



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 enliven and inspire us—fostering 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 salve for the ache.

ARTS STRENGTHEN THE ECONOMY
The U.S. Bureau of Economic Analysis reports that the arts and culture sector is a **\$699 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 **\$135 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 at 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—an 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 21st millennium.” Nobel laureates in the sciences are **17 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 lower drop-out rates—benefits reaped 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 child welfare, and **LOWER CRIME AND POVERTY RATES**. The arts are used by the U.S. military to promote troop morale and family readiness, resilience, retention and for 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 ideal 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

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 neighborhood 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.

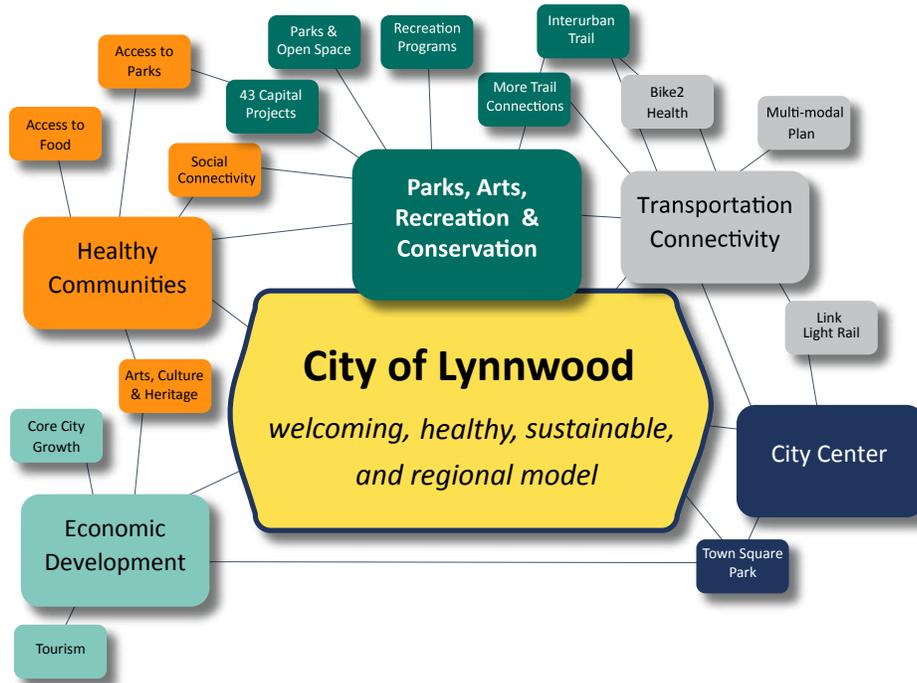


Encourage Openness & Inclusion

- 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.



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