



Date: April 16, 2009

To: Mayor's Executive Team

From: Mayor's Youth Council, 2009

Subject: Increase the Peace through TEEN ARTS Day

Briefing Objective: Approve policy recommendation to promote existing teen art opportunities through a teen art event to the diverse youth of Seattle.

Issue Statement:

There are currently a number of art opportunities available to Seattle's youth. However, many of these opportunities are inaccessible to youth, due to lack of promotion and knowledge of their existence. To broaden the exposure of these existing programs, we propose that Seattle hosts an annual Increase the Peace through TEEN ARTS Day on the last Thursday of June, where existing teen art programs have an opportunity to promote their work. The reinforced advertisement of these art programs would expand their participation to include a more diverse group of teens in the Seattle area. This event would additionally provide an opportunity to recognize young artists within the Seattle community who have created powerful messages focusing on non-violence. The event's purpose is to involve at-risk youth and "hard to reach" teens in the arts by recruiting them as volunteers for the event, performers at the event, or attendees looking for art programs to join.

Background & Outreach:

- ❖ We have put to use the feedback we received from youth community meetings that were held in Ballard, the Central District, Northgate, Southeast, and Southwest.
- ❖ We have conducted research and have found many similar projects in various states; one of which is an arts endeavor located in San Francisco that is most similar to our mission.
- ❖ We have collected statistics about teens that have or have not been involved in the arts:
 - Total number of middle and high school students, reported by the Seattle Public School District as of October 1, 2008:
 - Middle School: 9,290
 - High School: 13,554
 - Projected figures for currently funded Youth Arts Programs (2008-09):
 - Number of youth participating: 2,586
 - Number of hours of arts engagement: 14,856
- ❖ We have created and implemented a questionnaire for students regarding art involvement.

Proposal

- I. **Goals:** The goals of the recommendation are to:
 - a. Expand participation in current teen art programs throughout Seattle.
 - b. Inspire teens who would normally not be involved in arts, such as at-risk and "hard to reach" teens, to take advantage of art programs.
 - c. Recognize young artists who are engaged in arts.

II. Recommended Steps for Implementation:

- a. Invite teen art programs to participate - either to perform, display booths, and/or hold studios or lessons.
- b. Apply for grants to receive sufficient funds for the event (i.e. smArt ventures, Small Sparks, Neighborhood and Community Arts Grant, Office of Arts & Cultural Affairs-Youth Arts Program, Do Something General Grant by American Express).
 - Seek an adult experienced in grant-writing to apply for grants.
- c. Find sponsors and donors (Puget Sound Off, YMCA, Starbucks, American Apparel, Best Buy).
- d. Secure venue for the last Thursday of June by working with the Executive Director of Langston Hughes Performing Arts Center to determine the best venue until the Performing Arts Center is finished with renovation (i.e. Yesler Community Center, Vera Project).
- e. Recruit teens to volunteer before and after the event.
 - Assign roles from the Event Checklist among volunteers.
- f. Create a program and Stage & Room schedules.
- g. Promote the event- create flyers, brochures, displays, etc in schools, community centers, malls, local radio stations and if possible, local news stations.
 - Encourage participating programs to outreach, also.
 - Send press release to all media.
 - Promote the event especially at Rainier Beach High School, Chief Sealth High School, and Ingraham High School, where there's less access to art for teens.
 - Collaborate with the three Neighborhood Networks identified in the Seattle Youth Violence Prevention Initiative (Atlantic Street, Southwest Youth and Family Services, and Urban League) to recruit and involve 'at-risk' youth.

III. Resources Required:

- A Stage Manager/Technical Director and Event Coordinator to manage the event (possibly volunteers from Richard Hugo House and/or the Vera Project)
 - Stipends for Stage Manager and Event Coordinator funded by grants
- Teen Emcee from Richard Hugo House
- Photographer from Youth in Focus to take pictures during the event (either volunteer or paid)
- Teen volunteer curators to set up and clean up
- Funding for promotion and outreach
- Marquee rental outside Langston Hughes Performing Arts Center starting in 2011
- Sponsors/ donors of the Increase the Peace through Teen Arts Day
- Transportation to venue from community centers through the center vans and Teen Development Leaders
- Refreshments and drinks from donors (i.e. Starbucks, Pagliacci's)
- Door prizes as incentives to attend the event (iTunes gift cards, movie ticket packages & discounts, store gift cards)

BUDGET

EXPENSES

Event Coordinator: \$75
Stage Manager/ Technical Director: \$250
Refreshments (juice, pizza, cookies): \$600
Supplies/ Materials: \$350
Standard Equipment: \$500
Publicity/ Media: \$410
Photographers: \$200
Gift Cards as incentives to participate: \$150

TOTAL EXPENSES: \$2535

GRANTS/DONORS

YMCA: \$500
smArt ventures: \$1000
Small Sparks: \$250
Neighborhood Matching Fund- The Small and Simple Projects Fund: up to \$15000
Office of Arts & Cultural Affairs- Youth Arts Program: up to \$10000