

Sand Point Arts & Cultural Exchange 2023-26 STRATEGIC PLAN

s p a c e



MAGNUSON PARK GALLERY

The Arts are a vital component of a thriving, nurturing, and diverse community.

Mission

Sand Point Arts and Cultural Exchange connects and enriches our community through art, music, and culture.

Vision

A robust, diverse and thriving arts and culture community in Magnuson Park, extending into NE Seattle and beyond.

Values

SPACE values integrity, inclusiveness, respect, diversity, and our commitment to supporting the arts. We believe engaging our differences makes our community stronger. We welcome and honor the unique contributions of people from all racial, ethnic, religious and socioeconomic backgrounds, gender identities, mental and physical capabilities, and sexual orientations.

Goals

I TO BUILD A STRONG AND SUSTAINABLE ORGANIZATION.

- Increase organizational capacity and efficiency:
 - Recruit and reward effective employees.
 - Utilize automated systems technology.
 - Recruit more volunteers, and offer compelling volunteer opportunities.
 - Grow our Board of Directors.
 - Utilize our Advisory Board.
- Diversify and grow funding streams:
 - Research and explore more opportunities in grants, underwriting, and fundraising events.
 - Effectively manage and communicate with our donor base.
- Increase awareness with a clear communications plan:
 - Create and execute a communications schedule.
 - Be a visible presence and a supportive contributor at community events.
 - Update SPACE's communication elements in order to cohesively brand the station and gallery under the umbrella of SPACE, including logos and websites.

II MAKE A POSITIVE COMMUNITY IMPACT BY GROWING EXISTING PROGRAMMING TO ENGAGE AND INCLUDE MORE PEOPLE, AND TO INTRODUCE NEW AND COMPELLING ONES

CURRENT PROGRAMS:

- **Magnuson Park Gallery and Building 30 Open Studios** - increase awareness and number of visitors.
- **Magnuson Park Live!** - organize a scheduled calendar of shows and possibly find a permanent venue in Magnuson Park for the event. Increase attendees.
- **Northwest Orbit** - increase visibility of program to support local musicians
- **Plein Air Festival** - increase awareness and number of participants from the community.

PROGRAMS IN DEVELOPMENT:

- **Emerging Artist in Residency Studios** - Fund art studios in Building 30 to support local, emerging artists. Or partner with an organization to coordinate and fund the program.
- **Educational tours and field trips to the gallery and radio station** - Outreach to area schools and afterschool programs inviting students to visit and learn about visual arts and DJ training.

III TO INCREASE COMMUNITY OUTREACH AND DEVELOP EFFECTIVE PARTNERSHIPS

- Efficiently increase awareness of our programming.
- Meet with more community organizations to explore partnership opportunities.
- Create a system of obtaining regular, community feedback.

Organization History



Sand Point Naval Air Station

In 1992, [Allied Arts Foundation](#) (then Allied Arts of Seattle) and the Community Liaison Committee for Sand Point assembled 24 artists and arts advocates to advise those who were planning for the reuse of Sand Point Naval Air Station. That group became the **Sand Point Arts & Cultural Exchange** (SPACE). SPACE incorporated in 1994 as a private nonprofit 501(c)(3) to help the City develop arts and cultural activities and facilities at the Sand Point Naval Air Station.

In 1995, the US Navy officially transferred its former Naval Air Station to the City of Seattle. Located on 151 acres, including over 1.4 million square feet of building space, the former Naval Station Puget Sound and adjacent Magnuson Park were united by the City to form the Warren G. Magnuson Park.

For the following seven years, SPACE worked with Seattle artists and arts organizations to facilitate productions at Magnuson Park and partnered with the City of Seattle to provide a variety of services, including open houses, tours, event facilitation and production. SPACE

conducted market research, providing recommendations for marketing Magnuson Park as a major arts and cultural destination for the City and region. SPACE has also served as an advocate for the arts, providing both an artistic viewpoint for the City and a vehicle for citizen input.



Building 30 West

In 2004, led by Executive Director Julianna Ross, SPACE advocated for the historic preservation of two park buildings, Building 30 and Building 138. In 2013, the City of Seattle completed a \$9 million renovation of the 1938 US Navy building and airplane hangar, now Building 30 and Hangar 30, creating a vibrant arts and cultural hub within the park to benefit the community. Building 30 West is now home to 32 artist studios, the Magnuson Park Gallery, and the Officers Club, a historic event space. Seattle Parks and Recreation leases the artist studios, where rental payments go toward paying off a bond totaling \$8.5 million. In 2016, Julianna started SPACE 101.1FM, a low-power radio station which operates out of Building 138.

Current Programming

MAGNUSON PARK GALLERY



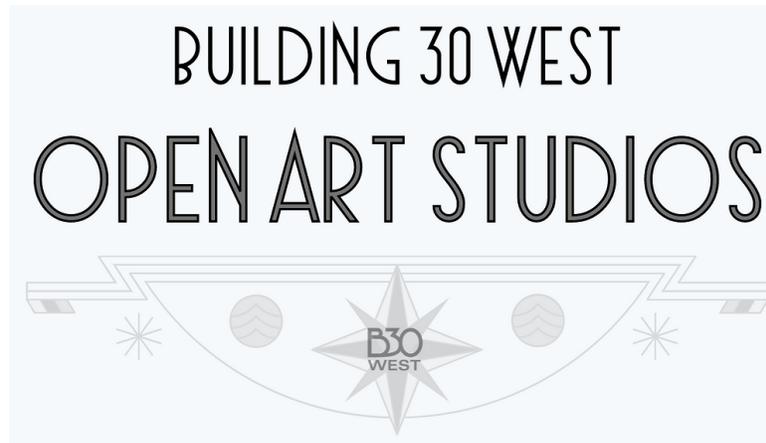
Magnuson Park Gallery curates and presents exhibits from emerging and established local artists and outside collections, hosting events such as artist talks and show receptions. It intends to provide a public and accessible forum for visual arts. It is also available as a rental space for pop-up exhibits and other events.

[Plein Air Arts Festival](#)

In 2021, SPACE held the first annual Plein Air Arts Festival. "Plein Air" art found its origins in the French expression, *in the open air*, and was a movement of artists from their studios to the outdoors. After a few years of COVID, the Magnuson Park Gallery, inspired by the magic and healing capability of nature, encouraged everyone to be creative in the beauty of the outdoors. The Festival included Plein Air Art instruction around Magnuson Park, and the Plein Air Exhibit in the Gallery.



Building 30 Open Studios



Twice a year, the Magnuson Park Gallery partners with Seattle Parks and Recreation and artists with studio space in Building 30 West to showcase their range of disciplines. Works include watercolor, acrylic, resin, and photography, for example. The Gallery also exhibits a collection of work from the Building 30 artists.

Sand Point Arts and Cultural Exchange organizes and coordinates this event, providing refreshments and music. SPACE also provides marketing services and materials for the event. This is free and open to the public.





SPACE 101.1FM is a service of Sand Point Arts & Cultural Exchange. It operates out of Building 138 in Magnuson Park, providing volunteer produced programming, community outreach, and radio training. There are currently 28 programs, such as Wedgwood Rocks, World Beat Adventure, Cascade of History, Jet Set, and Pop Songs Your New Boyfriend's Too Stupid To Know About. Outside of this programming, the station airs SPACE MIX, a tailored blend of the best new music, vintage rock, classic R&B, with healthy amounts of local music, and unexpected delights. The station broadcasts to about a 10 miles radius of the radio tower at the University of Washington, and it also streams online through their website.

Monday

7-9 PM Roots Roundup

Tuesday

8-9 PM Bargain Bin Vinyl Hour

9-11 PM Magnuson Blues

Wednesday

7-9 PM World Beat Adventure

9-10 PM Transcend This Temporal Plane

10-11 PM Multi-Cultural Mindsets

Thursday

2-2:30 PM SoundPages

3-4 PM The Bridge

7-8 PM Soundtrack Cinema

8-10 PM Jazztalk Seattle

11-midnight Vanishing Point

Friday

7-9 PM Wedgwood Rocks

9-10 PM Pop Songs Your New Boyfriend's Too Stupid to Know About

10-11 PM Maximum Rock and Roll

Saturday

10 AM Northwest Orbit

4-5 PM Juke in the Back

5-7 PM Up the River

7-9 PM Jet Set

9-11 PM Head's Up

11-2 AM Story Untold

Sunday

11-1 PM American Routes

2-4 PM Soft Serves

4-5 PM Fresh Licks

6-7 PM Soul ShakedownHistory as Music, Music as History

7-8 PM History as Music, Music as History

8-9 PM Cascade of History

9-10 PM Jay's Radio Hour

10 - 10:30 Broken Alaska

NW ORBIT

At the beginning of 2022, SPACE 101.1FM launched a new monthly program, NW Orbit, hosted by local high schooler, Phoebe. This program spotlights a Northwest musician with a short interview segment that airs all month, with a new musician every month.



MAGNUSON PARK LIVE!

When we conducted a stakeholder survey in 2021 for our strategic planning, the most requested new programming was to provide live music events in Magnuson Park. In July of 2022, in the Officers Club, SPACE 101.1FM held the first MAGNUSON PARK LIVE! This is a recurring live music event, also recorded for audio to air on the station and video for the station's [YouTube Channel](#). For 2022, our first two shows were local musicians, Fretland and Hi Crime.



Appendix: SPACE Community Survey 2021 Results

In early 2021 (Jan. 27 through March 12) SPACE conducted an online survey of listeners, visitors, donors, stakeholders, staff, and community members. A total of 221 responses were analyzed. The majority of respondents were from area codes 98115, 98105, 98125, 98155, and 98103, and 63% of respondents were in age groups between 45 and 64 (a total of 63%).

Radio Insights

Although amongst respondents there was reasonably good awareness of the radio station (76% awareness), there is room to transform people into listeners (just 53% of respondents had listened to us).

Respondents appreciate that the radio station plays a *“diverse mix of music”* and that it is *“community produced.”*

There is a strong call to provide *“live music within the park”*, which we have begun in 2022. Other top services respondents would like from the radio station include *“a focus on local music,”* and *“radio training opportunities for youth and adults.”* See the table below.

Which most like to see offered (up to 4; n=204)	
Host live music in Magnuson Park	60%
A focus on local music (Seattle, PNW)	53%
Radio training opportunities for youth and adults	47%
A focus on diverse music not played by other stations	44%
Interviews and news about arts and local artists	39%
Community (NE Seattle) news and information	28%
Radio dramas	16%
Provide more volunteer opportunities to support the station	12%
Learning about local businesses and organizations	10%
Provide DJ and staff opportunities	8%
other	6%

As SPACE 101.1 FM is a low-power FM radio station (max transmitter output of 100 watts), it is not surprising that one of the other improvements that respondents suggested was “*better reception / a stronger signal.*” Reception is a particular problem in the park and the immediate surroundings due to our antennae placement and the ridge to the west of the park. See the table below for other respondent generated suggestions for improvement.

What improvements like to see (open-ended; n=73)	
Better reception / stronger signal	19
Diversity of DJs (ages, BIPOC, students)	5
More promotion / outreach	5
Playlist enhancements	5
On demand content / archive (hear old shows)	4
A mobile app	3
PROGRAMMING	
Interview / Information shows	7
Local artists / music	5
Poetry readings	3
Live music	3
Radio dramas	1
Misc.	10

Gallery Insights

There is less awareness of The Magnuson Park Gallery (59% of respondents had heard of it, and less usage (44% of respondents had visited) than for the radio station. The need to “raise awareness” also came out as an area for improvement by respondents (10% of respondents on an open-ended question).

Respondents appreciate The Gallery offers “exhibits from local artists” and “work from artists with studios in Building 30.” These were the top aspects of The Gallery that respondents selected as their most liked. See the table below.

What LIKE most about GALLERY (multiple; n=209)	
No experience with the gallery.	52%
Exhibits from local artists	40%
Artists of Building 30 Annual Exhibit	26%
Evening cultural events (open gallery + live music + food trucks)	19%
Exhibit opening receptions	17%
Artist talks	11%
Workshops for kids	10%
Artist led workshops	9%
Purchasing art	9%
Private viewings of exhibits	4%
Other (please specify)	4%

Respondents would like to see more “live arts events” within the park including “arts education and programs for youth.” Many respondents would also like to see SPACE provide more “support for emerging artists” and have a larger role in “promoting racial equity in the arts.” See below for other service and activities respondents selected as most desirable.

Which most like to see offered (up to 3; n=209)	
More arts and cultural events in Magnuson Park	49%
Arts education and programs for youth	49%
Promote racial equity in the arts	49%
Support for emerging artists	48%
More arts and culture dedicated facilities in Magnuson Park	37%
Arts education programs for adults, such as artist talks and openi	34%
Other (please specify)	7%

DEI Efforts

Respondents also provided input on how SPACE should focus on improving our diversity, equity and inclusion. Respondents suggested ensuring representation in all levels of the organization including on the Board of Directors and Staff positions. “*Outreach and promotion to varied communities*” and “*focused partnerships*” were also top suggestions. See the table below.

Representation of Board and Staff	12			
Outreach / Advertising to varied communities	11			
Pursue partnerships	10			
Opportunities for diverse artists	10			
Focus during planning	8			
Offer youth programs / training	8			
Affordable programs / studios	6			
Diverse content	4			
Education efforts	3			
Misc.	11			

SPACE Board of Directors

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