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RESOLUTION 31341

A RESOLUTION Designating a Downtown Historic Theatre District for the City of Seattle.

WHEREAS, Downtown Seattle is home to some of the City's most historic and culturally-identifiable live-performance venues; and

WHEREAS, in 2009 the City Council passed Resolution No. 30765 establishing one week each year in October to be known and celebrated as "Live Theatre Week"; and

WHEREAS, a number of the City's most impressive live-performance venues have been preserved and restored through the efforts of private philanthropy and non-profit stewardship; and

WHEREAS, creating the Downtown Historic Theatre District recognizes the economic and cultural heritage contributions live-performance venues provide Seattle; and

WHEREAS, in 2010 the Downtown Historic Theatre District contributed to cultural tourism by drawing 75% of its audience from outside Seattle while hosting over 1,000 performances, sustaining over 2,000 local arts jobs, and generating over \$15 million in labor income; and

WHEREAS, the City desires to be supportive in preserving, promoting, and using these historic venues and the downtown neighborhood where they are located;

NOW THEREFORE,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SEATTLE, THE MAYOR CONCURRING:

Section 1. The City of Seattle establishes a Downtown Historic Theatre District, and an implementation plan attached to this Resolution as Attachment A, each to be overseen by the Office of Arts & Cultural Affairs.

Section 2. Each participating venue must meet all of the following criteria:

- 1) Provide a live-performance venue that was built prior to 1930 and is located in the downtown-city-center area of the City; and
- 2) Operate the venue through a non-profit organization governed by a board of directors that represents the greater civic community; and
- 3) Produce or present an array of live performances and educational experiences, and host other non-profit or school-based performances for the enrichment of our community; and
- 4) Contribute to the economic vitality of downtown by attracting patrons and performers from throughout our city, state, region, and nation.



1 Section 3. The following venues have met all the above criteria for the Downtown
2 Historic Theatre District and constitute the formation of the initial Downtown Historic Theatre
3 District: The Moore Theatre (1907), Town Hall (1922), A Contemporary Theatre/Eagles
4 Auditorium (1924), 5th Avenue Theatre (1926), and Paramount Theatre (1928).

5 Section 4. Other historic live-performance venues meeting the four criteria for inclusion
6 in the Downtown Historic Theatre District may be identified and considered in the future at the
7 discretion of the City's Office of Arts and Cultural Affairs in consultation with the Seattle Arts
8 Commission.

9 Adopted by the City Council the ____ day of _____, 2011, and signed
10 by me in open session in authentication of its adoption this ____ day of _____,
11 2011.

12 _____
13 President _____ of the City Council

14 THE MAYOR CONCURRING:

15 _____
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18 Mayor

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20 Filed by me this ____ day of _____, 2011.

21
22 _____
23 City Clerk

24 (Seal)

Downtown Historic Theatre District Resolution

Attachment A — Implementation Plan

This Implementation Plan identifies areas where the City of Seattle (City) may be able to assist in exploring ideas, programs, and initiatives with the Downtown Historic Theatre owners and operators that would support the promotion, preservation, and maintenance of the Downtown Historic Theatre District and its constituent venues:

Identify long-range strategies for the ongoing economic benefit, preservation, operation, and maintenance of the venues; including but not limited to:

- Assist Downtown Historic Theatre District members in identifying City, County, State, and Federal preservation funding opportunities.
- Support the venues in conversations with corporate, private, and foundation funding where the City of Seattle can be an advocate.
- Assist Downtown Historic Theatre District members in exploring energy efficiency tools to maintain the landmark integrity of the venues while also becoming more sustainable in the consumption of energy.
- Review City zoning, financing, and development incentives and other policies for opportunities to support Downtown Historic Theatres' operations, renovations, or expansion.
- Help identify marketing or incentive programs related to cultural tourism that bring more people downtown.
- Consider creating a 'Downtown Historic Theatre Day' that the City of Seattle could help promote through existing communication means and materials.

Identify organizational structures specific to the 'dual' status of the venues as both non-profit organizations, and stewards of civic and cultural assets:

- Assist Downtown Historic Theatre District members in exploring what formal structures might be available for District members to help generate funding for the maintenance, operation, and preservation of the district (e.g. Public Facilities District, Business Improvement Area, Public Development Authority)
- Identify opportunities to convene meetings with the City of Seattle and downtown stakeholders to identify marketing opportunities that attract local, regional, and out-of-state visitors
- Assist the Downtown Historic Theatre District in identifying other strategic city, county, statewide, or federal partnerships.
- Include the Downtown Historic Theatre District in downtown economic development conversations, proposals, and City initiatives.



Identify marketing opportunities consistent with City regulations that support cultural tourism for the City of Seattle, Downtown Historic Theatre District, and other businesses who benefit from the vitality of the District; including but not limited to:

- Increase street exposure around the venues, such as café tables,
- Install Downtown Historic Theatre District banners on downtown light poles,
- Place the venues on the City's website, or
- Use the venues for City meetings in order to highlight the cultural assets.





City of Seattle
Office of the Mayor

November 22, 2011

Honorable Richard Conlin
President
Seattle City Council
City Hall, 2nd Floor

Dear Council President Conlin:

I am pleased to transmit the attached Resolution that designates a Downtown Historic Theatre District for the City of Seattle. The creation of this district recognizes the cultural and economic benefits that live-performance venues provide for the City. The Resolution identifies areas where the City may be able to assist in exploring ideas, programs, and initiatives with the Downtown Historic Theatre District owners and operators.

Downtown Seattle is home to a number of the City's historic and culturally important performance venues. Theatres will be selected based on the following criteria: when the venue was built, non-profit status, live performance, educational opportunities and contribution of economic vitality to the downtown area. The following venues have met that criteria and will constitute the initial Downtown Historic Theatre District: The Moore Theatre, Town Hall, A Contemporary Theatre/Eagles Auditorium, 5th Avenue Theatre, and Paramount Theatre.

Thank you for your consideration of this legislation.

Sincerely,

A handwritten signature in black ink that reads "Michael McGinn".

Michael McGinn
Mayor of Seattle

cc: Honorable Members of the Seattle City Council

