

What is a Creative District?



Arts and culture are top drivers of both economy and quality of life



Why Would A City Pursue State Certification?

State certification endorses creative activities in our community. It recognizes the potential for growth. Certification can help us:

1. Strengthen livability and quality of life for Burien residents –
A celebration of who we are!
2. Enhance Burien's regional visibility and marketing opportunities
3. New business attraction and retention
4. Increased tourism opportunities broaden Burien's tax base
5. Creates an overlay, a creativity opportunity zone, granting the ability to develop incentives to attract developers/investors

What about Burien

- 2014 King County: 114 million admissions to arts and culture*
- Patrons spent average of \$35 (excluding admission, but including travel, lodging, and meals and refreshments)*

*An Economic Impact Study of Arts, Cultural, and Scientific Organizations in King County 2014 – by Arts Fund

- **2017 Burien:** Burien Actors Theatre patrons spent average of \$22.27 in Burien (excluding admission costs, travel, and lodging)**

****The Economic Impact of Burien Actors Theatre, May 2017 - by The Foster School of Business / University of Washington**

Together we are Stronger



CRIMSON
PARK
DESIGN



BURIEN ACTORS THEATRE
Better Live Theater

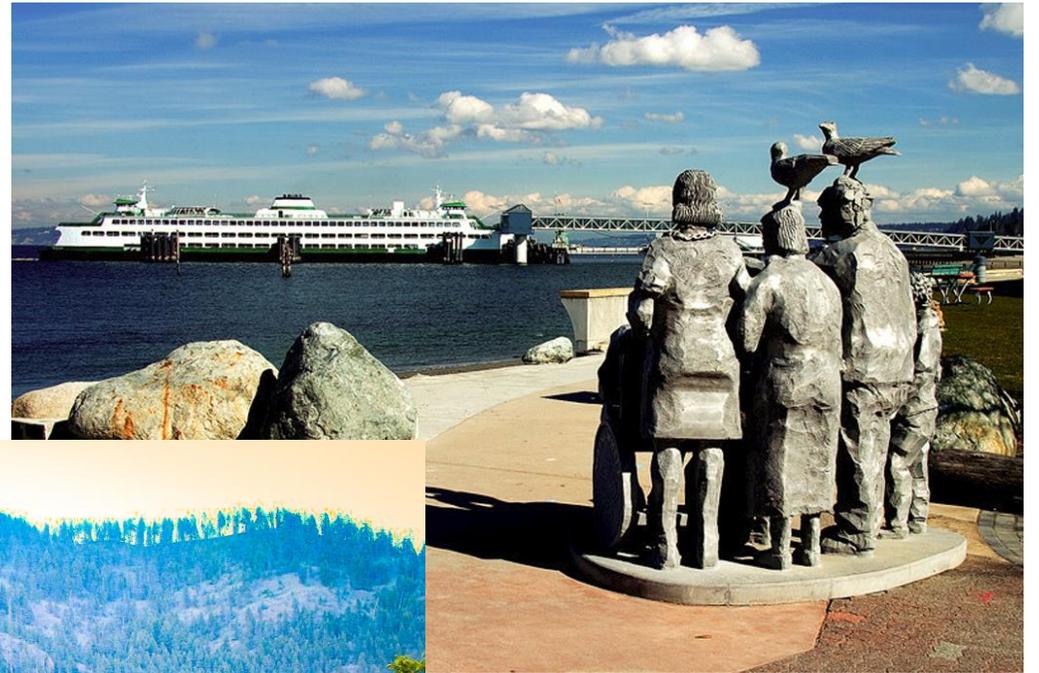


Steps for Success

- Creative District Checklist:

- 1) Designated, contiguous geographic area recognized by City
- 2) Area is walkable and/or easily navigable
- 3) Clearly defined concentration of artistic and/or cultural activities and/or minimum of 1-2 primary arts related industries occurring in region
- 4) Clearly defined arts and culture identity, and brand
- 5) Structured entity formally recognized by local government designated as district administrator, with assigned staff role to carry out Creative District activities
- 6) Administrative entity has a minimum \$20,000 total annual operating budget
- 7) Demonstrated broad community buy-in for designation as Creative District Partnership agreement amongst entities, to help guide activities in district
- 8) Creative District strategic / business plan (covering 3 - 5 years of activity)
- 9) Site visit to proposed district by Creative District program staff has been scheduled or completed
- 10) Patrons spent average of \$35 (excluding admission, but including travel, lodging, and meals and refreshments)

Who Applies



Thank you for your time!

Questions?

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