

Doors Open Implementation Plan Update #2

COMMITTEE OF THE WHOLE | APRIL 2024

DOORS OPEN PHASES AND TIMELINE

PHASE 1: Dec 2023 – Dec 2030

Outreach and Engagement

PHASE 2: Jan 2024 – Jul 2024

Implementation Plan
Due to Exec July 15
Transmittal to Council follows

PHASE 3: Aug 2024 – Dec 2024

Year One Programs

- One-time capital grants
- One-time operating grants

PHASE 4: Jan 2025 – Dec 2030

Full Program Implementation

- Sustained Support
- Building for Equity
- Public School Cultural Access
- Public Free Access
- Countywide Initiatives
- Launch

Doors Open Priorities

1. Expectation setting and communications
2. Internal Planning and Development
3. Consistent outreach with cultural community and 4Culture's authorizing environment



Outreach and Engagement

STRATEGIES AND SUMMARY OF EVENTS TO-DATE

4Culture's Existing Outreach and Engagement Strategies


Content Focused Strategies

Doors Open Information Sessions: Online and in-person share-outs with information about process, timelines, and technical assistance.

Listening Sessions: Engaging with target communities to get their input on new programs and services.

Visibility Focused Strategies

Hello 4Culture: 4Culture staff meet people where they are, in their communities.



In Spring 2024, 4Culture will have two Communications Support Specialists with an Outreach and Engagement focus

Language Focused Strategies

Partner with community organizations and ambassadors for outreach events and workshops. Examples include:

- Centro Cultural Mexicano (Redmond) and Roadhouse/Brazil Center (Angle Lake)
- Spanish and Somali language community ambassadors tabling at events and building relationships with potential applicants

Strategic advertising to language communities. Examples include: El Rey 1360, Seattle Chinese Radio, Runta News, Radio Continent Russian Radio, and Northwest Vietnamese News

Provide language access materials and services and respond to language access needs requests. Provide ASL and document accessibility for sight-impaired).

- Translate promotion materials and subtitle info sessions into English, Spanish, and Chinese



4CULTURE CULTURAL PRODUCERS RECOVERY FUND

Por única ocasión, fondos sin restricciones. Solicitud amplificada

Hasta \$12,000 para todos aquellos que se vieron afectados por la pandemia, mientras se recuperan, se readaptan y progresan en su actividad.

Lo invitamos a asistir a nuestros talleres presenciales, en los que nuestro equipo lo ayudará a iniciar una solicitud al instante.

Envíe su solicitud antes de las 5:00PM PDT, del 8 de mayo de 2024.

Para obtener más información, visite 4culture.org/cultural-producers.
Si tiene alguna duda, envíe un correo electrónico a melissa.newbill@4culture.org

Geographic Access Focused Strategies

Partner with organizations and individuals to increase visibility.

Like the Local Arts Agency Network and SoCoCulture

Advertise grants in community news outlets and blogs.

Such as the Bellevue Reporter, Shoreline Area News, and I Love Kent


BIPOC Community Focused Strategies

Partner with organizations and individuals to increase visibility.

Like Wa Na Wari Walk the Block, yəhaw' Indigenous Creative Collective and the Black River Cultural Arts Center

Advertise grants in BIPOC community media serving King County.

Such as Converge Media, South Seattle Emerald, Rainier Ave Radio, Daybreak Star Radio, and the Muckleshoot Messenger



**Capital and Operating
Programs Open Aug 1
to Sept 6!**

2024 Doors Open Programs

ONE-TIME CAPITAL AND OPERATING PROGRAMS

Capital Grant Program: Doors Open Facilities

- **\$24M available** in funding for **building, remodeling, and buying** space that house and facilitate cultural work in King County.
- Based on the **Building for Equity initiative** to support cultural building projects and create a pathway to racial equity in cultural facilities funding.
- Based on previous facility grant cycles, anticipate between 150-250 applications for facility funding; goal is to fund the top 25% in each Project Size category



Neely Mansion restoration in action, new overlapped felt-paper rolled out on top of original skip jack boards.
Photo: Linda Van Nest

Capital Grant Program: Project Size Categories

Projects under \$250K

- Up to 75% of total project costs

Projects between \$250K - \$1M

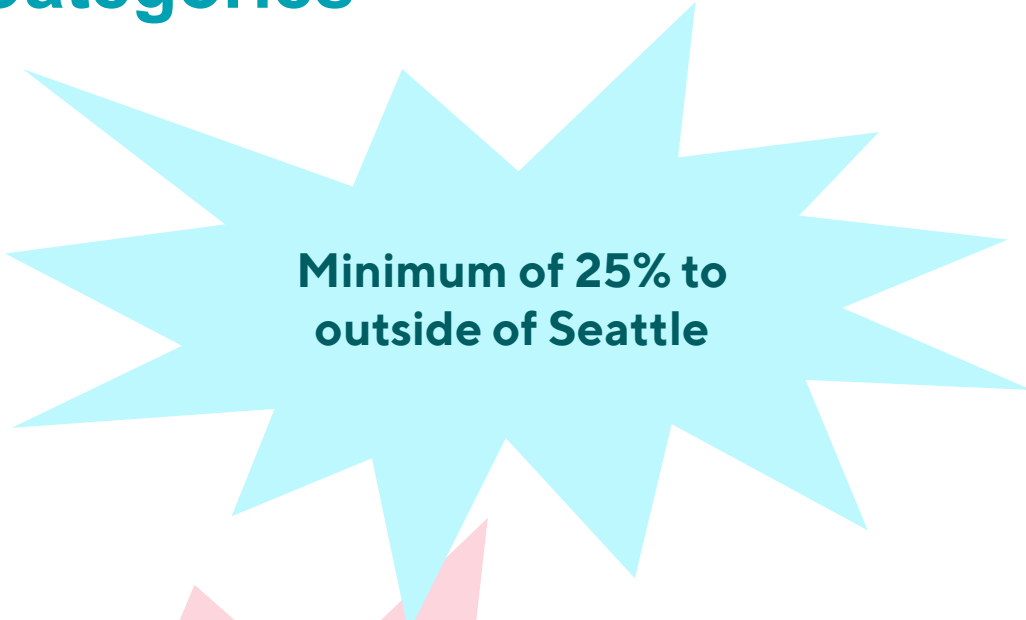
- Up to 33% of total project costs

Projects between \$1 - \$10M


- Up to 15% of total project costs

Projects greater than \$10M

- Up to 4% of total project costs



**Minimum of 25% to
outside of Seattle**



**Minimum of 10% to
Communities of
Opportunity**

Operating Grant Program: Sustained Support

- Four funding disciplines, between which an estimated **\$24 million** will be awarded. The anticipated number of applicants per discipline, based on historical data and field scans are:
 - Heritage** – approximately 90 applicants
 - Historic Preservation** – approximately 30 applicants
 - Arts** - approximately 500 applicants
 - Science and technology** - approximately 80 applicants
- Modeled off 4Culture’s existing **Sustained Support** program
- Awards allow organizations to amplify and extend their programming and mission



The Filipiniana Multicultural Dance Troupe performing at Pagdiriwang Philippine Festival, Seattle Center Festál. Photo: Susan Fried

Operating Grant Program: Sustained Support

Program Criteria

- Resilience
- Public Benefit
- Advancing Equity
- Discipline-specific priorities

Award Considerations

- Organizational budget size
- Minimum of 25% funding outside of Seattle
- Minimum of 10% funding to Communities of Opportunity



Hsin-Yu Huang performs during 12 Minutes Max at Base Experimental Arts + Space.
Photo: Jim Coleman

Outreach and Engagement for Year One Programs

Community Connectors to work with potential Doors Open Facilities applicants on prepping their applications 1 on 1.

Outreach Events:

- Science and Technology Convening
- Fundraisers for the Arts Taskforce
- Association of King County Historical Organizations (AKCHO)
- Museum Directors Roundtable
- SoCoCulture (South King County Culture Coalition)



Bailadores de Bronce performing at Northwest Folklife Festival.
Photo: Dave Machado Photography.

Capacity Building Workshops and Trainings:


- Strategic Budgeting and Multi-Year Projections
- Managing for Risks and Opportunities during Organizational Growth
- Navigating game-changing grants

Draft Implementation Plan Sharing and Next Steps



Implementation Plan Outline

- Built specifically around ordinance requirements
- Format modeled from Best Starts for Kids Implementation Plan 2022-2027 and VSHSL Implementation Plan 2024-2029
- Submittal deadline to Exec: July 15



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Doors Open Implementation Plan

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Access to cultural programming for tribal communities will be provided through digital and non-digital engagement to assist the program and technical assistance throughout the process. Opportunities to receive one-on-one support from the program will be provided in the form of feedback on individual applications, technical assistance on understanding and interpreting program criteria.

Communities based on prior award and applicant pool communications priorities, these efforts include open house events, community workshops, and three workshops sharing guidelines, criteria, and the program. Communication in multiple languages to broad-based outlets within 4Culture's network.

4Culture's contract and payment process. The grant requirements are first documented, and cultural programming activities using the invoice payments. Payment through the grant portal and allow grantees to list attendance and proof of acknowledgment of 4Culture's support.

Reporting burden for grantees. We collect only needed information to report overall impact and learn how best to leverage resources in the community, arts, and science fields.

Public School Cultural Access

Estimated annual funding: \$10.8 million

Objective: Increase public school student access to cultural educational experiences

Strategies:

- Develop database of appropriate onsite and offsite cultural experiences for public schools
- Provide funding to sustain and extend the offerings of cultural organizations through programs provided at schools and at cultural facilities and venues of the cultural organizations
- Provide funding for transportation to cultural facilities and venues

Key Reporting Metric: Number of students served through Doors Open

Public Free Access

Estimated annual funding: \$10.8 million

Objective: Increase access to cultural offerings

Strategy: Reimburse cultural organizations for free and reduced-cost access experiences

Key Reporting Metric: Number of free and/or reduced cost attendants

Access to cultural programming for tribal communities will be provided through digital and non-digital engagement to assist the program and technical assistance throughout the process. Opportunities to receive one-on-one support from the program will be provided in the form of feedback on individual applications, technical assistance on understanding and interpreting program criteria.

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Public Free Access

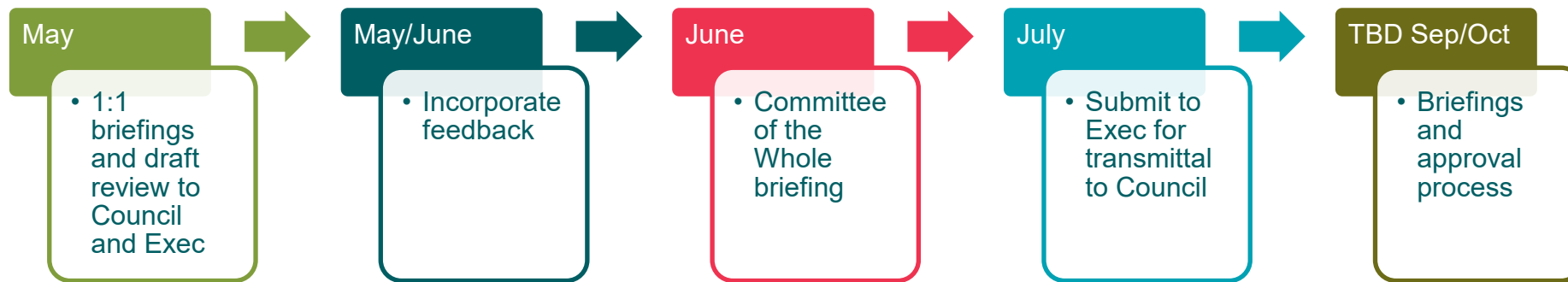
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Implementation Plan Next Steps



- Goal for early draft review is to identify areas of alignment before submittal

Thank You!



Celebrate Little Saigon festival hosted by Friends of Little Saigon ©2023. Photo: Sunita Martini