachers for arts education, to increase student access to quality arts instruction and to build future audiences.

\* Encourage classroom and school partnerships with artists, arts organizations and cultural groups. (Providing, for example, artist studio space in schools, in exchange for instruction and/or mentoring of students.)

\* Promote, recognize and provide opportunities for the display and performance of students' works in the arts.

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## CITY CULTURAL IDENTITY

In an essay entitled "The Sense of Place," Pulitzer Prize winning author Wallace Stegner wrote "No place is a place until things have happened in it that are remembered in history, ballads, yarns, legends or monuments." We begin to create and define our sense of community by enhancing cultural awareness and experiences where we live, work and play - by building monuments, singing songs, telling tales, and remembering the history of our city. Pride and a city identity will result from projects which emphasize preserving Lynnwood's history and creating a sense of place for residents and visitors.

Our cultural assessment found that residents in Lynnwood envision a community that is creating a sense of identity, a community that is planning for quality in schools, services, transportation and the natural environment. They see opportunities to improve our city by building on our strengths and a city emerging as the cultural center of South Snohomish County.

Integrating the cultural arts into the City's neighborhood and focal area master planning strategy will strengthen our sense of community. The Wilcox-Scriber Lake Park Central area can be a place for expanding our outdoor recreational and performing arts activities. Improving the aesthetic design and streetscape along the Highway 99 corridor, and incorporating public art into the design of future transit stations will benefit neighborhoods and businesses. Through joint efforts, Edmonds Community College can become a community educational and cultural center, with a performance auditorium, galleries, artist studios, meeting and rehearsal space. The City's Regional Business Center, surrounding the core of Alderwood Mall, can be planned to include an urban plaza with fountains and tree-lined open spaces, where community events and outdoor festivals would take place. The Governmental Center, currently the site of many public arts projects and exhibits, can become the focal area for a city cultural walk, designed for pedestrians to leisurely enjoy artworks in a beautiful natural setting. A city-wide system of walking and bike trails can include historical and interpretive displays, exhibits and public art - linking the Interurban Trail with neighborhoods, schools, parks, and the city's focal areas, and providing recreation opportunities and pedestrian-friendly places for residents and visitors.

Stegner reminds us that we are shaped by our culture and that each of us contributes "to it in minor ways, for culture is a pyramid to which each of us brings a stone." The people of Lynnwood are our greatest asset, with their knowledge, understanding of issues, and creativity for finding satisfying solutions. We offer many ways in this cultural plan for residents of Lynnwood to bring a stone to build the foundation of our city's cultural identity. This plan recommends that we:

- \* Maintain the public art program at the current level.
- \* Advocate for historic preservation in the city by identifying and mapping historic places and structures.
- \* Provide interpretive displays, brochures, and signage for public art and historic sites, along trails, and in parks.

\* Build a city museum to highlight Lynnwood's young and unique heritage.

\* Support a community-driven collaborative planning effort to determine the feasibility of a community Performing Arts Center/Auditorium. To encourage community involvement, the design of this project can be modeled after the highly successful Lynnwood Legacy transit plan. This Center would be the premier performing arts facility in South Snohomish County, would define a community identity and would expand the opportunities for cultural experiences. The Arts Center would be a partnership with neighboring communities, local businesses and corporations, county and state government, Edmonds Community College, Edmonds School District, civic and arts organizations, and the Regional Convention/Stadium Board.

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## **CULTURAL FACILITIES**

The strength of a community's cultural life is dependent on spaces where arts performances and programs can be conducted. Although the City has creatively and successfully utilized many existing facilities, such as schools, the library, parks, and the Recreation Center to sponsor a broad spectrum of arts activities, our cultural assessment clearly illustrates the need to improve existing facilities and to develop new ones to further the growth of cultural activities in our community.

There are no dedicated arts and cultural facilities within the City. Scheduling patterns at the Recreation Center indicate that existing spaces have reached near capacity for current arts and recreational programs. Any short or long-range planning for expansion in arts programming will necessarily involve a search for additional space. In order to provide for both the stability and expansion of the visual and performing arts, it is essential that the City work closely with the schools and local organizations to shape and create the spaces in which the arts can grow and flourish.

Due to the young history of this region, performance and visual arts spaces are lacking, and local arts groups and organizations constantly struggle to find adequate facilities for arts events. Despite these limitations, the arts have flourished in our community. To achieve our vision of a strong and vital cultural life in our community, we propose improvements and renovations of existing facilities and the formation of partnerships within the community to create new facilities. This plan recommends that we:

- \* Advocate for arts and cultural facilities within City Center.
- \* Advocate for specific projects which link arts and cultural facilities with economic development and environmental stability.
- \* Develop a partnership with the Edmonds School District to upgrade existing performance facilities in the community.
- \* Explore a joint-use agreement with the Edmonds School District to make better use of public facilities for cultural education, to utilize visual arts studio space during non-school hours, and to provide opportunities for youth and adults for after-school and summer programs.
- \* Develop partnerships with Lynnwood's non-profit arts organizations to provide programming in exchange for space.
- \* Integrate arts and cultural facilities planning with other city design and planning issues.
- \* Prepare a cultural facilities master plan documenting the short- and long-term facility needs of the city, community groups, and arts organizations.
- \* Prepare a comprehensive plan for the management and operation of performance and visual arts spaces.

\* Assume an active role in the planning, funding, construction, management, and operation of a Performing Arts Center in South Snohomish County.

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## MARKETING AND CULTURAL PROMOTION

Lynnwood has grown rapidly in the past decade, becoming a traditional suburban community with "single family neighborhoods and ample multi-family complexes in the residential areas, sprawled commercial development, seas of parking, too few sidewalks, clogged arterials in the commercial districts, and a population almost totally dependent on cars." ("Project Overview, Lynnwood Legacy: Making The Vision A Reality," June 1993).

Responses from our cultural assessment focus groups, arts programs surveys, and city-wide neighborhood planning meetings concur. When residents, visitors and neighbors think of Lynnwood, traffic congestion and commercial and residential density come to mind. They do not think of arts and culture. An effective community marketing plan can change this perception of our city. By transforming this perception, Lynnwood will become better known for its leadership in establishing and supporting the arts.

In the past five years, the Parks and Recreation Department staff have achieved remarkable success in advertising and promoting the city's cultural arts programs. Audiences for performing events have grown. Youth and adult participation in visual and performing arts classes has increased. Total cultural arts revenues have increased 108%, from \$21,742 in 1988 to \$45,230 in 1993. Annual cultural arts attendance has more than doubled to 40,525 in 1993 from 19,951 in 1988.

To build on this success and provide for future growth, coordinated marketing strategies must be developed and implemented. This will assure that Lynnwood's public art programs, services, and performances are available and accessible to all citizens. Public perception, access, and audience development are fundamental components of a cultural arts marketing plan. Other key components are: programs, place, price, and promotion.

The collage of our local arts opportunities must match our community's needs. Having a mix of programs and performances to meet the interests and needs of residents will encourage participation and build audiences. An effective marketing plan will include analyzing program attendance, targeting audiences, and identifying trends in participation.

The quality and quantity of our community's cultural experiences are dependent on places where arts programs and performances can be conducted. An abundance of appropriate facilities may increase demand and support for the arts. Location, size, parking, equipment, and scheduling of the spaces are also factors to consider.

The price of arts and cultural experiences is another element of the marketing plan. Currently, Lynnwood presents programs and performances at low or no cost. For a number of arts and recreational activities, scholarships are available to city residents with financial need. Free performances and assistance programs are an important aspect of public arts, yet our cultural assessment found that some residents may be willing to pay admission fees for certain performances. This aspect of promoting and funding the arts may be expanded, allowing some programs to be self-supporting, or covering the direct costs of facilities and performers.

A rich variety of arts and cultural experiences have limited value if residents and visitors are unaware they are available. The City and all organizations promoting Lynnwood should

work closely together to make the cultural arts a focus when marketing the City to the public. Collaborations with the private sector, schools, arts and civic organizations, will ensure that all community arts programs are well-publicized. Residents, neighbors and visitors will be encouraged to participate in, attend, and enjoy the arts if marketing and promotional efforts are more widely developed, with additional allocations of time and financial resources. This plan recommends that we:

- \* Develop a comprehensive cultural arts marketing plan, including current and emerging technologies.
- \* Attract larger and more diverse audiences to local cultural events through focused marketing efforts.
- \* Build the local economy by developing and promoting Lynnwood's cultural attractions.
- \* Advocate to Chamber of Commerce, to build collaborations and business partnerships in the community.
- \* Continue joint marketing efforts with surrounding communities, such as the cross promotion for summer performances.
- \* Advocate for an "Arts and Entertainment" Section in local newspapers and art editorial/art critic columns with comments on events and exhibits.
- \* Develop co-sponsorships with local arts radio station KSER.
- \* Expand mailing list to include elected officials, appointed officials, public and private schools, churches, tourism departments, visitor information centers, Snohomish County Lodging Association, service agencies.
- \* Expand database/mailling list of people who attend Lynnwood's public performances and events.
- \* Create street banners for the promotion of arts events.
- \* Continue publishing brochures for public performances and gallery series, and increase places of distribution to include libraries, Recreation Center, public and private schools, visitor information centers, churches, service agencies, Chambers of Commerce, and ferries.
- \* Develop a brochure for the Public Art Program to include portable collection, photography collection, and future public art walk.
- \* Collaborate with schools and Edmonds Community College to promote and co-sponsor events, and to encourage the community to attend student exhibitions and productions.
- \* Develop more media opportunities and prepare feature stories for local radio, tv and newspapers.

- \* Create arts and culture kiosks in community focal areas, to provide arts and events information for the public and a consistent, city-wide posting system.
- \* Develop marketing materials for classes and performances, targeting specific age groups and ethnic groups.
- \* Contact local realtors and welcome wagons/newcomers about opportunities to become involved as artists, arts supporters, and audiences in our community.
- \* Encourage city to develop “Newcomers Packet” and distribution system.

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## CULTURE AND THE ARTS COMMISSION

The City of Lynnwood recognizes the value of the arts in our community and is highly supportive of the work of the Arts Commission. The purposes of the Commission are to provide direction, to recommend policy on arts issues to the Mayor and City Council, and to sponsor programs and performances in the community. The Commission has been successful in having the City approve its recommendations of public art projects, and effective in its mission of providing quality arts classes and performances. A formal public art acquisition program has been adopted; it includes policies and procedures to commission, acquire, fund, and deaccession public art.

An opportunity exists for the Arts Commission to serve as a catalyst for making the cultural arts more visible in our community. We can accomplish this by actively assisting the City in setting priorities and by implementing specific recommendations of our plan. This is a community plan, requiring a well-coordinated effort and support from all sectors of our community. The Commission can work to bring arts issues to a new level of public awareness, to build a broader base of community volunteer support, and to ensure future stability of programs, staffing and funding.

While much of our plan focuses on community or external policy, this cultural planning process should include an internal assessment of the mission, objectives, and advisory function of the Arts Commission. The purpose of the Arts Commission is ultimately to serve and represent the broad cultural needs of our community. This plan recommends that we:

- \* Develop strategies to ensure continued stability of quality programs, staffing and funding of the arts in the City planning process.
- \* Continue to present high-quality performances, programs, and exhibitions.
- \* Develop new programs and expand existing programs to meet the needs of residents and visitors - children, families, older youth, and seniors.
- \* Advocate for visual and performing arts facilities.
- \* Increase public awareness of the role and work of the Arts Commission.
- \* Review the current mission of the Arts Commission, to clarify, revise, and broaden its focus, as appropriate.
- \* Build private/public partnerships for specific arts and cultural projects.
- \* Create an advisory position on the Arts Commission for a youth member attending a local high school to better represent the arts interests of young people and to provide opportunities for leadership for young people in the community.
- \* Advocate for juried arts and crafts exhibits and booths at local festivals.
- \* Actively recruit volunteer and docent participation in the City's cultural and arts programs.

\* Assist local cultural organizations to produce quality performances, exhibits, and educational programs.

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## ARTISTS AND CULTURAL ORGANIZATIONS

The vitality of the arts in any community is measured by the creativity and contributions of artists and cultural organizations. Both artists and the public benefit when art and cultural experiences are shared, when the talents of individual artists are welcomed and the formation of supportive cultural organizations is encouraged. "It is our arts institutions - orchestras, museums, theatres, opera and dance companies, and others - that preserve and articulate the cultural legacies of past generations and enable us to carry forward the creative expressions of our forebears. It is the artists of our own day who mirror the spirit of our dreams..." states Schuyler Chapin, former general manager of the Metropolitan Opera and dean *emeritis* of the School of the Arts, Columbia University.

Artists live in Lynnwood: sculptors, potters, painters, basketmakers, writers, actors, weavers, architects, photographers, musicians, and dancers. These creative individuals are an asset, bringing to the community their personal talents and expressions, and contributing to the economy by performing and exhibiting. Lynnwood can be a rewarding place for artists to live and work - a place where they create, perform, display, and teach - a place where they leave their often isolated endeavors to seek stimulation and companionship of other artists, to exchange ideas, mentor young students, share information, and broaden skills. Additional arts facilities are needed: galleries to showcase visual works, studios and rooms to conduct classes and rehearsals, informal spaces to share works, and formal spaces to present public performances. Partnerships which support and recognize individual artists in our community are an essential element of this plan.

A strong commitment is needed of City and community resources to our cultural organizations which employ professional artists, encourage us all as amateurs or "lovers" of the arts, and create a cohesive community of artists. The city can develop policies that encourage arts organizations to form or relocate here. Local businesses can be given incentives to make empty storefronts available for galleries and rehearsal space on a short-term basis. Local business professionals and the city can co-sponsor technical assistance workshops for artists, students, educators, and arts organizations who seek to improve their programs, funding sources, and business practices. This plan recommends that we:

- \* Advocate for additional exhibition and studio spaces for local artists.
- \* Compile an artist resource directory, to encourage networking among artists and cultural organizations. (Computerized Arts Resource Database)
- \* Investigate opportunities for additional exhibition and studio spaces for local artists.
- \* Establish a resource directory to provide information about the availability of grants for individual artists and organizations.
- \* Provide more opportunities for local artists to showcase visual, literary and performing works. (Local author readings, local band performances, for example).
- \* Provide visibility for artists by encouraging local media coverage of the arts, establishing more juried competitions, and funding artist residency programs.

- \* Establish an annual award to recognize quality artworks by local artists.
- \* Encourage the Snohomish County Arts Commission to develop a funding program.
- \* Provide technical assistance to local cultural organizations to ensure stability.
- \* Establish a grant program for local organizations to support creative programming, artist growth, and audience development.
- \* Assist artists and organizations to find places to gather, to exchange information, and to become more involved in the arts of the community.
- \* Expand the arts and cultural activity bulletin board at the Recreation Center.

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## FUNDING THE CULTURAL ARTS

It is the role of local government to provide the vision, planning, education, encouragement, and economic support for the arts to benefit the entire community. In a speech to the National Arts Convention, former chairman and chief executive officer of Johnson & Johnson, James E. Burke spoke about the successful revitalization of New Brunswick, New Jersey. "We believe that contact with, and participation in, the arts adds a dimension to life that cannot be satisfied in any other way. We think that this is true for us, for our employees and for the communities where we are situated." In New Brunswick, the site of Johnson & Johnson headquarters, culture and the arts were a vital ingredient in the city's renaissance. Business and community leaders recognized that the arts would help assure the rebirth of the city and be a stimulus for economic growth.

In collaboration with the City, the private sector should take a leadership role in assessing the economic impacts and intangible benefits of the cultural arts in Lynnwood. The arts are a service industry, and as such, provide jobs and income for local residents. The City should encourage the private sector to become a partner in providing financial support for arts projects and programming.

Currently, Lynnwood's public arts programs are funded through a variety of sources:

- 1% for the ARTS Ordinance
- City Council allocations from the general fund
- Program fees
- Sponsorships, donations, and in-kind contributions from businesses and individuals

Future alternative funding sources may include:

- Corporate Council for the Arts
- Grants from regional foundations
- State and national government grants
- Increased public/private partnerships
- Increased corporate and local business support
- Ticket sales

Additionally, we need to provide staff and facilities to implement this plan and its goals. Proper staffing will allow for program growth and facilitate accessing grant funding. Successful access to grant opportunities may fully or partially fund additional staff requirements.

Establishing and maintaining a strong, long-term funding base is necessary to successfully achieve the goals of our Cultural Arts Plan. Our plan presents specific recommendations; many of these may be implemented with established funding levels and sources. Clearly, additional resources will be required to implement some of these recommendations. Capital facilities and program growth will require additional funding levels and possibly alternative sources. Community interest, input, and demand should direct the growth, priorities, and subsequent funding of the cultural arts in our community. This plan recommends that we:

- \* Ensure funding at the current level and advocate for funding growth.



- \* Continue seeking funds from local businesses to underwrite free community performances and events.
- \* Continue to seek funding from foundations and corporations for support of programs, projects and performances.
- \* Research new staff position to maintain current program and provide for growth.
- \* Advocate with state legislature for increase in amusement ticket tax to fund only new cultural arts programming.
- \* Create a direct granting program to support local artists, teachers, students, and arts organizations.
- \* Seek funding from foundations and corporations for support of programs and performances.
- \* Develop funding proposals to local businesses and regional corporations to partially underwrite city programs and events.
- \* Write grant proposals to local, state, and national arts and governmental agencies to support programs, performances, and capital facilities.
- \* Advocate the development of an arts funding program at the county level.
- \* Advocate with state legislature for increase in amus

## RESOURCES

"America 2000 and Arts Education," Gina May, ON THE BEAM, Spring, 1992, *New Horizons for Learning*.

"Art and Its Place in the Curriculum," Ralph A. Smith, *The School Administrator*, May, 1993.

City of Kirkland Draft Cultural Arts Plan, prepared by Community Planning Associates, September, 1991.

City of Lynnwood, Comprehensive Plan Preliminary Neighborhood Meetings, Group Summaries, Lynnwood Planning Department, March, 1992.

City of Lynnwood Parks and Recreation Department , Comprehensive Plan , Introduction Outline.

"Community Cultural Planning," workshop presented by Florence Green & Associates, sponsored by the Washington State Arts Commission, April, 1992.

"Community Profile," City of Lynnwood, Washington, Lynnwood Planning Department, December, 1991.

"Conducting a Community Cultural Assessment: A Work Kit," Volume 1, by Louise K. Stevens, The Arts Extension Service, University of Massachusetts, 1987.

*Direction*, City of Lynnwood Planning Department, Spring. 1993.

"Lynnwood Legacy: Making the Vision a Reality," City of Lynnwood Collaborative Planning Demonstration Project, June, 1993.

"Master Plan for Culture and Liveability - Steamboat Springs, Colorado," A Community Cultural Plan Prepared for Steamboat Springs Council on the Arts and Humanities, Hammer, Siler, George Associates, April, 1991.

"**On Sight** - A Cultural Plan for Tacoma," City of Tacoma. Planning and Development Services, Cultural Resources Division, January, 1993.

"The Arts in Learning," Linda MacRae Campbell, *Pathways* - Creative Dance Center Newsletter, Summer Quarter 1992.

"School Reform and the Arts," Carol Scott-Kassner, ON THE BEAM, Spring 1992, *New Horizons for Learning*.

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## **SURVEY RESULTS**

"Draft Survey of Public Participation in the Arts," Research commissioned by the National Endowment of the Arts in Partnership with the Seattle Arts Commission and the King County Cultural Resources Division, AMS Planning and Research Corp, January, 1993.

Respondents were asked the number of times members of their household used specific Parks and Recreation facilities in the past twelve months. They were then asked to rate their satisfaction of all the facilities combined. See Appendix M.

### **Survey response**

Ten percent of those responding said they used the Lynndale Amphitheater, and 7% utilized the Bandstand at Wilcox Park. Heavier use was seen on playground and picnic equipment and in most athletic and fitness-related areas. Forty-three percent expressed high satisfaction and 44% expressed medium satisfaction in the level of facility satisfaction provided by the Lynnwood Parks and Recreation Department.

### **Conclusion**

Between 7 and 10% of those responding utilize the outdoor performance spaces provided by the City. It is difficult to draw a conclusion about their level of satisfaction about these specific facilities.

Respondents were asked the number of times their household participated in specific programs offered at Lynnwood Parks and Recreation. See Appendix N.

### **Survey response**

Seventeen percent said they participated in arts and crafts classes, 10% said they participated in performing arts classes, and 46% participated in special events. Special events rated almost as high as those participating in swim programs at the pool while classes rated at par with the other fitness, youth and outdoor activities offered at the department.

### **Conclusion**

Special Events are extremely popular with our public while the offering of arts classes are as important as other offerings at the Parks and Recreation Department.

Respondents were asked how they make a decision to use a facility or participate in a program offered by Lynnwood Parks and Recreation Department. See Appendix O.

### **Survey response**

No crowding, facility and program quality and reputation, and time of day/week the program/facilities were available received a 47% to 60% high importance response rate. Fees, location and driving distance received a 42% or less rating on high importance level.

### **Conclusion**

Quality of programs and availability are important to our residents.

Respondents were asked how important it would be to develop specific facilities if financing were available.

**Survey response**

Developing a Cultural/Performing Arts Center rated equally with historic preservation, outdoor sports fields and mini-parks. Community parks, neighborhood parks, indoor athletic/recreational, sports courts, athletic fields, environmental support, playgrounds, bicycle and walking trails, senior and youth facilities rated higher.

**Conclusion**

There is a wide interest in facility development for Lynnwood if financing is available.

The total sample was asked to identify the classes or programs in which their household participated in the past twelve months. They were then asked to rate their satisfaction level of recreation programs. See Appendix P.

**Survey response**

Five percent participated in arts/crafts and performance classes while 4% participated in special events/performances. This rated higher than leagues, youth, first aid, sports instruction and outdoor activities. It rated equally with fitness classes and all rated lower than the 25% who participate at the swimming pool. Thirty-six percent were very satisfied with the programs offered and 46% were moderately satisfied.

**Conclusion**

Most Lynnwood residents have some level of familiarity with programs offered by the City of Lynnwood. Familiarity is associated with satisfaction with existing programs. Improved communication about classes and programs will be key to increasing familiarity and thus satisfaction.

The total sample was asked to evaluate the importance of a variety of activities/facilities if financing were available. See Appendix Q.

**Survey response**

Developing youth facilities, preserving natural or sensitive areas, creating additional trails and facilities, and developing senior facilities each received evaluations of very important from more than one-third of the respondents. Twenty-three percent rated the creation of a cultural/performance facility of high importance while another 29% rated it moderately important.