



**LYNNWOOD**  
WASHINGTON

**RESOLUTION NO. 2016-11**

**A RESOLUTION OF THE CITY OF LYNNWOOD, WASHINGTON, TO  
ADOPT THE CITY OF LYNNWOOD 2016 CULTURAL ARTS PLAN.**

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9 WHEREAS, on December 26, 1972 the Lynnwood City Council created and established a  
10 Cumulative Reserve Fund (Ordinance 675) for the acquisition of objects of art thus creating the  
11 public art collection; and  
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13 WHEREAS, in 1987 the Lynnwood City Council created and established an Arts  
14 Commission (Ordinance 1605) to be an advisory body to the Mayor and Council in regards to  
15 the display of art in public places and to be a means to further the appreciation of art; and  
16

17 WHEREAS, on February 12, 1990 the Lynnwood City Council amended the Lynnwood  
18 Municipal Code Chapter 3.14 (Ordinance 1745) appropriating an amount equal to one percent  
19 (1%) of the total project cost of municipal construction projects to be dedicated to public art as  
20 well as authorize a minimum annual contribution of \$15,000 to the Art Fund for acquisition of  
21 public art if revenue is available for that purpose; and  
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23 WHEREAS, on April 13, 2015 the Lynnwood City Council adopted Resolution 2015-06  
24 confirming the City's vision statement as guiding principles for future strategic plans and  
25 budgets for the City; and  
26

27 WHEREAS, the City's Vision "Lynnwood Moving Forward: Our Community Vision"  
28 includes seven guiding principles including "to be a welcoming city that builds a healthy and  
29 sustainable environment," "to invest in preserving and expanding parks, recreation, and  
30 community programs" and "to be a cohesive community that respects all citizens;" and  
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32 WHEREAS, in 2011 the Arts Program was substantially defunded due to the Great  
33 Recession cutting staff and almost all program activities resulting in resignation of five Arts  
34 Commissioners; and  
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36 WHEREAS, in 2014 for the first time since 2011, the Arts Commission was fully seated  
37 with seven appointed commissioners who began working with Parks, Recreation and Cultural  
38 Arts Department staff to re-establish regular commission meetings and programming activities;  
39 and

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WHEREAS, on January 24, 2015 the Arts Commission held a special meeting retreat to redraft its mission statement and begin discussing future goals; and

WHEREAS, in July 2013 a PARC Plan Steering Committee of representatives from the Parks & Recreation Board, Arts Commission, Diversity Commission and Planning Commission was formed to assist staff in a conducting a visioning and community outreach process for the creation of the new 10-year PARC Plan adopted on February 22, 2016 (Resolution 2016-04); and

WHEREAS, the 2016-2025 PARC Plan identifies policies and actions to foster a healthy, activity community with arts, culture and heritage programming.

THE CITY COUNCIL OF THE CITY OF LYNNWOOD, WASHINGTON, DO RESOLVE AS FOLLOWS:

- 1. The City of Lynnwood Cultural Arts Plan presents goals and strategic actions to achieve the mission of the Lynnwood Arts Commission to support universal access to diverse arts to enrich our community’s quality of life and economic vitality.
- 2. The Department is authorized to utilize goals, policies and actions to apply for amendment to the 2035 Lynnwood Comprehensive Plan.
- 3. The Cultural Arts Plan will enable informed, coordinated policy, programmatic and capital facility planning aimed at achieving Lynnwood’s Community Vision through the budgeting for outcomes effort.

RESOLVED BY THE CITY COUNCIL OF THE CITY OF LYNNWOOD, WASHINGTON, this 27<sup>th</sup> day of June, 2016.

APPROVED:

  
\_\_\_\_\_  
Nicola Smith, Mayor

ATTEST/AUTHENTICATED:

  
\_\_\_\_\_  
Sonja Springer, Finance Director

FILED WITH ADMINISTRATIVE SERVICES: 06/27/2016  
PASSED BY THE CITY COUNCIL: 06/27/2016  
RESOLUTION NUMBER: 2016-11



**LYNNWOOD**  
WASHINGTON

*A great deal more*

# Cultural Arts Plan

**“Human creativity is the ultimate economic resource. The ability to come up with new ideas and better ways of doing things is ultimately what raises productivity and thus living standards.”** Richard Florida, *Rise of the Creative Class*

The Cultural Arts Plan is a strategic framework and planning document which expresses the vision for improving Lynnwood’s creative vitality and advocates for reinstating the City’s Arts Program.

**AMERICANS for the ARTS**

**ARTS IMPROVE HEALTHCARE**  
Nearly one-half of the nation’s healthcare institutions provide arts programming for patients, families, and even staff. 78 percent deliver these programs because of their healing benefits to patients—SHORTER HOSPITAL STAYS, better pain management, and less medication.

**ARTS PROMOTE TRUE PROSPERITY**  
The arts are FUNDAMENTAL TO OUR HUMANITY. They enrich and inspire us—boosting creativity, goodness, and beauty. The arts help us express our values, build bridges between cultures, and BRING US TOGETHER regardless of ethnicity, religion, or age. When times are tough, art is safe for the soul.

**ARTS STRENGTHEN THE ECONOMY**  
The U.S. Bureau of Economic Analysis reports that the arts and culture sector is a \$490 BILLION industry (2012), which represents 4.3 PERCENT of the nation’s GDP—a larger share of the economy than transportation and agriculture. The nonprofit arts industry alone generates \$139 BILLION in economic activity annually (spending by organizations and their audiences) that supports 4.1 MILLION JOBS and generates \$22.3 BILLION in government revenue.

**ARTS ARE GOOD FOR LOCAL MERCHANTS**  
Attendees of nonprofit arts events spend \$24.60 per person, per event, beyond the cost of admission on items such as meals, parking, and babysitters. Attendees who live outside the county in which the arts event takes place SPEND TWICE AS MUCH as their local counterparts (\$39.96 vs. \$17.42)—valuable revenue for local businesses and the community.

**ARTS ARE AN EXPORT INDUSTRY**  
U.S. exports of arts goods (e.g., movies, paintings, jewelry) grew to \$75 billion in 2012, while imports were just \$27 billion—our arts trade SURPLUS OF \$47 BILLION.

**ARTS SPARK CREATIVITY AND INNOVATION**  
The Conference Board reports that creativity is among the top five applied skills sought by business leaders—with 72 PERCENT saying creativity is of high importance when hiring. The biggest creativity indicator? A college arts degree. The Ready to Innovate report concludes, “The arts—music, creative writing, drawing, dance—provide skills sought by employers of the 3rd millennium.” Nobel laureates in the sciences are 3.7 TIMES MORE LIKELY to be actively engaged in the arts than other scientists.

**ARTS IMPROVE ACADEMIC PERFORMANCE**  
Students with an education rich in the arts have higher GPAs and standardized test scores and fewer drop-out rates—benefits mirrored by students regardless of socio-economic status. Students with four years of arts or music in high school average 100 POINTS HIGHER ON THE SAT than students with just one-half year of arts or music.

**ARTS HAVE SOCIAL IMPACT**  
University of Pennsylvania researchers have demonstrated that a high concentration of the arts in a city leads to higher civic engagement, more social cohesion, higher civic welfare, and LOWER CRIME AND POVERTY RATES. The arts are used by the U.S. military to promote troop force and family readiness, resilience, retention and the successful reintegration of veterans into family and community life.

**ARTS MEAN BUSINESS**  
The Creative Industries are arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. A 2015 analysis of Dun & Bradstreet data counts 702,771 BUSINESSES in the U.S. involved in the creation or distribution of the arts that employ 2.9 MILLION PEOPLE—representing 3.9 percent of all businesses and 1.9 percent of all employees.

**ARTS DRIVE TOURISM**  
Arts travelers are local tourists, staying longer and spending more to seek out authentic cultural experiences. The U.S. Department of Commerce reports that the percentage of international travelers including museum visits on their trip grew steadily between 2003-2013 (FROM 18 TO 28 PERCENT), while the share attending concerts and theater performances grew from 14 TO 18 PERCENT.

**Top 10 Reasons TO SUPPORT THE ARTS**  
[www.AmericansForTheArts.org](http://www.AmericansForTheArts.org)

The City of Lynnwood will be a regional model for a sustainable, vibrant community with engaged citizens and an accountable government.

The Lynnwood Arts Commission supports universal access to diverse arts to enrich our community’s quality of life and economic vitality.

## Plan Goals

### Advocate for lifelong learning in creativity and the arts

- Expand partnerships and collaborations to present quality arts and cultural opportunities.
- Encourage artists to engage with the community through lecture series, receptions and residency programs.
- Provide opportunities for citizens of all ages to participate in a variety of creative and artistic endeavors such as afterschool programs, recreational classes, pop-up drawing jams or senior programs.
- Create family-orientated art projects, performances and exhibits.
- Advocate for arts opportunities in existing and proposed facilities.
- Create a partnership or platform similar to the creative advantage model in Seattle.



### Promote Artists & Arts Opportunities

- Connect with artists, and serve as resource for artists to local opportunities and events.
- Provide and encourage interactive public art displays on City properties and throughout Lynnwood.
- Increase public awareness of the role and work of the Arts Commission.
- Increase public awareness of cultural arts programs and services through media, use of new technology, City publications, community partnerships, and increased accessibility to public art.
- Encourage City investments in arts and provide incentives to business to fund and collaborate on art projects and programs.
- Encourage planning, review and oversight to provide sufficient opportunities and facilities which encourage and support local artists in developing and presenting their work.
- Increase access and exposure to a variety of cultural arts by activating used spaces and encouraging businesses to host art programs.
- Maintain and expand the public art purchasing and maintenance program, including increasing the number of pieces publicly displayed throughout Lynnwood.
- Provide free art activities for all ages at public events.

## Build Community & Sense of Place

- Promote and sustain a vibrant creative community, which is vital to economic vitality.
- Encourage and provide resources for neighborhoods to develop a neighbor community and identity.
- Celebrate cultural heritage, develop a “sense of place,” and provide social gathering spaces and events that are stabilizing and strengthening elements in creating a strong sense of community identity. As cultural voices, the arts play an important role in reflecting who we are.
- Create a Cultural Arts Plan and regularly review for appropriateness and implementation.
- Develop strategies to ensure stable funding and growth of city-provided arts staffing and quality programs, performances and exhibitions.
- Stay informed of funding opportunities, arts programs and information to circulate to the local community and develop a strategy to secure funding.
- Collaborate with other advisory bodies and civic organizations to promote Lynnwood’s cultural heritage and history. Support cultural tourism.
- Encourage participation from the private and business sectors to provide art for display in public places.
- Provide accessible and affordable art activities and events for all ages.
- Create, maintain and promote galleries spaces throughout the city.
- Partner with neighborhoods to facilitate design charrettes aimed at identifying Lynnwood’s unique neighborhood and district identities.
- Incorporate an artistic design to way-finding signage and maps.
- Include an artistic urban design in city streetscapes, gateways, corridors, and neighborhoods.
- Identify potential sources of funding and assistance for neighborhood-led projects that promote creativity.
- Advocate for a healthier community through use of art such as creative displays, dance activities, and active arts programs.
- Advocate for and participate in the planning and design of a possible regional performing arts center.

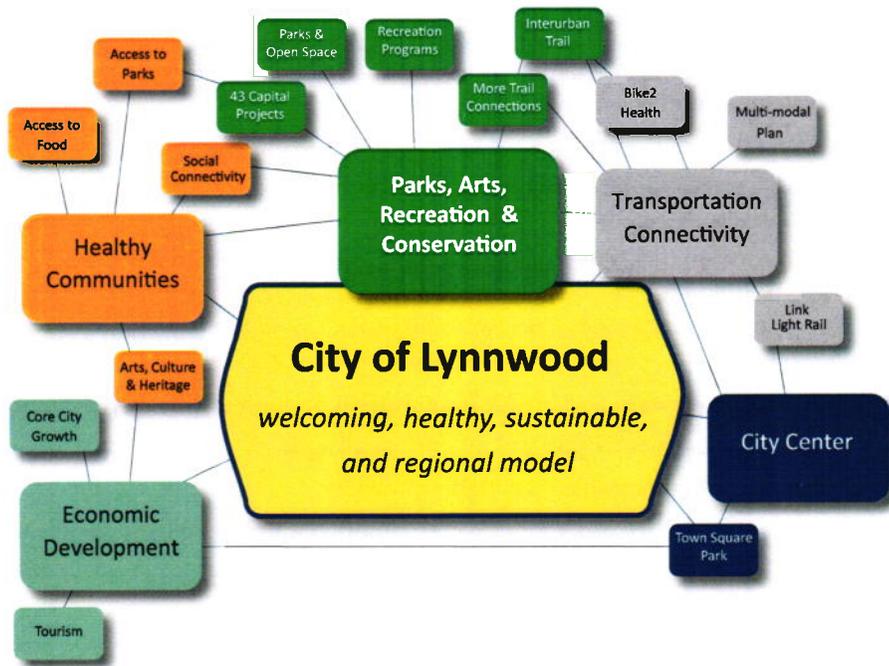


## Encourage Openness & Inclusion

- Actively look for opportunities to collaborate with the Human Services Commission, Diversity Commission and local organizations to ensure that the City’s arts program is meeting the needs of Lynnwood’s diverse communities.
- Prioritize amenities and programs that are multi-cultural in nature as well as available, affordable and accessible.
- Ensure city publications about arts program are available in a variety of languages to encourage participation.
- Provide opportunities for educating residents about different ethnic arts and cultural traditions, and for building multicultural understanding.
- Expand the public art collection to include pieces and programs that represent the cultural diversity of Lynnwood.

## Better Together

Lynnwood has taken a very proactive and integrated approach to planning for its future. This graphic illustrates the array of different planning efforts and priorities across City departments that link to the roles and responsibilities of the Parks, Recreation & Cultural Arts Department.



### Staff

Nicola Smith, Mayor  
 Lynn Sordel, Director  
 Sarah Olson, Deputy Director  
 Fred Wong, Community Program Coordinator  
 Marielle Harrington, Healthy Communities Coordinator



### Lynnwood Arts Commission

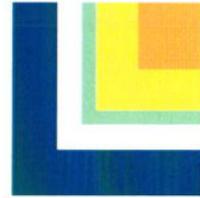
Adam Segalla, Chair  
 Craig van den Bosch, Vice Chair  
 Elizabeth Lunsford, Secretary  
 Kathleen Moore  
 Lynn Hanson  
 Maryellen Walsh  
 Paul Richards  
 M. Christopher Boyer, Council Liaison

### Comments/Questions

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 425-670-5502  
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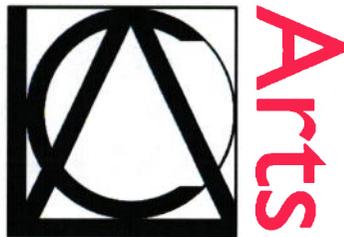
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**LYNNWOOD**  
WASHINGTON

# Cultural Arts Plan

Lynnwood



Commission



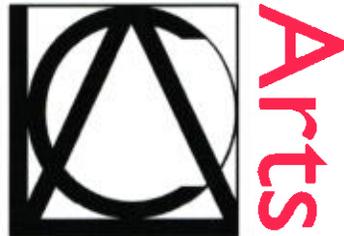


## Healthy Communities Division

Sarah Olson, Deputy Director

Fred Wong, Coordinator

Lynnwood



Commission

## Stakeholders

Lynnwood Arts Commission

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# Arts Program History

1970-80s - Formation of Arts Commission

- Formation of Public Art Collection
  - Recreation arts classes
- 

1990s - Growth of Public Art

- Beginning of Shakespeare/ Wonderstage/ Fantastic Fridays/ Saturday Matinee
- 

2000s - Recognized as a vibrant regional arts program

- Public Art Maintenance
- 

2011 - Rec Center reopens

- Arts Program mostly suspended due to budget reductions
- 

2014 - Commission fully seated

2015 - Arts, History & Heritage woven into Healthy Communities

2016 on - Arts as a connecting hub

with the creative class, community groups & neighborhoods

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# Healthy Communities

**COME  
TOGETHER**

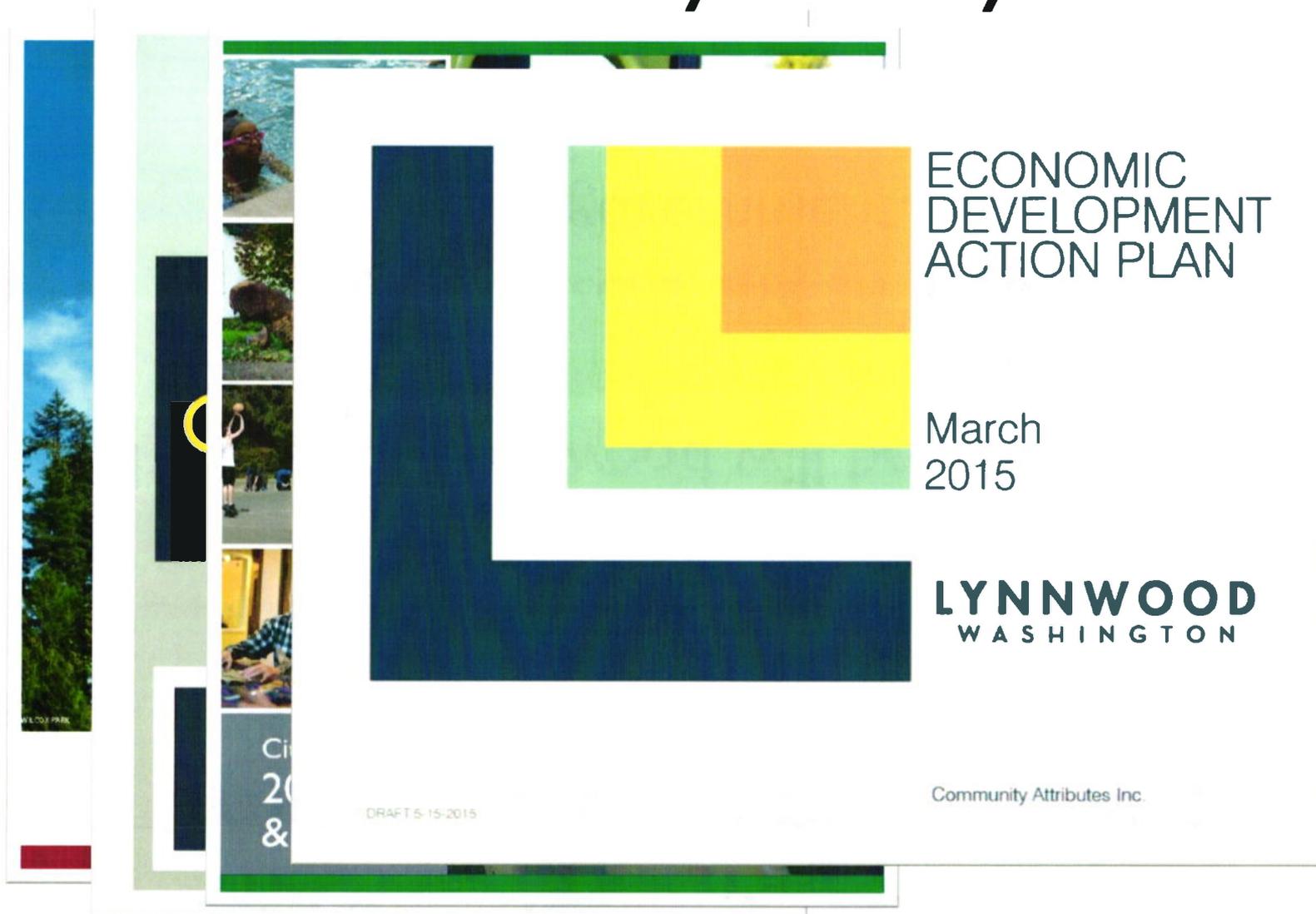
Create and support strong, vibrant, social networks that promote social interaction and community cohesiveness by providing physical gathering spaces and supporting programs and events.

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# Lynnwood's Community Vision

The City of Lynnwood will be a regional model for a **sustainable, vibrant community** with engaged citizens and an accountable government.

# Connectivity to City Plans





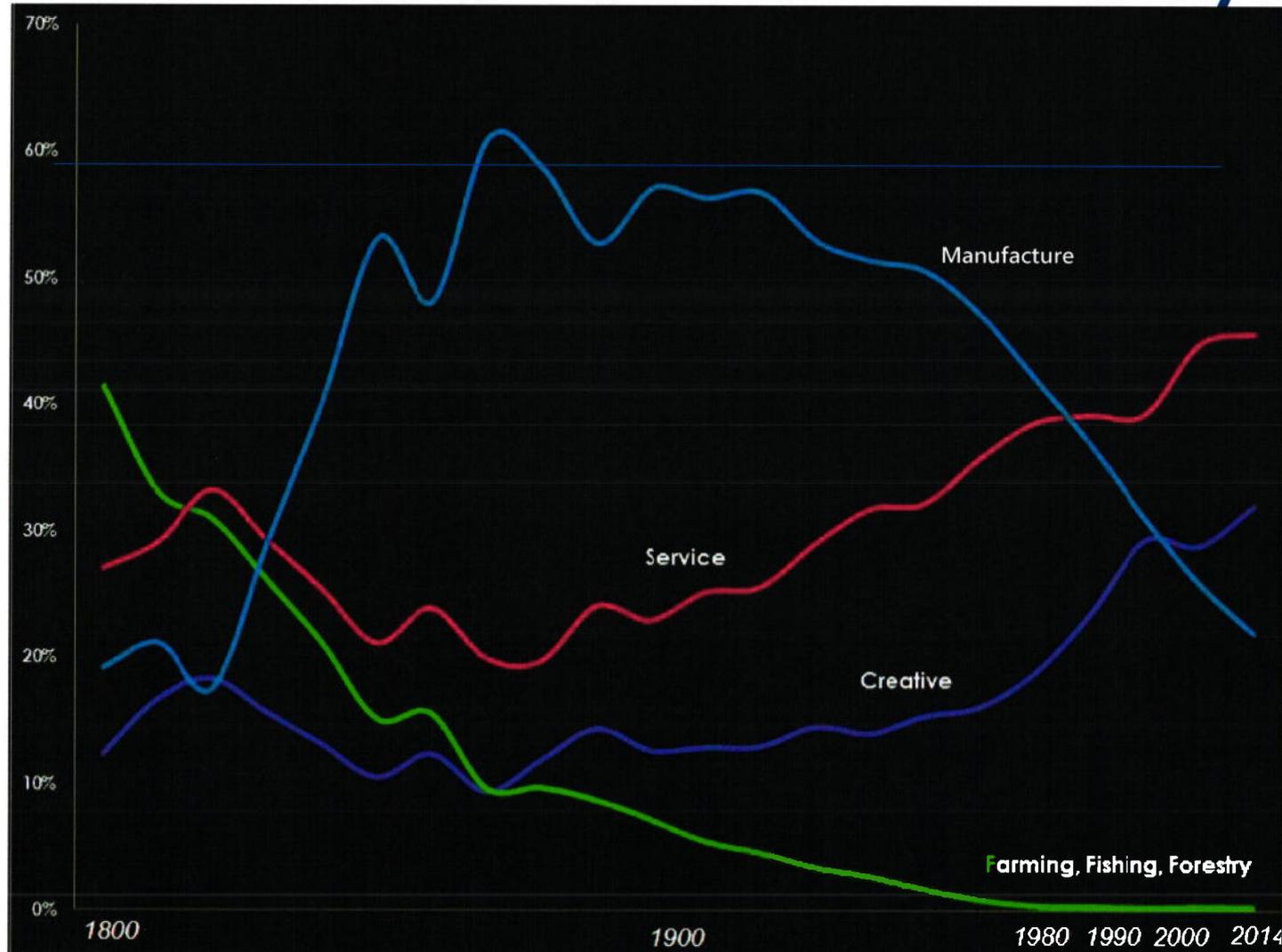
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Human creativity is the ultimate economic resource. The ability to come up with new ideas and better ways of doing things is ultimately what raises productivity and thus living standards.

The number of people doing creative work has increased vastly over the past century and especially over the past two decades, now accounting for about one third of the work force. This is happening all over the world.

Richard Florida, *Rise of the Creative Class*

# Rise of the Creative Economy



Source: <http://martinprosperity.org/>

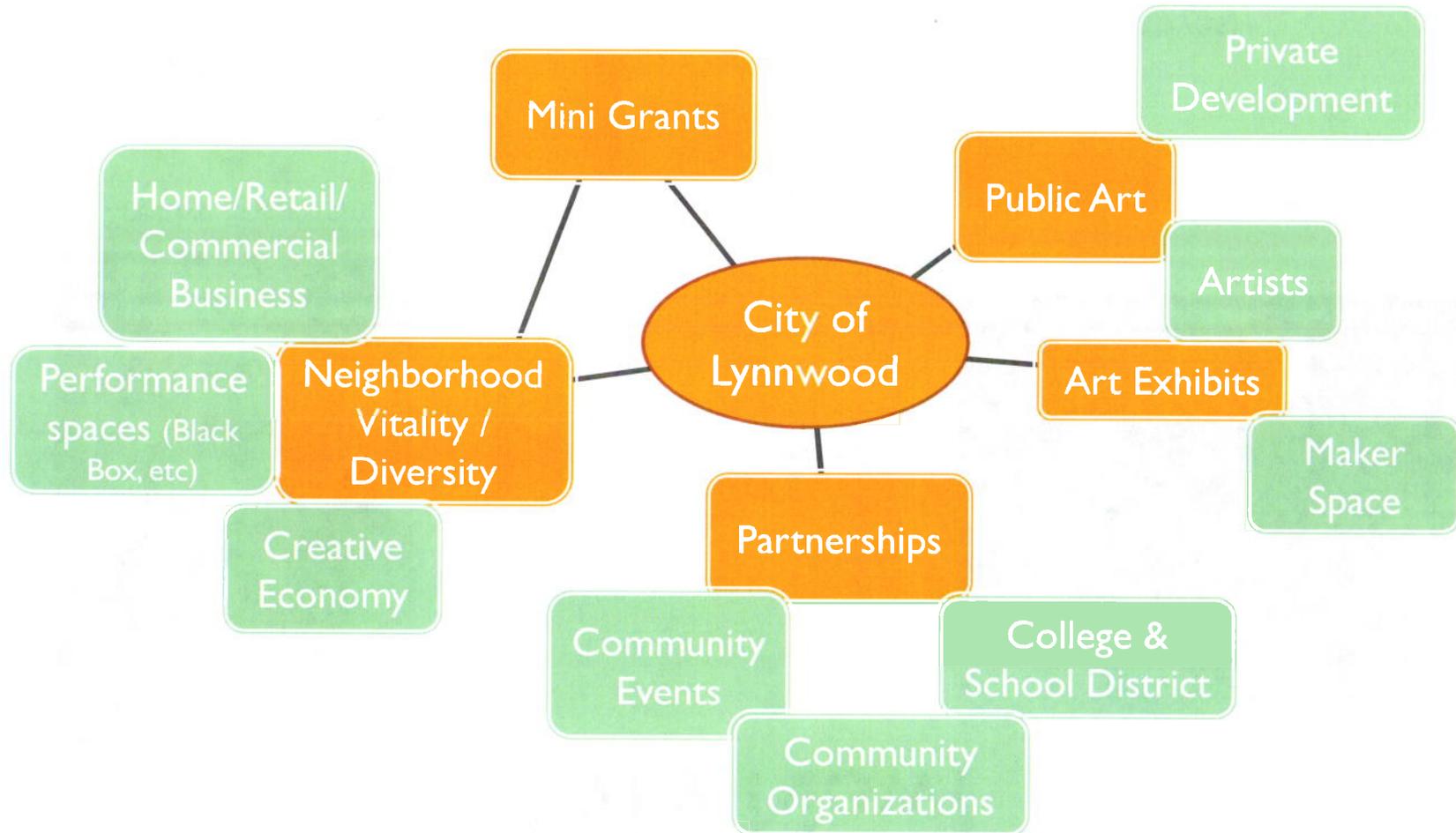
# Creative Ecosystem



Steve Jobs said he hired "musicians and poets and artists and zoologists and historians who also happened to be the best computer scientists in the world."

- Triumph of the Nerds, PBS, 1996

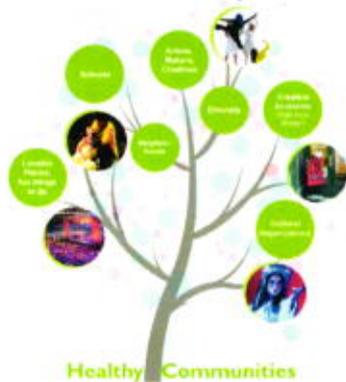
# How do Creatives Connect?



# Why Now?



Creative Ecosystem



vibrant  
OR  
soulless



As redevelopment happens in Lynnwood, we need to:

- attract the creative economy
- partner with co-creators (creatives)
- make sure creativity is not overlooked in our schools, with the rise of STEM

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# Mission

The Lynnwood Arts Commission supports universal access to diverse arts to enrich our community's quality of life and economic vitality by:

- **Advocating for lifelong learning in creativity and the arts.**
- Promoting artists and arts opportunities
- **Building community and a sense of place**
- **Encouraging openness and inclusion**

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# 2016 Accomplishments

Cedar Valley School partnership  
WRAP traffic signal box public art  
Latino Art Club  
Youth art exhibits  
City Hall art exhibits  
Sound Transit Public Art advocacy  
CityCenter Apartments AIPD  
Shakespeare  
Public art maintenance  
“Love Your Block” Mini Grants  
Afro-Latino Festival / Ubuntu Exposé