



Arts and Cultural District Application
December 2024

Introduction to Georgetown

Abuzz with industrial and fine art collectives, independent artists, creative schools, design firms, and showroom galleries, Georgetown is one of the most arts-driven neighborhoods in Seattle. We are a unique district with a culture that melds industrial work with creativity into a gritty, DIY vibe that's immediately obvious when you enter the neighborhood. From the iconic brick façade of our retail core on Airport Way to the giant steel hat and boots sculpture in our residential Oxbow Park to the ever-present sound of planes landing at Boeing Field, industry, history, and the creative entrepreneurial spirit are infused into the look and feel of Georgetown.

Georgetown Demographics and History

With a small population of around 1500 people, 37% of which are persons of color, Georgetown is one of King County's recognized Communities of Opportunity. According to the King County Public Health website, Georgetown ranks in the 2nd highest COO composite quintile and is in the highest category for poor housing conditions and low life expectancy. The Racial and Social Equity Index ranks the neighborhood as a Second Highest Equity Priority.

Georgetown is located directly East and North of the Duwamish River in South Seattle. For millennia, indigenous people lived along this area of the Duwamish, using the waters and wildlife to support more than 90 longhouses and at least 17 villages. In the 1800s, white settlers displaced the indigenous population and built an initial settlement focused on the railroad, manufacturing, and brewing industries. The growing city was annexed into Seattle in 1910, the Duwamish Estuary was dredged, and the area became Seattle's manufacturing and commercial core. This attracted large companies like Boeing and also a significant number of specialty supply and tool companies. This in turn makes the neighborhood not only a prime place for creative makers to work but a destination for craftsmen from all over the region.

The business of art, from fabrication to installation to gallery and design firm sales, contributes significantly to Georgetown's economy. The large industrial warehouses and relatively inexpensive rents are ideal for artists and artistic businesses like collective studios, galleries, and design firms.

The neighborhood is a destination for arts and cultural enthusiasts year round; our second Saturday Art Attacks are some of the most attended artwalks in the city, as they offer attendees the option of visiting both traditional galleries and working artists' studios. Georgetown is home to a number of large cultural festivals that draw visitors in from around the city to patronize our retail establishments and buy from local vendors. These include the Georgetown Carnival, HonkFest West, the San Genaro festival, and Rainier Days. Neighborhood-centric events also draw visitors and celebrate Georgetown's unique DIY culture. These include the Georgetown Haunted History Tour, the Super 8 Film Festival, the Spooky Walk, and the new Georgetown Halloween Parade.

Georgetown

Association of Arts & Culture



Arts District Organization

Efforts to organize an arts association that could represent Georgetown on a city-wide platform and work to create a stronger network within our neighborhood began in 2018, led by a steering committee of cultural stakeholders. Members of that committee include Sam Farrazaino (Equinox Studios, Georgetown Steamplant), Dawna Holloway (studio e), Laura Wright (2024 City Artist, Georgetown Super 8 Film Festival), and John Sutton (SuttonBearsCullor, Mini Mark City Park). The committee undertook the Challenge Grant in 2019 as the Georgetown Arts & Design District Coalition with an original expiration date of Dec 31, 2020.

Due to the unforeseen challenges of the COVID-19 pandemic, this initial grant fulfillment was put on hold until the end of 2023. During that time, Farrazaino remained active with the Arts & Cultural District Program. The GADD Coalition also contracted with the Office of Arts & Culture for the Cultural District Economic Recovery Fund. Both of these contracts were fulfilled, reported on, and subsequently approved by the O A&C. (see pages 5-6)

As part of the initiative for the Economic Recovery Fund grant, the Georgetown Association of Arts & Culture (GTAAC) was formed to both fill the need for a neighborhood-wide coalition for Georgetown's creative entities and to represent the district as part of O A&C's Arts and Cultural District program. GTAAC is governed by a working Board of Directors who meet monthly, lead various committees, and actively participate in a wide range of community events and organizations. The BoD members represent various facets of Georgetown's creative culture; they are artists, gallerists, curators, event producers, residents, and creative business owners.

During its formation, a number of public meetings were held during which we gathered ideas, opinions, and other information from interested parties. Stakeholders from all creative facets of the district convened to discuss the major issues facing Georgetown and how we could leverage the arts to work for us and mend the fabric of our neighborhood. GTAAC was directly founded on the results and strategies that arose during these meetings.

Georgetown

Association of Arts & Culture

top left: Holly Mistur teaches metal patinas during Education Week 2023, an initiative funded through the Economic Recovery Fund grant and the first event organized by GTAAC based on feedback from the public convening

top right: Artist Dave Clay and his son learn stone carving during Education Week 2023 in the Georgetown Steamplant Classroom

THE IMPACT OF ARTS & CULTURE FUNDING IN GEORGETOWN

Challenge Grant \$2500



Artists

Mary Gioia, blacksmith
Drew Welliver, metal artist
Melissa Knowles, acrobatics and watercolors
Dave Clay, oil painter
Essa Baird, ceramics
JP Anderson, painter
Brittany Otto, digital artist
Dan Mahon, acrylic cat painter
M. Anne Sweet, digital artist and ceramicist
Jordan Lee, painter
Lily Hotchkiss, multi-media artist
Francesca Rosati, painter

Locations

Full Throttle Bottles
Boxes of Glass
studio e
Deep Sea Sugar and Salt
All City Coffee
Harlow Collective
Fantagraphics
Jules Maes
Seattle Drum School
Seattle ReCreative
Dolcetta Artisan Sweets
Georgetown Pizza Arcade

The scavenger hunt encouraged exploration of the neighborhood and collaborative, fun experiences for the residents while promoting the work of local artists and patronage of our cultural businesses.

The scavenger hunt concluded with a public Party and Prize Pick-Up. The gathering brought even more neighborhood participation as it was held at the Mini Mart City Park and multiple local businesses donated food and beverages including Georgetown Pizza and Arcade, Seattle Cider, Georgetown Brewing, House of Smith, and Tinte Cellars.

We had multiple activities set up for attendees in addition to swag. We shared information about our programs from 2023, had a performance of a crankies shadow puppet show, and showed art from a number of our grantees. Through this process, the artists, residents, and cultural businesses of Georgetown showed up to support and embrace the new Association of Arts & Culture and our efforts in the neighborhood.



THE IMPACT OF ARTS & CULTURE FUNDING IN GEORGETOWN

Economic Recovery Fund \$100,000



- **255 hours of free Arts Education classes**
- **1506 hours of Arts Activations**
- **79 creative workers paid (+23 others)**
- **1219 attendees to classes and events**
- **20 wayfinding signs commissioned**
- **One Arts Association founded**

The Georgetown Arts & Culture Association distributed funds for four categorical purposes approved by Seattle's Office of Arts & Culture: the establishment of the GTACA as a sustainable, community-driven non-profit organization; the design and development of neighborhood wayfinding; funding of Education Week art classes; and a selection of Creative Community Recovery project grants.

Education Week Classes

Sumi on Clayboard, Carol Ross
Repousse', Louie Raffloer
Jewelry Wiring, Mary Gioia
Crochet a Round Rug, Elizabeth Reisner
Brass Etching, Holly Mistur
Stone Carving, Cyra Jane
Metal Patinas, Holly Mistur
Foraging & Local Plant Dyes, Laura Wright
Ceramic Luminaries, Carolyn Autenrieth
Intuitive Collage, Colleen Monette

Project Grants

MOVIE STAR, film project
Whippersnapper's Last show, gallery support
Show 6, dance
Duwamish Bend Housing Project, fabric arts
Haunted History Tour, event support
Mystic Screening, film project
GT Graphic History Novel, comic arts
Crankies, performance

Georgetown

**Association of
Arts & Culture**

District Governance, Mission, and Strategies

GTAAC is pursuing 501(c)3 status, has adopted bylaws and policies, and is working under the following mission statement: The Georgetown Association of Arts & Culture drives engagement by facilitating community opportunities, advocating for our creative economy and cultural infrastructure, and strengthening important networks for the residents, arts professionals, and cultural organizations of the Georgetown neighborhood.

We employ a variety of strategies in order to support our mission and neighborhood:

- **Coalition Building** – Members of the GTAAC board are actively involved with creating a collaborative organization with the other primary stakeholder associations in the neighborhood. This initiative is called the Georgetown Coalition and includes representatives from the Georgetown Business Association, the Georgetown Community Council, The Georgetown Steamplant, Friends of Georgetown History, Watershed Community Development Authority, and other community groups. The Coalition’s focus is to facilitate communication and resource sharing among these organizations.
- **Accessible Arts Education** – GTAAC is dedicated to sponsoring an annual Education Week that offers Creative Skill Share workshops for free to residents of the neighborhood. This is in direct response to the public convening meetings held in 2023; our first Education Week was funded through the Creative Recovery Grant. We paid 9 artists to teach workshops on a variety of artistic disciplines from stone carving to metal etching to crochet, to which 80 attendees were able to learn for free. In 2024, Education Week centered around Halloween creative skillsets like Special FX make-up, Giant Creature Building, and Float Building. Artist instructors donated their time and 23 residents attended the workshops. In the next few years we will be continuing Education Week and are also partnering with the Equinox Studios collective tenant group, The Stitch, to facilitate a series of free lectures and panel discussions on topics in Public Art.
- **Hands-on Opportunities for Expression and Play** - In 2023, GTAAC organized the first annual Georgetown Halloween Parade, and event specifically designed to meet multiple directives from our mission statement. The parade engaged residents in the South neighborhood, created relationships between us and local businesses, and brought in ensembles and participants from all over the city. We worked with multiple city departments (including the Dept. of Neighborhoods Small Sparks program), engaged a stellar team of volunteers, and held a very successful event that we plan to continue. We expect to see a significant growth in neighborhood participation in coming years, as residents and businesses work together to activate spaces on Halloween Night. GTAAC also hosts an Art Chopped booth during the Georgetown Carnival, which is a full day of art-making competitions that challenge artists to create a multi-media work from grab bags of media and invites the public to watch and cheer the artists on.



left: Actors from the Georgetown Morgue Haunted House march through the rain as part of the first annual Georgetown Halloween Parade. 19 different groups walked in the parade, which was attended by hundreds of people. Despite, or perhaps because of, the weather, neighborhood response to the parade has been overwhelmingly positive.



District Governance, Mission, and Strategies (cont.)

- **Networking Opportunities** – GTAAC is especially dedicated to facilitating networking opportunities for residents, artists, and creative businesses in the neighborhood. Inspired by the work of the Columbia-Hillman District and the Burien Creative District, we have begun a series of quarterly Creative Network Happy Hours. We would be interested to explore whether working with the Office of Economic Development MXR events would be a good fit for Georgetown. Additionally, we are actively building an online Artist Roster to connect artists with patrons and discussing specific kinds of salons and networking events where creatives can form connections with potential project partners and patrons.

- **Wayfinding** – Directly inspired by the Creative Placemaking Toolkit, GTAAC has implemented a wayfinding campaign that included hiring a graphic designer to create a branding initiative for the neighborhood that included the creation of 20 large steel signs (see pg. 6) we are gifting to businesses at key locations around the neighborhood. We have also offered this branding, which includes logos and a full style guide, to the Georgetown Coalition and as open source to the community at large. We additionally maintain a map on our website of cultural spaces and are creating an event calendar with the Coalition that tracks all the neighborhood’s annual events in a single, easy to find location.

- **Advocacy** – One of the concerns we heard the most while conducting public meetings is that Georgetown is on the verge of gentrifying – maintaining our culture, preserving existing infrastructure, and keeping the neighborhood affordable for the residents and businesses who are established here is of the upmost importance. GTAAC is currently fiscally sponsored by Watershed Community Development Authority, a non-profit that manages Equinox Studios and is currently developing a 700+ unit affordable housing project, much of the space designated for artists. This project will essentially double Georgetown’s population in the next decade and is slated to house over a million dollars in public art commissioned from local artists. GTAAC’s President is a tenant at Equinox Studios and is active with The Stitch, their tenant organization which is highly involved in Watershed’s planning and operations. GTAAC is maintaining a presence at meetings and is actively discussing housing models, public art, and the impact this project will have on the neighborhood.



Georgetown

Association of Arts & Culture

above: Artists from across Georgetown mingle with tenants from Equinox Fine & Industrial Arts Collective, Watershed Community Development administrators, and owners of local businesses at the first Creative Network Happy Hour outdoor BBQ and firepit held in 2024. GTAAC partnered with Equinox to launch the series of events.



The Future of the Georgetown Arts & Cultural District

Georgetown's culture and grounding in the arts is not only solidified but growing at a rapid pace. Multiple large scale projects in the arts are underway in the neighborhood that are going to have widespread effects on our community - this includes the 2000+ affordable artists housing project, the initiative to transform the Georgetown Steam Plant into an educational museum and event venue, the current pursuit to develop a community center, and efforts to bring vital food resources into the district.

GTAAC is confident that our continued efforts will benefit our unique creative culture and that we can represent the needs of Georgetown as an Arts & Cultural District of the City of Seattle. The future efforts of GTAAC include continued implementation of the strategies above with a focus on strengthening our neighborhood's cultural fabric. As part of our 501(c)3 pursuit, we are creating a five year plan and budget that will set our programming plan until 2029. We have and will continue to build strong relationships with the cultural stakeholders in Georgetown and work to strengthen the networks of individual artists and bolster our creative economy.

Georgetown Association of Arts & Culture
www.georgetown-arts-culture.org

Board of Directors

Cyra Jane Hobson, President
*Equinox Studios, Stoneyard Sculpture Studio,
Northwest Stone Sculptors Association*

Virginia Wright, Treasurer
*Scarlet Ibis Gallery, Burien Creative District,
Pacific Northwest Railroad Archive*

Kerry Gates, Secretary
*Fogue Studios and Gallery,
Georgetown Business Association*

Sam Furnas, Director
Georgetown Gazette



Cultural Assets in Georgetown

**denotes active participation with GTAAC*

Neighborhood Associations:

Currently active organizations serving the residents and businesses of Georgetown.

Georgetown Business Association*
Georgetown Community Council*
Friends of Georgetown History*
Duwamish River Community Coalition
Duwamish Valley Youth Corps
Georgetown Healthy Food Initiative

Artist Collectives:

Artist studio complexes with multiple tenants

Totally Blown Glassworks
Electric Coffin + House of Sorcery
Equinox Studios*
Fogge Studios*
Side Rail Collective*
Georgetown Trailer Park Mall*
Georgetown Arts & Cultural Center

Design Studios and Centers:

Retail design studios and showrooms

Seattle Design Center
Hinge Studio
Hoedemaker Pfeiffer
Analog Floral
Hampton Hill
Prairie Underground
Mutuus Studio
Illuminata Art Glass Design
Jonathan Pauls
Village Interiors
Susan Wheeler Home

Creative Fabrication Companies:

Business employing craftsmen and artists

Misty Mountain Manufacturing
Georgetown Morgue
Unique Art Glass
Hardmill Industries
Signs of Seattle
Haskett Works
Prairie Underground

Galleries:

Fine art galleries

Badger Burrow Studios
Fogge Studios & Gallery*
Koplin Del Rio
Scarlet Ibis Gallery*
studio e*
Seattle Art Source
Mini Mart City Park*

Museums:

Free Museums open to the public

Connections Telephone Museum
Georgetown Steam Plant*

Creative Schools:

Centers of art education

Gage South Campus and Sculpture Atelier
Seattle Artist League
Seattle Drum School of Music*
Dash of Soy Culinary School
Ebanista School of Fine Woodworking
School of Acrobatics and New Circus Arts
Unexpected Productions School of Improv

Venues:

Cultural spaces

Jules Maes Saloon*
The Stables
Georgetown Ball Room
Mini Mart City Park*
Yaw Theatre

Cultural Events:

Annual neighborhood festivals and events

San Genarro Festival
Honk Fest West
Georgetown Carnival*
Georgetown Pride
Haunted History Tour
Georgetown Super 8 Film Festival
Garden Tour
Spooky Stroll
Halloween Parade*
Dead Baby Downhill
Very Out in the Open House (biannual)*
Georgetown Steam Plant Science Fair