Promoting the 4th Avenue Arts Corridor in Edmonds, WA

Project Reports
Public Relations Research and Campaigns
JOUR 440, Fall 2016

Report No. 16-02  December 2016
About SCP

Western’s SCP program focuses the energy and ideas of faculty and students upon the issues that cities face as our society transitions to a more sustainable future. SCP partners with one community each academic year, facilitating a program in which many Western courses complete service-learning projects that address problems identified by the partner.

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SCP@wwu.edu
360-650-3824

SCP Partner for Academic Year 2016 - 2017: The City of Edmonds, WA

SCP is proud to partner with the City of Edmonds, Washington, during the program’s inaugural year. Eleven courses at Western will tackle ten projects identified in collaboration with city staff.

Acknowledgment

The Association of Washington Cities (AWC) has provided invaluable assistance during the launch of the SCP program. AWC provided seed funding, guidance regarding program design, help with promotion of the program, and advice regarding selection of the inaugural partner.

SCP is housed within Western’s Office of Sustainability
The fall 2016 Public Relations Research and Campaigns course (JOUR 440) worked on promotion of the 4th Avenue Arts Corridor in Edmonds, WA. Students in the course were organized into four competing teams, with each team simulating the activities of a private-sector public relations consulting firm. The instructor circulated an RFP (Request for Proposals) that described the needs of the “client.” In this case, the client was the City of Edmonds, which sought help promoting the Arts Corridor. Edmonds staff visited campus on September 29 and provided a common project briefing to the four teams. Each team then proceeded independently, gathering survey-based research data in Edmonds and conducting additional stakeholder interviews. On December 1, Edmonds staff visited campus to receive presentations from the four teams, as well as booklets describing each team’s campaign concept. Upon review of the booklets, Edmonds chose KAY PR as the winner of the competition. The four campaign booklets are collected in this document, with the booklet prepared by KAY PR featured first.

Jennifer Keller  Instructor
Frances Chapin  Arts & Culture Program Manager, Edmonds
Patrick Doherty  Director, Economic Development & Community Services, Edmonds
Carrie Hite  Director, Parks, Recreation & Cultural Services Department, Edmonds

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City of Edmonds' mission statement

"We place service above self, with an unwavering and unbiased commitment to public safety, improving the quality of life for our community."

KAY PR's mission statement

Three like-minded individuals have come together with one common goal: putting our clients first. We pride ourselves in working from the ground up for each service we provide in order to maximize creativity and client satisfaction.

Everyday, we strive to be the starting point where our services can come full circle. We work hard for our clients so our clients can work hard for their community.

City of Edmonds + KAY PR

In the PR world, we have found that listening is just as important as creativity and execution. When creating this campaign, we worked hard to gain a complete understanding of what the City of Edmonds wants out of a PR campaign. We believe we have achieved what the City was looking for, and created a campaign of the community, for the community and by the community.
KAY PR works to design inclusive, creative and straightforward ideas for our clients. Through art and involvement, our goal is to bring the Edmonds community together to strengthen support for culture and arts in the area.

Through our research, we discovered that involvement in the arts is not bound to a particular demographic. Overall, every gender, age, income and marital status are somehow involved with art and cultural events within the Edmonds community. With that in mind, KAY PR has worked to create a campaign that will encompass all members of the community.

If the City of Edmonds and KAY PR foster a professional partnership, our campaign will aim to reintroduce, gain approval and raise awareness for the 4th Avenue Arts and Cultural Corridor.

Working in tandem with the seasonal events already established by the Edmonds community and the Edmonds Center for the Arts, our campaign has been designed to cohesively inform the residents of Edmonds about the Corridor and how it can be beneficial for all community members.

Inspired by 4th Avenue and the four seasons, we want to create art for everyone.

4TH AVENUE
4 SEASONS
ART 4 EVERYONE

Our campaign aims to involve all community members though a year of seasonal festivities. From kids and teens to adults and senior citizens, our campaign focuses on events and partnerships that highlight 4th Avenue. Each event has something for everyone, and showcases what the Corridor will do for the community.
Events

We’ve designed four events based around each season that we feel evokes the spirit and atmosphere of that time of year. Based on our primary and secondary research, the celebrations we’ve planned would be well received and well attended community events. They would also complement the seasonal activities already going on, such as the Scarecrow Festival, The Nutcracker put on by Olympic Ballet Theatre, the Edmonds Art Festival and A Taste of Edmonds.

- Fall Harvest Festival
- Holiday Street Market
- Spring Fling Carnival
- Summer Solstice Block Party

Partnerships

To enhance the experience of residents and visitors alike, we have planned partnerships with two organizations in Edmonds that already have a strong presence in the community. According to our survey, we determined that Salt & Iron would be the best option for a restaurant-based partnership that corresponds with the performances already happening at the ECA. From our secondary research, we concluded that Edmonds Arts Festival Foundation would be the best organization to work with when partnering with artists and schools around the area.

Branding guide

Based on our secondary research, it is important to have a consistent brand for all materials so that information is easily recognizable for residents and visitors. In order to establish a cohesive look and feel for all information put out by the City of Edmonds, we have developed a branding guide specifically for the City to use when promoting any City event. Along with this, the branding guide includes materials that correspond with each seasonal event we’ve created for the City of Edmonds.
Promotional materials

To supplement the seasonal events, we've created promotional materials that will spread awareness about the 4th Avenue project and promote the festivities happening throughout the year. Our promotional materials include a poster, flyer and handbill containing information about the Corridor that residents and visitors can read to get more information, as well as a poster and flyer promoting each seasonal event with details of the day's activities.

Press releases

Based on our survey, more than one-third of respondents receive their information from online newspapers, and more than one-third receive their information from print newspapers. We felt that it was important to use this channel and have created sample press releases that can further promote both the 4th Avenue project and each seasonal event. The press releases have been made to streamline the process, meaning small details need to be filled in before being sent out, but all other content is ready to be released.

Social media plan

Social media was the most popular way to get information among younger community members. According to our survey, we found over half of respondents between the ages of 18 and 34 use it, as opposed to other forms of receiving information. In order to reach the younger demographic, we felt social media would be the best approach and have created a social media plan that caters to their specific communication style.
Located just 15 miles north of Seattle, Edmonds is a small, close-knit town with an active arts and cultural community.

Currently still in the planning stages, the 4th Avenue Arts and Cultural Corridor is a unique area that will serve as a pedestrian-only street catering to arts center goers, while showcasing the arts and local artisans. The City of Edmonds wants to promote the planning and development of this three to four block arts/cultural corridor that will connect the Edmonds Center of the Arts to the main downtown area of Edmonds.

The City of Edmonds expressed that the city needed a way to connect the ECA to the downtown area that specifically catered to pedestrians, thus the 4th Avenue Arts and Cultural Corridor was designed to fulfill that need. In addition to providing a way for pedestrians to travel between the ECA and the city center, the Corridor will also expand the downtown activity area and in turn, the possibility for economic growth. The City also emphasized that the Corridor will present an opportunity for the downtown area to become more connected. More explicitly, that the area will be viewed as a loop, in which the Corridor, downtown itself and the Civic Center will be included.

One of the major challenges of this project is getting the community reengaged in the 4th Avenue Arts and Cultural Corridor project. Specifically, getting the community’s opinion of how the space should be used and how the project should be implemented.

The City of Edmonds is looking for a public relations campaign that will reflect the City's commitment to arts and culture by reengaging community members and city staff with the arts Corridor project.
In order to start creating the campaign, KAY PR conducted a survey to determine knowledge and support of the 4th Avenue project, as well as general activity in the downtown area.

The survey

KAY PR surveyed 104 people at various locations in Edmonds, including downtown Edmonds, the beach and grocery stores.

How do you get most of your information about Edmonds?

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<thead>
<tr>
<th>Source</th>
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<td>Edmonds Downtown Alliance</td>
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What are your top two places to dine in downtown Edmonds?

- Salt & Iron: 9.62%
- Demitri's: 10.58%
- Las Brisas: 11.54%
- Chantrelle's: 11.54%
- Girardi's: 14.42%

How are you involved in the arts?

- Attendee: 45.19%
- Not involved at all: 34.62%
- Volunteering: 15.38%
- Financial Contribution: 15.38%
- Artist: 9.62%
- Performing Artist: 4.81%
- Job: 4.81%
- Other: 1.92%
How many children under the age of 18 do you have and how are you involved in the arts?
How much do you know about the 4th Avenue Arts and Cultural Corridor?

- Know nothing: 45.63%
- Know a little: 28.16%
- Heard the name, but that’s all: 20.39%
- Know a lot: 4.85%
- Actively involved: 0.97%

On a scale of 1-5, with 1 being don’t support and 5 being fully support, how much do you support the 4th Avenue Arts and Cultural Corridor?

- One: 23.08%
- Two: 15.38%
- Three: 34.62%
- Four: 9.62%
- Five: 17.31%
For this campaign, KAY PR has developed four objectives:

1. Increase community awareness by at least 50 percent.

2. Reengage staff members in the arts Corridor project by 40 percent.

3. Increase economic development by 30 percent in the downtown area, including 4th Avenue and the ECA, within the year this plan is implemented.

4. Increase arts event attendance by 20 percent. Arts include any show on the ECA season calendar, Third Thursday Art Walk, Concerts in the Park, Edmonds Art Festival and A Taste of Edmonds.
PLAN OF ACTION

Target audiences

• Community members both involved and not involved in arts and culture
• Both singles and families
• Kids, teens, adults and senior citizens

Because the arts knows no bounds, our campaign has been designed to reach many demographics. For our campaign, we believe that art should be available to everyone and everyone should be able to discover their inner artist.

Strategies and tactics

Events
The purpose of each seasonal event is to spread awareness about the 4th Avenue project and give Edmonds residents and visitors a first-hand experience at how the Corridor will benefit the overall community. Using traditions of the season as inspiration, we've created events for everyone to enjoy.

Fall Harvest Festival
Saturday, Oct. 14, 2017, from 1 to 5 p.m. on 4th Avenue
• Festival volunteers will help run the event (*)
• If ECA seasonal calendar allows, invite guests to attend the show after the festival
• Pumpkin carving contest*
• Fall Harvest Festival will kick off the first day of voting for the Scarecrow Festival*
• Bobbing for apples*
• Decorating hand turkeys*
• Corn husk doll making*
• Festival will include 4 food/drink vendors
• Festival will include 4 artist vendors
• Festival will include 4 retail vendors
• Festival will include 4 buskers
• Festival will include a DJ
• Festival will include a booth with information about the 4th Avenue project
**Winter Street Market**

*When: Saturday, Dec. 16, 2017, from 3 to 7 p.m. on 4th Avenue*

- Market volunteers will help run the event (*)
- Invite guests to attend The Nutcracker put on by Olympic Ballet Theatre during or after the market
- Decorate mini snowmen*
- Snowflake making*
- Ornament decorating/tree decorating *
- Tree lighting and menorah lighting at 5 p.m.*
- Hot cider and hot chocolate vendor booth
- Market will include 4 food/drink vendors
- Market will include 4 artist vendors
- Market will include 4 retail vendors
- Market will include 4 buskers
- Market will include a DJ
- Market will include a booth with information about the 4th Avenue project

**Spring Fling Carnival**

*When: Sunday, May 13, 2017, from 1 to 5 p.m. on 4th Avenue*

- Carnival volunteers will help run the event (*)
- Art hunt – Artist vendors hide the number "4" somewhere in their art or booth. Kids can win a prize if they get 4 in a row on art hunt bingo cards.
- Face painting
- Tissue paper flower bouquet making*
- Splatter paint/finger paint station*
- Rock painting*
- Bird feeder making*
- Pocket Park groundbreaking ceremonial planting of trees and flowers at 3 p.m.
- Carnival will include 4 food/drink vendors
- Carnival will include 4 artist vendors
- Carnival will include 4 retail vendors
- Carnival will include 4 buskers
- Carnival will include a DJ
- Carnival will include a booth with information about the 4th Avenue project
**Summer Solstice Block Party**

When: Saturday, July 21, 2017, from 3 to 7 p.m. on 4th Avenue

- Block Party volunteers will help run the event (*)
- Partner with the Edmonds Driftwood Playgroup to put on a free production of "A Midsummer Night's Dream" on the ECA lawn
- Partner with QFC to donate supplies for a Barbecue Fundraiser to raise funds for the 4th Avenue Project*
- Partner with the local high schools and have teachers volunteer so that their students can dunk them. Proceeds go toward artists in schools.
- Face painting
- Water balloon toss*
- Three-legged race*
- Potato sack race*
- Fan decorating*
- Block Party will include 4 food/drink vendors
- Block Party will include 4 artist vendors
- Block Party will include 4 retail vendors
- Block Party will include 4 buskers
- Block Party will include a DJ
- Festival will include a booth with information about the 4th Avenue project

**Partnerships**

**Salt & Iron**

One of the top two favorite restaurants determined by our survey was Salt & Iron. Although it wasn't the top favorite, through secondary research we discovered that Salt & Iron is already involved in the arts community and thought we'd try to utilize the established relationship.

For this partnership, Salt & Iron would be providing vouchers to season ticket holders for two cocktails and an appetizer prior to the corresponding show at the ECA. At checkout, for an extra $20 per show, season ticket holders can purchase a voucher for each show they plan to attend. Half of the proceeds from the voucher will go to the 4th Avenue project and half will go to Salt & Iron.
Reaching out to Salt & Iron, they've expressed interest in pursuing a partnership with the City of Edmonds.

**Edmonds Arts Festival Foundation**
The notion that the arts have no age limits is one of the main components of our campaign. With that in mind, we wanted to find a way to incorporate kids' creativity into the 4th Avenue project.

KIDS 4 ART partners the Edmonds Arts Festival Foundation with local elementary school students to create works of art that will then become a part of the 4th Avenue Arts and Cultural Corridor. Working with local artists in the classroom, kids will create physical materials used in the renovation of 4th Avenue.

Reaching out to the Edmonds Arts Festival Foundation, they are very interested in kids actively participating in the 4th Avenue project. Although there isn't a grant catered for this exact situation, they do have the means to fund this partnership.

The City of Edmonds will reach out to teachers of the local elementary schools with information about KIDS 4 ART. Any teacher that is interested in KIDS 4 ART within their classroom will fill out an application for the Visual Arts Idea Grant, which awards up to $1,000 per project at the beginning of every school year. The grant allows for either a school-wide, a specific grade level or one classroom project.

ARTISTS 4 ART is the second element to this partnership and incorporates art into the renovation of 4th Avenue in a different way. In order to create an artistic atmosphere, local artists will create works of art that will be permanently featured on the arts Corridor.

The Edmonds Arts Festival Foundation is interested in funding this project as well. Through the Community Grant, local artists from nonprofit arts organizations can apply for up to $3,000 to use to create their work(s) of art to be displayed on 4th Avenue.
**Branding Guide**

For our campaign, we created a branding guide for the City of Edmonds. The goal of the branding guide is to promote consistency for the 4th Avenue project and for anything the City will do in the future. Using the City of Edmonds logo as inspiration, we created a color palette and font choices that we feel represent the look and feel of the Edmonds community.

The branding guide also includes color palettes and fonts for each seasonal event that are consistent with the City of Edmonds brand, but that can be identified as 4th Avenue related. Drawing from the natural colors of the seasons, the color palettes and fonts represent the feeling we want Edmonds residents and visitors to experience.

**Promotional Materials**

**General**
Using the branding guide, we created general promotional materials for the 4th Avenue Arts and Cultural Corridor. The purpose of the poster (17 x 11 in.), flyer (8.5 x 11 in.) and handbill (5.5 x 8.5 in.), is to inform the community about the 4th Avenue project and how they will benefit from it.

**Event specific**
For each seasonal event, we have created a poster (17 x 11 in.) and flyer (8.5 x 11 in.) using the corresponding palette from the branding guide. The purpose of each poster and flyer is to inform and promote the seasonal events to Edmonds residents and visitors. Each event serves as an opportunity to inform people about the 4th Avenue project through the designated arts Corridor booth that will be present at each event, so high attendance and an influx of pedestrian traffic is key.
Press releases

4th Avenue Project Update
The purpose of this press release is to give Edmonds residents and visitors an update on the 4th Avenue Arts and Cultural Corridor. It gives a brief history of where it started that goes up through the installment of the LED lights in the road. It also gives a description of what the purpose of the Corridor is and how the overall community will benefit from it.

Event specific
For each seasonal event, there is a calendar alert that can be sent out to media. Each alert describes who is hosting the event, the date and time of the event, the location of the event and details what the event will entail, such as event activities, vendors, music, etc.

Partnership specific
The press releases for the major partnerships between the City of Edmonds and Salt & Iron and the City of Edmonds and the Edmonds Arts Festival Foundation give a brief overview of the purpose of each partnership and what each partnership includes. Salt & Iron has one press release for the restaurant vouchers, however the Edmonds Arts Festival Foundation has two. There is one for KIDS 4 ART and one for ARTISTS 4 ART. Because they cater to different audiences for different projects, we created two separate press releases to send out.

Social media guide
The social media guide includes recommendations from KAY PR for the City of Edmonds website, Facebook, Twitter and Instagram. The recommendations range from general social media practices to practices that should be implemented during the 4TH AVENUE 4 SEASONS ART 4 EVERYONE campaign.

Because social media is one of the main ways to reach a younger demographic, it is important to implement the recommendations of the social media guide.
KAY PR is committed to creating a campaign that is effective and will produce successful results for our client. In order to measure the benefit of our proposed strategies and tactics, we have created the following for the City of Edmonds to analyze whether the objectives have been met.

- **To assess community awareness and staff engagement for the 4th Avenue Arts and Cultural Corridor, a convenience survey of 104 people will be conducted a year after the start date of the campaign.**

- **To determine economic growth, the City will track the number of business that open and close in the downtown area during the campaign and compare to the year prior to the campaign.**

- **To determine attendance growth, track attendance of art events during the campaign and compare to the year prior to the campaign.**

See timeline for evaluation schedule in peach.
TIMELINE
August 2017

Tuesday, Aug. 1
- Contact Salt & Iron about vouchers
- Send out Edmonds Arts Festival Foundation (school/teacher) press release

Tuesday, Aug. 8
- Send out Salt & Iron partnership press release

Monday, Aug. 14
- General 4th Avenue promotional material and Fall Harvest Festival promotional material to printer
*Teachers can apply for the Visual Arts Idea Grant from Edmonds Arts Festival Foundation anytime during August. Applications should be completed by the end of the month.

September 2017

Friday, Sept. 1
- Distribute general 4th Avenue posters and flyers
- **Begin & continue to post 4th Avenue info/promo material**
- Apply for event permit
- Send out general 4th Avenue press release to media
- **For evaluation: start tracking the number of businesses that open and close in the downtown area and the attendance of arts events**

Tuesday, Sept. 5 – Tuesday, Sept. 12
- Start to recruit volunteers for the Fall Harvest Festival
- Start searching for vendors and performers

Thursday, Sept. 14
- Distribute promotional posters and flyers for Fall Harvest Festival
- **Publish Facebook event; begin & continue to post promo material**
- Send out press release for Fall Harvest Festival

October 2017

Monday, Oct. 2
- Volunteers, vendors and performers should be finalized
Saturday, Oct. 14
  Set up, host and breakdown Fall Harvest Festival
Monday, Oct. 30
  Holiday Street Market promotional material to printer

**November 2017**

Wednesday, Nov. 1
  Apply for event permit
Wednesday, Nov. 1 – Wednesday, Nov. 15
  Start to recruit volunteers for the Holiday Street Market
  Start searching for vendors and performers
Thursday, Nov. 16
  Distribute promotional posters and flyers for Holiday Street Market
  **Publish Facebook event; begin & continue to post promo material**
  Send out press release for Holiday Street Market

**December 2017**

Friday, Dec. 1
  Volunteers, vendors and performers should be finalized
  Send out Edmonds Arts Festival Foundation (artist) press release
Saturday, Dec. 16
  Set up, host and breakdown Holiday Street Market

**January 2018**

*Artist can apply for the Community from Edmonds Arts Festival Foundation anytime during January. Applications should be completed by the end of the month.*
SPRING

March 2018

Monday, March 26
   Spring Fling Carnival promotional material to printer
Friday, March 30 – Friday, April 13
   Start to recruit volunteers for the Spring Fling Carnival
   Start searching for vendors and performers

April 2018

Tuesday, April 2
   Apply for event permit
   Pocket Park construction should be complete
Friday, April 13
   Distribute promotional posters and flyers for Spring Fling Carnival
   Publish Facebook event; begin & continue to post promo material
   Send out press release for Spring Fling Carnival

May 2018

Tuesday, May 1
   Volunteers, vendors and performers should be finalized
Sunday, May 13
   Set up, host and breakdown Spring Fling Carnival
Monday, May 28
   Summer Solstice Block Party promotional material to printer
**June 2018**

Friday, June 1
Apply for event permit

Friday, June 1 — Friday, June 15
Start to recruit volunteers for the Summer Solstice Block Party
Start searching for vendors and performers

Thursday, June 21
Distribute promotional posters and flyers for Summer Solstice Block Party

**Publish Facebook event; begin & continue to post promo material**
Send out press release for Summer Solstice Block Party

**July 2018**

Monday, July 2
Volunteers, vendors and performers should be finalized

Saturday, July 21
Set up, host and breakdown Summer Solstice Block Party

**September 2018**

Monday, Sept.3 — Friday, Sept. 7

*Conduct a convenience survey of 104 people to assess community awareness and staff engagement of the 4th Avenue Arts and Cultural Corridor.*

*Compare number of businesses that open and close in the downtown area during the campaign to the year prior to the campaign to determine economic growth.*

*Compare attendance at art events during the campaign to the year prior to the campaign to determine attendance growth.*
## EDMONDS STREET PACKAGE

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<td><strong>Social media plan</strong></td>
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**TOTAL** $420.00
## BELL STREET PACKAGE

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<tr>
<td>Social media plan</td>
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<td>$0.00</td>
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**TOTAL**                        | **$1,350.00**
RELATED PR MATERIALS
PARTNERSHIP CONTACT LIST

Salt & Iron  
321 Main St.  
Edmonds, WA 98020  
(425) 361-1112  
Purpose: Restaurant vouchers

Edmonds Arts Festival Foundation  
700 Main St.  
Edmonds, WA 98020  
(425) 771-6412  
Purpose: EAFF projects, schools and artists

Olympic Ballet Theatre  
700 Main St.  
Edmonds, WA 98020  
(425) 774-7570  
Purpose: The Nutcracker

Edmonds Driftwood Playgroup  
950 Main St.  
Edmonds, WA 98020  
(425) 774-9600  
Purpose: A Midsummer Night’s Dream

Edmonds School District  
Purpose: Schools for EAFF projects and Dunk Tank

Alderwood Early Childhood Center  
2000-200th Pl. SW  
Lynnwood, WA 98036  
(425) 431-7595

Beverly Elementary School  
5221 168th St. SW  
Lynnwood, WA 98037  
(425) 431-7732

Brier Elementary School  
3625 232nd St. SW  
Brier, WA 98036  
(425) 431-7854

Cedar Valley Community School  
19200 56th Ave. W  
Lynnwood, WA 98036

Cedar Way Elementary School  
22222 39th Ave. W  
Mountlake Terrace, WA 98043  
425-431-7864

Chase Lake Community School  
21603 84th Ave. W  
Edmonds, WA 98026

College Place Elementary School  
20401 76th Ave. W  
Lynnwood, WA 98036  
425.431-7620

Edmonds Elementary  
1215 Olympic Ave.  
Edmonds, WA 98020  
(425) 431.7374

Edmonds-Woodway  
7600 212th St. SW  
Edmonds, WA 98026  
(425) 431-7900

Hazelwood Elementary  
3300 204th St. SW  
Lynnwood, WA 98036  
(425) 431-7884

Hilltop Elementary School  
2045 Damson Rd.  
Lynnwood, WA 98036  
(425) 431-7604

Lynndale Elementary  
(Located at interim site while school is being rebuilt)  
9521 240th St. SW  
Edmonds, WA 98020
Lynwood High School
18218 North Rd.
Bothell, WA 98012
(425) 431-7520

Madrona School
9300 236th St. SW
Edmonds, WA 98020
(425) 431-7979

Maplewood Center
8500 200th St. SW
Edmonds, WA 98026
(425) 431-7509

Martha Lake Elementary
17500 Larch Way
Lynnwood, WA 98037
(425) 431-7766

Meadowdale Elementary
6505 168th St. SW
Lynnwood, WA 98037
(425) 431-7754

Meadowdale High School
6002 168th St. SW
Lynnwood, WA 98037
(425) 431.7650

Mountlake Terrace Elementary School
22001 52nd Ave. W
Mountlake Terrace, WA 98043
(425) 431-7894

Mountlake Terrace High School
21801 44th Ave. W
Mountlake Terrace, WA 98043
(425) 431-7776

Oak Heights Elementary
15500 18th Ave. W
Lynnwood, WA 98087
(425) 431-7744

Scriber Lake High School
23200 200th Ave. W
Edmonds, WA 98020

Seaview Elementary School
8426 188th St. SW
Edmonds, WA 98026
(425) 431-7383

Sherwood Elementary School
22901 106th Ave. W
Edmonds, WA 98020
(425) 431-7460

Spruce Elementary School
17405 Spruce Way
Lynnwood, WA 98037
(425) 431-7720

Terrace Park School
5409 228th St. SW
Mountlake Terrace, WA 98043
(425) 431-7482

Westgate Elementary
9601 220th St. SW
Edmonds, WA 98020
(425) 431-7470

QFC
22828 100th Ave. W
Edmonds, WA 98020
(425) 775-0542
Overview

The city of Edmonds is a close-knit and diverse community with 40,000 residents. The roots of Edmonds lie in a rich history, which is still evident through the preservation of sites that are as old as the city.

Using inspiration from the Edmonds logo, the branding guide is designed to unify all promotional materials for the 4th Avenue Corridor. Additional seasonal palettes were designed to create consistent color schemes that are as vibrant as Edmonds itself.

Logo

The logo serves as the base for our branding and should be used as followed:

When to Use:
The original blue, white and gray logo is to be used for print materials such as ads, posters and flyers.
Font

**FUTURA MEDIUM**

- **When to use:** Headlines, all caps

Avenir Medium

- **When to use:** Subheads

OR

Georgia Regular

- **When to use:** Body Text

**Futura Condensed Medium**

- **When to use:** Captions
Color Palettes

The Edmonds Palette: The five colors were derived from the Edmonds logo. The palette should be used for non-seasonal promotional materials and the colors can be interchanged in promotional materials.

<table>
<thead>
<tr>
<th>Color</th>
<th>Hex Code</th>
<th>RGB Code</th>
<th>HSV Code</th>
<th>CMYK Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>#000501</td>
<td>0, 5, 1</td>
<td>132, 100, 2</td>
<td>100, 0, 80, 98</td>
</tr>
<tr>
<td>White</td>
<td>#ffffff</td>
<td>255, 255, 255</td>
<td>0, 0, 100</td>
<td>0, 0, 0, 0</td>
</tr>
<tr>
<td>Medium Grey</td>
<td>#999e9e</td>
<td>153, 158, 158</td>
<td>180, 3, 62</td>
<td>3, 0, 0, 38</td>
</tr>
<tr>
<td>Light Blue</td>
<td>#abd0d9</td>
<td>171, 208, 217</td>
<td>192, 21, 85</td>
<td>21, 4, 0, 15</td>
</tr>
<tr>
<td>Navy Blue</td>
<td>#003780</td>
<td>0, 55, 128</td>
<td>214, 100, 50</td>
<td>100, 57, 0, 50</td>
</tr>
</tbody>
</table>
**Fall Palette:** The Fall Palette is to be used for Autumn events and promotional materials and all colors can be interchanged.

<table>
<thead>
<tr>
<th>Color</th>
<th>Hex</th>
<th>RGB</th>
<th>HSV</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dark Black</td>
<td>#171717</td>
<td>23 23 23</td>
<td>0 0 9</td>
<td>0 0 91</td>
</tr>
<tr>
<td>Off White</td>
<td>#fffffc</td>
<td>255 255 252</td>
<td>60 1 100</td>
<td>0 0 1 0</td>
</tr>
<tr>
<td>Burnt Orange</td>
<td>#ab4421</td>
<td>171 68 33</td>
<td>15 81 67</td>
<td>60 81 33</td>
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<td>Golden Orange</td>
<td>#fcab26</td>
<td>252 171 38</td>
<td>37 85 99</td>
<td>32 85 1</td>
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<tr>
<td>Dark Maroon</td>
<td>#781b1a</td>
<td>120 27 26</td>
<td>1 78 47</td>
<td>78 78 53</td>
</tr>
</tbody>
</table>
**Winter Palette:** The winter palette is inspired by the holiday season. All colors in the palette are interchangeable for promotional material.

**Deep Maroon**
- Hex: #5b1d1d
- RGB: 91 29 29
- HSV: 0 68 36
- CMYK: 0 68 68 64

**White**
- Hex: #ffffff
- RGB: 255 255 250
- HSV: 60 2 100
- CMYK: 0 0 2 0

**Teal-Blue**
- Hex: #115b72
- RGB: 17 91 114
- HSV: 194 85 45
- CMYK: 85 20 0 55

**Bright Red**
- Hex: #b21f1c
- RGB: 178 31 28
- HSV: 1 84 70
- CMYK: 0 83 84 30

**Bright Green**
- Hex: #288c4d
- RGB: 40 140 77
- HSV: 142 71 55
- CMYK: 71 0 45 45
Spring Palette: The spring palette is to be used for seasonal promotional materials. All the colors are interchangeable.

- **Brown-Purple**
  - Hex: #664e4c
  - RGB: 102 78 76
  - HSV: 5 25 40
  - CMYK: 0 24 25 60

- **Dark Gold**
  - Hex: #e2d58b
  - RGB: 226 213 139
  - HSV: 51 38 89
  - CMYK: 0 6 38 11

- **Light Green**
  - Hex: #c1d37f
  - RGB: 193 211 127
  - HSV: 73 40 83
  - CMYK: 9 0 40 17

- **Sand Yellow**
  - Hex: #f0e2a3
  - RGB: 240 226 163
  - HSV: 49 32 94
  - CMYK: 0 6 32 6

- **Light Pink**
  - Hex: #f9d4bb
  - RGB: 249 212 187
  - HSV: 24 25 98
  - CMYK: 0 15 25 2
**Summer Palette:** The summer palette is to be used for seasonal promotional materials. All colors are interchangeable.

<table>
<thead>
<tr>
<th>Color</th>
<th>Hex Code</th>
<th>RGB</th>
<th>HSV</th>
<th>CMYK</th>
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<td>#4e8098</td>
<td>78 128 152</td>
<td>199 49 60</td>
<td>49 16 0 40</td>
</tr>
<tr>
<td><strong>White</strong></td>
<td>#ffffff</td>
<td>255 255 255</td>
<td>0 0 100</td>
<td>0 0 0</td>
</tr>
<tr>
<td><strong>Orange-Red</strong></td>
<td>#ed6a5a</td>
<td>237 206 90</td>
<td>7 62 93</td>
<td>0 55 62 7</td>
</tr>
<tr>
<td><strong>Sky Blue</strong></td>
<td>#7bb2d9</td>
<td>123 178 217</td>
<td>205 43 85</td>
<td>43 18 0 15</td>
</tr>
<tr>
<td><strong>Light Yellow</strong></td>
<td>#fff875</td>
<td>255 248 117</td>
<td>57 54 100</td>
<td>0 3 54 0</td>
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</table>
The City of Edmonds is proud to present The 4th Avenue Arts and Cultural Corridor. This corridor is created for the community to promote the arts and culture.

The community will:
- Strengthen and introduce new members to the ECA
- Enhance pedestrian walkways
- Ease access from downtown to the ECA

Once finished, the corridor will...

Join us for our seasonal events. See how 4th Avenue is changing as the seasons change around us!

4TH AVENUE     4 SEASONS      ART 4 EVERYONE
ART 4 EVERYONE

4TH AVENUE • 4 SEASONS • ART 4 EVERYONE

The City of Edmonds is proud to present The 4th Avenue Arts and Cultural Corridor

A corridor created for the community to promote arts and culture. Once finished, the corridor will
• Ease access from downtown to the ECA
• Enhance pedestrian walkways
• Strengthen and introduce new members to the art community

Join us for our seasonal events.
See how 4th Avenue is changing as the seasons change around us!
The City of Edmonds is proud to present the 4th Avenue Arts and Cultural Corridor. This corridor, created for the community, will promote arts and culture while enhancing your downtown experience.

The corridor will...

• Ease access from downtown to the ECA.
  Through street redevelopment, the corridor will create a pedestrian-only zone and increase pedestrian walkways.

• Strengthen and introduce new members to the art community.
  Edmonds is known as an “arts place.” The corridor will foster this message to residents and visitors alike.

• Increase economic development to help you discover the artist inside you.
  Through street redevelopment, the corridor will create a pedestrian-only zone and ease access from downtown to the ECA.

• Increase pedestrian walkways.
  These changes will make 4th Avenue your downtown destination.

• Ease access from downtown to the ECA.
  These changes will make 4th Avenue your downtown destination.

Through street redevelopment, the corridor will create a pedestrian-only zone and ease access from downtown to the ECA.

The City of Edmonds is proud to present the 4th Avenue Arts and Cultural Corridor.
FALL HARVEST FESTIVAL
SATURDAY, OCTOBER 14, 2017
1:00 - 5:00 P.M.
4TH AVENUE CORRIDOR

Live music from local musicians
Food, drinks and art from local vendors and artists
Pumpkin carving contest
Free fun games and activities for the entire family!
FALL HARVEST FESTIVAL

SATURDAY, OCTOBER 14, 2017
1:00 to 5:00 P.M.

4TH AVENUE CORRIDOR

JOIN US FOR...

• Free games and activities for the entire family
  ▪ Pumpkin carving contest
  ▪ Bobbing for apples
  ▪ Creating festive decor for upcoming holidays
• Food, drinks and art from local vendors and artists
• Live music from local musicians
• Kick-off of Scarecrow Festival voting
HOLIDAY STREET MARKET

Dec. 16 • 3:00 to 7:00 P.M.
4TH AVENUE CORRIDOR

Arts • Crafts
Performances • Vendors
Tree & menorah lighting
Hot cider • Food trucks
& More!

HOLIDAY STREET MARKET POSTER (17 X 11 IN.)
HOLIDAY STREET MARKET
December 16 • 3:00 to 7:00 P.M. • 4th Avenue Corridor
Arts • Crafts
Performances • Vendors
Tree & menorah lighting
Hot cider • Food trucks
& More!
SUNDAY, MAY 13, 2017

1:00 to 5:00 P.M.

4TH AVENUE CORRIDOR

• Grand opening of Pocket Park.
  - Help plant flowers and trees along the newly established park
• Food and drink vendors
• Local art vendors
• Live music
• Free games and activities for the whole family to enjoy
Spring Fling Carnival

Sunday, May 13, 2017    1:00 to 5:00 P.M.
4th Avenue Corridor

Grand opening of Pocket Park
- Help plant trees and flowers with live music, food and beverages from local vendors.
- Free games and activities for the whole family
- Enjoy art from local artists
SUMMER SOLSTICE BLOCK PARTY

Saturday
July 21
3:00 to 7:00 P.M.

4th Avenue Corridor

Free fun & games for all ages
BBQ fundraiser for 4th Avenue
Free performance of a Midsummer Night's Dream
Dunk local high school teachers for a cause
Vendors, music and more!
Saturday
July 21
3:00 to
7:00 P.M.
4th Avenue
Corridor

Free fun & games for all ages
Enjoy activities for the whole family including arts & crafts, field day events and face painting.

BBQ fundraiser for 4th Avenue
Hotdogs, hamburgers and vegetarian options will be available for purchase. All proceeds go towards funding the 4th Ave. Corridor.

Free performance of a Midsummer Night’s Dream
The Edmonds Driftwood Playgroup will perform this Shakespeare classic on the ECA lawn at 5:00 p.m.

Dunk local high school teachers for a cause
Teachers from Edmonds’ high schools will brave the dunk tank to raise money for the 4th Ave. Corridor.

Vendors, Music and More!
City of Edmonds Press Release

***For Immediate Release***

4TH AVENUE ARTS AND CULTURAL CORRIDOR PROJECT UPDATE

The arts corridor has been on hold since 2009, but City hopes to move the project forward

Edmonds, Washington (DATE GOES HERE) — Located just 15 miles north of Seattle, Edmonds is a small, close-knit town with an active arts and cultural community. Currently still in the planning stages, the 4th Avenue Arts and Cultural Corridor is a unique area that will serve as a pedestrian-only street catering to arts center goers, while showcasing the arts and local artisans.

The goal of the three to four block arts/cultural corridor is to connect the Edmonds Center of the Arts (ECA) to the main downtown area of Edmonds.

In 2006, the City of Edmonds adopted a Downtown/Waterfront plan containing the area designated as an Arts Corridor, which included special zoning for the space. Then in 2009, the City finalized the design implementation and funding plan for the Downtown/Waterfront project, encompassing the Corridor. Most recently, LED lights were installed in the street along the portion of 4th Avenue located near the city center. Titled “Luminous Forest,” the purpose of the interim art project is to encourage pedestrians to walk along the otherwise dark street when traveling between downtown and the ECA.

The city needed a way to connect the ECA to the downtown area that specifically catered to pedestrians, thus the 4th Avenue Cultural Corridor was designed to fulfill that need. In addition to providing a way for pedestrians to travel between the ECA and the city center, the Corridor also expands the downtown activity area and in turn the possibility for economic growth. The City of Edmonds hopes the Corridor will present an opportunity for the downtown area to become more connected. More explicitly, that the area will be viewed as a loop, in which the Corridor, downtown itself and the Civic Center would be included.

For more information about the 4th Avenue Arts and Cultural Corridor or the City of Edmonds, call (425) 775-2525 or visit www.edmondswa.gov.

About City of Edmonds
Located just 15 miles north of Seattle, Edmonds is a small, close-knit town with an active arts and cultural community. The City of Edmonds places service above self, has an unbiased commitment to public safety and improving the quality of life for the community. Edmonds City Hall is located in the downtown area of Edmonds at 121 5th Avenue North in Edmonds, WA. For more information, call (425) 775 2525 or visit www.edmondswa.gov.

###

Media contact: Carolyn LaFave
Executive Assistant to the Mayor, City of Edmonds
carolyn.lafave@edmondswa.gov
(425) 771-0247
City of Edmonds Press Release

***For Immediate Release***

CITY OF EDMONDS PARTNERS WITH SALT AND IRON

Working with the popular Edmonds restaurant, the City hopes to enhance the arts event experience

Edmonds, Washington (DATE GOES HERE) — Located just 15 miles north of Seattle, Edmonds is a small, close-knit town with an active arts and cultural community. To enhance the arts event experience of residents and visitors alike, the City of Edmonds has partnered with local restaurant Salt & Iron.

Salt & Iron has a strong presence within the Edmonds community. More specifically, the popular restaurant is a sponsor of the Edmonds Center of the Arts (ECA). To complement the already established relationship between Salt & Iron and the arts community, Salt & Iron will be providing optional, discounted vouchers to ECA season ticket holders that correspond with performances season ticket holders purchase.

Each voucher is $20 per show and includes two cocktails and an appetizer. At checkout for ECA season tickets, season ticket holders can purchase a voucher for each show they plan to attend. Half of the proceeds from the voucher will go to the 4th Avenue project and half will go to Salt & Iron.

Salt & Iron is located at the beginning of where the 4th Avenue Arts and Cultural Corridor will eventually exist. The goal of this partnership is to show community members how the Corridor will connect them to the downtown area, while allowing them easy access to the ECA.

For more information about the 4th Avenue Arts and Cultural Corridor or the City of Edmonds, call (425) 775-2525 or visit www.edmondswa.gov.

About City of Edmonds
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Executive Assistant to the Mayor, City of Edmonds
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(425) 771-0247
City of Edmonds Press Release

***For Immediate Release***

KIDS 4 ART IS THE FIRST OF TWO PARTNERSHIPS BETWEEN CITY OF EDMONDS AND THE EDMONDS ARTS FESTIVAL FOUNDATION

The City of Edmonds hopes to enhance 4th Avenue Arts and Cultural Corridor with local works of art

Edmonds, Washington (DATE GOES HERE) — Located just 15 miles north of Seattle, Edmonds is a small, close-knit town with an active arts and cultural community. To enhance the arts event experience of residents and visitors alike, the City of Edmonds has formed two partnerships with the local Edmonds Arts Festival Foundation.

KIDS 4 ART is the first partnership between the two organizations. KIDS 4 ART partners the Edmonds Arts Festival Foundation (EAAF) and the City of Edmonds with local elementary schools to have students create works of art that will then become a part of the 4th Avenue Arts and Cultural Corridor. Working with local artists in the classroom, kids will create physical material used in the renovation of 4th Avenue.

Although EAAF doesn’t have a grant catered to this specific type of programming, they do have the means to fund this partnership. Teachers and administrators who are interested in the KIDS 4 ART program in their school or classroom will fill out an application for the Visual Arts Idea Grant, which awards up to $1,000 per project at the beginning of each school year. The grant allows for either a school-wide, a specific grade level or one classroom project.

Teachers and administrators can apply for the grant anytime during August of 2017. Applications should be completed by the end of the month.

Edmonds Arts Festival Foundation is a vital component of the arts community in Edmonds. The goal of KIDS 4 ART is to get local children involved in the arts and give them an opportunity to build a piece of the Corridor that will stand the test of time.

For more information about the 4th Avenue Arts and Cultural Corridor or the City of Edmonds, call (425) 775-2525 or visit www.edmondswa.gov.

About City of Edmonds
Located just 15 miles north of Seattle, Edmonds is a small, close-knit town with an active arts and cultural community. The City of Edmonds places service above self, has an unbiased commitment to public safety and improving the quality of life for the community. Edmonds City Hall is located in the downtown area of Edmonds at 121 5th Avenue North in Edmonds, WA. For more information, call (425) 775 2525 or visit www.edmondswa.gov.

# # #

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Executive Assistant to the Mayor, City of Edmonds
carolyn.lafave@edmondswa.gov
(425) 771-0247
City of Edmonds Press Release

***For Immediate Release***

ARTISTS 4 ART IS THE SECOND OF TWO PARTNERSHIPS BETWEEN CITY OF EDMONDS AND THE EDMONDS ARTS FESTIVAL FOUNDATION

The City of Edmonds hopes to enhance 4th Avenue Arts and Cultural Corridor with local works of art

Edmonds, Washington (DATE GOES HERE) — Located just 15 miles north of Seattle, Edmonds is a small, close-knit town with an active arts and cultural community. To enhance the arts event experience of residents and visitors alike, the City of Edmonds has formed two partnerships with the local Edmonds Arts Festival Foundation.

ARTISTS 4 ART is the second partnership between the two organizations. ARTISTS 4 ART partners the Edmonds Arts Festival Foundation (EAFF) and the City of Edmonds with local artists from nonprofit arts organizations to create works of art that will be permanently featured on the 4th Avenue Arts and Cultural Corridor.

Local nonprofit arts organizations and artists who are interested in the ARTISTS 4 ART program will fill out an application for the Community Grant, which awards up to $3,000 to use to create their work(s) of art to be displayed on the Corridor.

Organizations and artists can apply for the grant anytime during January of 2018. Applications should be completed by the end of the month.

Edmonds Arts Festival Foundation is a vital component of the arts community in Edmonds. The goal of ARTISTS 4 ART is get local artists involved with the 4th Avenue project and give them an opportunity to build a piece of the Corridor that will stand the test of time.

For more information about the 4th Avenue Arts and Cultural Corridor or the City of Edmonds, call (425) 775-2525 or visit www.edmondswa.gov.

About City of Edmonds
Located just 15 miles north of Seattle, Edmonds is a small, close-knit town with an active arts and cultural community. The City of Edmonds places service above self, has an unbiased commitment to public safety and improving the quality of life for the community. Edmonds City Hall is located in the downtown area of Edmonds at 121 5th Avenue North in Edmonds, WA. For more information, call (425) 775-2525 or visit www.edmondswa.gov.

# # #

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Executive Assistant to the Mayor, City of Edmonds
carolyn.lafave@edmondswa.gov
(425) 771-0247
***CALENDAR ALERT***

FALL HARVEST FESTIVAL

Saturday, Oct. 14, 2017

Who: The City of Edmonds

What: Fall Harvest Festival

When: Saturday, Oct. 14, 2017
1 to 5 p.m.

Where: 4th Avenue in downtown Edmonds

Cost: Free admission

Details: Fall Harvest Festival is the first of four seasonal events that the City of Edmonds will be putting on. The goal of each event is to give Edmonds residents and visitors a first-hand experience at how the 4th Avenue Arts and Cultural Corridor will benefit the overall community.

Working in tandem with the seasonal events already established by the Edmonds community and the Edmonds Center of the Arts, each event highlights the traditions of the season and has something for everyone.

Fall Harvest Festival will feature fun and games for the whole family including, a pumpkin carving contest, bobbing for apples, hand turkey decorating and corn husk doll making. The festival will also kick off the first day of voting for the Scarecrow Festival. In addition, there will be local food vendors, local artist vendors, local retail vendors, music and more for festival goers to enjoy.

For more information about the Fall Harvest Festival, 4th Avenue Arts and Cultural Corridor or the City of Edmonds, call (425) 775-2525 or visit www.edmondswa.gov.

About City of Edmonds
Located just 15 miles north of Seattle, Edmonds is a small, close-knit town with an active arts and cultural community. The City of Edmonds places service above self, has an unbiased commitment to public safety and improving the quality of life for the community. Edmonds City Hall is located in the downtown area of Edmonds at 121 5th Avenue North in Edmonds, WA. For more information, call (425) 775 2525 or visit www.edmondswa.gov.

# # #

Media contact: Carolyn LaFave
Executive Assistant to the Mayor, City of Edmonds
carolyn.lafave@edmondswa.gov
(425) 771-0247
**City of Edmonds Press Release**

***CALENDAR ALERT***

**HOLIDAY STREET MARKET**

_Saturday, Oct. 14, 2017_

**Who:** The City of Edmonds

**What:** Holiday Street Market

**When:** Saturday, Dec. 16, 2017

3 to 7 p.m.

**Where:** 4th Avenue in downtown Edmonds

**Cost:** Free admission

**Details:** Holiday Street Market is the second of four seasonal events that the City of Edmonds will be putting on. The goal of each event is to give Edmonds residents and visitors a first-hand experience at how the 4th Avenue Arts and Cultural Corridor will benefit the overall community.

Working in tandem with the seasonal events already established by the Edmonds community and the Edmonds Center of the Arts, each event highlights the traditions of the season and has something for everyone to enjoy.

Holiday Street Market will feature fun and games for the whole family including, decorating miniature snowmen, snowflake making and ornament decorating/tree decorating. At 5 p.m. there will be a tree lighting and menorah lighting ceremony for guests to observe. Market goers are also invited to attend the Olympic Ballet Theatre’s production of The Nutcracker following the end of the market. In addition, there will be local food vendors including hot apple cider and hot chocolate, local artist vendors, local retail vendors, music and more.

For more information about the Fall Harvest Festival, 4th Avenue Arts and Cultural Corridor or the City of Edmonds, call (425) 775-2525 or visit [www.edmondswa.gov](http://www.edmondswa.gov).

**About City of Edmonds**

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(425) 771-0247

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City of Edmonds Press Release

***CALENDAR ALERT***

SPRING FLING CARNIVAL
Sunday, May 13, 2017

Who: The City of Edmonds

What: Spring Fling Carnival

When: Sunday, May 13, 2017
1 to 5 p.m.

Where: 4th Avenue in downtown Edmonds

Cost: Free admission

Details: Spring Fling Carnival is the third of four seasonal events that the City of Edmonds will be putting on. The goal of each event is to give Edmonds residents and visitors a first-hand experience at how the 4th Avenue Arts and Cultural Corridor will benefit the overall community.

Working in tandem with the seasonal events already established by the Edmonds community and the Edmonds Center of the Arts, each event highlights the traditions of the season and has something for everyone to enjoy.

Spring Fling Carnival will feature fun and games for the whole family including, face painting, tissue paper flower bouquet making, splatter/finger painting, rock painting and bird feeder making. At 3 p.m. there will be a Pocket Park groundbreaking ceremonial planting of trees and flowers. In addition, there will be local food, local artist vendors, local retail vendors, music and more.

For more information about the Fall Harvest Festival, 4th Avenue Arts and Cultural Corridor or the City of Edmonds, call (425) 775-2525 or visit www.edmondswa.gov.

About City of Edmonds
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###

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(425) 771-0247
City of Edmonds Press Release

***CALENDAR ALERT***

SUMMER SOLSTICE BLOCK PARTY

Saturday, July 21, 2017

Who: The City of Edmonds

What: Summer Solstice Block Party

When: Saturday, July 21, 2017
3 to 7 p.m.

Where: 4th Avenue in downtown Edmonds

Cost: Free admission

Details: Summer Solstice Block Party is the last of four seasonal events that the City of Edmonds will be putting on. The goal of each event is to give Edmonds residents and visitors a first-hand experience at how the 4th Avenue Arts and Cultural Corridor will benefit the overall community.

Working in tandem with the seasonal events already established by the Edmonds community and the Edmonds Center of the Arts, each event highlights the traditions of the season and has something for everyone to enjoy.

Summer Solstice Block Party will feature fun and games for the whole family including, face painting, water balloon toss, three-legged race, potato sack race and fan decorating. There will also be a Dunk Tank where students from local high schools can dunk their teachers for a small fee that goes toward artists in schools. At 5 p.m. block party goers are invited to a free outdoor production of A Midsummer Night’s Dream performed by the Edmonds Driftwood Playgroup. In addition, there will be local food including a Barbeque Fundraiser (where all proceeds will go toward the 4th Avenue project), local artist vendors, local retail vendors, music and more.

For more information about the Fall Harvest Festival, 4th Avenue Arts and Cultural Corridor or the City of Edmonds, call (425) 775-2525 or visit www.edmondswa.gov.

About City of Edmonds
Located just 15 miles north of Seattle, Edmonds is a small, close-knit town with an active arts and cultural community. The City of Edmonds places service above self, has an unbiased commitment to public safety and improving the quality of life for the community. Edmonds City Hall is located in the downtown area of Edmonds at 121 5th Avenue North in Edmonds, WA. For more information, call (425) 775 2525 or visit www.edmondswa.gov.

# # #

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(425) 771-0247
## Media List

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<tr>
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<td>Archipley</td>
<td>Mill Creek Beacon</td>
<td>Editor/reporter</td>
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<td>Arts writer</td>
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<td>Kiley</td>
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<td>Arts and culture writer</td>
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City of Edmonds website

URL: www.edmondswa.gov

Recommendations for Facebook during the 4TH AVENUE 4 SEASONS ART 4 EVERYONE campaign:

Create a page on the website titled "4th Avenue Arts and Cultural Corridor Project." This can be used to update residents, visitors and community members alike with information about the current stage of the 4th Avenue renovation. This will be a good tool to use to help increase community and staff awareness.

The "4th Avenue Arts and Cultural Corridor Project" web page can also be used to update community members with the seasonal events happening on 4th Avenue during the campaign. Promotional material for general 4th Avenue information and each event can be uploaded for easy access to the event information.

Overall, the "4th Avenue Arts and Cultural Corridor Project" web page should serve as a hub for any information or detail that relates to the Corridor and the upcoming renovation. It will be a place for any resident or visitor to get most of their questions answered. For more specific questions, you can link contact information within the web page.
After a social media audit of the City of Edmonds’ Facebook page and related Facebook pages (City of Seattle, City of Bellingham), KAY PR has no general recommended changes.

Recommendations for Facebook during the 4TH AVENUE 4 SEASONS ART 4 EVERYONE campaign:

• Post new information and updates on the 4th Avenue Arts and Cultural Corridor renovation
• Post at least one promotional material for general 4th Avenue information and each of the seasonal events to promote the Corridor’s renovation and each event
• Create a public Facebook event for each seasonal event so that people can like, share or RSVP to the event
• Use Facebook to promote both the City of Edmonds Twitter and Instagram account
• See timeline for tentative posting schedule in pink
City of Edmonds Twitter

Twitter name: Edmonds Washington
Twitter handle: @cityofedmonds

After a social media audit of the City of Edmonds' Twitter page and related Twitter pages (City of Seattle, City of Bellingham), KAY PR would recommend the following changes:

• For brand consistency, change the Twitter name to "City of Edmonds."
• For brand consistency, change the Twitter profile picture to the logo for the City of Edmonds.
• The bio section should include a link to the city website (www.edmondswa.gov).

Recommendations for Twitter during the 4TH AVENUE 4 SEASONS ART 4 EVERYONE campaign:

• Post new information and updates on the 4th Avenue Arts and Cultural Corridor renovation
• Post at least one promotional material for general 4th Avenue information and each of the seasonal events to promote the Corridor's renovation and each event
• Use the hashtag #Art4Everyone to encourage people to post 4th Avenue related tweets on social media
• Promote the public Facebook event for each seasonal event so that people can visit the page
• Use Twitter to promote both the City of Edmonds Facebook and Instagram account
• See timeline for tentative posting schedule in pink
City of Edmonds Instagram

Because the City of Edmonds doesn't have an Instagram account, KAY PR recommends that one be created using the information below:

- Instagram name: City of Edmonds
- Instagram handle: @cityofedmonds
- The bio section should include a link to the city website (www.edmondswa.gov).

Recommendations for Instagram during the 4TH AVENUE 4 SEASONS ART 4 EVERYONE campaign:

- Use photos to post new information and updates on the 4th Avenue Arts and Cultural Corridor renovation
- Post all promotional material for general 4th Avenue information and each of the seasonal events to promote the Corridor's renovation and each event
- Use photos to promote the public Facebook event for each seasonal event so that people can visit the page
- Use the hashtag #Art4Everyone to encourage people to post 4th Avenue related photos on social media
- Use Instagram to promote both the City of Edmonds Facebook and Twitter account
- See timeline for tentative posting schedule in pink
PERSONNEL
ANNA GOAD
Anna is a senior journalism/PR student graduating fall quarter of 2016 with a minor in communications. Her past experience includes working as a PR intern for the Jansen Art Center, writer for Klipsun Magazine and reporter for The Western Front. Her favorite artist is Edgar Degas.

KATHERINE MISSEL
Katherine is a senior journalism/PR student graduating fall quarter of 2017 with a minor in communications. Her past experience includes working as a PR intern for Richmond Public Relations, Editor-in-Chief, Story Editor and writer for Klipsun Magazine and Sports Editor and reporter for The Western Front. Her favorite artist is Edgar Degas.

YAEELLE KIMMELMAN
Yaelle is a senior journalism/PR student graduating spring quarter of 2017 with a minor in business and political science. Her past experience includes working with Ragfinery and as a photographer and reporter for The Western Front. Her favorite artist is Frida Kahlo.
APPENDIX
SUGGESTED DONATION LIST

Some of the things on this list are requested as donation for part-time use (tables, chairs and tents). Other supplies will not be returned (supplies for crafts).

*This list was created without knowing what kind of supplies and resources the City already has for these kinds of events

*Vendors should bring their own supplies for their booths

GENERAL SUPPLIES FOR EACH EVENT

- 5-6 tables
- 2-3 10 x 10 ft. canopy tents
- 30-50 chairs
- Street blockades

FALL HARVEST FESTIVAL

- A tub/bin for apple bobbing
- Apples
- 200-300 sheets of brown construction paper
- 100-200 sheets of colored construction paper
- Markers/crayons/colored pencils
- Corn husks
- String
- Fabric pieces/scrap

HOLIDAY STREET MARKET

- 200-300 sheets of white construction paper
- 100-200 sheets of colored construction paper
- Hot drink dispenser
- Cups
- Hot chocolate (powder)
- Apple Cider (powder)
- Ornaments
- Decorating supplies
- Glitter
- Glue
- Lace
- String
- Christmas tree with lights

SPRING FLING CARNIVAL

- Tissue paper
- Pipe cleaners
- Face paint
- Regular paint
- Big poster paper
- 300-400 sheets of white paper
- Rocks
- Decorating supplies
- Gems
- Fabric
- Cloth
- Glitter
- Paint

SUMMER SOLSTICE BLOCK PARTY

- Face paint
- Water balloons
- Potato sacks
- Rope
- 200-300 sheets of construction paper
- Markers/decorating/drawing supplies
- Dunk tank
- BBQ Grill
- Food to BBQ
EXECUTIVE SUMMARY

Located just 15 miles north of Seattle, the City of Edmonds is a small, close-knit Pacific Northwest community. The City takes pride in making sure its residents and visitors can take advantage of every amenity the city has to offer. One such amenity is the town’s active arts and cultural community. Currently still in the planning stages, the 4th Avenue Cultural Corridor is a unique area that will serve as a pedestrian-only street catering to arts center goers, while showcasing the arts and local artisans. The City of Edmonds is looking for a public relations campaign that will reflect the City’s commitment to arts and culture by reengaging community members and city staff with the arts corridor project.

In order to determine the target demographics and potential campaign tactics, KAY PR conducted a convenience survey of 104 people in the Edmonds community. The survey analyzed the involvement of the community with the arts and culture in downtown Edmonds.

The survey showed that people 35-years-old and above are the most involved members of the community when it comes to the arts and downtown Edmonds. Therefore, people who are 35 and older should be the target audience. However, most people know nothing, know the name or know a little about the 4th Avenue Cultural Corridor and either don’t support or have moderate support for the project. The survey also showed that the target audience spends a lot of time actively involved in the downtown area. Since downtown Edmonds is where the arts are most prevalent, we can focus on potential partnerships and implementing campaign tactics in that area.

METHODOLOGY

In order to gather data for analysis, KAY PR conducted a convenience survey of 104 people in the Edmonds community. The survey was distributed in person by members of KAY PR. The survey was conducted in three different locations between 9:30 a.m. and 4:30 p.m. on Saturday, Oct. 22, 2016. This method was chosen in order to reach a sample of at least 100 Edmonds community members.

The first location was downtown Edmonds. This area included Walnut Street, 5th Avenue, Main Street and the main intersection where the fountain is located. Surveying took place from 9:30 a.m. to 11:30 a.m. and 12:30 to 2:00 p.m. This location was chosen for two reasons. First, it is the city center and therefore receives high pedestrian traffic, and second, it is connected to 4th Avenue where the Corridor will be located, so it is a very closely affected area. Out of 102 asked, 47 people took the survey for a location response rate of about 46 percent (46.08%).

The second location was the beach. This area included the lookout points on either side of the Edmonds/Kingston Ferry Terminal. Surveying took place from 11:30 a.m. to noon. This location was chosen because it receives high pedestrian traffic due to the ferry line. Out of 11 asked, nine people took the survey for a location response rate of about 81 percent (81.82%).

The third and final locations were the grocery stores. This area included QFC and PCC. Surveying took place from 2:30 to 4:30 p.m. This location was chosen because it receives high pedestrian traffic due to the shoppers coming in and out of both stores. Out of 103 asked, 48 people took the survey for a location response rate of about 46 percent (46.60%).
Overall, out of 216 people asked, 104 took the survey for a total response rate of 48 percent (48%).

The survey asked the following questions:

**RQ1:** How do you get most of your information about Edmonds? Check all that apply. (Newspaper; Online newspaper; Facebook/Social media; City of Edmonds Website; Edmonds Downtown Alliance; T.V./Local news station; Other, please specify)

**RQ2:** What are your top two favorite places to dine in downtown Edmonds?

**RQ3:** How often do you visit downtown? (Daily; A few times a week; A few times a month; Once a month; A few times a year; Never; Other, please specify)

**RQ4:** What do you usually visit downtown for? Check all that apply. (Nightlife/late dining; Dining; Entertainment (museum, movie theatre, gallery, ECA); Run errands (bank, etc.); Work; Events (Saturday market, Third Thursday Art Walk); Downtown is home; Other, please specify)

**RQ5:** What’s a “typical” night out for you?

**RQ6:** How are you involved in the arts? Check all that apply. (Volunteering; Financial contribution; Artist; Performing Artist; Job; Attendee; I’m not involved at all; Other, please specify)

**RQ7:** What kind of art events do you attend? Check all that apply. (Dance; Music; Theatre; Art Galleries; Third Thursday Art Walk; None; Other, please specify)

**RQ8:** How often do you attend events at the ECA? (1-4 times per year; 5-7 times per year; 8+ times per year; Never)

**RQ9:** How much do you know about the 4th Ave. Arts/Culture Corridor? (Nothing; I’ve heard the name but that’s all; I know a little; I know a lot; I’m actively involved)

**RQ10:** On a scale of 1-5, how much do you support the Arts/Culture corridor? (1, Don’t support; 2; 3, Moderate support; 4; 5, Fully Support)

The majority of respondents were female (56.73%), followed by male (43.27%), non-binary (0%) and other/prefer not to answer (0%). In terms of age, 23 percent (23.08%) were 55-64, followed by 35-44 (20.19%), 65+ (20.19%), 45-54 (14.42%) and 25-34 (13.46%).

Just over 60 percent (62.14%) of respondents were married, followed by single (25.24%), divorced (7.77%), widowed (2.91%) and separated (1.94%). Approximately 41 percent (41.75%) of respondents make a household income of $100,000+, followed by $50,000-$74,999 (23.30%), $25,000-$49,000 (12.62%) and less than $24,999 (2.91%).
Just over two-thirds of respondents have no children under the age of 18 (67.96%), followed by 2 children (15.53%), 1 child (12.62%), 3 children (2.91%) and 4 or more children (0.97%). The majority of respondents were White/Caucasian (84.62%), followed by prefer not to answer (7.69%), Latino/Hispanic (2.88%), other (2.88%) and Asian (1.92%).

Approximately 81 percent (81.73%) of respondents drive their own vehicle when commuting, followed by walking (19.23%) and bussing (12.50%), other (12.50%) and biking (4.81%). Of those answering “other” the most popular responses were Retired and Train. Nearly one-third of people have lived in Edmonds for more than 20 years (32.69%), followed by 5-20 years (31.73%), less than 5 years (22.12%) and other (13.46%). Of those answering “other” the most popular response was Everett, Renton and Seattle.

Demographics that are below 10 percent (10%) will not be analyzed within the findings because they are not a significant enough sample size. The demographics for gender include, non-binary and other/prefer not to answer. The demographics for age include, 18-24. The demographics for marital status include, widowed, divorced and separated. The demographics for income include, less than $24,999. The demographics for number of children under the age of 18 include, three children and four or more children. The demographics for ethnicity include, Latino/Hispanic, Asian, other, please specify and prefer not to answer. The demographics for commuting include, bike.

Due to the fact there is only one significant enough sample size in the ethnicity demographic, all findings from respondents being analyzed are White/Caucasian, and therefore, ethnicity will not be analyzed at all.

Generally, a source of error is respondents’ handwriting. It is difficult to be completely accurate when reading the survey responses. More specifically, it wasn’t taken into account for the last demographic question that people may not be a part of the Edmonds community as a resident, but instead live in the area or are visiting from another town.

Another source of error for RQ2 – what are people’s top two places to dine in downtown Edmonds. Some respondents didn’t follow the question exactly, and put in restaurants in Edmonds that are not a part of the city center. For the respondents who wrote down “Anthony’s,” not all of them specified if it was the restaurant or the café.

A source of error for RQ4 – what do people usually visit downtown for – there is not an option for walking or shopping, which are the most popular responses under the “other” category. Another source of error for RQ5 – what is a “typical” night out for people. Some respondents wrote in “movie” but didn’t specify the location; this could mean a movie at home, downtown or somewhere else in Edmonds.

Finally, if a respondent checked “I’m not involved at all” for RQ6 (how are people involved in the arts) and then didn’t check “None” for RQ7 (what kind of art events do you attend), the number of respondents who checked “Attendee” for RQ6 will be incorrect.

**FINDINGS**

**RQ1: How do you get most of your information about Edmonds? Check all that apply.** (Newspaper; Online newspaper; Facebook/social media; City of Edmonds Website; Edmonds Downtown
About 37 percent (36.54%) of respondents said that they get most of their information about Edmonds through an online newspaper while about 36 percent (35.58%) said they get most of their information through a newspaper. These were followed by about 30 percent (29.81%) saying they get their information through Facebook/social media. An equal amount of respondents (23.08%) said their source of information was the City of Edmonds Website and other sources. A majority of the people (75%) who selected other specified that they get their information through word of mouth. About 14 percent (13.46%) said that they get their information through TV/local news station, while about 6 percent (5.77%) said that they get information through the Edmonds Downtown Alliance.

Men and women answered similarly about getting their information about Edmonds through the newspaper, online newspaper, Facebook/Social Media and T.V./Local news station. However, women were twice as likely to get their information from the City of Edmonds website (30.51%) than men were (13.33%) and men were more likely to use the Edmonds Downtown Alliance website (8.89%) than women (3.39%). More women (28.81%) said that they used other sources compared to men (15.56%).

A majority of respondents aging 65+ said they get their information from the newspaper (66.67%) followed by respondents ranging in ages 45-54 (53.33%). More than one-third (37.50%) of those between the ages of 55-64 said newspaper compared to less than one-quarter of those between the ages of 25-34 (21.43%). Less than 10 percent (9.52%) of those between the ages of 35-44 said they get their information through the newspaper.

More than half (52.38%) of community members between the ages of 35-44 said they get their information from an online newspaper, followed by about 47 percent (46.67%) of those between the ages of 45-54. Those ranging in age of 55-64 and 65+ had similar patterns for using online newspaper (about 35%), while less than one-fourth of 25-34-year-olds use the online newspaper (14.29%).

The youngest respondents are more likely to say they get most of their information through Facebook/Social media, with more than 50 percent (57.14%). About one-third of the respondents between the ages of 35-44, 45-55 and 55-64 said they used this method, while no one over the age of 65 used Facebook/Social Media.

Respondents between the ages of 55-64 were most likely to use the City of Edmonds website (33.33%) while about a quarter of those between the ages of 25-34 (21.43%), 45-54 (26.67%) and 65+ (33.33%) were likely to use the website, while those between the ages of 35-44 (14.29%) used the City of Edmonds website the least. Those between 55-64 are three times more likely (12.5%) to use the Edmonds Downtown Alliance website than those between the ages of 35-55 and 65+ (4.76%). No one between the ages of 25-34 and 45-54 uses the Edmonds Downtown Alliance website for information.

About one quarter (26.67%) of 45-54-year-olds said they get information through the TV/local news station followed by 35-44-year-olds and 65+ who equally said they use the TV (19.05%). Only about 7 percent (7.14%) of 25-34-year-olds said they used TV/local news station and no 55-64-year-olds use this method for information.
About 38 percent (37.5%) of those between the ages of 55-64 said they get information in another way. The age groups of 25-34 and 65+ responded similarly on getting their information through other sources (28.57% and 23.81%), fewer of those between ages 35-44 (19.09%), followed by 45-54-year-olds responded (13.33%).

Those married and single responded similarly on how they get their information except married respondents were twice as likely to use an online newspaper (42.19%) than those who responded single (23.08%).

Around 45 percent of respondents whose annual income was between $25,000-$49,000 (46.15%) and $75,000-$99,999(45%) said they use the newspaper to get information, followed by about 38 percent (37.5%) of those who made between $50,000-$74,999. About one-third (30.23%) of those who make $100,000+ use the newspaper. Fifty percent (50%) of respondents between $75,000-$99,999 said they use an online newspaper compared to about 40 percent (39.53%) of those with incomes $100,000. Approximately 30 percent (29.17%) use an online newspaper followed by about 23 percent (23.08%) of those with incomes between $25,000-$49,999.

About 40 percent (39.53%) of those with incomes over $100,00 said they use Facebook/Social Media to gather information. Just around a quarter of those with incomes between $25,000-$49,999 (23.08%), $50,000-$74,999 (25%) and $75,000-$99,000 (20%) responded that they use Facebook/social media to get information.

Around one-third (33.33%) of those with incomes of $55,000-$74,000 said they read the City of Edmonds website to get their information, followed by around 20 percent for those with incomes of $75,000+ compared to about only 8 percent (7.69%) of those with incomes of $25,000-$49,000. The downtown alliance site is use by twice as many people that make $100,000+ (11.63%) than those who make between $75,000-$99,000 (5%).

About a quarter of those with incomes between $25,000-$49,999 (23.08%) and $75,000-$99,999 (25%) said they use the T.V/local news station to get information compared to about 9 percent who said that with incomes between $50,000-$74,999 (8.33%) and $100,000+ (9.3%).

Around 40 percent of those with incomes between $25,000-$49,999 said they get their news from sources other than the ones listed, compared to about 28 percent (27.91%) of those who make $100,000+. Around 15 percent of those between $50,000-$74,999 (16.67%) and $75,000-$99,999 (15%) said they used other sources.

Respondents with no children under the age of 18 (40%) or one child (38.46%) were most likely to read the newspaper. Then those with two children (25%). Half (50%) of the respondents with two children said they got information from the online newspaper followed by those with one child (38.46%) and no children (34.29%). More than half of the population with one child said that they use social media to get their information (53.85%) followed by those who had two children (43.75%), which is about double what those who have no children said (22.86%). About 31 percent of those with one child said they use the City of Edmonds Website and around 20 percent of those who don’t have children (22.86%) and those with two children (18.75%) said that they also use that source. About 7 percent of those with one
child (7.69%) and those with no children (7.14%) use the Downtown Edmonds alliance compared to no one said they used it with two children. A little less than one-fourth of those who said they have one child (23.08%) said they get information through T.V/local news stations followed by about 19 percent (18.75%) of those who have two children. About a quarter of those who have no children (25.71%) and two children (25%) said they use some other source, 0 percent (0%) of those with one child said they use other sources.

All commuters equally answered that they use T.V/local news sources to get their information. Half of the population that walks to commute (50%) said that they use the newspaper to get information, compared to about 40 percent of those who take the bus (38.46%) and use other transportation (38.46%), while about one-third percent of those who drive their own vehicle (31.76%) said they use the newspaper. A majority of those who said they commute using other means (61.54%) said that they use an online newspaper to get their information followed by 45 percent of those who walk used an online newspaper (45%). Compared to about 30 percent of those who said they drive their own vehicle (34.94%) and those who take the bus (30.77%).

Around 35 percent of those who take the bus (38.46%), those who drive their own vehicle (32.94%) and those who use other transportation (30.77%) said they use Facebook/social media to get information about Edmonds compared to only 10 percent (10%) of those who walk. Nearly 31 percent of those who use other forms of commuting said they get information through the City of Edmonds site and about one-fourth of those who drive their own vehicle (25.88%), those who walk (25%) and those who take the bus (23.08%) said that. Exactly 10 percent (10%) of those who walk said that they use Downtown Edmonds Alliance to get information followed by nearly 8 percent (7.69%) of those who said they bus. Almost 5 percent (4.71%) of those who drive their own vehicle use that site compared to no one who uses other modes of transportation. More than half of the people who take the bus (53.85%) said that they get information by other means while 30 percent (30%) of those who walk said that. Followed by about one-fourth of those who drive their own vehicle (25.88%) then less than 10 percent of those who use other modes of transportation (7.69%).

Almost half of the residents who have lived in Edmonds for 5-20 years (48.48%) and those who have lived in Edmonds for more than 20 years (44.12%) said that they get their information through the newspaper, followed by about half of that of those who have lived in Edmonds for less than 5 years (21.74%). Only about 7 percent (7.14%) of those who said other read the newspaper to get information. However, more than 40 percent of those who have lived in Edmonds for less than 5 years (43.48%) and those who have lived in Edmonds for 5-20 years (42.42%) said they use an online newspaper. About 36 percent (35.71%) of those who selected other said they use an online newspaper followed by about 26 percent (26.47%) of those who have lived in Edmonds for more than 20 years.

Almost half of the residents who have lived in Edmonds for less than 5 years (47.83%) said they use Facebook/social media while around one-third of those who have lived in Edmonds for 5-20 years (30.30%) and those for 20+ years (29.41%) said they used Facebook/social media compared to no one who said other. A little over one-third of residents who have lived in Edmonds for more than 20 years said they use the site of Edmonds website (32.35%) while a little less than one-third of residents who have lived in Edmonds for 5-20 years used that site (27.27%). About 13 percent of residents who have lived there for less than 5 years said the use that site (13.04) compared to about half of that who selected other (7.14%). About 9 percent of those who have lived in Edmonds for 20+ years (8.82%) and those who have
lived in Edmonds for less than 5 years said they use the Edmonds Downtown Alliance site while about a third of that who have lived in Edmonds for 5-20 years use that site (3.03%). No one who selected other said that this site was how they got their information (0%).

The longer a resident has lived in Edmonds, the more likely they are to use the TV/local news station to get their information with the exception of those who selected other. Those who lived in Edmonds for 20+ years most likely (17.65%), then those between 5-20 years (15.15%) then the exception of those who selected other (14.29%) and then those who lived there less than 5 years (4.35%). Those who selected other were most likely to use other sources to get information (42.86%) followed by those who have lived in Edmonds for the longest (23.53%). Then those who have lived in Edmonds for 5-20 years (21.21%) and then those who have lived in Edmonds for the shortest amount of time (13.04%).

**RQ2: What are your top two favorite places to dine in downtown Edmonds? (Fill in the blank)**

A majority of respondents said that their favorite places to eat were among "other" places than many people specified. Nearly 15 percent (14.93%) of those who selected "other" said that the question was not applicable to them, followed by nearly 14 percent (13.43%) who said Arnie’s in the other section then almost 11 percent (10.45%) who said others wrote in Rory’s. About 16 percent (15.38%) of respondents said that their favorite place to eat was Anthony’s/Anthony’s Beach café followed by almost 15 percent (14.42%) who said Girardi’s. Around 12 percent (11.54%) of respondents said Las Brisas or Chantrelle’s as their favorite place. Among other favorites include Dimitris (10.58%), Salt & Iron (9.62%), Five Bistro and Taki Tiki (5.77% both), Rusty Pelican (4.81%) and Bar Dojo (2.88%).

Men and women equally chose their favorite places to dine with the exception of Bar Dojo, Las Brisas, The Rusty Pelican, Five Bistro and other places. Men were seven times more likely to choose Bar Dojo (6.67%) than women (0%). Men were also twice as likely to choose Las Brisas (17.78%) over women (6.76%). However, women were more likely to choose the Rusty Pelican (8.47%) over men (0%). While More men (11.11%) chose Five Bistro over women (1.69%). A majority of women chose other restaurants (72.88%) compared to a little over half of men choosing other restaurants as well (53.33%).

Those between the ages of 55-64 were most likely to choose Epulo as their favorite dining (33.33%), followed by those between 25-34 (14.29%) compared to about 10 percent (9.52%) of those between the ages of 35-44. No one 45-54 and 65+ chose Epulo as their favorite place to dine. Salt & Iron was the most popular place to dine among 35-44 year olds (19.05%) followed by 25-34 year olds (14.29%). About half as many between the ages of 55-64 chose Salt & Iron (8.33%) and half of that chose Salt & Iron that were 34-44 (4.76%). No one 65+ chose it as their favorite place to dine.

Those between the ages of 55-64 were twice as likely to choose Bar Dojo as their favorite place to dine (8.33%) than those between the ages of 35-44 (4.76%). No other age groups chose Bar Dojo as their favorite. Chantrelle’s was equally as popular among the age groups of 55-64 (20.83%), 45-54 (20%) and those 65+ (19.05%). No other age group chose Chantrelle’s as their favorite place to dine. Anthony’s/Anthony’s Beach Café was most popular among 55-64 year olds (37.50%) followed by those 65+ (19.05%). Nearly half of that between the ages of 45-54 (13.33%) chose Anthony’s. The other two age groups did not choose Anthony’s as their favorite place to dine. Almost 40 percent (38.10%) of those 65+ chose Girardi’s as their favorite place to dine followed by those between the ages of 25-34 (14.29%) and
those between 45-54 (13.33%), compared to a quarter of that between the ages of 55-64 (4.17%). Almost one-fourth of 35-44-year-olds chose Las Brisas (23.81%) followed by about half of that in the age groups between 45-54 (13.33%) and 55-64 (12.50%). Less than 10 percent (7.14%) of 25-34-year-olds chose Las Brisas and less than 5 percent (4.76) of 65+ chose Las Brisas. Demitri’s was the most popular choice among those between 25-34-years old (21.43%). Then those 65+ (14.29%) and 45-55 (13.33%). Demitri’s was least popular among 35-44-year-olds with less than 5 percent (4.76) choosing that it.

The age groups of 25-34 (7.14%), 45-54 (6.67%) and 55-64 (8.33%) all similarly liked the Rusty Pelican compared to none of those between the ages of 35-44 and 65+ chose that as their place to dine. Similarly, the age groups of 25-34 (7.14%), 35-44 (9.52%) and 55-64 (8.33%) all uniformly chose Five Bistro as their choice to dine compared to no one 45-54 and 65+. Almost 14 percent (13.33%) of those 45-54 years old chose Taki Tiki as their favorite place, about half of that of 25-34 year olds chose it. No one between the ages of 35-44, 55-64 and 65+ chose the Taki Tiki. A majority of those between 45-54 chose other places to dine (71.43%), followed by 35-44 and 65+ (71.43% both), then 25-34 year olds (57.14%) and 55-64 year olds (41.67%).

Those married and single had similar choices in dining at Salt and Iron, Bar Dojo, Girardi’s, Demitris and Other places. Those married were more likely to choose Epulo as their favorite place to dine (18.75%) over single’s (0%). Married people were four times as likely to choose Chantrelle’s (12.50%) over those who were single (3.85%). Nearly 20 percent of married people chose Anthony’s/Anthony’s Beach Café while nearly half of that of single people chose it. Only married people chose to Las Brisas (14.06%). While more single people chose Dimitris (15.38%) compared to married people (10.04%). Single people are ten times more likely to choose the Rusty Pelican (11.54%) than those who are married (1.56%). While only married people chose Five Bistro (7.81%). Taki Tiki was more popular among single’s (15.38%) than those who were married (3.13%).

Those with a household income of $100,000+ were four times more likely (25.58%) to choose Epulo as their favorite restaurant than those who’s income is $75,000-$99,999 (5%). No one who made less than $74,999 chose Epulo as their favorite place to dine. Those who’s income was more than $100,000 were twice as likely to choose Salt and Iron than those who made $50,000-$74,999. Those with incomes between $25,000-$49,999 and $75,000-$99,999 didn’t choose Salt and Iron. Around 5 percent of those with incomes of $100,000+ (4.65%) and $50,000-$74,999 (4.17%) chose Bar Dojo compared to no one else choosing it as their favorite place to dine.

Chantrelle’s was a popular choice among every income level. Most popular for those with incomes between $25,000-$49,999 (30.77%) followed by those with incomes of $75,000-$99,999 (15%) then those who make $100,000+ (9.3%) and then those who make $50,000-$74,999 (4.17%). Anthony’s/Anthony’s Beach Café was another popular restaurant among all income levels. Almost 30 percent of income levels of $50,000-$74,999 (29.17%) said that followed by incomes of $25,000-$49,999 (15.38%), $100,000+ (13.95%). Anthony’s/Anthony’s Beach Café was the most unpopular for those with incomes of $75,000-$99,999 with only 5 percent (5%) choosing that option.

One-fourth of those who make $50,000-$74,999 (25%) said their favorite place to dine was Girardi’s. About fifteen percent of those with incomes of $25,000-$49,999 (15.38%) and $75,000-$99,999 (15%) said Girardi’s, while less than 10 percent (9.30%) of those who’s income is 100,000+ chose Girardi’s.
Almost 20 percent of those who make $100,000+ chose Las Brisas as their favorite place to dine (18.60%) while about half of that chose Las Brisas who made $75,000-$99,999 (10%) and half of that chose it who made $50,000-$74,999 (4.17%). No one who made between $25,000-$49,999 chose Las Brisas. Income levels between $50,000-$100,000+ equally liked dining at Dimitris and Five Bistro, however no one who made between $25,000-$49,999 identified them as their favorite place to dine. In comparison to those with incomes between $25,000-$99,999 all similarly chose the Rusty Pelican as their favorite chose while no one who made over $100,000+ chose it as their favorite.

Taki Tiki was well liked among all income levels, most popular among those with incomes of $50,000-$74,999 (8.33%), then those with incomes of $25,000-$49,999 (7.69%) followed by those with incomes of $75,000-$99,999 (5%) with about half of that of those who make $100,000+ (2.33%). A majority of all income levels selected others as their favorite place to dine three-fourths (75%) of those with incomes between $75,000-$99,999, followed by around 70 percent of those with incomes between $25,000-$49,999 (69.23%) and $50,000-$74,999 (66.67%). A little more than half of those with income over $100,000 chose other (55.81%).

Epulo was an equally popular restaurant among those with no children and two children, while about half as many selected Epulo who have one child (7.69%). Another restaurant where no children and two children responded similarly was the Rusty Pelican and Taki Tiki where about 6 percent chose that and no one who had one child chose them as their favorite option. Almost one-fourth of those with one child chose Salt & Iron as their favorite place to dine while about one half as many chose Salt & Iron who had no children (10%). No one who has two children chose it as their favorite place. Following a similar pattern, more people who had one child chose Bar Dojo as their favorite place to dine (7.69%) than those who had no children (2.86%). No respondents who had two children selected Bar Dojo.

Those with no children were twice as likely to choose Chantrelle’s as their favorite place (14.29%) over those with one child (7.69%). Respondents with two children didn’t choose Chantrelle’s as one of their choices. Almost one-quarter of respondents with no children said Anthony’s/Anthony’s Beach Café was their favorite place to dine compared to about 6 percent (6.25%) who have two children. No one who responded having one child said Anthony’s/Anthony’s Beach Café was their favorite. Las Brisas was the most popular option among those with one child (38.46%) followed by a quarter of those with two children (25%). It was the least popular option among those with no children (4.29%). Demitri’s was equally as popular for those with no children and one child. Respondents who had two children didn’t identify Demitri’s as their favorite place to dine. Those with one child and two children were equally as likely to choose Five Bistro as their favorite place to dine, compared to less than 3 percent of those with no children (2.86%). Most of those with two children under 18 (87.50%) chose other as their favorite place to dine followed closely behind by those with no children (62.86%) and those with one child (61.54%).

Dimitri’s was popular among all kind of commuters, while Bar Dojo was only popular among those who drove their own vehicle with about 4 percent (3.53%) choosing it as their favorite option. All commuters alike chose the Rusty Pelican as their favorite except for those chose other as their commuting choice. Almost 16 percent of those who commute by bus chose Epulo as their favorite restaurant followed by nearly 13 percent (12.94%) of those who drive their own vehicle and then 5 percent (5%) of those who walk. No one who chose other said Epulo was their favorite place to dine. In comparison to almost 15 percent of those who selected other who chose Salt & Iron as their favorite place with almost
10 percent being chosen by those who drive their own vehicle and then those who rode the bus. No one who walks chose Salt & Iron as their favorite place. Chantrelles was most popular among bus commuters (38.46%), then by walkers (20%), then drivers (12.94%) again, no one who chose other chose Chantrelle’s as their choice.

Anthony’s/Anthony’s Beach Café was a favorite among both self-drivers (17.65%) and others (15.38%), while half of that was chosen among bus riders (7.69%) and then walkers (5%). About a quarter of walkers (25%), bus riders (23.08%) and others (23.08%) chose Girardi’s and about half of that of drivers (12.94%) also said Girardi’s. Almost twice as many people who selected other (30.77%) chose Las Brisas as their favorite place than those who rode the bus (15.38%). About nine percent of drivers chose it while no one who commutes by walking chose it as their favorite. Five Bistro was only popular among those who drove their own vehicles (7.06%). Taki Tiki was popular among drivers and those who drove their own vehicles but not among the other commuters. Three-fourths of walkers (75%) chose a different option as their favorite followed by drivers (63.53%) closely behind are the ones who chose other (61.54%) and then people who rode the bus (53.85%).

Epulo was most popular among those who have lived in Edmonds for 5-20 years (15.15%) followed by those who have lived in Edmonds 20+ years (11.76%) and it was almost equally as popular among those who have lived in Edmonds for less than 5 years (8.7%) and those who selected other (7.14%). Salt & Iron was most popular among those who have lived in Edmonds for less than five years (17.39%). With equal selection as a favorite among 5+ years and others. Bar Dojo was most popular by those who have lived in Edmonds the least amount of time (4.35%) then by 5-20 years (3.03%) and then those 20+ years (2.94%) no one who selected other chose Bar Dojo as their favorite. Those who have lived in Edmonds for less than 5 years and who selected others and similar opinions on Chantrelle’s and those who have lived in Edmonds for 5+ years had similar opinions on Chantrelle’s.

About one-third of residents of more than 20 years (32.35%) selected Anthony’s/Anthony’s Beach Café as their favorite place to dine. Compared to about a third of that of residents of 5-20 years (9.09%). About 7 percent (7.14%) chose Anthony’s who selected other and less than 5 percent (4.35%) chose it as their favorite. Nearly a quarter of residents of 5-20 years (24.24%) and others (21.43%) said Girardi’s was their favorite while only about 9 percent (8.82%) of those who have lived in Edmonds for 20 years selected that option compared to about half of (4.35%) that who have lived in Edmonds for less than five years.

Las Brisas was chosen most by newer residents (21.74%) then by those who have lived 5-20 years (12.12%) and then those who have resided in Edmonds for 20+ years (8.82%). Those who said other did not choose it. Almost 20 percent of residents of 5-20 years chose Demitri’s as a favorite place (18.18%) while residents of 20+ years and less than 5 years chose it equally. Those who said other did not choose it as a favorite. The Rusty Pelican and Five Bistro was chosen as a favorite among all residents, regardless of how long they have lived there, however respondents who selected other did not say Rusty Pelican or Five was among their favorite places.

About 12 percent (11.76%) of residents who have lived in Edmonds for 20+ years said Taki Tiki was their favorite followed by others (7.14%), then residents of 5-20 years (3.03%). Newer residents did not choose Taki Tiki as a favorite. Nearly three-fourths of others and residents of 5-20 years chose other places as their favorite places. Almost 66 percent (65.22%) of less than 5 year residents chose other and more than
half of residents who have lived in Edmonds for 20+ years chose another place as their favorite.

RQ3: How often do you visit downtown? (Daily; A few times a week; A few times a month; Once a month; A few times a year; Never; Other, please specify)

About 40 percent (39.42%) of respondents said they visit downtown a few times a week. That was followed by a few times a month and daily (24.04%, both), other, (8.65%), visit once a month (2.88%), and never visit (0.96%). In terms of other, the most popular answer was a few times a year.

Men and women answered similarly about visiting habits except for daily, where 29 percent (28.89%) of men said that they visit downtown daily compared to 20 percent of females (20.34%) and more women (44.07%) said that they visit a few times a week than men (33.33%). Two times more men selected other (11.11%) than women (6.78%).

A little less than half (42.86%) of those older than 65 said that they visit downtown on a daily basis, followed by 55-64 year olds (29.17%). Those between the ages of 25-34 and 35-44 were equally as likely to visit downtown on a daily basis (14.29%, both) while only about 7 percent (6.67%) of respondents between the age range of 45-54 said they visit daily. A majority (53.33%) of respondents between the ages of 45-54 said they visit downtown a few times a week, while almost half of the respondents between the ages of 35-44 (47.62%) and 65+ (42.86%) said the same. About one-third of respondents between ages of 55-64 said they visited a few times a week with the lowest percentage of visitors on a weekly basis were those between 25-34 (14.29%).

The youngest respondents, 25-34, are more likely to visit downtown a few times a month (42.86%) followed by one-third between the ages of 55-64 (33.33%), and one-quarter of those 45-55-years old (26.67%). This was followed by 35-44-year-olds (14.29%), and 65+(9.52%), are least likely to visit a few times a month.

Almost 7 percent of 45-55-year-olds said they visit once a month while about 5 percent of respondents 35-44 and 65+ said that they visit once a year (4.76%, both). No other age group selected that option. No age group said that they never visit downtown except for 45-54-year olds (6.67%). Respondents between the ages of 25-34 were most likely to choose other (28.57%). About 20 percent (19.05%) selected other in the 35-44 age group compared to about a quarter (4.17%) of that selected that option in the 55-64-year old age group. No one in the age groups of 45-54 and 65+ selected other.

Twice as many married people (26.56%) to visit downtown daily than single people (11.54%). Nearly half of married people (46.55%) visit downtown a few times a week whereas about one-third (34.82%) of single respondents visit a few times a week. Single respondents were twice as likely to visit a few times a month (34.62%) than married respondents (17.19%). More single respondents chose to visit once a month (7.69%) than married people (0%). Almost 12 percent (11.54) of single respondents selected other compared to less than 10 percent (7.81%) of married people choosing that option.

Nearly 40 percent of respondents with household annual incomes of $25,000-$49,999 (38.46%) and $100,000+ (32.56%) said they visit downtown daily compared to about half as many with incomes of $50,000-$74,999 (20%), which is nearly double of the respondents with incomes of $50,000-$74,999
(8.33%). Half of respondents with incomes of $50,000-$74,999 said they visit downtown a few times followed by $100,000+ (39.53%), $75,000-$99,999 (35%) and $25,000-$49,999 (23.08%).

There’s not much difference between income levels and visiting downtown a few times a month. Respondents with incomes of $25,000-$49,999 were twice as likely to visit once a month than those between $50,000-$74,999. Respondents with other income levels did not select this option. Only 5 percent of those with incomes between $75,000-$99,999 said they never visit downtown compared to no other income level selecting that option.

Exactly 15 percent of those with incomes between $75,000-$99,999 selected other, followed by $50,000-$74,999 (12.5%), $25,000-$49,999 (7.69%) and $100,000+ (4.65%).

About of respondents with no children (27.14%) and one child (23.08%) said they visit downtown daily compared to about half of those with two children (12.5%). Almost 50 percent of respondents with one child (46.15%) and those with two children (43.75%) said they visit a few times a week followed closely by those with one child (38.57%).

There’s not much difference in how many children in terms of visiting downtown a few times a month. While about 5 percent (4.29%) more of those with no children said they visit once a month than those with one or two children (0%, both). About 7 percent (6.25%) more of respondents with two children said they never visit downtown compared to those with no children or one child. About 13 percent of respondents with two children selected other while there was little difference to that response for those with one child (7.69%) and no children (7.14%).

There was not much difference in visiting downtown once a month or other among commuters. However there 40 percent of walkers said that they visit downtown daily, followed by others (30.77%), bus riders (23.08%) and those who drive their own vehicle (21.18%). Almost half of respondents who said they commute by other (46.15%) and those who drive themselves (41.18%) said they visit downtown a few times a week followed by bus riders (30.77%) and walkers (15%).

People who commute via the bus are most likely to visit downtown a few times a month (38.46%). About a quarter of drivers (27.06%) and walkers (25%) said they visit a few times a month while only about 16 percent (15.38%) of other selected that option. The only commuting group that said they never said they visit downtown were walkers (5%).

About 30 percent of all residents visit downtown on a daily basis, except for those who selected other. Almost half (48.48%) of the respondents who have lived in Edmonds for 5-20 years said they visit a few times a week, followed by, residents of more than 20 years (41.18%), residents of less than five years (39.13%) and others (14.29%). There wasn’t much difference between other’s and residents of more than 20 years who visit downtown a few times a month. However almost 5 percent more (21.21%) of residents who have lived in Edmonds 5-20 years visit downtown a few times a month over those who have lived in Edmonds for less than five years (17.39%).

More residents who have lived in Edmonds for less than five years (8.7%) and other’s (7.14%) visit downtown once a month. Their counterparts who have lived in Edmonds for longer didn’t select this
option. Only about 7 percent (7.14%) of other selected that they never visit downtown. Compared to nearly half of the other respondents selected other (42.86%) on how often they visit downtown. Less than 10 percent (8.7%) of residents living in Edmonds for less than 5 years selected that option followed by 3 percent (3.03%) of residents of 5-20 years. Residents of more than 20 years did not select that option.

**RQ4: What do you usually visit downtown for? Check all that apply. (Nightlife; Dining; Entertainment; Run errands; Work; Events; Downtown is home; Other, please specify)**

A majority (60.58%) of respondents said they visit downtown for dining purposes, followed by attend events (43.27%), run errands (42.31%), entertainment (29.81%), other (25.96%) said they visit downtown for other reasons. Some of the other reasons for visiting downtown were specified as walking, visiting the beach, going to the gym, seeing family and to take the ferry.

There was little difference between men and women who visited downtown for work, home and other. However about three times (28.89%) as many men visit downtown for nightlife than women (10.17%). However more women (67.80%) visit downtown for dining than men (51.11%). Nearly 40 percent (37.29%) of women visit downtown for entertainment compared to about half as many men (20%). A majority of women visit downtown to run errands (50.85%) compared to about one-third of men (31.11%). Almost 50 percent of women (49.15%) go downtown to attend events while about 36 percent (35.58%) of men selected that option.

Nearly one-third (28.57%) of 25-34 year olds said they go downtown for nightlife purposes, followed by, 55-65-year olds (20.83%), 45-54-year olds (20%), 35-44 (14.29%) while no one over the age of 65 goes downtown for nightlife. A majority of all respondents in all age groups said they go downtown for dining, starting with the most between the ages of 45-54 (73.33%), 35-44 (66.67%), 55-64 (58.33%), 65+ (57.14%) and 25-34 (50%).

A majority of respondents between the ages of 45-54 say they go downtown for entertainment (53.33%). Nearly 40 percent of those 65+ (38.10%) and 55-64 (37.50) said entertainment. While about 20 percent of 35-44 year olds chose entertainment (19.05%) and 25-34 year olds were least likely to attend go downtown for entertainment (14.29%). A majority of respondents over the age of 45 go downtown to run errands, compared to less than a quarter of those between the ages of 35-44 (23.81%) and half of that between the ages of 25-34 years old (14.29%).

About a quarter of respondents (23.81%) between the ages of 35-44 said they work in downtown Edmonds, followed by 55-64-year olds (20.83%). Compared to about a quarter of that between the ages of 25-34 (7.14%) and those 65+ (4.76%). No one between the ages of 45-54 said they worked downtown. A majority of respondents over the age of 45 said they visit downtown for events, while a little over 40 percent (42.86%) of 35-44-year olds said they go downtown for events, compared to about half (21.43%) of that between the ages of 25-34.

About one-fourth of respondents 65+ said downtown's their home compared to about 10 percent of those between the ages of 35-44 (9.52%) and 25-34 (7.14%). The other age groups did not select that downtown was their home. One third of respondents between ages 35-44 and 45-55 selected other (33.33%, both) for visiting downtown, followed by, age groups of 25-34 and 65+ (28.57%, both), while
about half of that were between the ages of 55-64 (16.57%).

Marital status didn’t make much of a difference on visiting downtown in terms of nightlife, work, downtown being home and other. A majority of both married and single people go downtown to dine, however married respondents (64.06%) were more likely to choose dining over singles (50%). Married people are twice as likely to go downtown for entertainment (31.25%) over single people (11.54%). Almost half (45.31%) of married respondents said they visit downtown to run errands compared to about a quarter of single respondents (26.92%). Single people were about half as likely (26.92%) to go downtown to attend events than married people (46.88%).

In terms of income, those with annual household incomes over $100,000+ were more likely to go downtown for nightlife with almost a quarter (27.91%) selecting that option, followed by, incomes of $50,000-$74,999 (16.67%) and $25,000-$49,999 (15.38%), those who made $75,000-$99,999 did not select the nightlife option.

All income levels said that they go downtown to dine, however the higher the annual income the most likely they were to select that option, starting with incomes over $100,000 (68.77%), $75,000-$99,999 (55%), $50,000-$74,999 (50%) and $25,000-$49,999 (46.15%). There was little difference in income level and going downtown to run errands. Almost half (46.51%) of respondents whose annual income was over $100,000 said they go downtown to run errands, followed by incomes of $50,000-$74,999 (45.83%), $75,000-$99,999 (40%) and $25,000-$49,999 (38.46%).

The higher the income, the more likely they work downtown. Nearly 21 percent (20.93%) of those with annual incomes of $100,000+ said they worked downtown compared to half as many (10%) with incomes of $75,000-$99,999. There was little difference between those with incomes of $25,000-$49,999 and $50,000-$74,999. A majority (55%) of respondents with incomes between $75,000-$99,999 said they attend events downtown followed by about 45 percent (44.19%) of those with incomes $100,000+. Those with incomes of $75,000-$99,999 were twice as likely to live downtown (15%) than any other income level, who all answered respectively the same. A majority (55%) of those with incomes between $75,000-$99,999 said they visited downtown for other purposes compared to about half as many with incomes between $50,000-$74,999 (20.83%) and $100,000+ (18.60%). There was about a 15 percent response rate (15.38%) for other among those who made $25,000-$49,999 annually.

In terms of children, there was little difference in the amount of children under 18 and going downtown to dine and for entertainment. More people who have one child go downtown for nightlife (46.15%) than those with no children (14.29%) and two children (12.50%). Almost 50 percent (48.57%) of respondents without children go downtown to run errands compared to about one-third of respondents with two children (31.25%) and one child (30.77%).

The more children respondents had, the more likely they worked downtown. Those with two children had the highest response rate in this category (18.75%), followed by, those with one child (15.38%) and those with no children (11.43%). A majority (56.25%) of respondents with two children said that they go downtown to attend events, followed by those with no children (45.71%) and those with one child (30.77%). Those with one child were twice as likely (15.38%) to say that downtown is their home over those with two children (5.71%) or no children (5.71%). Over one-third (37.50%) of respondents who have
two children selected other for main purposes of visiting downtown, followed by no children (25.71%) and one child (7.69%).

Those who commute via their own vehicles were twice as likely (18.82%) to go downtown for nightlife than those who bus or use other forms of transportation (7.69%, both) and those who walk (5%). More than 60 percent of those who take the bus, use other forms of transportation (61.54%, both) and those who drive their own vehicle (61.18%) said they go downtown to dine, while still a majority 55 percent of walkers said the same. Nearly 40 percent of walkers (40%), bus riders and other commuters (38.46%, both) said they visit downtown for entertainment compared to about one-third (29.41%) of those who drive their own vehicles. Most other commuters (61.54%) said they visit downtown to run errands, followed by about 45 percent (44.71%) of those who drive their own vehicles, 38 percent who take the bus (38.46%) and about one-third of those who walk (30%).

In terms of working downtown, about a quarter took the bus (23.08%), followed by 15 percent who walk and about 14 percent (14.12%) who drive. No one respondents said they worked downtown who commuted via other methods. Half (50%) of the respondents who commute through walking said that they go downtown to attend events and almost half of respondents who drive (47.06%) and take the bus (46.15%) said the same, compared to only about 40 percent (38.46%) who commuted other ways. A quarter of respondents who live downtown said they commute through walking, followed by about 15 percent (15.38%) who use other forms of transportation, about 8 percent (8.82%) take the bus and about 6 percent (5.88%) drive their own cars. Almost 40 percent (38.46%) of other commuters said they visit downtown for other purposes, about 10 percent less of that are people who drive their own vehicles (28.24) and around 20 percent that selected other are people who take the bus (23.08%) and those who walk (20%).

A little over a quarter of respondents who have lived in Edmonds for more than 20 years (26.09%) and less than 5 years (26.09%) said they visit downtown for nightlife, about half as many have lived in Edmonds for 5-20 years (12.12%). A majority (78.26%) of respondents who have lived in Edmonds for less than 5 years said they go downtown to dine, followed by most people (69.70%) who have lived in Edmonds for 5-20 years, compared to half of the respondents who have lived in Edmonds for over 20 years. About 36 percent (35.71%) of respondents who selected other said they go downtown to dine.

There was not much difference between those who have lived in Edmonds for less than 5 years, more than 20 years and others when choosing to go downtown for entertainment, however almost 40 percent of respondents that have lived in Edmonds for 5-20 years said they go downtown for entertainment.

A majority of respondents who have lived in Edmonds for more than 5 years go downtown to run errands, followed by one-third who have lived in Edmonds for less than 5 years (30.43%) and a quarter of that from others (7.14%). Almost 20 percent of respondents who have lived in Edmonds for more than 20 years (17.65%) and those who have lived in Edmonds for less than 5 years (17.39%) said they go downtown to work. About half as many residents of 5-20 years (9.09%) and other (7.14%) selected the work choice. Residents who have lived in Edmonds between 5-20 years are more likely to go downtown for events (51.25%) than those who have lived there for less than 5 years (47.83%), followed by residents over 20 years (38.24%) and respondents who selected other (28.57%).
About 13 percent (13.04%) of respondents who have lived in Edmonds for less than 5 years said that downtown is their home, followed by those who have lived in Edmonds for more than 20 years (8.82%), other (7.44%) and residents of 5-20 years (6.06%). Almost half (42.86%) of the respondents who said other, said that they go downtown for other purposes, followed by about one-third (33.33%) of those who have lived in Edmonds for 5-20 years. About half as many selected other who have lived in Edmonds for more than 20 years (17.65%) and those who have lived in Edmonds for less than 5 years (17.39%).

**RQ5: What is a “typical” night out for you? (Fill in the blank)**

Most people (59.62%) said that a typical night out was to dine. About a one-quarter said other (23.08%) and/or drinks (22.12%), followed by movie (18.27%) and walkers (6.73%), don’t go out or not applicable (15.38%). Some of the specified other night activities included, exercising and staying in.

There was little difference between men and women in terms of what they do when going out. A majority of both men and women said they go out for drinks, but women are about slightly more likely (62.71%) than men (55.56%) to say drinks. Men (28.89%) on the other hand were more likely to select other than women (18.64%).

A majority of all age groups, except for those 65+ said that a typical night out includes dining. Dining was most popular amongst 35-44 year olds (80.95%) followed by a 10 percent difference for 55-64 year olds (70.83%). A little more than half of the respondents between the ages of 25-34 chose dining (57.14%) with a similar response rate for 45-54 year olds (53.33%). A little less than half of 65+ said a typical night out includes dining (42.86%). More than half of 25-34 year olds said drinks, followed by 45-54-year-olds (26.67%), 35-44-year-olds (19.05%) compared to about half as many between the ages of 55-64-year-olds (8.33%) and no one 65+.

Going to the movies was most popular among 65+ year olds (33.33%), with about 10 percent less of those aged between 55-64 (20.83%), followed by 25-34 and 35-44-year olds (14.29%, both) compared to about half of that between the ages of 45-55 (6.67%). Walking drops about 5 percent within each age group starting with about 15 percent of 25-34 year olds (14.29%) and ending with about 5 percent for both 65+ (4.76%) and 55-64-year-olds (4.17%). There was little difference between response rates for other among age groups of: 35-44, 45-54 and 55-64. However those 65+ were nearly four times as likely (38.1%) to say other than those between the ages of 25-34 (7.14%). Almost one-third of 45-54-year-olds (26.67%) said they didn’t go out or were N/A, while almost 20 percent of 55-64 year olds (20.83%) and 65+ (19.05%) said the same, followed by about 15 percent of 25-34 year olds (14.29%) and no one in the age group of 35-44 responded with that answer.

There was little difference in response rates from married and single people when it came to going out for drinks, other, and N/A. A majority of both single and married people said they go out to dine, however married people were about 15 percent more likely (64.06%) to say so than single people (50%). About 20 percent (20.31%) of married people said movie compared to only about 4 percent (3.85%) of single respondents. Only about 10 percent (9.38%) of married people included walking as a typical night out, compared to no respondents who were single.

The popularity of dining drops about 25 percent between each income level starting with annual
household incomes $100,000+ (74.42%) and ending with $25,000-$49,999 (23.08%). There was little difference in response rates on income and going out for drinks and going for walks. Nearly 40 percent (38.46%) of those with annual household incomes of $25,000-$49,000 said a typical night out includes a movie compared to about half as many with incomes of $75,000-$99,000 (20%). About 16 percent (16.28%) of incomes $100,000+ said movie while only about 8 percent (8.33%) said so with incomes between $50,000-$74,999. Nearly half of respondents with incomes between $25,000-$49,999 (46.15%) said other compared to about half as many with incomes between $50,000-74,999 and $75,000-$99,999 (25%, both). Only 13.95 percent of respondents with incomes $100,000+ said other. Nearly one-third of respondents with incomes of $50,000-$74,999 (29.17%) said N/A compared to about half as many with incomes of $75,000-$99,999 (15%). And about 12 percent (11.63%) with incomes $100,000 said they don’t go out, followed by about 8 percent (7.69%) of those with incomes between $25,000-$49,999.

A majority of respondents, regardless of how many children under the age of 18, said a typical night out included going out to dinner. A majority (53.85%) of respondents with one child said drinks compared to 20 percent of those with no children (18.57%) or two children (18.75%). About 22 percent (21.43%) with no children said movie, followed by two children (12.50%) and then one child (7.69%). About 15 percent (15.38%) of respondents with one child responded with walking, followed by two children (12.50%) and no children (4.29%). About a quarter of respondents with no children (24.29%) and one child (23.08%) said other compared to about half as many with two children (12.50%). Nearly 20 percent (18.57%) with no children said N/A compared to about one-fourth as many with one child (7.69%) or two children (6.25%).

Almost 70 percent (69.23%) of respondents that commuted by other said that they go to dine, followed by almost 60 percent (58.82%) of respondents who drive, walkers (45%) and people who take the bus (38.46%). About 40 percent (38.46%) of those who commute by “other” said drinks, followed by about half as many (21.18%) who drive their own vehicle, about half as many of that were walkers (10%) and bus riders (7.69%). About a third (30%) of people who walk said movie followed by about a quarter (23.08%) of people who ride the bus. Around 16 percent of people who drive (17.65%) and other commuters (12.38%) said the same. Nearly four times (23.08%) as many people who commuted by other means said a typical night out included walking compared to any other commuting demographic (7.69% bus, 7.06 drive own vehicle, 5% walk). Around one-fourth of people who drive (23.53%), take the bus (23.08%) and walk (20%) said other compared to less than 10 percent (7.69%) of respondents who commute by other means. Response rates for saying N/A was highest amongst walkers (20%) followed by about 15 percent of bus riders (15.38%) and people who drive (15.29%), the least amount of people who wrote N/A were those who commuted by other (7.69%)

In how long residents have lived in Edmonds, residents of less than 5 years were most likely to say dining (92.61%) and two thirds of residents between 5-20 years (66.67%) followed by half that said other (50%) and about 40 percent (41.18%) who have lived in Edmonds for 20+ years. Twice as many respondents said drinks that have lived in Edmonds for the least amount of time (39.13%) than those who have lived in Edmonds for longer amount of time (18.18% 5-20 years and 20.59% 20+ years). Less than 10 percent (7.14%) of other residents said drinking. About a quarter of other residents (28.57%) and Edmonds residents of 20+ years (23.53%) said movie compared to about 15 percent of Edmonds residents of 5-20 years. Less than 10 percent (8.7%) of people who have lived in Edmonds for 5 years or less said the same. There was little difference in the length of time someone lived in Edmonds and their typical night including walking. There was a similar response rate in other things that are typical for all Edmonds
residents, regardless of how long they had lived there, compared to about one-third of respondents who selected other as their residency (35.71%). The longer one lived in Edmonds, the more likely they were to say N/A. Starting with about one-third of respondents who have lived in Edmonds for 20+ years (29.41%) compared to less than 10 percent (9.09%) in the category of 5-20 years and less than 5 percent (4.35%) of residents of less than 5 years. The exception are those who said other, about 15 percent (14.29%) of those respondents said N/A to the question.

RQ6: How are you involved in the arts? Check all that apply. (Volunteering; Financial contribution; Artist; Performing artist; Job; Attendee; I'm not involved at all; Other, please specify)

Almost half (45.19%) of the respondents said they were attendees, followed by about a third (34.62%) of respondents who said they weren’t involved in the arts at all. This was followed by volunteer and/or financial contributors (15.38%, both), said they were artists (9.62%), performing artist and/or it was a part of their job (4.81%, both), and “other” (1.92%).

There was little difference between gender and participation in the arts except for being an artist and a performing artist. Twice as many women (11.86%) said they were an artist than men (6.67%) and nearly three times as many women were performing artists (6.78%) than men (2.22%). The older the respondent, the more likely they are a volunteer starting with nearly a quarter of 65+ selecting that option (23.81%) and ending with less than 10 percent (7.14%) between the ages of 25-34. Respondents of ages 35-44 (23.81%), 55-64 (20.83%) and 65+ (19.05%) were about twice as likely to financially contribute than 25-34 (7.14%) and 45-54 (6.67%) year olds.

About 15 percent of 55-64-year-olds (16.67%) and 25-34-year-olds (14.29%) said they were involved with the arts by being an artist, compared to about 10 percent (9.52%) of 65+ year olds, 45-54-year-olds (6.67%) and 35-44-year-olds (4.76%). There was little difference between the response rate between ages and being a performing artist and it being part of their job. A majority of 55-64-year-olds (62.50%) and 35-44-year-olds (52.38%) said they were attendees, followed by nearly half (47.62%) of respondents 65+ years old who said the same. Twice as many respondents (40%) between the ages of 45-54 said they were attendees than those between the ages of 25-34 (21.43%). The younger respondents had a higher response rate in not being involved in the arts at all (57.14%) followed by almost half of respondents between the ages of 45-54 (46.67%). About half as many of ages 35-44 (28.57%), 55-64 (20.83%) and 65+ (23.81%) said they were not involved. The only age groups that said other were 45-54 and 65+. None of the other age groups selected other as their involvement.

There was little difference in response rate and martial status. Nearly five times (15.63%) as many married respondents selected volunteering than single respondents (3.85%). About twice as many (15.63%) married respondents said they were financial contributors than single respondents (7.69%). Half of married respondents said they were attendees compared to about one-third (30.77%) of single respondents. More single people said they weren’t involved in the arts at all (46.15%) than married people (31.25%). In terms of annual income, there was little difference in volunteering, not being involved and saying other. However twice as many people whose annual income was $100,000+ said they financially contribute (23.26%) than those with incomes between $75,000-$99,999 (10%) and $50,000-$74,999 (12.5%). Less than 10 percent (7.69%) of respondents with incomes of $25,000-$49,999 said they are financial contributors.
There was only a three percent difference in choosing an artist between income levels of $25,000-$49,999 (15.38%) and $50,000-$74,999 (12.50%) and only a 4 percent difference between incomes of $75,000-$99,999 (5%) and $100,000+ (9.3%). Ten percent of respondents with incomes of $75,000-$99,999 said they were a performing artist followed by respondents with incomes of $25,000-$49,999 (7.69%), $50,000-$74,999 (4.17%) and $100,000+ (2.33%). Those with incomes of $75,000-$99,999 were twice as likely (15%) to have their job be involved in the arts than those with incomes between $25,000-$49,999 (7.69%) and almost no respondents with incomes between $50,000-$74,999 and $100,000+ said it was their job (no one between $50,000-$74,999 and 2.33% of $100,000+). A majority of those with incomes $100,000+ said they are involved by attending art events followed by almost half of respondents with incomes of $50,000-$74,999, compared to about a third of respondents with incomes between $75,000-$99,999 (35%) and $25,000-$49,999 (30.77%).

The less children a respondent had under the age of 18, the more likely they were to contribute through volunteering starting with no children (18.57%), followed by one child (15.38%) and two children (6.25%). There was little difference with how many children and responses of financial contribution and being a performing artist. However about more people without children (17.14%) and having one child (15.38%) were more likely to be an artist than those with no children (0%). About 15 percent with one child said that their job involved the arts followed by about 6 percent (6.25%) of those with two children compared to only about 3 percent (3.86%) of those without children. A majority (56.25%) of those with two children said that they were attendees, while half (50%) of the respondents without children said the same. Only about one-fourth (23.08%) with one child said they were attendees. Respondents with a child were most likely to not be involved in the arts (46.15%), followed by those without children (30%) and those with two children (25%). Only those without children said something other (2.86%).

Commuters responded similarly about volunteering and not being involved. There was difference in response rates for all other options though. Almost 40 percent (38.46%) of other commuters said financial contribution, followed by a quarter of bus riders (23.08%) and walkers (25%). About 11 percent (10.59%) of drivers said the same. Exactly 15 percent of people who walk said that they were an artist followed by drivers (10.59%) and bus riders and other (7.69%, both). Other commuters were three times more (15.38%) likely to be a performing artist than any other kind of commuter (5% walkers, 4.71% drivers, 0% bus riders). About 15 percent of bus riders said it was the arts was a part of their job (15.36%) followed by walkers (10%), other commuters (7.69%) and people who drive their own vehicles (4.71%). Half of the respondents who were walkers said they were an attendee while only about 5 percent less drive their own vehicles (45.88%) or are other commuters (46.15%). Almost 40 percent (38.46%) of bussers said they were attendees. More people who are other commuters (7.69%) selected other than any other kind of commuter.

**RQ7: What kind of art events do you attend? Check all that apply. (Dance; Music; Theater; Art Galleries; Third Thursday Art Walk; None; Other, please specify)**

More than half of the respondents (53.85%) said they attended theater events. This was followed by music (44.23%), art galleries (40.38%), Third Thursday Art Walk (33.65%), none (23.08%), dance (19.23%) and other (4.81%).

The response rate between men and women was very similar when it came to music and art galleries.
About twice (25.42%) as many women said they attend dance events than men (11.11%). A majority (61.02%) of women said they attend theatre compared to less than half of men (44.44%). Women (40.68%) are almost twice as likely as men (24.44%) to attend the Third Thursday Art Walks, but men (31.11%) are twice as women (16.95%) to not attend any art events and select other.

About one-third of respondents older than 34 said they were likely to attend dance events compared to those under 34 (14.29%). All ages responded similarly on attending music events. Respondents 65+ years old (76.19%) and 35-44 (66.67%) were most likely to attend theater events. 45-54 (60%) and 55-64 (58.33%) are more likely to attend theatre than 25-34-year-olds (14.29%). The older the respondent, the more likely they are to attend art galleries with the exception of 45-54-year-olds, who are half as likely (26.67%) than 55-64-year-olds (54.17%). A majority of respondents over 55 years old said they attended Third Thursday Art Walks compared to about a third (28.57%) of 35-44-year-olds and less than 15 percent (13.33%) of 45-54 year old. No one under the age of 25 said they attended the art walks. The younger the respondent, the more likely they are not involved in the arts. The response for other was fairly similar among all age groups.

There was little difference between single and married people attending the dance. However, married people were slightly more likely than single people to attend music, theater, art galleries and other events. Married people (34.38%) are twice as likely than single people (15.38%) to attend the Third Thursday Art Walks. Almost 40 percent (38.46%) of singles said they weren’t involved in the arts compared to about less than a quarter (20.31%) that were married.

About a quarter of those with annual household incomes of $100,000+ (25.58%) and $50,000-$74,999 (25%) said they attend dance events compared to 10 percent less (15.38%) with an income of $25,000-$49,999. Those with an income of $75,000-$99,999 didn’t say they attended dance events. Those with incomes of about $25,000-$49,999 (53.85%) were more likely to attend music events than those with incomes of $100,000+ (46.51%) and those with incomes between $50,000-$74,999 (41.67%) were more likely to attend music events than those who made $75,000-$99,999 (35%). All income levels responded similarly on attending the theater, except for those with incomes of $50,000-$74,999 (37.50%) who were half as likely to say theatre than any other income level. There was little difference in responses to Third Thursday Art Walks between the different income levels. About a quarter of those who made $50,000 or more said they weren’t involved in the arts, compared to less than 10 percent who made $25,000-$49,999. Twice as many people with incomes of $75,000-$99,999 (15%) said other than any other income level. There was little difference in how many children under the age of 18 that respondents had and their choice of art event to attend.

Respondents who rode the bus (38.46%) are twice as likely to attend dance events than any other commuting group. Other commuters (61.54%) are about 20 percent more likely to attend music events than any other commuting group. A majority of all commuters said they attend Theater. Theater is most popular among walkers (70%), followed by other commuters (61.54%), bussers (53.85%) and respondents who drive their own vehicle (51.76%). A majority (55%) of walkers said they attend art galleries with about a 13 percent drop to bussers, people who drive their own vehicle and other commuters. Walkers (50%) were twice as likely to attend third Thursday art walks than other commuters (23.08%). About a third of other commuters and bus riders (30.77%, both) said they weren’t involved in the arts, followed by about a quarter (22.35%) of those who drive their own vehicle and walkers (10%). Only other commuters and
respondents who drove their own car said that they attended other art events.

There were similar response rates on attending music events, not being involved in arts and other for all residents regardless of how long they’ve lived in Edmonds. Residents that have lived in Edmonds longer/live somewhere else are twice as likely to attend the theater than those who have lived in Edmonds for less than 5 years. Theatre was most popular by other residents (64.29%), followed by residents of 5-20 years (60.61%), residents of less than 5 years (56.52%) and residents of more than 20 years (41.18%). Most people (51.52%) who have lived in Edmonds for 5-20 years said they attend art galleries, followed by residents of less than 5 years (39.13%), residents of more than 20 years (35.29%) and other residents (28.57%). Residents who have lived in Edmonds for five or more years are twice as likely to attend Third Thursday Art Walks than those who have lived in Edmonds for less than 5 years (17.39%) and other residents (14.29%).

**RQ8: How often do you attend events at the ECA? (1-4 times per year; 5-7 times per year; 8+ times per year; Never)**

Most people (50.49%) said that they attend events at the ECA one to four times per year, followed by never (41.74%). Less than 5 percent said 5-7 times (4.85%) per year and 8+ times per year (2.91%).

More than half of women (59.32%) said they attend the ECA 1-4 times per year compared to about 40 percent of men (38.64%). Twice as many men said they attend 5-7 or 8+ events at the ECA than women. Half of men said that they never attend events at the ECA compared to about a third of women (35.59%). Twice as many people 65 years or older (85.71%) attend events at the ECA 1-4 times per year than those between the ages of 45-54 (40%). About half of those between the ages of 35-44 (52.38%) and 55-64 (52.17%) said 1-4 times per year compared to less than 15 percent (14.29%) of 25-34-year-olds. 55-64 year-olds (17.39%) are about four times as likely to attend ECA events 5-7 times a year than 35-44-year olds (4.76%). No other age group said they attend the ECA 5-7 times a year. Almost 10 percent of 65+ year olds (9.52%) said they attend events 8 or more times compared to about 7 percent (6.67%) of 45-54-year-olds and no one in any other age group. The younger the respondent, the more likely they never attend events at the ECA starting with 25-34-year-olds (85.71%) and ending with 65+ year olds (4.76), with the exception of 45-54-year-olds (53.33%) having a higher response rate than 35-44-year-olds (42.86%).

There was little difference between marital status and the frequency of attending events at the ECA. Except that about 15 percent more of single people (53.85%) never attend events than married people (39.68%) and about 8 percent (7.94%) more married people attend events 5-7 times per year than singles (0%).

A majority of those with incomes between $25,000-$49,999 said they attend the ECA 1-4 times a year followed by half of respondents with incomes of $75,000-$99,999 and about 40 percent of incomes $50,000-$74,999 (41.67%) and $100,000+ (47.62%). Twice as many people with incomes of $100,000+ said they attend the ECA 5-7 times per year compared to those with any other income level. The lowest income level had the highest response rate on attending the ECA 8+ times a year (7.69%). Half of respondents with incomes between $50,000-$74,999 said they never attend events at the ECA, followed by about 40 percent of $75,000-$99,999 (45%), $100,000+ (42.86%) and about a quarter of those with incomes between $25,000-$49,999 (23.08%). How many children a respondent had, didn’t affect how
many times they went to the ECA. However, a majority of those with one child (53.85%) said they never went to the ECA, with a 10 percent drop to those with two children (43.75%) and another 10 percent drop to those with no children (36.23%).

Walkers were most likely to attend ECA events 1-4 times a year (68.42%), followed by about half of bikers (50%), own vehicles (53.57%) and bussers (58.33%). About a third of other commuters (30.77%) selected that response. About 9 percent (8.33%) of bussers said they attend the ECA 5-7 times a year, followed by about 8 percent (7.69%) of other commuters, people who drive their own vehicle (5.95%) and no one who walks. Other commuters (7.69%) are three times more likely to attend ECA events eight or more times a year than any other kind of commuter (2.38% own vehicle drivers, 0% all other commuters). Over half (53.85%) of other commuters said they never attend events at the ECA compared to about one-third of all other commuters.

A majority (60.61%) of respondents who have lived in Edmonds for 5-20 years said they attend the ECA one to four times per year, followed by almost half of residents of less than 5 years (47.83%) and over 20 years (48.48%). A little over one-third (35.71%) of other residents said the same. Those who have lived in Edmonds for 20 or more years (12.12%) are three times more likely to attend the ECA 5-7 times per year than those who have lived in Edmonds for 5 years or less (4.35%). No other respondents chose that option. Residents of 5-20 years are twice as likely (6.06%) to attend the ECA eight or more times per year than residents of more than 20 years (3.03%). No other respondents said they visit the ECA eight or more times a year. Most of other residents said they never attend ECA (64.29%), followed by almost half of residents of less than 5 years (47.83%), and a little over one-third of residents who have lived in Edmonds for 5 years or more.

RQ9: How much do you know about the 4th Ave. Arts/Culture Corridor? (Nothing; I’ve heard the name but that’s all; I know a little; I know a lot; I’m actively involved)

Almost half of respondents (45.64%) said that they know nothing about the corridor. About one-third said they know a little (28.16%), followed by having heard the name (20.39%), those who know a lot (5.85%) and those actively involved (0.97%).

A majority of men (52.27%) know nothing about the corridor, compared to about 40 percent of women (40.68%). One-third of women know a little (33.90%) compared to 20 percent of men (20.45%). Twice as many men know a lot (6.82%) as women (3.39%). The younger the respondent, the less likely they know about the corridor. A majority of 25-34-year-olds (76.92%) responded nothing compared to about a quarter of those 65 years or older (23.81%). About 30 percent of 55-64-year-olds (29.17%) and 35-44-year-olds (28.57%) said they’ve heard the name but that’s all, followed by 20 percent of 65-years or older (19.05%), 45-54-year-olds (13.33%) and 25-34-year-olds (7.69%). About 40 percent of 45-54-year-olds (40%) and 65+ year olds (38.1%) said they know a little followed by about one-third of 55-64-year-olds (29.17%), 35-44-year-olds (19.05%) and 25-34-year-olds (15.38%). Those who are 65+ years old are twice as likely to know a lot about the corridor than any other age group. About 5 percent (4.76%) of 65+ year olds are actively involved, whereas no other age group is.

A majority (57.69%) of single respondents said they know nothing about the corridor compared to about 40 percent of married respondents (40.63%). About 10 percent more of married people (25%) have
heard the name than single people (15.38%). When it came to knowing a little, both married and single people’s knowledge was about the same. However, more married people (6.25%) knew a lot about the corridor than single people (0%). Neither married nor single people are actively involved.

Those with annual household incomes between $75,000-$99,999 (60%) are twice as likely to know nothing about the corridor than those with incomes of $100,000+ (35.71%). Almost half of respondents with incomes between $25,000-$74,999 and they knew nothing about the corridor. About a quarter of respondents with incomes of $50,000-$74,999 (25%) and $100,000+ (23.81%) said they’ve heard the name compared to 10 percent less of the other two income levels. About one-third of the highest and lowest income levels know a little bit, compared to a quarter of those with incomes between $50,000-$74,999 (25%) and 10 percent less between $75,000-$99,999 (15%). There was little difference in income levels and knowing a lot about the corridor, the only income level that is actively involved in the corridor is $75,000-$99,999 (5%).

A majority of those with two children under the age of 18 (56.25%) know nothing about the corridor compared to about 40 percent of those with one child (41.67%) or no children (42.86%). About a quarter of those with no children (22.86%) and one child (25%) have heard the name compared to those with two children (12.5%). About one-third (33.33%) of those with one child know a little compared to about a quarter of those with no children (27.14%) and two children (25%). There was little difference in response rates for knowing a lot and being actively involved and how many children a respondent had.

Almost half of commuters who drive their own vehicle (47.15%) or take the bus (46.15%) said they know nothing about the corridor compared to almost 40 percent of other commuters (38.46%) and about a quarter of walkers (26.32%). About a quarter of walkers (26.32%) and respondents who drive their own vehicles (22.35%) said they’ve heard the name, compared to about 15 percent (15.38%) of bussers and less than 10 percent (7.69%) of other commuters. More than half of other commuters said they know a little about the corridor (53.85%), followed by almost 40 percent of bussers (38.46%) and walkers (36.84%) and a quarter of respondents who drive their own vehicles (24.71%). There was little difference in response rate among commuters and knowing a lot and being actively involved with the corridor.

Twice as many other residents (71.43%) said they knew nothing about the corridor compared to any Edmonds resident. About 20 percent of Edmonds residents said they’ve heard the name compared to less than 15 percent (14.29%) of other residents. About one-third of residents who have lived in Edmonds for 20 years or less know a little, compared to about a quarter (23.53%) of residents of more than 20 years and less than 15 percent of other residents (14.29%). There was little difference in the length of time someone has lived in Edmonds and knowing a lot and being actively involved with the corridor.

RQ10: On a scale of 1-5 how much do you support the Arts/Culture corridor (1: don’t support; 3: moderate support; 5: fully support)

About one-third (34.62%) of respondents selected moderate support, followed by a quarter selecting don’t support (23.08%), fully support (17.31%), in-between don’t support and moderate support (15.38%) and less than 10 percent selected in-between moderate support and full support (9.62%).

Men and women answered very similarly on support for the corridor, however twice as many men
(15.56%) chose 4 as women (5.08%) and about twice as many women (20.34%) said "5: fully support" than men (13.33%). About a third (33.33%) of 45-55-year-olds selected "1: don't support" compared to about 20 percent for all other age groups. About a third (28.57%) of 25-34-year-olds selected 2, followed by about 20 percent of 55-64 year olds (20.83%). About 15 percent of 35-44 year olds and 65+ year olds said 2 (14.29%, both) compared to no one between the ages of 45-54. Around 40 percent of 25-34 year olds (42.86%), 45-54 year olds (40%) and 55-64 year olds (45.83%) selected "3: moderate support" compared to about a quarter of those between 35-44 years old (23.81%) and 65+ years old (19.05%). Nearly 20 percent of those between 35-44 years old selected 4, followed by about 13 percent of those between the ages of 45-54. All other age groups were below 10 percent in this category. About 40 percent (38.10%) of those 65+ said they fully support the corridor, followed by about a quarter (23.81%) between 35-44 years old, 45-54 years old (13.33%), 25-34 years old (7.14%) and 55-64-years old (4.17%).

There was little difference on marital status and support for the corridor. Those with an annual household income of $25,000-$49,999 had the highest response rate in selecting "1: don't support" (30.77%) with the lowest response rate being those with higher incomes $100,000+ (20.93%). About a quarter of respondents with incomes between $25,000-$49,999 selected two followed by nearly 20 percent of those with incomes of $100,000+ (18.60%), followed by about 10 percent of those with incomes between $50,000-$99,999. The response rate was fairly similar among all income levels and the selecting "3: moderate support." Those with the highest incomes were far more likely to choose four than those whose income was lower. One-third (30 percent) of respondents who made between $75,000-$99,999 said "5: fully support," followed by a quarter of those with incomes between $50,000-$74,999 (25%), those with incomes of $100,000+ (11.63%) and those who made between $25,000-$49,999 (7.69%).

About 20 percent of those with two children (18.75%) and those with no children (20%) selected "1: don't support," compared to about twice as many with one child (38.46%). One-fourth of respondents with two children selected two, followed by about 15 percent (14.29%) with no children and less than 10 percent (7.69%) with one child. About twice as many respondents with no children (40%) or one child (38.46%) selected "3: moderate support," compared to those with two children (18.75%). However, twice as many respondents with two children (18.75%) selected 4 compared to those with one child (7.69%) or no children (8.57%). Half as many (7.69%) respondents with one child said "5: fully support" than those with no children (17.14) or two children (18.75%).

About 40 percent of other commuters and bus riders selected one: don't support compared to twenty percent of those who walk and drive their own vehicle. Bussers (7.69%) were half as likely to select 2, than any other commuter. However, bussers were twice as likely to select "3: moderate support" (61.54%) than any other commuter. About 10 percent of walkers (10%) and those who drive themselves (10.59%) selected four, compared to no other commuters. A quarter of walkers said they fully support the corridor, followed by about 20 percent (18.82) of those who drive their own vehicle, other commuters (15.38%) and bussers who didn’t select that option.

About a quarter of other residents (28.57%), residents of less than 5 years (26.09%) and residents of more than 20 years (23.53%) said that they don’t support the corridor compared to about 20 percent of those who have lived in Edmonds for 5-20 years (18.18%). About a quarter of respondents who have lived in Edmonds for 5-20 years selected two, followed by other residents (14.29%), residents of less than 5
years (13.04%) and those of 20+ years (8.82%). Almost half of respondents who have lived in Edmonds for more than 20 years (47.06%) said moderate support, followed by about one-third of residents of less than 5 years (34.78%), other residents (28.57%) and residents of five to 20 years (24.24%). Those who have lived in Edmonds for the least amount of time were about three times more likely (21.74%) to select four than any other resident. About one-fourth of residents of five to 20 years (27.27%) and other residents (21.43%) said they fully support the corridor, compared to less than 15 percent of residents of more than 20 years (14.71%) and residents of less than 5 years (4.35%).

CONCLUDING INTERPRETATIONS

From the survey, we learned that those who are older than 45 support the arts and are more likely to support the arts corridor than the younger generation. That being said, there are still a lot of residents under the age of 45 who said that they would moderately support the corridor. The different age groups got their information in different ways. The older respondents mostly said newspaper while the younger respondents mostly said Facebook/social media or an online newspaper. We can use this information to use different mediums to reach all age groups.

It was interesting that those with one child answered very differently than those with two children. There was more similarity between the responses of those with two children and no children than those with one child. While a majority of our respondents said they had no children, there are still a lot of respondents who do have children, and we think it is important for our campaign to reach those people and even get their children involved in the corridor. More married people than single people said that they are involved in the arts and go out to attend events. While we should target the married people to attend the ECA more, our campaign should also focus on bringing single people out to attend events.

We were really surprised to see that so many people attend the Third Thursday Art Walks. Since there was such a high response rate we think we can build a partnership with those people and the corridor.

A majority of respondents said that dining was a part of a typical night out. While it is unclear what the number one favorite restaurant is in Downtown Edmonds, we have a pretty clear idea of some of the most popular ones such as, Epulo, Salt & Iron, Anthony’s, Chantrelle’s and Girardi’s. Hopefully our campaign can create partnerships with those restaurants and encourage more people to dine at those places and walk down 4th Avenue afterward to attend an event at the ECA.

Altogether, we think that from the survey we know what each demographic knows about the corridor and how likely they are to support it. With that information and knowing how best to reach our demographics, we will be able to create a campaign that will raise awareness of the corridor and gain support from the residents.
THANK YOU!

KAY PR
TKB ELITE presents:
A Walk to Remember Campaign
For the City of Edmonds
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Action Plan
TKB Elite prides itself on being strategic, creative, and able to provide its clients with unique ideas for their needs. Should the City of Edmonds choose to work with TKB Elite, they would be provided with an organized and thorough campaign addressing all of the arts corridor’s needs. Through research, analysis and strategic thought, TKB Elite has created the campaign, “A Walk to Remember,” which will increase public awareness of the arts corridor, raise knowledge and opinion of the arts corridor through two main events and inspire the Edmonds community to share memories along the arts corridor.

TKB Elite will create two events to reignite the corridor catered to creating a positive relationship and opinion of the arts corridor through first hand experience. The first event “A Wine Walk to Remember” is tailored to adults and the high end and local art community, which will take place on June 25, 2017. The second event “A Step in a Creative Direction,” is tailored to the family community in Edmonds that expressed their desire for more family-friendly events. This event will allow families and children to immerse themselves in the corridor and the arts in an interactive fashion. This event will take place on September 24, 2017.

A convenience survey that was conducted by TKB Elite showed that although the local Edmonds community enjoyed the arts, many people did not know what or where the art corridor was. The Edmonds community has very little knowledge about the arts corridor. The survey also showed that even though people did not know about the arts corridor, they would be likely to attend an event in the arts corridor.
The survey revealed that people who were the most likely to attend an event were families, adults with families, middle aged, and retired Edmonds residents. Another survey was sent out online to the Edmonds parent community and revealed similar responses.

A continuous conversation about the arts corridor will be ignited and upheld through a community narrative by incorporating a Facebook page, press coverage and business partnerships, to keep the corridor a topic of conversation year round.

TKB Elite developed four objectives for this campaign: increase awareness of the arts corridor by 20 percent, increase foot traffic by 30 people per week, raise knowledge and positive opinion through two main events, and increase the number of people who support the arts by 20 percent.

TKB Elite has created two main events, promotional materials and tactics for this campaign. These are included below.
Events, Business Partnerships and Internship Positions

**Two special events:**

*An Adult Wine Walk and Kids Art Walk event*

When asked if local residents would be willing to attend an event in the arts corridor, more than half of residents said they would be interested in attending an event. TKB Elite decided to create two different events to increase awareness of the arts corridor and increase foot traffic for a multitude of demographics. These two events would get the whole community in the corridor and allow them to see its potential first hand. These events would need to be planned four months in advance to collect licenses and increase public awareness and attendance. Our tentative date for the adult art walk would be June 25, 2017 and the kids art walk would be September 24, 2017. Both of these events would have collateral that would be advertised around town and nearby towns/cities as well as in *My Edmonds News*, the weekly newsletter, *The Beacon* and other nearby media outlets. These events would target families, adults, middle aged and retired residents of Edmonds as well as non-residents. Both of the events would help create a community narrative of the arts corridor between not only adults but children. These events would encourage not only residents to attend, but non-residents as well. These events would make residents and non-residents more willing to walk down 4th Avenue and become more involved with the Edmonds art community and the Edmonds Center for the Arts because they are more familiar and comfortable with the area after their experiences. These events would include local artists' art displayed throughout 4th Avenue, food trucks, local wine and art stations, allowing people to explore the corridor in a welcoming environment.
Business Partnerships:

TKB Elite believes that for “A Walk to Remember” campaign to be the most successful, the City of Edmonds should reach out to local businesses to create a partnership with the arts corridor. This would help create a community bond around the arts corridor as well as help create local support for the arts corridor. This would help increase awareness of the arts corridor through local businesses and also help the businesses create advertising and marketing space within the arts corridor. Through mutually beneficial partnerships, businesses and the arts corridor would cross promote through their various social media pages, in–shop mentions and advertisements, and word of mouth. As local business owners interact with the corridor, they will be more likely to mention it to friends and family, which is vital as our research found that word of mouth was the most popular form of gaining information.

This would create a positive rapport between the arts corridor and local businesses, while simultaneously promoting the corridor through grassroots PR.

TKB Elite created a pitch letter that would be sent to various local businesses that the arts corridor would want to become involved with. The pitch gives them two options, to donate products to the events or to engage in on-going collaborations. This pitch comes with a list of potential local businesses to contact which can be found in the appendices.
Two Semi-Annual Internship Positions:

TKB Elite believes that creating two internship positions for the arts corridor would help the “A Walk to Remember” campaign as it would also promote word of mouth promotion. We propose one high school or Edmonds Community College student be offered an internship surrounding each event, that would allow a student interested in the arts, communications or public relations to apply. This student would be in charge of helping plan the two main events, media pitching, running social media accounts and creating overall buzz about the arts corridor.

These internship positions would get students involved, create a conversation in the younger community with the application alone, benefit interested students in the arts community and would allow the student to bring new ideas to the arts corridor to keep a fresh perspective. This position would help create a positive relationship between the younger demographic to utilize the arts corridor as much as the older crowd would. The applications will be advertised through emails sent out to the schools with the applications attached for interested students to fill out digitally and email back.
Promotional Materials:  
Social Media Plan, Flyers, Press Releases

TKB Elite believes that for “A Walk to Remember” to be successful, the City of Edmonds would need to create a Facebook page for the arts corridor. According to the convenience survey that we conducted, we found that 67 percent of the respondents used Facebook as their main social media outlet to obtain information about what is happening in the community. This would be the most optimal way to create awareness of the arts corridor through social media. TKB Elite has created an extensive social media plan that outlines when to post on Facebook, who to follow, an outline of mock posts and more. This plan will act as an outline for the arts corridor Facebook page and demonstrates how to engage the community through social media.

TKB Elite believes that it would be beneficial to post image-heavy content after the two main events. It is important to tag the local artists that are featured as well as the local businesses and prominent figures that attended the event to engage people in the arts corridor Facebook page. This could result in shares, which means more views about the arts corridor.
TKB Elite also advises to post all of the promotional posters, brochures and flyers on the Facebook page to allow followers to like and share posts so that the arts corridor Facebook page can reach more people. TKB Elite also proposes that the arts corridor initiate the “Donate” feature on Facebook, which allows people to directly donate to the arts corridor through the Facebook page. This feature gives followers the option to share posts that incorporate the Donate button, which allows the message to reach a larger audience.

Example Press Releases:

As discovered in our research, other than word of mouth and social media, The Beacon and My Edmonds News were the most popular way for people to hear about events downtown. In order to promote “A Walk to Remember,” the two main events for the art corridor, and the arts corridor in general, TKB Elite developed press releases that can be sent to local media outlets. These press releases will act as a foundation for reporters to write articles about the two events as well as take note of the arts corridor in general. It is important for the arts corridor to get featured in news articles by pitching to local and non-local media so demographics that are not on social media are alerted of the event as well. Our press release will also serve as a template for future press releases to disseminate information as they can easily change out information when necessary.
Posters, Printed Material:

TKB Elite found that 65 percent of Edmonds residents hear about events from word of mouth. By learning this, TKB Elite wants to reach all audiences through this campaign, and to create a community narrative, creating posters about the arts corridor events is essential to creating talk about the events and the 4th Avenue. These posters and flyers will be simple yet informational. TKB Elite made a simple design and template that can be easily replicated per event. A template has been provided in order to quickly change words or photos if desired. As people see these flyers throughout town they will relay the information to friends and family.
Budget:

TKB Elite designed an overall budget for the “A Walk to Remember” campaign. This budget is flexible and can be redesigned to best fit the art corridor and the City of Edmonds’ needs and aesthetics. A portion of the materials will have no cost because they are proposals and written documents, such as press releases and sending the internship applications through emails. Though there was no clear budget given to us other than the printing budget, TKB Elite created budgets for the two main events, promotional materials, collateral and internship positions.
Situation Analysis

The City is looking for a public relations campaign to promote planning and development for a three to four block arts/culture corridor, just off the main downtown street (Main Street), which links to the performing arts center (Edmonds Center for the Arts) to the north. TKB Elite found that residents are not aware of the arts corridor or if they are aware, do not visit the arts corridor. We found that when asked about attending an event in the art corridor, people were likely to attend.

TKB Elite has designed a campaign that will increase knowledge and interest within the arts corridor’s target audience, as well as increase foot traffic, increase positive opinion of the arts corridor and create a positive relationship between the city and the arts corridor.
TKB Elite conducted a convenience survey of 100 people in the Edmonds community. The survey was created and executed in order to learn more about the public’s perception of the arts corridor, knowledge of the arts corridor and general preferences of news, social media and events in Edmonds.

Firstly, TKB Elite found that 67 percent of respondents used Facebook as a regular social media platform, more than any other form of social media. We also found that a little over half of the respondents said that word of mouth was the most popular way of hearing about events downtown. This helped us gauge the way we advertised for our proposed events. We also found that 35-44 year olds were the most likely to use word of mouth.

Secondly, TKB Elite found that 47 percent of respondents knew nothing about the arts corridor. Respondents who were 25-34 were the most likely to say they knew nothing followed by 55-66 year-olds and 65-74 year-olds. We also found that respondents who made $75,000-$99,999 were the most likely to know about the arts corridor. This helped us find our audience and gauge who we had to try to target to raise awareness about the arts corridor.
Thirdly, TKB Elite found that 48 percent of respondents said they would consider attending an event in the arts corridor. Respondents who are 55-64 years old said they would definitely attend followed by 25-34 year-olds.
Objectives

TKB Elite developed four objectives for this campaign:

1. Boost awareness by 20 percent
2. Increase foot traffic by 30 people per week
3. Raise knowledge and positive opinion through two main events
4. Increase number of people who support the Edmonds art community by 20 percent
Target Audience: Families, adults with children, middle-aged and retired Edmonds residents.

Two Events: Adult Event

- This event would be called “A Wine Walk to Remember”
- Intern would help work on this event
- Adult wine walk event which would begin at main street connected to 4th Avenue and end at the Edmonds Center of the Arts
- 21+ event
- $10 entrance fee
- Tickets will be issued at the beginning of the event so we can keep track of how many people attend
- Tickets will be the attendees' way of filling up their drinks
- Two tickets will be given for free to give to attendees to fill up their wine glasses, more drinks and food will be purchased at food trucks
- This event would take place June 25th, 2017 at 5:00 p.m.
- Music would be provided by a local artist pro bono for tips
- Throughout 4th Avenue there will be 15 local artists who would display five pieces for show and purchase
- Local wine sellers would sponsor and sell their wine
- Start planning at least four months in advance
- Collect alcohol licenses at least six months in advance, food truck booked at least three months in advance
- Two food trucks will be available, a dinner and dessert option
- They will be Buns on Wheels and Caravan Crepes
- Wine stops will be placed throughout 4th Avenue that would allow attendees to buy wine if they choose
- Arrange for the shutting down of 4th Avenue four to five months in advance
- Art available for sale at the Edmonds Center for the Arts and throughout the show
- Featured artist would be on display in the Edmonds Center for the Arts
- This event would create foot traffic in the arts corridor and start a community narrative about the arts corridor and Edmonds arts
Kid Event

-The second Intern would work on this event
-This event would take place at 1:30 p.m. on Saturday, September 24th, 2017
-Planning for this event would take place four months prior
-Planning for the shutdown of the street should be made about five months in advance as well
-The planning includes renting chairs and tables and supplying art supplies such as paper, scissors, markers, paint, colored pencils, glue sticks, cups, brushes, etc.
-All ages kid event
-Allow children to create their own booklet through five different stations that would be placed throughout 4th Avenue
-The stations would feature a different type of art medium such as, finger painting, watercolors, collages, markers and colored pencils
-At each station, children would make one page out of their booklet with one medium
-Children would staple their books together at the end to take home
Business Partnerships:

- Use pitch letter template
- Email to proper recipients
- Acquire goods for events if they agree
- Create on-going relationship to cross promote one another, through possible social media posts or advertisements in shop and meetings/get togethers to discuss ideas, opinions and concerns.

Internship Positions:

- Email high school and Edmonds Community College art departments about the art corridor position
- Email high school and ECC clubs such as National Honor Society, Key Club, Art Club, Graphic Design Club, etc.
- The two different interns will each work on an event. The Spring intern will work on the adult event. The Summer Intern will work on the kids event. - The intern will assist with sending out press releases, reserving the needed space and vendors, reaching out to sponsors with our provided pitch letters
Press Release:

- Submit a press release to local and non-local media outlets in order to promote “A Walk to Remember”
- Develop professional relationships with local reporters and journalists
- The press release will act as a foundation for reporters to write articles about the upcoming events and the arts corridor in general

Create Facebook Page for Social Media Plan:

- Create Facebook page in beginning of the new year
- Active Donation feature on Facebook will allow people to choose the amount they wish to donate, their private information and have money directly transferred
- Initiate new criteria for Facebook posts (what type of content and how to post it) this will be provided in the Social Media Plan
- Post photos along with posts
- Tag important businesses and people in posts
- Tag location of posts
- Invite people to the page and local Edmonds businesses, groups and government
- Create Facebook Event page for both of the main events to manage platform and create a dialogue about the events
- Highlight a different aspect of the events within each post that is made (i.e. how it is benefitting the community, how it is a great event and place, etc.)

**Business Partnerships:**

- Pitch letter will be given as a template to use when reaching out to local businesses
- The letter will ask for donations and a sponsorship for the two main events that we are proposing. In return for the sponsorship, the business receives press coverage, potential new clients and advertising
- If the business cannot make a donation or sponsorship, the letter still asks for a shoutout on social media to create a positive relationship with that business which will hopefully start a relationship between the arts corridor and local businesses
- This helps create a positive rapport between the arts corridor and Edmonds’ local businesses
- We provided a list of potential businesses partnerships and their contact information
Posters and Printed Material:

- Posters and other printed material will be serve to increase and spread positive awareness about the arts corridor and 4th Avenue, inform people about its events and attract Edmonds residents to visit.
- They will be distributed throughout Edmonds, especially downtown and at local hang outs.
- Print and distribute posters every 2-3 months in case they have been taken down, have faded, or been ruined by weather.
Here at TKB Elite PR, our goal is to give the City of Edmonds the best solutions to meet their objectives. In order to measure the level of success of the suggested tactics we created a few ways for the City of Edmonds to check whether or not the events are successful:

To properly evaluate the level of attendance at our event, we will be counting the number of tickets sold at each event. To get a thorough number we will be having the people who are at the gates letting people in tally a total. From this we can get a sense of who bought the tickets, and who actually came to the event.

The next form of evaluation we will have is issuing a survey to the public, to receive feedback on how they felt about the event. From what we noticed while being in Edmonds, there is a pretty high response rate to formal surveys, especially if given at their own convenience. The question will ask participants how they liked the event, if they would be likely to attend again, etc.
Track likes and follows on all social media pages; this could be on the Edmonds' page as a whole, or the corridor's individual pages. The pages could include tracking likes and followers on Facebook.

Track attendance of the event over the years. Follow the increase and decline of attendance at the events. Track the possible reasons why there may be lower attendance at one event over another. Weather, types of events, time of day etc.

Seek feedback from volunteers and sponsors. Find out if they want to come back the next year, were they satisfied, do they know potential sponsors that may be interested in participating in the show the following year and so on.

In terms of increasing and maintaining the foot traffic along 4th Avenue, the above mentioned evaluations are an overall reflection of this objective.
Timeline & Budget
Beginning in 2017

**January 15th:**
- Create and begin social media plan and strategy for Arts Corridor Facebook Page

**February 1st:**
- Submit for street shutdown

**March 1st:**
- Begin looking for intern
- Post online
- Announce to high schools in the area
- Announce call out to artists (via email, social media)

**March 7th:**
- Submit alcohol permit
- Request to shut down a city street and use the PCA
- Book food trucks at http://www.seattlefoodtruck.com/catering/public-event/

**March 15th:**
- Start teasing event through posters and social media
March 29th:
- Select Summer Intern

April 1st:
- Intern begins

May 1st:
- Announce adult event for June 25th
- Press releases
- Social media postings tailored to event promotion begin

May 9th:
- Submit street shutdown for kid event

June 1st:
- Announcement Posters around town
- Follow up press release

June 15th:
- Advertise new internship position for July
- Social media
- Job postings
- Tell schools to post
Day of event “A Wine Walk to Remember”:
Sunday, June 25, 2017

- Street closed off at: 8 a.m.
- Table and chair delivery at: 9 a.m.
- Unload and set up: 9:15 a.m.
- Set up check in booth, wine stops, eating area
- Artists arrive and set up: 3 p.m.
- Musician arrives for setup and testing: 4 p.m.
- Food truck arrives: 4:45 p.m.
- Event begins: 5 p.m.
- Event ends: 8:30 p.m.

After event 8:30 p.m. onwards:

- Clean up - artists pack up and rental materials brought to Edmonds Center for the Arts
- Table and chair pickup: 9 a.m. on Monday June 26, 2017 at Edmonds Center for the Arts, where they will be stored.
- Post photos on social media with specific hashtag on June 26, 2017 around noon.
June 30th:
- Spring intern finishes

July 1st:
- Summer Intern Begins

July 1st:
- Secure street for kid event
- Start teasing kid event
- Social media
- Put out posters

June 7th:
- Announce kid event for September 25, 2017
- Posters
- Press release
- Announce to elementary schools and daycares in the area
- Post on social media and follow social media plan for event posting

August 8th:
- Follow up press release, send to media again to remind them
- Hang more posters
Day of event: "A Step in a Creative Direction"

Sunday, September 24, 2017
- Street closed off at: 8 a.m.
- Table and chair delivery at: 9 a.m.
- Unload and set up tables and chairs: 9:15 a.m.
- Set up check in, different stations, supplies: 9:45 a.m.
- Food truck arrives: 1:00 p.m.
- Check in table ready for open by: 1:00 p.m.
- Event begins: 1:30 p.m.
- Event ends: 5:00 p.m.

After Event: 5:00 p.m. onward
- Clean up materials, store in Arts Commission for future events
- Fold up chairs, store in ECA for pickup next morning, Monday September 3, at 9 a.m.
- Post photos taken by intern on social media on Monday, September 25, beginning at noon.

October 28th:
- Summer Intern ends

Continue to follow social media plan and work with business partners through the year
## Budget

### "A Wine Walk to Remember"

<table>
<thead>
<tr>
<th>Item</th>
<th>Number of Items</th>
<th>Cost per Item</th>
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<tbody>
<tr>
<td>Food Trucks</td>
<td>2</td>
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<td>Sponsored: $0</td>
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<tr>
<td>- Buns on Wheels</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>- Caravan Crepes</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Wine donated from Sponsors and Business Partners</td>
<td>NA/A</td>
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<td>Banquet 8’ Tables from Millers Rent-All</td>
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<td>Local Musician</td>
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<td>Sponsored and will play for tips</td>
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<td>Plastic Wine Cups by Party Essentials via Amazon</td>
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<td>Ticket reel via Amazon</td>
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**Total: $453.90**
### A Step in a Creative Direction

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<td>• Ben and Jerry's Food Truck</td>
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<td>• Attendees buy themselves</td>
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### Budget

**Total:** $679.48

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<td>Banner from Staples</td>
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<td>Balloons from Dollar Store</td>
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**TOTAL: $679.48**
PR Materials

Samples of materials and plans, the extensive versions can be found on your USB drive.
The Arts Corridor

Press Contact: Rossella Bernocco
rossella101@gmail.com
360-926-5175

This media plan serves as an outline for the City of Edmonds to use to create a Facebook page for the arts corridor. Please contact me if you have any questions.

Best Practices

- 90 percent of young adults use social media and 35 percent of Americans who are 65 and older use social media. This is the audience that you want to reach. Therefore, individuals that are interested in your club will likely visit your Facebook page. It is important that you keep your Facebook page up to date with current events and have an active online presence.
- Your Facebook page will be serve as a way to keep current and new members up to date on upcoming events that are happening with the arts corridor and 4th Ave. The page will also be a way to reach out to people who are interested in the arts corridor and spark an interest in community members who are not aware of the arts corridor.
- You want to post your information when the most people will see it. The best time to post on Facebook is between 1 p.m. – 4 p.m. Try to post within this time frame. Wednesdays at 3 p.m. is the peak time of the week to post.
Good morning and happy Monday! Have you heard of our upcoming event? The Edmonds arts corridor will be hosting a fancy event called, “A Walk to Remember”... (explain the rest of the event here)

- 1 p.m.
  - The arts corridor is gearing up for the kids event that will be taking place September 25th. Get ready for finger painting galore! Bring the whole family out the 4th Ave to experience the arts corridor and be a part of the arts community!

- 3 p.m.
  - Francis here! I hope your Monday is treating you well. Here is some information about the Edmonds arts community... (insert more information here)

For Friday:
- 8 a.m.
  - Ellen Chappelle – Limelight

Design. Chappelle creates jewelry in sterling silver, copper, gemstones and Swarovski crystal. She grew up in an artistic family and majored in theatre. She didn’t find her passion for making jewelry until later in life. Her most recent project has been a collaboration making memorial pendants for pets that have passed away. You can find out more about Ellen Chappelle here: limelightdesigns.com
Flyer and poster concept for events

The City of Edmonds Presents:

4th Avenue

Main Street

A Wine Walk to Remember

Come join the City of Edmonds as we present our first ever Wine Walk to Remember on June 28, 2017.

Help us celebrate the local artists while at the same time taking a stroll along Edmonds’ beautifully landscaped 4th Avenue.

The fun begins at 5:30 p.m.

This event is 21+.

Tickets are $10 and come with two wine glasses of wine.

More than a dozen local artists selling their work.

Multiple food trucks to satisfy everyone’s hunger cravings.

The City of Edmonds Presents a Family Event:

A Step in a Creative Direction

Come join the City of Edmonds as we present our first ever Family Friendly Art Walk on September 25, 2017.

Help us celebrate the art in while at the same time enjoying “Step in a Creative Direction” beautifully landscaped 4th Avenue.

This event is all ages.

Tickets are $15 which will provide all the necessary supplies.

Stations for everyone to create their own art!

Multiple food trucks to satisfy everyone’s sweet teeth and hunger cravings.
City of Edmonds

Community Outreach Winter to Spring Internship Application

The City is looking for a Community Outreach Intern to help promote the City of Edmonds’ 4th Avenue: A Walk to Remember art walk event. Our interns will be expected to help with developing a following and general level of excitement around our spring 21 event.

The intern position will have the following responsibilities: Managing social media (including posting and maintaining content), assisting with event management, assisting with promotional press-related materials, meeting and communicating with local community partners, and any other reasonable task at the discretion of your supervisor.

By applying for this position it is expected that:

- You are between the ages of 17 and 25
- Proficient in Microsoft Office (including Excel, Word and PowerPoint)
- Proficient in most forms of social media (including Twitter, Facebook, Instagram etc.)
- Flexible
- Quick learner
- An interest in event planning
- A positive attitude.

We appreciate your interest in the 4th Avenue: Walk to remember Winter to Spring Outreach Intern position and we look forward to reading your application.

Please fill out the below spaces with the appropriate information. Upon submission of this document please include a resume and a cover letter.

Name: ___________________________ Date of Birth: __________________

Address: ________________________ __________________________

City: ___________________________ Zip: _________________________

Home Phone: __________ Work Phone: __________ Social Security Number: __________

EMERGENCY INFORMATION

In case of emergency contact: __________________________ Number: __________

Relation to you: __________________________

Signature: __________________________

Signature of Parent (if under 18): __________________________
Wine Walk Event

FOR IMMEDIATE RELEASE:
May 1, 2017

Media Contact:
Frances White Chapin
frances.chapin@edmondswa.gov

Edmonds Hosts an Art Walk that You Won’t Forget

_The Arts Corridor will feature a variety of local artists accompanied by live music, food, and drinks for a special “re-opening” of 4th Avenue._

Edmonds, WA- On Sunday, June 25, 2017, residents and visitors will have the opportunity to immerse themselves in local arts, food, and entertainment during, “A Wine Walk to Remember.” The art and wine walk that will take place in the renovated arts corridor on 4th Avenue. Aiming to showcase the arts corridor as the centerpiece of the community in the coming years, this event will pose as the grand re-opening.

This adult-only event will begin on Main Street entrance on 4th Avenue at 5 p.m. Guests will make their way down the arts corridor accompanied by live local music, local foods and will have the chance to view and purchase art from an eclectic mix of local artists. After stopping at wine sampling and food trucks, the walk will end at the Edmond’s Center for the Arts where a special featured artist will showcase a never before seen series.

Art of all media will be displayed. Attendees can expect to see ceramics, paintings, glass art, and sculptures to name a few. Some local artists include Ellen Busteed, Andy Eccleshall, Judith Perry, and Sue Robertson. Their art will be on display and available for purchase.

This 21+ plus event costs $10 which grants attendees two free wine tickets. They can then purchase dinner and dessert from local Seattle food carts. Buns on Wheels and Caravan Crepes.

This will be a high-end event to create an ambient aesthetic of the arts for attendees to experience the arts corridor in all of its glory. The event will begin at 5 p.m. and end at 8:30 p.m.

###

About the Arts Corridor:

Designated in 2006 the City of Edmonds adopted 4th Avenue as the arts corridor, which is just off of Main Street and links to the Edmonds Center for the Arts to the north. After falling to the way side in 2009, the City is reigniting the corridor the public. The objective of the corridor is to enhance the experience of walking from downtown to the Edmonds Center for the Arts (ECA) and to stimulate the economic development and build a community through foot traffic and awareness.
FOR IMMEDIATE RELEASE:  
June 7, 2017

Media Contact:  
Frances White Chapia  
frances.chapia@edmondswa.gov

Children can Explore Their Creativity at the Arts Corridor  
Children have the chance to create a story of their own through a picture book making event- 
September 24, 2017

Edmonds, WA - Kids of all ages can now be their own author for a day at the Edmonds event, A  
Step in a Creative Direction, on Sunday, September 24, 2017. Children will have the chance to  
create their own picture books as they go from station to station filling out each page.

To promote the arts among young children, the Edmonds Arts Commission will be providing  
children with the chance to mix the arts with their imagination at the arts corridor of 4th Avenue.  
The event will consist of five different stations, each station containing a different artistic  
medium for the children explore.

Beginning at 1:30 p.m. at the start of 4th Avenue from Main Street, the event will create an open  
environment for families to create together. Children will begin at the starting point, where they  
acquire their blank pages. Then they are free to create their very own storybook through  
watercolors, finger paint, collage materials, markers and colored pencils. At the final station, the  
kids will be able to bind their books to bring home to read and share.

Parents and children can work together to craft their very own story. Following the event held in  
the summer, these events will showcase the variety of arts and the different forms it can take.

Check-in tables will be located where Main Street meets 4th Avenue. The event will begin at 1:30  
p.m. and run until 5 p.m., on Sunday, September 24, 2017.

###

About the Arts Corridor:

Designated in 2006 the City of Edmonds adopted 4th Avenue as the arts corridor, which is just  
off of Main Street and links to the Edmonds Center for the Arts to the north.

After falling to the wayside in 2009, the City is reigniting the corridor the public. The objective  
of the corridor is to enhance the experience of walking from downtown to the Edmonds Center  
for the Arts (ECA) to stimulate the economic development and build a community through foot  
traffic and awareness.

About Edmonds Arts Commission:
Business Pitch:

Template:

Good afternoon,

My name is ____ from the Edmonds Arts Commission. Our department works to promote the arts community throughout the city of Edmonds. Edmonds has a rich arts culture and the Arts Commission ensures that they remain an important part of the community’s identity, economic vitality and quality of life.

We will be hosting an art and wine walk to promote the revamp of the Arts Corridor on 4th Avenue. Originally designated in 2006, the corridor fell to the wayside due to the economic crash in 2009 and the city is now reigniting the block to bring more life to the corridor, ultimately bringing in more economic and artistic development.

Our goal for the event is to promote local artists and businesses. We are currently looking for businesses who we would be proud to sponsor us for ____ (insert type of food or drink).

It is your company’s mission and quality at ____ (larger name of company) that has made your products a top choice to serve at our event. We especially enjoy your ____ (make note of something they have done).

In return for your products, you would receive press coverage, potential new clients, and advertising.

If you are unable to donate goods or services, we would still love to set up an on-going business partnership by collaborating throughout the year. This could be through mutual advertising and mentions, in shop, on social media, and flyer postings.

If you are interested in this opportunity for collaboration please contact ____ who is also CC’d in this email.

Meanwhile please feel free to check out our Facebook page for the Arts Corridor at: ____ (insert newly made page).

We have also attached our press release for more information regarding the event.

Thank you,
Sample Survey Questions

After the event email and send out the survey to those who attended to evaluate the impact it had on the community and their opinion. Here are a few sample questions:

*On a scale of one to five how would you rate your overall experience?*
*What is your general understanding of the arts corridor?*
*Has it grown since coming to this event?*
*How likely are you to take a walk down 4th Avenue?*
*What would inspire you to take a walk down 4th Avenue in the future?*
Carolyn Trainer

Carolyn Trainer is a senior at Western Washington University studying public relations. Carolyn grew up in Seattle, Washington for most of her life but will be moving to New York City post-graduation to pursue her PR career. She loves to sew and paint in her free time.

Rossella Bernocco

Rossella Bernocco is a senior at Western Washington University studying public relations. She grew up in Camano Island, Washington and hopes to work at Google or Amazon after college, possibly in Seattle. In her free time Rossella can be found playing frisbee for the Western Washington Ultimate Frisbee team.

Jordan Kunigk

Jordan Kunigk is a senior at Western Washington University studying public relations. He grew up in Gig Harbor, Washington and wants to handle PR for a large corporation that preferably shares the same set of values as him. In his free time Jordan enjoys going on walks and playing Pokemon on the 3DS.
Appendices

Survey Questions

What is your age?
___ 18-24
___ 25-34
___ 35-44
___ 45-54
___ 55-64
___ 65-74
___ 75+

What is your preferred gender?
___ Male
___ Female
___ Other/prefer not to say

How long have you been a resident of Edmonds?
___ I'm not a resident
___ Less than 5 years
___ 6 to 20 years
___ More than 20 years

What is your household income?
___ Less than $10,000
___ $10,000-$24,999
___ $25,000-$49,999
___ $50,000-$74,999
___ $75,000-$99,999
___ $100,000+
What is your marital status?
___ Married
___ Single, not previously married
___ Single, previously married
___ In a long-term partnership

What is your employment status?
___ Employed full-time
___ Employed part-time
___ Retired
___ Not employed

How many kids under the age of 18 do you have?
___ None
___ 1
___ 2-3
___ 4-5
___ More than 5

What is your ethnicity?
___ White
___ Hispanic or Latino/a
___ Black or African American
___ Native American or American Indian
___ Asian/Pacific Islander
___ Other (please specify_________________)
1. You have a free Saturday afternoon/night...out of these things, which would you prefer to do?

____ Movie
____ Dinner at a restaurant
____ Go see live music
____ Walk around downtown
____ Go to one of Edmonds parks

2. On a scale of 1 to 5, one being not very much and 5 a lot, how much leisure time do you spend downtown?

1 2 3 4 5

3. Where do you go to find out about events downtown? (Choose all that apply)

____ Weekly Mailed Newsletter
____ The Beacon Newspaper
____ City of Edmonds Website
____ Word of Mouth
____ Advertisements around town
____ Social Media
____ Other (please specify)_________________
4. How often do you use the local parks? (circle one)
   Never    A few times a year    Once or twice a month
   Weekly

5. What social media platforms do you use regularly? (check all that apply)
   ____ I don’t use social media
   ____ Facebook
   ____ Twitter
   ____ Instagram
   ____ Snapchat
   ____ National Public Radio App
   ____ Other (please specify)

6. How important are the arts to you?
   Not important    Somewhat important    Important    Very Important
7. What kind of cultural events do you attend?

8. How much do you know about the Arts Corridor in Edmonds?

   Nothing   I’ve heard of it but that’s all   I know where it is and a little more I know  a lot

9. How do you feel about the 4th Avenue neighborhood?

   Don’t know/no opinion   Dislike   Neutral   Like

10. How likely is it that you would attend an event in the arts corridor?

    I wouldn’t   I’d consider it   Pretty likely   Definitely
Executive Summary

The City of Edmonds was founded in 1890 and is the second largest city in Snohomish County in Washington State. It is only 11 miles from Seattle, Washington, and has about 40,000 residents. The Edmonds City Council created the arts corridor six years ago in order to bring more foot traffic and business to an otherwise vacant part of downtown. After it lost traction a few years ago, they are ready to bring it back to life. Edmonds wants to promote the planning and development of the three to four blocks that are known as the arts/culture corridor, which is just off of the main downtown street known as Main Street.

Overall they want to get more people using the arts corridor, increase foot traffic, attract visitors and have people use the arts corridor to walk from downtown to the performing arts center, through a public relations campaign.

In order to learn what the citizens of Edmonds would be interested in for a possible event to promote the corridor, TKB Elite PR conducted 100 surveys across multiple areas in the City of Edmonds. The survey analyzed preferred activities in the city, thoughts on Fourth Avenue and general interests for weekend activities.

The survey showed that most respondents didn’t know what the arts corridor is or where it was. As well as, that people were interested in dinners and art walks downtown, that married or single but previously married people are likely to engage in community events, and that the most popular forms of information sharing are word of mouth and social media.
Methodology

In order to gather data analysis The TKB Elite PR agency conducted in person surveys of 100 people. The PR agency conducted the survey on Friday, October 21, beginning at 10:30 a.m. and we continued until 4 p.m. This method was chosen in order to reach as many people in Edmonds in order to get unbiased and diverse answers that were tailored to a wide audience of Edmonds.

We began at the Starbucks, walked down the street and continued to survey people on our way to the local coffee shop called the Walnut, we continued down the streets and asked people along the way.

TKB Elite PR then surveyed people down on the marina and in the ferry line and the IGA. We surveyed at a variety of spots in order to get a wide range of people and responses. We went to these because they were popular locations in Edmonds.

We spent about two hours outside of Starbucks, from 10:30 a.m. to 12:30 p.m. This is where we got a good amount of our responses, we asked 55 people at Starbucks and 30 responded. This was a busy corner as many people were stopping to get coffee for the day. Then as we walked down to the different places, we overall asked 55 people along the way to our destination over the course of the day spent in Edmonds, we got about 32 responses. In total this was for about an hour and 15 minutes.

We got no responses at the Walnut as no one was there, we spent 15 minutes there. The IGA was also dismal where we spent about 15 minutes and also got no responses but asked three people.
Methodology Continued

Next we went to the marina, where we spent about 45 minutes. There were many families and locals on the beach. We asked 28 people and got 15 responses. The ferry line was another busy spot as many people were sitting in their cars with nowhere to go. We spent about 30 minutes in the ferry line. We asked 31 people at the line in about 45 minutes, we got 23 responses. The response rate was 58.14 percent. We asked 172 people and 100 people responded in about five and a half hours.

The survey asked the following questions:

- **RQ1**: You have a free Saturday afternoon/night…out of these things, which do you prefer to do? (Movies, dinner at a restaurant, go see live music, walk around downtown, go to one of Edmonds parks)
- **RQ2**: One a scale of 1 to 5, one not being very much and five a lot, how much leisure time do you spend downtown?
- **RQ3**: Where do you go to find out about events downtown? (Choose all that apply) (A weekly mailed newsletter, The Beacon Newspaper, City of Edmonds website, Word of Mouth, Advertisements around town, Social media)
- **RQ4**: How often do you use the local parks? (circle one) (never, a few times a year, important, very important)
- **RQ5**: What social media platforms do you use regularly? (I don’t use social media, Facebook, Twitter, Instagram, Snapchat, National Public Radio App, Other)
- **RQ6**: How important are the arts to you? (Not important, somewhat important, important, very important)
- **RQ7**: What kind of cultural events do you attend?
- **RQ8**: How much do you know about the Arts Corridor in Edmonds? (Nothing, I've hear of it but that's all, I know where it is and a little more, I know a lot)
- **RQ9**: How do you feel about the 4th Avenue neighborhood? (Don’t know/no opinion, dislike, neutral, like)
- **RQ10**: How likely is it that you would attend an event in the arts corridor? (I wouldn’t, I’d consider it, pretty likely, definitely)
Methodology Continued

Approximately a quarter (25.56%) of survey respondents were ages 55-64, followed by 35-44 year olds (23.16%), 65-74 (20.00%), 25-34 (14.47%), 45-54 (8.42%), 18-24 (5.26%) and then those who are 75 years and older (3.16%). Approximately two thirds (70.00%) were females, followed by males (29.00%) and those who preferred not to say (1.00%).

A little less than half (46.46%) made $100,000 plus a year, followed by respondents who made $50,000 to $74,999 (20.20%), $75,000 to $99,999 (13.13%), those who preferred not to answer (9.09%), those who made $25,000 to $49,999 (7.07%), and those who made between $10,000 to $24,999 (2.02%) and less than $10,000 (2.02%). Close to three-fourths (74.75%) of respondents were married, followed by those who were single but previously married (11.11%), single and not previously married (9.09%), and then those who are in a long-term partnership (5.05%). Those respondents who were not previously married and long term partners had sample sizes too small to be analyzed.

In regards to employment, a little under half (41.00%) were employed full time, followed by those who are retired (27.00%), those employed part time (20.00%), and those who are not employed (12.00%). Close to half (55.00%) had no children under the age of 18, followed by those with two three children (22.00%), one child (21.00%), and those who have four to five children (2.00%).

Slightly over one-third (38.00%) of the respondents were not residents of Edmonds, followed by those who have resided for six to 20 years (31.00%), residents of less than five years (17.00%) and lastly, more than 20 years of residency (14.00%). Almost all (88.89%) of the respondents were white, followed Native American or American Indian (4.04%), those who chose other (4.04%), Hispanic or Latino/a (3.03%). Since there were no large sample sizes other than white, these were not compared in the findings.
Methodology Continued
There were a few sources of error when conducting the survey in the demographic questions. We found one of the major sources of error to be with the people misunderstanding preferred gender. Many people thought we were asking them what their preferred orientation was or what type of people they are interested in. For the people that did understand it, quite a few also got provoked by the political correctness of the question.

We were also unable to see what other ethnicities or a more diverse crowd in Edmonds would be interested in. As mentioned above the sample sizes for other ethnicities were too small to include in our research. There were four Native Americans or American Indians (4.04%), four people that said other and three people who were Hispanic or Latino/a (3.03%). Some people also wrote in “human,” as their ethnicity. Some people were also confused by RQ1, as we did not specify whether or not they should choose one of the options. While some people picked one, others picked their top favorites and one person listed them on a scale of one to five of what sounded best to them.

Findings

RQ1: You have a free Saturday afternoon/night...out of these things, which do you prefer to do? (Movies, dinner at a restaurant, go see live music, walk around downtown, go to one of Edmonds parks)

About half (51.52%) of those surveyed picked dinner at a restaurant as their preferred option, a bit over one-third (37.37%) a walk around downtown, one-quarter (25.25%) seeing live music or a movie (25.25%), or going to one of Edmonds parks (22.22%).

Almost three-fourths (72.73%) of 35-44 year olds prefer a dinner at a restaurant, followed by only half (50.00%) of 25-34 year olds, 65-74 year olds (38.89%) and 55-64 year olds (37.50%). Half (50.00%) of 65-74 year olds would choose a walk around downtown, followed by about half (45.45%) of 35-44 year olds, followed by slightly more than one-third (37.50%) of 55-64 year olds and 25-34 year olds (35.71%). There were no other differences.
Findings Continued

RQ2: One a scale of 1 to 5, one not being very much and five a lot, how much leisure time do you spend downtown?

Slightly less than half (44.00%) of respondents chose level three, less than one-quarter (23.00%) chose four, followed by one (13.00%), then two (12.00%) and five (8.00%) in regards to time spend downtown.

Respondents between the ages of 25-34 were the least likely (14.29%) to spend a medium (level three) amount of time downtown. People between the ages of 35-44 were the most likely (18.18%) to spend a lot of time (level five) downtown, followed by 55-64 year olds (12.50%), the rest of the demographics were zero percent. People between 55-64 years old were the most likely (20.83%) to spend not very much time downtown (level one). Females were about three times more likely (10.00%) than males (3.45%) to spend a lot of time downtown.

People with two to three kids were twice (40.91%) as likely than people with one child (19.05%) and no children (18.18%) to spend a good amount (level four) of time downtown. Those with no children under 18 were twice as likely (20.00%) to spend very little (level one) time downtown than people with two to three kids (9.09%).

RQ3: Where do you go to find out about events downtown? (Choose all that apply) (A weekly mailed newsletter, The Beacon Newspaper, City of Edmonds website, Word of Mouth, Advertisements around town, Social media)

Over half of respondents (65.66%) hear about events through word of mouth, a little less than half (43.43%) use social media, one-third (30.30%) use advertisements from around town, a little less than one-third (28.28%) use the Beacon Newspaper, less than 10 percent (9.09%) use the City of Edmonds Website, and 5 percent (5.05%) use weekly mailed newsletters.
Findings Continued

RQ4: How often do you use the local parks? (circle one) (never, a few times a year, important, very important)

A little over one-third (35.71%) of those surveyed use the parks a few times a year, followed by those who use it weekly (27.55%), those who use it once or twice a month (27.55%), and never (7.14%).

Participants who work part time are almost twice (42.11%) as likely to use the parks weekly as retired participants (15.38%). Those who are retired are nearly twice (50.00%) as likely as those who work part time (26.32%) to attend the parks a few times a year.

Those who have one kid under the age of 18 are almost four times (40.00%) more likely to visit the parks a few time a year compared to those with two or three children (13.64%). People with two to three children are twice (50.00%) as likely as people with one child (25.00%) to visit the parks weekly.

RQ5: What social media platforms do you use regularly? (I don’t use social media, Facebook, Twitter, Instagram, Snapchat, National Public Radio App, Other)

A little over two-thirds (67.00%) used Facebook, around one-third (32.00%) use Instagram, followed by those who don’t use social media (21.00%), those who use Twitter (17.00%), National Public Radio App (11.00%), less than 10 percent (8.00%) use Snapchat and other (4.00%).

Among the Facebook users in this survey, nearly 100 percent (95.45%) of all 35-44 year olds use Facebook regularly, 55-64 year olds were about half (58.33%) as likely to use Facebook and about a quarter (26.32%) of 65-74 year olds use Facebook as well. Over half (57.89%) of those between 65-74 years old did not use social media, followed by 55-64 year olds (25.00%). More than half of (64.29%) of 25-34 year olds use Twitter compared to about one-third (31.82%) of 35-44 year olds.
Findings Continued

All of the respondents (100.00%) who were not employed were likely to use Facebook regularly. Those who were employed, both part time (80.00%) and full time (75.61%) were likely to check Facebook regularly, followed by about one-third (29.63%) of retired respondents. Respondents with two to three kids under the age of 18 were about twice as likely (95.45%) as those with no kids under the age of 18 (49.09%) to use Facebook regularly.

RQ6: How important are the arts to you? (Not important, somewhat important, important, very important)

Over one-third (37.50%) found the arts to be important and very important (34.33%), followed by a quarter (25.00%) who found it somewhat important and those who found it not important (3.13%).

Respondents between the ages of 55-64 were twice as likely (54.55%) as 25-34 year olds (22.73%) to find the arts very important. Those between the ages of 25-34 years old were mostly likely to say the arts are not important to them. They were also the only demographic to say they were not important to them compared to the others.

Single but previously married people are almost twice as likely (54.55%) as married people (28.57%) to find the arts very important. Close to one-third (31.43%) of married people find the arts somewhat important, compared to no single but previously married people (0.00%). Half (50.00%) of the unemployed and almost half (46.15%) of retired respondents felt the arts were very important compared to those employed full time, where less than a quarter (20.00%) find the arts very important.
Findings Continued

RQ7: What kind of cultural events do you attend?

The most popular cultural event was art walks/museums at almost half (47.87%), slightly more than one-third (36.17%) picked theatre/plays, one-third of people (30.85%) prefer concerts, less than one-third of people chose other, 7 percent (7.45%) of people would go to the movies or dancing and less than 5 percent (4.26%) picked sport events.

The most popular cultural events were art walks and museums and this was most popular among 55-64 year olds and 25-34 year olds. Over half (65.22%) of 55-64 year olds and half (50.00%) of 25-34 year olds chose this option. A little less than half (45.00%) of 35-44 years old and 65-74 year olds (42.11%) also chose art walks.

Art walks were most popular amongst both males (57.14%) and women (43.08%), but men were more likely to attend than women. Both males (39.29%) and females (33.85%) were interested in theatre/plays. Participants who have lived in Edmonds for more than 20 years attend art walks the most (69.23%), followed by a little less than half of non-residents (48.65%) and residents of 6-20 years (48.15%) attend art walks.

RQ8: How much do you know about the Arts Corridor in Edmonds? (Nothing, I've hear of it but that's all, I know where it is and a little more, I know a lot)

Slightly less than half (42.42%) of respondents knew nothing about the corridor, followed by one-third (30.30%), followed by less than one-third (24.24%) and those who knew a lot (3.03%).

Residents of more than 20 years are the most likely to know a lot (14.29%) compared to six to 20 years (3.23%) and zero percent from the other two demographics.

The residents that knew a lot about the corridor had lived there for 20 years or more (14.29%), compared to those who lived there for six to 20 years (3.23%) and residents of less than five years and non-residents (0.00%).
Findings Continued

RQ9: How do you feel about the 4th Avenue neighborhood? (Don’t know/no opinion, dislike, neutral, like)

Two-fifths (41.84%) of respondents said they don’t know or have no opinion, followed by over one-third (37.76%) who were neutral, those who like the corridor (19.39%) and those that said they dislike it (1.02%).

Nearly one-third of (35.71%) of residents that have lived in Edmonds for more than 20 years said they liked Fourth Avenue, followed by six to 20 year residents (19.35%), residents of less than five years (17.65%) and non-residents (13.89%).

People with no kids under the age of 18 are most likely to like the neighborhood (25.45%), followed by people with two to three kids (14.29%) and then people with one kid (5.00%). Half (50.00%) of people with one child knew nothing and a little less than half (45.45%) of people with no kids knew nothing, while about one third (28.57%) of people with two to three kids did not know anything.

RQ10: How likely is it that you would attend an event in the arts corridor? (I wouldn’t, I’d consider it, pretty likely, definitely)

Close to half (48.00%) of the respondents said they would consider attending an event in the arts corridor, while slightly less than half (41.00%) said it was pretty likely they would attend, followed by those who said they definitely would (10.00%) and those who would not attend (1.00%).
Concluding Interpretations

According to the results of the survey it has been made clear that many people do not know about the arts corridor in Edmonds. We were surprised to see that the most popular events were art walks or museums and many different age groups and demographics are interested in this. Since almost half of those surveyed knew absolutely nothing, doing an event in the corridor would be a good way to bring in the community to the corridor to see it for themselves instead of just hearing about it. We also saw a pattern of people with children only considering attending an event in the arts corridor rather than definitely wanting to attend. We now have to tailor our campaign to a wider audience age wise.

Most of the respondents also got their information regarding events about downtown through word of mouth or social media. With these conclusions we can understand what kind of events people in Edmonds enjoy and how to get the word out about them. The event should be tailored to involve an art walk, with kid friendly options and while it will be advertised around town there should be a special Facebook campaign to get the word out.

TKB Elite PR agency wants to plan an adult wine walk, since 55 percent of respondents had no kids. We are also going to create a kid event, for the other half of respondents who do have kids. We would like there to be special booths at the events for the children, so parents can bring their children along for an interactive event while they still have the opportunity to admire and possibly buy local artwork. A social media contest campaign that requires people to reshare the posts would be a way to get people talking on and off of social media.
Online Edmonds Survey

We conducted an online survey through a Facebook moms group, 139 people responded. There is no way to measure the response rate. There is no way to know how many people the survey reached.

**Methodology:**

RQ1: You have a free Saturday afternoon/night... out of these things, which do you prefer to do? (Movies, dinner at a restaurant, go see live music, walk around downtown, go to one of Edmonds parks)

RQ2: One a scale of 1 to 5, one not being very much and five a lot, how much leisure time do you spend downtown?

RQ3: Where do you go to find out about events downtown? (Choose all that apply) (A weekly mailed newsletter, The Beacon Newspaper, City of Edmonds website, Word of Mouth, Advertisements around town, Social media)

RQ4: How often do you use the local parks? (circle one) (never, a few times a year, important, very important)

RQ5: What social media platforms do you use regularly? (I don’t use social media, Facebook, Twitter, Instagram, Snapchat, National Public Radio App, Other)

RQ6: How important are the arts to you? (Not important, somewhat important, important, very important)

RQ7: What kind of cultural events do you attend?

RQ8: How much do you know about the Arts Corridor in Edmonds? (Nothing, I’ve hear of it but that’s all, I know where it is and a little more, I know a lot)

RQ9: How do you feel about the 4th Avenue neighborhood? (Don’t know/no opinion, dislike, neutral, like)

RQ10: How likely is it that you would attend an event in the arts corridor? (I wouldn’t, I’d consider it, pretty likely, definitely)
Methodology Continued

Approximately a little over one-third (37%) of respondents were 35-44, followed by 25-34 (25.9%), 45-55 year-olds (23.7%), 55-65 year-olds (8.6%), 18-24 year-olds (2.9%), and 75+ (1.4%). Almost all of the respondents (94%) were females, followed by males (5.1%) and prefer not to say (0.7%).

A little less than half (43%) of respondents have been residents of Edmonds for six to 20 years, followed by less than five years (22.3%), more than 20 years (18%), and I am not a resident (16%).
A little more than half (58%) of respondents made $100,000+, followed equally by $75,000-$99,999 and $50,000-$74,000 (17.8), $25,000-$49,000 (5.2%) and $10,000-$24,000 (0.7%).

Almost all respondents were married (91%) followed equally by single, previously married and single and not previously married (3.6%), followed by those in a long term relationship (1.4%). A little over half (52%) of respondents were employed full time, followed by part-time (23%), not employed (14.5%), other (8.7%), and retired (0.7%).

A little less than half (45%) of respondents have two to three kids under 18, followed by one (29%), none (21%), and four to five (3.6%).
Almost all of the respondents (94%) said they were white, followed by Asian/Pacific Islander (2.2%), other (1.5%), and equally by Black or African American, Native American, and Hispanic (0.7%).

Findings
RQ1: You have a free Saturday afternoon/night...out of these things, which do you prefer to do? (Movies, dinner at a restaurant, go see live music, walk around downtown, go to one of Edmonds' parks)

Nearly three-fourths of respondents (76%) said they would go to dinner at a restaurant, followed by walk around downtown (29%), movie (24%), followed equally by go see live music and go to one of Edmonds' parks (19%), and other (2.9%).
Findings Continued:

RQ2: One a scale of 1 to 5, one not being very much and five a lot, how much leisure time do you spend downtown?

A little over one-third (36%) of respondents said three, followed by two (21%), four (18%), one (15%) and five (8%).

RQ3: Where do you go to find out about events downtown? (Choose all that apply) (A weekly mailed newsletter, The Beacon Newspaper, City of Edmonds website, Word of Mouth, Advertisements around town, Social media)

Almost all of the respondents (88%) said social media, followed by word of mouth (61%), advertisements around town (22%), The Beacon Newspaper (20%), City of Edmonds website (8.6%), other (7%), and weekly mailed newsletter (5%).

RQ4: How often do you use the local parks? (circle one) (never, a few times a year, important, very important)

A little over one-third of respondents (38%) said weekly, followed by once or twice a month (27%), a few times a year (25%), and never (9%).

RQ5: What social media platforms do you use regularly? (I don’t use social media, Facebook, Twitter, Instagram, Snapchat, National Public Radio App, Other)

Almost all of the respondents (98%) said Facebook, followed by Instagram (63%), snapchat (17%), National Public Radio App (13%), Twitter (9%), other (3.6%), and I don’t use social media (2.9%).
Findings Continued

*RQ6: How important are the arts to you? (Not important, somewhat important, important, very important)*

A little less than half (44%) of respondents said somewhat important, followed by important (32%), very important (16%) and not very important (6.5%).

*RQ7: What kind of cultural events do you attend?*

The most popular was concerts, live music and festivals, art, music, theatre and family activities.

*RQ8: How much do you know about the Arts Corridor in Edmonds? (Nothing, I’ve hear of it but that’s all, I know where it is and a little more, I know a lot)*

Slightly more than half (51%) said nothing, I know where it is and a little more (25%), I’ve heard about it but that’s all (20%), and I know a lot (1.4%).

*RQ9: How likely is it that you would attend an event in the arts corridor? (I wouldn’t, I’d consider it, pretty likely, definitely)*

More than half (66%) said I’d consider it, followed by pretty likely (23%), definitely (6.5%), and I wouldn’t (4.3%).

*RQ10: What kind of events would you like to see in the 4th Avenue Arts Corridor?*

The most popular entries were hands-on learning, poetry, music, free events, music, art, kid-friendly events.
Findings

TKB Elite found that Facebook was the most popular form of social media. Most respondents would consider going to an event in the arts corridor. More than half (51%) of respondents knew nothing about the corridor. And respondents think that the arts are somewhat important. Almost all of the respondents (88%) found out about events by social media and used Facebook followed by word of mouth.

This survey helped us pinpoint more of a target audience for our campaign. We learned that people would attend an event in the arts corridor even though they do not know anything about it. We also learned how to relay information to the Edmonds community, since they get their information from word of mouth and ads downtown.
Contacts

Media Contacts:
Edmonds Beacon: 425-347-1711
Mukilteo Beacon: 425-347-5634
Mill Creek Beacon: 425-347-1711
Seattle Times, Don Shelton executive editor: 206-646-8242
Seattle Times, Melissa Davis features editor: 206-464-2506

Local Businesses:
The Walnut: 425-744-5962
Artista Wine Cellars: 425-771-7009
Edmonds Winery LLC: 425-774-8959
The Vineyard Wine Shop: 206-542-4490
The Rusty Pelican: 425-582-8250
Salt and Iron: 425-361-1112
Aurora Antique Pavilion Inc: 425-744-0566

Live music:
Danny Welsh, Saxophone Player in Seattle, $200-$2,000, 206-501-7559
Tai Shan, Singing Guitarist in Seattle, $100 and up, 206-436-9417
Gretchen Yanover- Classical & Electric Cello in Seattle, contact for rates, 206-545-0393
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Andy Eccleshall 206-579-3211  ajeccleshall@gmail.com  andyeccleshall.com
  For more choices for local Edmonds artists go to:
  http://www.edmondsartstudiotour.com/artists.html

Edmonds Staples:
Golde Creek Plaza II 3011 196th Street SW Lynnwood, WA 98036
Phone: 425-672-8535

Rentals:
Millers Rent-All
Phone: 425-778-0141
http://www.millersrentall.com/
Thank you!

TKB ELITE
The Arts Corridor Campaign Plan

2016

LIVE PR
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INTRODUCTION

The City of Edmonds Mission Statement

We place service above self, with an unwavering and unbiased commitment to public safety, improving the quality of life for our community.

LIVE PR

Live PR’s Mission Statement

Our mission is to provide public relations guidance and strategic communications services which enable our clients to build relationships with community members by influencing their attitudes and behaviors. We are dedicated to building long lasting partnerships for our client that add value to their company. We are enthusiastic future problem solvers who progressively initiate change and seek new creative answers to our client’s problem.

Vision

We value bringing all people together through artist expression
We are committed to transparency and honesty
We are committed to helping people believe in their abilities
ACTION PLAN
Live PR aims to increase support, awareness and donations for the City of Edmonds 4th Avenue Arts Corridor in order to allow the arts corridor to grow and be developed by the city. We strive to make artistic expression accessible for everyone on the corridor and promote engagement no matter what age, gender, skill or ability.

Through our research, we discovered that the Edmonds community is already supportive of the arts. However, most people did not know what the 4th Ave. Arts corridor was, or they had heard of it but that is all. We found that the community members mostly enjoy attending events like festivals/markets, art walks, concerts and wine walks. We also found that those who are most likely to donate to the arts are between the ages of 45-54 or older.

We used our research findings to create three main objectives that will help the City of Edmonds in our “art is 4 everyone” campaign. The campaign’s main goal is to increase awareness of the 4th Avenue Arts Corridor by 30 percent, increase support of the 4th Avenue Arts Corridor by 25 percent and increase donations by 10 percent.

Live PR hopes to create the “The Arts Corridor Wine Run/Walk” that will invite community members to engage in an active celebration of the arts. For those unable to participate in the run/walk, there will be an art walk at the finish line on the 4th Ave Corridor. We also strive to reach our goals by developing a community art project that will allow people of all ages and abilities to participate and create. We propose a chalkboard art wall to line a section of 4th Ave. The chalkboard will open the day of the event. We plan to have local artists draw 3D chalk designs on the wall as entertainment during the event. For days following, the chalk wall will remain blank for anyone living or visiting the area to display their artistic ability, no matter what skill level. This invites everyone to engage in art and will inspire creative expression.

Lastly, we seek to create one art walk per season which will include local artists and high school performances on the corridor. Above all else, Live PR strives to bring people together through art, and believes these strategies will be the most efficient and engaging in doing so.
The City of Edmonds is located on the edge of the Puget Sound, between Seattle and Everett. The city is dedicated to sharing the arts and cultural experiences and offers several methods for the community and tourists to do so. Edmonds wants to promote planning and development for the arts/culture corridor, a three block street stretching from Main Street in downtown Edmonds to the Edmonds Center for the Arts. The City of Edmonds is looking for a PR agency to create a campaign to bring back awareness of the arts corridor, in order to re-engage the community in the project.
Based on our findings, what we thought was interesting is that most people had heard of the 4th Ave. Arts Corridor but knew nothing more, or had not heard of it at all. This is important because one of our main objectives is to spread awareness of the 4th Ave. Arts Corridor.

This information will help us by directing our campaign to target all demographics on some level to raise awareness and promote the corridor. We wanted to know the best way to reach the citizens of Edmonds and surrounding cities. In our survey we asked where most people get their news or information about the city. The most popular form of getting information is by word of mouth (64%), but other news outlets (social media, print and online news) were also popular. Because of this it is important for us to use as many advertising platforms in our campaign as possible. This is why we propose sponsored reminders about our event released on facebook leading up to our event, print posters and postcards that can be sent to those who live near downtown, as well as press releases for local newspapers to pick up.

A market or festival was the most popular type of event that respondents want to attend (70.97%) and the Edmond’s Art Walk was the last event attended by many respondents. We found that those who are most likely to donate to the arts corridor currently live downtown, are married and about the age of 45. Based on this we want to create an event that an older demographic would want to attend.

These findings lead us to choose a 5k Wine Run/Walk as the event for our campaign plan, followed by an art walk down the corridor and a community art project. The art walk and community art project after the 5k will give a chance for the art corridor supporters to voice their opinion on what they would like to see as well as educate those who do not know a lot about the arts corridor.

How much do you know about the 4th Ave Arts Corridor?
What type of community event are you most likely to attend?

- Festival/Market: 70.97%
- Concert: 56.99%
- Art Gallery Walk: 50.54%
- Wine Walk: 49.46%
- Open House: 24.73%
- Auction: 16.13%
- Other: 6.45%

How do you get information from the city about what is going on in the community?

- Word of Mouth: 64%
- Print News: 59%
- Social Media: 52%
- Online News: 43%
- Don't Get News: 4%
- Other: 4%
PLAN OF ACTION

THEME

OBJECTIVES

- Raise awareness of the 4th Avenue Corridor among the residents of Edmonds by 30%
- Increase donations to the 4th Avenue Corridor by 10%
- Increase support of the 4th Avenue Corridor among the residents of Edmonds and the community as a whole by 20%

TARGET PUBLICS

There are two main target audiences for the 4th Avenue Corridor and the “ART IS 4 EVERYONE” campaign, including married couples between the age of 45-54 and all demographics who live in or near downtown Edmonds.

These target audiences were selected because they comprise the audience the City of Edmonds wants to reach, as well as reflect the data collected through Live PR’s convenience survey done throughout downtown Edmonds.

STRATEGIES

- Opening event Wine Run for the arts Corridor
- A community art project to remain on corridor
- Semiannual art walks for local artists
- Create an advertising social media plan
- Print Media and local News Coverage
- PR materials such as Press Releases and PSA’s
Press Release and PSA

In our research we found that most people get their news by word of mouth but that online/print news, radio and social media were also popular ways community members get their news. This is why it is important to have multiple ways to get the news out. Having press releases will allow local news to pick up information about the event and the plans for the future of the 4th Ave Art Corridor. Having a radio or video PSA is another way to get the word out about plans to expand the Art Corridor and plans for upcoming events.

Brochures, posters, postcards

In our research we found that most people who said they participate in events downtown and donate to the arts live in downtown or less than five miles away. This is why we chose to design a postcard that would have information about the 5k Wine Run on it that could be sent to all the community members in the downtown area. We also found that most people who live in Edmonds have heard of the 4th Ave Arts Corridor but that is all, so we designed an informational brochure for the Arts Corridor explaining what it is and what the plan for the future is. We propose you create posters for the main event and community art project that can be put up in downtown Edmonds and at the Edmonds Center for the Arts. These locations will be most beneficial for posters, flyers and brochures because we found that people who visit these locations are most likely to participate in the event or donate to the arts.

Sponsored Social Media Posts and #ArtIs4Everyone

Using the #ArtIs4Everyone hashtag is a fun and easy way you can advertise the expansion of the art corridor and stay connected with the community. You can request people use the hashtag for any of their posts related to the arts or 4th Ave Arts Corridor. We found in our research that most people in the City of Edmonds get their news by word of mouth, but that print/Online news and social media were other popular ways to get news. This is why we think it is important to use as many news outlets as you can. One way to use Facebook to your advantage is to create sponsored Facebook ads, you can schedule the ads to be released over a number of weeks or months and choose the location you want them to be released. So the ad will pop up on peoples’ news feeds only in Edmonds during the months leading up to the event. The ad could have links to the Facebook event page or website.
TACTICS CONTINUED

Art walk with local artists and small performances from choir/band/dance groups at local high schools

Live PR proposes to continue the excitement and community involvement with the arts corridor through seasonal art walks. We chose this idea for several reasons. First, our research shows that most people visit the farmer’s markets and the art walks in Edmonds. This event will gain the most attention. However, these seasonal art walks will not only contain local artist’s work, but art from Edmond’s elementary school students as well as performances from middle and high school dance, choir and bands in the area. Live PR chose this tactic because it is a unique event for Edmonds, and will incorporate a demographic that isn’t usually included in community events. It opens up the space for local students to express their creativity, and for other people in the area to support them. Information for the art walks will be spread through consistent social media posts and a brochure. This tactic was chosen in order to reach demographics who both frequently use social media as well as those who don't.

Public Relations Internship

When we spoke with City of Edmonds Art Corridor team it was mentioned that there are not a lot of people working on this project currently to help with planning. We know that as the event gets closer more people will come together to help plan the event to expand the arts corridor. However, because it is important to start planning a few months before the main event to provide enough lead time we are proposing the city hire an intern. An intern will work to make all the brochures, posters, flyers, website and social media posts. They can help contact sponsors and artists for the art walk. They can write press releases and record PSA’s for radio and Online purposes. This will benefit the leaders of this project by allowing them to get more done in a short amount of time and come up with new creative ways to communicate with the public.
Wine Run/Walk Event

Live PR chose a Wine Run/Walk as an opening event for the corridor. The run/walk will take place in the streets of Edmonds, bordering the water front, and will end on 4th Avenue. Each contestant will receive a t-shirt and a glass of wine at the end. We chose a wine run/walk because one of our biggest target audiences are those above the age of 45. Likewise, many residents of Edmonds prefer to attend market/festival-like events. In order to include all people who choose not to participate, the event at the end of the run will have activities and events designed to include all demographics. These events will consist of a chalkboard wall 3D artist event and an art walk including local artist’s work and the involvement of local schools. The 3D chalkboard-wall portion of the event will take place as the main entertainment and as a way to commemorate the beginning of the chalk wall. Live PR proposes anywhere from one to three different local artists for this portion. They will then put on a “3D show” for all attending.

Chalkboard wall: blank or “before I die ____”

In order to bring the community together through artistic expression 365 days a year, Live PR proposes the construction of a giant chalkboard wall along the 4th Avenue Corridor. The idea behind the wall is to create an open instrument for expression and to encourage people of all identities to join in and leave their mark on the corridor. Chalkboard walls create an inclusive environment because they are blank canvases for any artistic ability. It leaves room for expression through words or pictures; for experienced artists or for children. Live PR proposes the idea to leave part of the wall blank and open to the public to draw, write and create. In order to aide the Edmonds community in artistic thought, Live PR proposes to implement a “Before I die...” section of the wall, as well. “Before I die” is a global art project that provides lines on a chalk wall for people to fill in their goals of what they would like to accomplish before they die. Live PR chose this as part of our chalkboard wall tactic because people will most likely be more encouraged to participate if there is already a foundational guideline for the art. Different prompts could be written on the wall. In order to spread news about this community art project, Live PR has made posters to share on social media and throughout and surrounding Edmonds. This is the best tactic because an exciting graphic will reach the attention of all demographics.
Overall evaluation of the “Art is 4 Everyone” campaign’s success will be done by analyzing the following:

- Follow up survey in the downtown Edmonds Area to determine if the objectives have been met
  - Raise awareness of the 4th Avenue Corridor among the residents of Edmonds by 30%
  - Increase donations to the 4th Avenue Corridor by 10%
  - Increase support of the 4th Avenue Corridor among the residents of Edmonds and the community as a whole by 20%
TIMELINE
December 2016

- Decide on the responsibilities of the internship and what she will handle. Assign someone to supervise the intern and guide her in her duties.
- Create internship application and make it available on the City of Edmonds website, as well as contact the Journalism department at WWU to advertise the internship position.

January 2017

- Collect and review intern applications.
- Select intern candidates and conduct interviews. Hire intern to start February 1st.

February 2017

- Get permission from the city to shut down streets on May 20, 2016, for 3 hours during the Wine Run event
- Find sponsors who will donate wine for main event
- Update information about 4th Ave Art Corridor online
- Create City of Edmonds 5K wine walk website so participants can register
- Launch Facebook event for 5K wine walk/art walk event
- Have the intern create and post sponsored ad on Facebook
- Contact artists for 3D Mural Event
- Print postcards and deliver throughout downtown Edmonds
- Get permission from city for chalk wall

March 2017

- Have intern create informational brochure for the arts corridor
- Have intern write and record radio PSA
- Continue posts inside the Facebook event page and continue sponsored ads
- Release press release about plan to expand the 4th Ave Arts Corridor by hosting a kick off event
- Press release about plan to host semi-annual community art projects
- Contact artists who will participate in the Art Walk
- Receive plan for mural ideas from artists
- Have intern create Art Walk brochure
April 2017
- Set a deadline for 5k registration and make sure it is posted on facebook event and website
- Design T-Shirts for the wine run and have them ordered for participants
- Order wine glasses for wine tasting at finish line
- Purchase chalk and chalkboard paint for the first community art project
- Order the 5k racer packs
- Buy chalk supplies
- Start painting chalk wall and let sit for two weeks before event

May 2017
- Receive wine from the sponsors for the finish line
- Stencil phrase on half of the chalk wall
- Place chalk for public use on the free-side
- Confirm with artists about 3D mural event
- Have intern make Facebook post reminding people about the event and to register

June 2017
- Send thank you letters to people who donated and to sponsors
- Keep up to date on social media posts informing the public about the success of the wine walk
- Start preparing for future art walks with local artists and local schools to be held on the arts corridor
- Continue community chalk event

COLOR KEY
- Intern Hiring
- Wine Run Event
- Social Media
- PR Materials
BUDGET
## DIY Package

### Printing
- 50 Flyers: $12.00
- 100 Postcards: $24.05
- 50 Brochures: $38.00

### 5K Event
- 100 T-Shirts: $448.00
- 100 5K runner packets (bag, bib, safety pins): $31.00
- 100 Wine Cups: $39.96
- Close roads for 3 hours: $180.00

### Community Art Project
- 10 Chalk buckets: $30.00
- 2 Quarts of chalkboard paint: $30.00
- 1 Paint brush roller: $5.00

**Total: $838.01**
## Fine Art Package

### Printing
- 100 Flyers: $24.00
- 500 Postcards: $43.25
- 250 Brochures: $99.00

### 5K Event
- 200 T-Shirts: $896.00
- 200 5K runner packets (bag, bib, safety pins): $62.00
- 200 Wine Cups: $69.93
- Close roads for 3 hours: $180.00

### Community Art Project
- 10 Chalk buckets: $30.00
- 2 Quarts of chalkboard paint: $30.00
- 1 Paint brush roller: $5.00

**Total: $1,439.18**
RELATED PR MATERIALS
RELATED PR MATERIALS

POSTER/SPONSORED FACEBOOK AD

Run Now
Wine Later

Join us for a morning run followed by wine tasting and art walk down the 4th Avenue Corridor

5k Wine Run/Walk
Downtown Edmonds
May 20, 2017

City of Edmonds
Check out our upcoming event, the Wine Run to support the arts in downtown Edmonds.

WINE Run
Support the expansion of 4th Avenue Arts Corridor by participating in our first 5k Run (or walk) followed by an art walk through downtown Edmonds.

When: April 20, 2017
Where: Starting line at Civic Center
Finish at 4th Ave.

Visit our website to find out more about the 4th Avenue Arts Corridor and upcoming community events. #Artis4everyone

178,320 people reached
5K ROUTE
SHARON LEE

Shannon Lee was born in San Francisco Ca. to a colorful, self described “beatnik” music loving mother and a self-motivated father who made her believe that she could do anything with hard work and determination, and a desire to learn.

LORI AYLESWORTH

My passion as an artist is to capture and communicate the connections between animals and birds, plants, people, and landscape. When you view my work, I hope you are inspired by the profound beauty of nature and take the opportunity to reflect on how we are all interconnected with nature and each other.

ARTWALK BROCHURE
FEATURING LOCAL ARTISTS

EDMONDS ART WALK FEATURED ARTISTS

Roy Hughes

Roy lives in Snohomish, Washington, where he creates artwork in watercolors, oils, and digital media. After receiving a degree in art education from the University of Washington, Roy pursued a career in public education for 20 years.

Roy has been influenced by Japanese wood block printers such as Hiroshige and Hosukai. He also loves the travel posters done by Maurice Logan and Norman Fraser in the 1920s and ‘30s for railroads in the US and Canada. His digital block prints earned him a selection as artist-in-residence at Glacier National Park in 2005.

4TH AVE ARTS CORRIDOR

ART IS 4 EVERYONE
4TH AVE ARTS CORRIDOR INFORMATIONAL BROCHURE

THE 4TH AVENUE CULTURAL CORRIDOR EMERGED IN 2003-4 WHEN PARKS, THE ARTS COMMISSION, AND PLANNING BOARD WERE ALL LOOKING AT WAYS THAT THE PROPOSED EDMONDS CENTER FOR THE ARTS FACILITY COULD BE BETTER LINKED TO DOWNTOWN RETAIL SHOPS, RESTAURANTS AND SERVICES.

WITH THE HELP OF LOCAL ARTIST, IOLE ALESSANDRINI AND HIS NEWEST ART PIECE SHOWN ABOVE, "LUMINOUS FOREST," THE CITY OF EDMONDS IS DEVELOPING 4TH AVENUE TO BE A COMMUNITY LOCATION FOR THE ARTS.

THE CORRIDOR AIDS TO BE A PLACE THAT BRINGS THE COMMUNITY TOGETHER THROUGH ART AND CULTURE.

FOR MORE INFORMATION VISIT US AT edmondswa.gov/
FACEBOOK facebook.com/cityofedmonds

WINE WALKS...

...COMMUNITY ART PROJECTS...

ART WALKS FEATURING LOCAL ARTWORK...

PERFORMANCES FROM EDMONDS SCHOOLS....

...AND MORE!

STAY TUNED
PRESS RELEASE

FOR IMMEDIATE RELEASE
May 23, 2017

Media contact:
Frances Chapin
Phone: (425) 771-0228
Email: frances.chapin@edmondswa.gov

Press Release
City of Edmonds announces 5k wine run followed by an art walk

Edmonds, WA—On Saturday, May 20, the City of Edmonds will be holding their first ever event that takes place on the 4th Avenue Arts Corridor. Looking to raise awareness and bring support for the arts and cultural corridor, the City of Edmonds will be hosting a 5k wine run ending on the 4th Avenue Arts Corridor. Following the wine run/walk an art walk with local artists will be set up at the end of the corridor as well as a community chalk wall allowing people to add their own art to the wall.

“We’re hoping this event creates a lasting impression on the people of Edmonds, and that it excites them for the future of the arts and cultural corridor,” Dr. Frances Chapin said, Arts & Culture Manager.

The City of Edmonds is looking to promote the planning and development stage for the arts and cultural corridor just off of the main downtown street that connects the Edmonds Center for the Arts to downtown. The project was recently put on hold due to time and budget constraints, but new Edmonds is looking to reengage the community and bring support to the corridor.

This wine and arts walk will start in the morning at the Civic Center and end at the 4th Avenue Arts Corridor. The fee to register is $40 and anyone is allowed to sign up. The registration fee will cover your t-shirt, a wine glass filled with wine and a 5k runners packet. At the end of the run there will be local artists presenting their work, as well as a community chalk wall with free chalk for anyone to create their own artwork.

For more information regarding the event and for future events held by the City of Edmonds on the 4th Avenue Arts Corridor can be found at
http://www.edmondswa.gov/ or by calling (425) 771-0228.

The City of Edmonds in 2005 adopted a Downtown/Waterfront Plan in which 4th Avenue North was listed as a potential Arts Corridor. This master plan enhances the experience of visiting the Edmonds Center for the Arts (ECA), captures on- and direct ECA attendees to downtown to help stimulate its economic development; maximizes the opportunity to create a unique pedestrian connection dedicated to walking, the arts and community; integrate the Arts Corridor concept into the downtown framework. Celebrate variety and encourage mixed-use development with a propensity towards upper story residential uses.
WEBSITE DESIGNS

ART IS 4 EVERYONE
SUPPORT THE 4TH AVE. ARTS CORRIDOR

The Arts Corridor Wine Run
May 20, 2017
Support the Arts by participating in our 5K Run/Walk. The 5K is followed by wine tasting and art walk down the 4th Avenue Arts Corridor in downtown Edmonds.

Run Now, Wine Later
Register Now
HOW TO CREATE A FACEBOOK EVENT

1. On the left hand side of your home screen click events
2. Click create
3. Make your event public
4. Choose event photo and dates
5. Create Page
6. Invite friends and share
HOW TO BUILD A "BEFORE I DIE" CHALK WALL

1. **Paint**
   Lay tarp (or any cheap material with a large surface area) in front of your wall to keep the ground free of paint. Using a paint roller, apply two coats of chalkboard paint. Use a paint brush to fill in any unpainted cracks. Take a break and let the paint dry.

2. **Measure & Mark**
   Measure and mark the placement of the stencils so they will be evenly distributed across your wall and at a comfortable height. A piece of string or chalk line can help you create a horizontal line to align your stencils. Remember space for chalk holders.

3. **Stencil!**
   Line up the stencil to your markings and tape it to the wall. Shake your spray paint can well and spray in light strokes. A little goes a long way! Hold the stencil down with your other hand to help make crisp lines. You can always use chalkboard paint to touch it up later.

4. **Add Chalk**
   Attach chalk holders with nails or screws and make sure they are securely fastened to the wall. If you need more than two chalk holders, you can use any weather-proof container that allows rain to pass through. Add colorful sticks of chalk and let the sharing begin!

5. **Maintain**
   Check on your wall frequently to document responses, provide more chalk, and keep it clean. If there is anything inappropriate, just erase it. When the wall is completely filled, wash it off using a wet sponge mop or towel so more people can share their hopes too.

6. **Document & Share**
   Take lots of photos of your wall and share them with others! We’ve provided a step-by-step guide to help you document and share your wall online. Learn more on our site at beforeidie.ca.
CHALKWALL INFOGRAPHIC FOR SOCIAL MEDIA

COMING SPRING 2016

4TH AVE CORRIDOR

CHALK WALL

FOR MORE INFORMATION VISIT US AT EDMONDSWA.GOV
COMING MAY 2016...

WHAT INSPIRES YOU?

THE CITY OF EDMONDS PRESENTS:
The 4th Avenue Chalkwall

STOP BY, DRAW, WRITE AND CREATE

BECAUSE ART IS FOR EVERYONE

For more information visit us at
http://www.edmondswa.gov/
HOW TO CREATE A FACEBOOK AD IN 10 STEPS

1. Go to drop down screen on the right hand side of your screen and click “create ads”
2. A menu will pop up with a list of objectives for your ad (for the purposes of this ad I highlighted the “Increase attendance at event”)
3. Name your event and click add account
4. On account information page make sure it says United States and U.S. Dollar
5. Next, customize your audience by typing Edmonds, WA, into the location and in the drop down menu choose “people who live in this location”. You can customize all other demographics also, I would suggest changing age range to 21-65 instead of 18-65 since you must be 21 years old to participate in a wine run.
6. For placement, choose automatic placement
7. Budget and Schedule you can change to make fit for you. You can choose how much you want to spend per day, the more you spend the more it will pop up as a sponsored ad on people’s facebook pages. You can also choose a range of dates you want it to be distributed within and put 500 dollars as your ad cost and it will distribute it evenly throughout those dates.
8. Next, choose a picture for your advertisement. I would suggest using the Wine Run poster or facebook ad we created for you.
9. Place link to the event on your facebook page so people can view it
10. Place Order
PUBLIC RELATIONS
INTERNSHIP APPLICATION

Public Relations INTERN for the City of Edmonds

Public Relations/Communications Type: Unpaid Internship

The City of Edmonds is seeking a creative-thinking arts lover who is highly organized, self-motivated and hardworking to join our team. Edmonds is excited to connect the Edmonds Center for the Arts to downtown with a kickoff 5k wine run, art walk and community chalk walk through our PR campaign, “Art is 4 Everyone.”

This is an unpaid internship, with approximately 15-20 hours a week, however we can be flexible with hours and some of the work can be done from home. We are glad to work with you to earn university credit. This is an exciting opportunity to gain real life experience and networks within the Edmonds Community to build your resume.

The intern will take direction from the Arts and Culture Manager and will work on a wide variety of outreach methods to bring awareness and support to the 4th Avenue Arts and Cultural Corridor.

Main Responsibilities:
• Event outreach: update event calendars, help create e-blasts, and generate awareness of 4th Avenue Arts Corridor as well as the 5k wine run event
• Help draft copy for press releases
• Attend 5k wine run and help assist where needed with setup and take down
• Social Media: Assist in social networking outreach (Facebook posts, create Facebook ads, consistent updates and reminders)
• Assist in creation and distribution of promotional materials for the arts corridor, including flyers, posters, brochures and postcards.
• Contact possible donors to the event to see if they’ll make donations and keep track of donations and budget costs

Qualifications:
• Pursuing a degree in Public Relations, Communications, Marketing or similar
• Must be comfortable working in both a Mac and PC computer environment, be able to create a website and know how to work Social Media, specifically Facebook
• Experience with: InDesign and Photoshop or know how to create brochures, posters and postcards
• Must be extremely detail-oriented with a keen eye for accuracy
• Have the ability to work independently and collaboratively

How To Apply:
Send your resume, two references, and work samples to francis.chapin@edmondswa.gov.
Learn more about the City of Edmonds and the 4th Avenue Arts Corridor at http://www.edmondswa.gov/.
PERSONNEL
Brie Cleveland
I am a senior at Western Washington University graduating in Spring 2017 with a degree in Public Relations. I love to travel, go to concerts and play card games with my family. Growing up I have always been very active and played lots of sports. When I graduate I hope to work for a sports related company or a sports team doing PR or marketing. My dream job would be to work for Nike.

Lynsey Amundson
I am a senior at Western Washington University graduating in Spring 2017 with a degree in public relations and a minor in psychology. I’ve found a passion for journalistic writing, public relations and sports and want to make a career out of it through sports relation. My dream job would be to work for the Seattle Seahawks or the Golden State Warriors. I love to travel, enjoy being outdoors, going to concerts, adventuring with friends, hanging out with my dogs, doing Crossfit and coaching softball.

Jenny Freitag
I am a senior at Western Washington University graduating in Spring 2017 with a degree in Public Relations and Communication Studies. I have a passion for working with at-risk and special needs youth. I hope to end up in a career that applies my PR and speaking skills through an organization that advocates for those populations. My dream job would be to create my own non-profit organization for at-risk youth. I am a barista and enjoy the art of making (and drinking) good coffee. I also enjoy adventuring with friends, road trips and water-coloring in my free time. I hope to find a PR job abroad for a year after I graduate.
APPENDICES
What is your gender?
- Male
- Female
- Other
- Prefer not to answer

What is your age?
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

How many kids do you have under age 18?
- None
- 1-2
- 3-4
- 5+

What is your annual household income?
- Less than $49,999
- $50,000 to $99,999
- $100,000 or more

What is your employment status? (check all that apply)
- Employed full-time
- Employed part-time
- Retired
- Student
- Unemployed

What is your marital status?
- Single, never married
- Single, previously married
- Married
- In a long-term relationship

How long have you lived in Edmonds?
- I don't
- Less than five years
- Between 5 and 20 years
- More than 20 years
1. How do you get information from the city about what is going on in the community? (Check all that apply)
___ I don’t
___ Social Media (Facebook, Twitter, etc.)
___ Print news/Local news paper
___ Online News
___ Word of mouth
___ Other: (please specify)

2. What type of community event are you most likely to attend? (Check all that apply)
___ Wine walk
___ Open house
___ Festival/Market
___ Auction
___ Concert
___ Art gallery/art walk event
___ Other:

3. What type of arts do you enjoy? (Check all that apply)
___ Dance
___ Theatre
___ Music
___ Sculpture
___ Painting
___ Other:

4. When you attend local arts events, who do you go with? (Check all that apply)
___ I don’t attend any
___ I go alone
___ With friends
___ With my spouse/significant other
___ With my family
___ Other:

5. How often do you do each of the following in Edmonds?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Never</th>
<th>1x/year</th>
<th>A few times a year</th>
<th>1-2x/month</th>
<th>Weekly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shop</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dine</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attend a community event</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visit the Edmonds Arts Center</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attend a city council meeting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

6. Which local arts organizations do you donate to?

7. What was the last arts event in Edmonds you attended?
8. How much do you know about the 4th Ave arts corridor?

<table>
<thead>
<tr>
<th>Never heard of it</th>
<th>I've heard of it but that's all</th>
<th>I know a little</th>
<th>I know a lot</th>
</tr>
</thead>
</table>

9. How likely are you to do the following?

<table>
<thead>
<tr>
<th>Donate to the arts</th>
<th>Never</th>
<th>Not Likely</th>
<th>Maybe</th>
<th>Likely</th>
<th>Very Likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support the 4th Ave, Arts Corridor</td>
<td>Never</td>
<td>Not Likely</td>
<td>Maybe</td>
<td>Likely</td>
<td>Very Likely</td>
</tr>
<tr>
<td>Be involved in arts (theatre, music, etc.)</td>
<td>Never</td>
<td>Not Likely</td>
<td>Maybe</td>
<td>Likely</td>
<td>Very Likely</td>
</tr>
</tbody>
</table>

10. What is your opinion of the possibilities for the 4th Ave corridor?

<table>
<thead>
<tr>
<th>Mosaics in the road</th>
<th>Hate it</th>
<th>like it</th>
<th>love it</th>
<th>think it would be fabulous</th>
</tr>
</thead>
<tbody>
<tr>
<td>small pocket parks</td>
<td>Hate it</td>
<td>like it</td>
<td>love it</td>
<td>think it would be fabulous</td>
</tr>
<tr>
<td>Traditional road/sidewalk</td>
<td>Hate it</td>
<td>like it</td>
<td>love it</td>
<td>think it would be fabulous</td>
</tr>
<tr>
<td>Curbless street design</td>
<td>Hate it</td>
<td>like it</td>
<td>love it</td>
<td>think it would be fabulous</td>
</tr>
<tr>
<td>String lights</td>
<td>Hate it</td>
<td>like it</td>
<td>love it</td>
<td>think it would be fabulous</td>
</tr>
<tr>
<td>Sculptures</td>
<td>Hate it</td>
<td>like it</td>
<td>love it</td>
<td>think it would be fabulous</td>
</tr>
<tr>
<td>Informational plaques</td>
<td>Hate it</td>
<td>like it</td>
<td>love it</td>
<td>think it would be fabulous</td>
</tr>
</tbody>
</table>
Executive Summary

The City of Edmonds is located on the edge of the Puget Sound, between Seattle and Everett. The city is dedicated to sharing the arts and cultural experiences and offers several services for the community and tourists. Edmonds wants to promote planning and development for the arts/culture corridor, a three block street stretching from Main Street in downtown Edmonds to the Edmonds Center for the Arts. The City of Edmonds is looking for a PR agency to create a campaign to bring back awareness of the arts corridor in order to reengage the community in the project.

In order to determine who the target audience is for our promotional campaign and what type of event to plan, we needed to find out which demographic was most likely to support and donate to the 4th Ave. Corridor. Live PR decided to survey people in and around Edmonds. We conducted a convenience survey of 100 people in the community.

We found that most people (64%) get information from the city by word of mouth. Also, people are most likely to attend a street market or festival (70.97%) and people in Edmonds enjoy music as their favorite type of art (86.87%). Out of all the people surveyed, less than half had heard of the 4th Ave. Arts Corridor but knew nothing more (42.42%). Out of all the possible ideas for the Arts Corridor, the most popular choices were string lights and small pocket parks.

Methodology

In order to gather data for analysis, Live PR conducted a convenient survey of 100 people in and around downtown Edmonds to get information about the 4th Ave. Corridor. We surveyed people between 12 to 3 p.m. on Sunday Oct. 16, in downtown Edmonds and at the Starbucks in downtown and at QFC grocery store. We chose these locations because we thought they would be the busiest areas with pedestrians who would be whiling to fill out survey and may be involved or interested in expanding the arts corridor. At QFC we asked we asked 11 people to take the survey and got 2 responses for an 18 percent response rate. At Starbucks we asked 4 people and got 4 responses for a 100 percent response rate. On the streets in downtown we asked 39 people and got 25 denials. Total we asked 84 people to take the survey and complete 40 surveys for a response rate of 47.6 percent.

We also went to downtown Edmonds on Wednesday Oct. 19, from 1 to 4 p.m. We chose this location because on a Wednesday afternoon it was the busiest place with pedestrians who have time to fill out a survey. During our time there we asked 25 people in and around downtown Edmonds to fill out surveys and 22 people said yes. Our response rate for this day was 88 percent.

On Friday the Oct. 21, we went to downtown Edmonds and to the Civic between 12 and 2:30 p.m. We asked one person to take the survey at civic field and got one response for a 100 percent response rate. We asked 27 people to take the survey in downtown Edmonds and had 19
responses for a 70.3 percent response rate. Total we asked 28 people and completed 20 surveys for a response rate of 71.4 percent.

Saturday Oct. 22, we went to downtown Edmonds between 10 a.m. and 12:30 p.m. to finish the survey. We asked 31 people in the downtown Edmonds area to take the survey and 18 surveys were completed for a response rate on this day was 58 percent.
For all locations we asked 168 people to fill out our survey about the arts corridor and 100 people said yes. Our total response rate for all locations combined for the survey was 59.5 percent.

Research Questions

RQ1: How do you get information from the city about what is going on in the community? Check all that apply (I don’t, Social Media, Print News, Online News, Word of mouth, Other)

RQ2. What type of community event are you most likely to attend? Check all that apply. (Wine walk, Open house, Festival/market, Auction, Concert, Art gallery/art walk, other)

RQ3. What type of arts do you enjoy? Check all that apply. (Dance, theatre, music, sculpture, painting, other)

RQ4. When you attend local arts events, who do you go with? Check all that apply. (I don’t attend any, I go alone, With friends, With my spouse/significant other, with my family, other)

RQ5. How often do you do each of the following in Edmonds? (Shop, Dine, Attend an event, Visit the EAC, Attend a city council meeting) (Never, 1x/year, A few times a year, 1-2x/month, Weekly

RQ6. Which local arts organizations do you donate to? (EAC, Edmonds Art Museum, none, other)

RQ7. What was the last arts event in Edmonds you attended? (Art walk, Edmonds art festival, Farmers market, Unsure, None, Other)

RQ8. How much do you know about the 4th Ave arts corridor? (Never heard of it, I’ve heard of it but that’s all, I know a little, I know a lot)

RQ9. How likely are you to do the following? (Donate to the arts, Support the 4th Ave. Arts Corridor, Be involved in arts) (Never, Not likely, Maybe, Likely, Very Likely)

RQ10. What is your opinion of the possibilities for the 4th Ave corridor? (Mosaics in the road, Small pocket parks, Traditional road/sidewalk, Curbless street design, Strong lights, Sculptures, Informational plaques) (Hate it, like it, love it, I think it would be fabulous)
Demographics Totals

Respondents to the survey were two-thirds female (65%) and one-third male (35%). We had a pretty even sample across all ages with 65+ (21%), 55-64 (21%), 45-54 (17%), 35-44 (18%) and 168-24 (15%). Those who were ages 25-35 were less than 10 percent (8%). Therefore, this was not analyzed in the findings. About three quarters of those who took the survey, don’t have any children under the age of 18 (74%) while those with one to two children accounted for the remaining quarter (23%). Those who had three to four children under the age of 18 (3%) and 5+ children under the age of 18 (0%) were less than 10 percent. Therefore, this was not analyzed in the data. More than half (52.53%) of respondents have an annual household income between $50,000 and $99,999, while a quarter (25.25%) make less than $49,999 a year and the remaining (22.22%) make more than $100,000 a year. More than half of the respondents (50.51%) are employed full time, about a quarter of respondents are retired (23.23%) and those employed part-time (16.16%). Those whose employment state is student (6.06%) or unemployed (4.04%) was less than 10 percent. Therefore, this was not analyzed in the findings. More than half of the respondents are married (54.55%), single/previously married (20.20%), single/never married (15.15%) and those in a long term relationship (10.10%). A majority of the respondents have lived in Edmonds between five and 20 years (41.41%), about one-fifth of respondents don’t live in Edmonds (22.22%) or have lived in Edmonds for less than five years (21.21%). The remaining respondents have all lived in Edmonds for more than 20 years (15.15%). Most of the respondents live less than five miles from downtown Edmonds (44.44%), one-third live between five to 20 miles (34.34%), respondents who live in downtown (15.15%), and the remaining live more than 20 miles away from downtown Edmonds (6.06%).

Sources of Error

Some sources of error we found were that many people left the open-ended questions blank. Our open-ended questions were related to the last event in Edmonds they attended and which art organizations they donate too. Also for most our demographic questions it is out of 99 respondents instead of 100 because one person did not answer some of the demographic questions. Also we only had eight people between the ages of 25 and 34 fill out the survey so that age range of the data will be unusable. Only three people with three to four children under the age of 18 filled out the survey and for the employment status there was only six students and four unemployed respondents so that portion of the data for demographics may be skewed. Also, Qualtrics did not add in half the responses for research question #6, because of this the data from this question is unusable and was not analyzed in findings.
Findings

RQ1: How do you get information from the city about what is going on in the community? Check all that apply (I don’t, Social Media, Print News, Online News, Word of mouth, Other)

Out of all the possible ways to get news in the City of Edmond, two-thirds (64%) of respondents answered that they get their news by word of mouth, followed by print news (59%), social media (52%), online news (43%) and other news sources or don’t get news at all (4% each).

In general, all news outlets were consistent for both male and female. However, three quarters of females (72.31%) get their news by word of mouth compared to men (48.57%). Also females were more likely to get their news from social media (56.92%) compared to men (42.86%). Those who were ages 18-24 were most likely to get the news from social media (86.67%), as ages got older it declined consistently down to age 65+ (19.05%). Print news was most likely to be viewed by ages 65+ (95.24%) and this declined for each age group to ages 18-24 (26.67%). Online news was most likely to be viewed by those ages 35-44 (66.67%), 45-54 (52.94%), 55-64 (42.86%), 18-24 (33.33%) and 65+ (19.05%). Ages 35-44 were most likely to get the news by word of mouth (83.33%), while all other ages were consistent in getting news by word of mouth about 60 percent. Those who don’t get the news at all or get the news from other outlets were consistent.

For those who have children under the age of 18 or do not have children getting news by word of mouth or from other news outlets were consistent. However, those with children under the age of 18 were more likely to read the news online (69.57%) than those without children (35.14%). Those with children under the age of 18 were also more likely to get news by social media (65.22%) than those without children (47.30%). Those without children were more likely to read print news (64.86%) than those with children under the age of 18 (47.83%).

Based on annual household income, all news outlets were consistent. However, those who made more than $100,000 (77.27%) a year are more likely to get their news by word of mouth than those who make between $50,000 and $99,999 (57.69%) and less than $49,000 (68%). Those who don’t get the news or get the news from other news outlets were consistent based on their employment status. However, those employed full time are more likely to get their news from social media (66%) than those who are retired (17.39%). Those who are retired are more likely to read print news (91.30%) than those employed part time (68.75%) and employed full time (44%). Those employed full time are most likely to get their news from online (56%), employed part time (31.25%), retired (26.09%). Those who are employed part time are more likely to get their news by word of mouth (81.25%) compared to those employed full time (64%) and retired (52.17%). Those who don’t get the news or get the news from other sources are consistent throughout based on their marital status. However, those who are in a long term relationship are more likely to get news from social media (80%) than those who are single and previously married (20%). Those who are single/previous married are more likely to read print news (85%) than those in a long term relationship (20%). Those who are married are most likely to get their news online (51.85%) compared to those who are in a long term relationship (10%). And those who get their news by word
of mouth are consistent around 55 percent except if you are in a long term relationship (90%).

All respondents who have lived in Edmonds were consistent for getting information from social media, online news sources and other. However, respondents who don’t get the news at all lived in Edmonds less than 5 years (9.52%), between five and 20 years (2.44%) and more than 20 years (0%). Those who live in Edmonds consistent read print news about 55 percent of the time, except if you have lived in Edmonds for more than 20 years you are most likely to read print news (80%). Those who live in Edmonds consistently get their news by word of mouth about 60 percent of the time, those who don’t live in Edmonds are most likely to get information by word of mouth (72.73%).

Respondents who live in or near downtown Edmonds were consistent for getting their information from social media, online news sources and other news sources. However, those who don’t get news at all lived more than 20 miles away from downtown (16.67%), less than five miles away (4.55%), between five and 20 miles (2.94%) and live downtown (0%). Those who read print news live in downtown (86.67%), less than five miles away (65.91%), between five and 20 miles away (44.12%) and more than 20 miles away (16.67%). Those who get information by word of mouth were consistently around 65 percent except those who live more than 20 miles away (33.33%).

RQ2. What type of community event are you most likely to attend? Check all that apply. (Wine walk, Open house, Festival/market, Auction, Concert, Art gallery/art walk, other)

For the community event you are most likely to attend, festival/market was the most common answer (70.97%), followed by concert (56.99%), art gallery walks (50.54%), wine walk (49.46%), open house (24.73%), auction (16.13%) and other (6.45%).

In general, most events were consistent for both men and women. However, women (56.92%) were more like to attend a wine walk compared to men (32.14%). Men (39.29%) were more likely to attend an open house than women (18.46%). Women (78.46%) were more likely to attend a festival/market than men (53.57%) and women (9.23%) were more likely to attend a different type of event “other” than men (0%).

Most events were consistent throughout all age groups. However, those ages 35-44 (61.11%) were more likely to attend a wine walk and continued to decline down to those ages 65+ (37.50%). An open house event was least likely to be attended by ages 35-44 (16.67%) compared to those ages 55-64 (21.05%), 65+ (31.25%), 45-54 (35.29%). Ages 18-24 would most likely attend a concert event (86.67%), 35-44 (61.11%), 65 (50%), 55-64 (47.37%) and 45-54 (41.18%).

Those with children under the age of 18 or with no children under the age of 18 were consistent for most events. However, those with one to two children under the age of 18 (65.22%) were more likely to attend a wine walk than those with no children under the age of 18 (43.28%).

Respondents were consistent for most events based on their annual household income. However, those who make more than $100,000 a year (72.73%) are more likely to attend a wine walk than those who make between $50,000 and $99,999 (52.17%), less than $49,999 (25%). Open house events are most likely to be attended by those who make between $50,000 and $99,999 (39.13%) than those that make less than $49,999 (12.5%), more than $100,000 (9.09%). Those who
make over $100,000 a year are most likely to attend an auction (40.91%) compared to those who make less than $49,999 (16.67%) and between $50,000 and $99,999 (4.35%).

In general, events were consistently popular based on employment status. However, those who are employed part time (6.25%) are less likely to attend an open house than those employed full time (28%) or retired (31.5%). Those who are employed part time are less likely to attend an auction (6.25%) than those employed full time (18%) or retired (18.75%). Those employed full time (64%) are more likely to attend a concert than those who are retired (37.5%).

Events were consistent based on respondent’s marital status. Except, those who are married are more likely to attend a win walk (62.26%) compared to those in a long term relationship (40%), single/never married (33.33%) and single/formerly married (28.57%). Auctions were most likely to be attended by those single/formerly married (28.57%) and continued to decline down to zero percent for those single/never married. Concerts are most likely to be attended by respondents in a long term relationship (90%) compared to those single/formerly married (78.57%), married (47.17%) and single/never married (46.67%). Those who would attend other events were consistent below 10 percent, except those who are single/formerly married (28.57%).

Based on how long respondents have lived in Edmonds, events were consistent throughout. Those who lived in Edmonds were consistent around 50 percent to attend a concert except those who have lived in Edmonds more than 20 years (90%). Those who have lived in Edmonds for more than 20 years are more likely to attend an art gallery walk (80%) compared to those who don’t live in Edmonds (54.55%) and those who have lived in Edmonds between five and 20 years (52.50%) or less than five years (30%).

Based on how far from Edmonds you live events were consistent for wine walk, festival/market and concert. However, for open house event those who lived more than 20 miles away (0%) were not likely to attend compared to those who live between five and 20 miles (36.6%), less than five miles (19.05%) or in downtown (27.27%). Those who live between five and 20 miles were most likely to attend an auction (24.24%) this continuously declined down to those who live in downtown (9.09%). Art gallery walk was consistent for all distances about 60 percent, except those who live less than five miles away (38.10%). Other events were most likely to be attended by those who live in downtown (18.18%) than those less than five miles away (9.52%), between five and 20 miles (0%) and more than 20 miles (0%).

RQ3. What type of arts do you enjoy? Check all that apply. (Dance, theatre, music, sculpture, painting, other)

Most the arts that respondents thought were most enjoyable were, music (86.87%), followed by theatre (56.57%), painting (55.56%), dance (41.41%), sculpture (27.27%) and other (8.08 %).

Different types of the arts were enjoyed by both men and women consistently. However, dance is enjoyed by women (52.31%) more than men (20.59%). Theatre is also enjoyed more by women (66.15%) than men (38.25%). Men (14.71%) were more likely to enjoy other forms of art
Sculpture and painting forms of art were enjoyed consistently based on age. However, those who ages 35-44 (72.22%) were more likely to enjoy dance than those ages 18-24 (46.67%), 55-65 (35%), 65+ (28.57) and 45-54 (23.53%). Those who enjoy theatre are most likely ages 35-44 (72.22%) and consistently declined to those ages 45-54 (29.41%). Those who enjoyed music were consistent around 90 percent, except those who were 65+ (66.67%). Those who enjoy other forms of art are most likely ages 55-64 (15%), 45-54 (11.76%), 65+ (9.52%), 35-44 (0%), 18-24 (0%).

Based on if you had kids below the age of 18 or not was consistent through all forms of art. Except those who have one to two children (60.87%) under the age of 18 are more likely to enjoy dance than those without (34.25%).

Based on annual household income, enjoying all forms of art were consistent. Enjoying different forms of art was consistent depending on respondent’s employment status. However, those who are employed part time (75%) enjoy theatre more than those employed full time (44%) or are retired (68.18%). Music is enjoyed more by those employed full time (94%) and part time (93.75%) than those who are retired (63.64%). Other forms of art are enjoyed more by those employed full time (14%) than those employed part time (0%) or retired (4.55%).

Based on marital status, enjoying different forms of art was consistent. However, those in a long term relationship are most likely to enjoy theater (70%) and continuously declined to those who were single/never married (46.67%). Respondents who are in a long term relationship enjoy music 100 percent of the time, this declined down to those who are single/ previously married (73.68%).

Based on how long you have lived in Edmonds, enjoying different forms of art was consistent. However, dance was most likely enjoyed by those who live in Edmonds less than 5 years (57.14%), between five and 20 years (41.46%), those who don’t live in Edmonds (36.36%) and more than 20 years (28.57%). Those who enjoy other forms of art have lived in Edmonds more than 20 years (21.43%), don’t live in Edmonds (9.09%), between five and 20 years (9.26%) and less than five years (0%).

Based on how far from downtown Edmonds you live, respondents enjoyed all forms of art consistently. Except, those who enjoy theater most likely live downtown (73.33%) compared to those who live less than five miles away (55.81%), between five and 20 miles (55.88%) and more than 20 miles (16.67%).

RQ4. When you attend local arts events, who do you go with? Check all that apply. (I don’t attend any, I go alone, With friends, With my spouse/significant other, with my family, other)

When attending local arts events, respondents are most likely to attend with their friends (63%) followed by with significant other or spouse (57%), with family (49%), go alone (13%), and don’t attend any at all (2%).

When attending arts events, who you attend the events with was consistent for both men and women. Except, women (72.31%) were more likely to go with friends than men (45.72%).
Based on age those who don’t attend events or attend other events that were not listed were consistent. However, those ages 65+ (28.57%) are more likely to go alone, this consistently declined to age 35-44 (5.56%). Those ages 18-24 are most likely to go with friends (86.67%) than those ages 35-44 (72.22%), 45-54 (64.71%), 55-64 (38.1%), and 65+ (57.14%). All ages were consistent around 66 percent to go with their spouse or significant other except those who were 65+ (23.81%). Ages 35-44 were most likely to attend an event with their family (61.11%) compared to ages 45-54 (58.82%), 18-24 (46.67%), 55-64 (38.10%), 65+ (42.86%).

Those with children under the age of 18 and those who do not have children under the age of 18 were consistent for who they attended arts events with. However, those with one to two children under the age of 18 are more likely (73.91%) to go to an event with their spouse than those without (50%). Those with one to two children under the age of 18 (69.57%) are more likely to attend an event with their family than those without (40.54%).

Based on annual household income, respondents were consistent on who they attend events with. However, those who make more than $100,000 (81.82%) a year are more likely to go with their spouse or significant other than those who make $50,000 to $99,999 (57.69%) or less than $49,000 (36%).

Based on employment status, who respondents attend events with was consistent. However, those who are employed full time (68%) are more likely to go with their spouse or significant other than those employed part time (62.5%) or those who are retired (34.78%). Those who are retired are more likely to go alone (26.09%) than those employed part time (12.5%), employed full time (8%).

Attending local arts events were consistent for respondents based on marital status. However, those who go alone are mostly likely single/previously married (35%) followed by single/never married (20%), in a long term relationship (10%) and married (3.7%). Those who go with friends are consistent around 60 percent except those in a long term relationship (90%). Those who go with their spouse or significant other are most likely married (83.33%), in a long term relationship (80%), single/never married (13.33%), single/previously married (5%).

Based on how long you have lived in Edmonds, who you go with to events is consistent for respondents. However, those who have lived in Edmonds for more than 20 years is most likely to go alone (33.33%) followed by less than five years (14.29%), between five and 20 (9.76%) and those who don’t live in Edmonds (4.55%). Those who go with their spouse were consistently around 57 percent except those who have lived in Edmonds for more than 20 years (33.33%).

Depending on how far from downtown Edmonds you live, who you go to events with was consistent. However, those who live in downtown Edmonds are most likely to go alone (26.67%) followed by those who live less than five miles away (20.45%), and zero percent go alone who live between five to 20 miles away or more than 20 miles away. Those who go with family most likely live more than 20 miles away (66.67%), this consistently declines down to those who live in downtown (33.33%).

RQ5. How often do you do each of the following in Edmonds? (Shop, Dine, Attend an event, Visit
the EAC, Attend a city council meeting) (Never, 1x/year, A few times a year, 1-2x/month, Weekly)

For those who visit downtown Edmonds, respondents are most likely to shop one to two times a month (35.71%), dine one to two times a month (50.51%), attend a community event a few times a year (54%), visit the Edmonds Arts Center one time a year (41%), attend a city council meeting never (84%). Based on gender, men and women who shop downtown are consistent. Except, men (51.43%) are more likely to shop a few times a year than women (22.22%). Women (46.03%) were more likely to shop downtown one to two times a year than men (17.14%). Based on age respondents shop downtown consistently. Except those who are 65+ are most likely to shop downtown weekly (50%), this declined on all age groups down to those 45-54 (5.88%). Based on how many kids under 18 respondents had, they all shop downtown consistently. Based on annual household income, all respondents shopped downtown consistently, except those who make less than $49,999 were more likely to only shop a few times a year (52%), more than $100,000 (31.82%), between $50,000 and $99,999 (24%). Based on employment status all respondents shop downtown consistently. Based on marital status respondents shop downtown consistently. However, those in a long term relationship (55.56%) were more likely to shop downtown a few times a year than those single/never married (21.43%). Those single/never married were more likely to shop one to two times a month (57.14%) than those single/previously married (15%). Depending how long you live in Edmonds respondents shop downtown consistently. Except those who lived in Edmonds between five and 20 years were most likely to shop a few times a year (45%) than those who don’t live in Edmonds (36.36%), less than five years (20%) and more than 20 years (13.33%). Those who shop weekly most likely live in Edmonds more than 20 years (40%), this consistently declined to those who don’t live in Edmonds (9.09%). Based on how far from downtown Edmonds respondents live they shop downtown consistently. Except those who shop one time a year most likely more than 20 miles away (33.33%) compared to those who live between five and 20 miles (2.94%), less than five miles (2.38%) and live in downtown (6.67%). Those who live between five and 20 miles are most likely to shop a few times a year (47.06%) compared to those who live downtown (6.67%). Those who live downtown are most likely to shop weekly (53.33%), this declined consistently to those who live more than 20 miles away (0%).Based on how often respondents dine downtown, both males and females dine consistently. Based on age, all ages downtown consistently except those who dine weekly are most likely 65+ or 35-44 (33.33%), 55-64 (23.81%), 18-24 (6.67%), 45-54 (0%).

Based on how many kids under the age of 18 you have, respondents dine consistently. Based on annual household income, respondents dine consistently except those who make less than $49,999 are more likely to dine a few times a year (36%) than those who make more than $100,000 (9.09%). Based on employment status all respondents dine consistently.

Based on marital status, respondents dine downtown consistently except those who dine weekly are most likely single/previously married (30%) this declined down to those in a long-term relationship (10%).

Based on how long you have lived in Edmonds respondents dine consistently except those who don’t live in Edmonds are more likely to dine a few times a year (40.91%) than those less than 5 years (9.52%). Those who don’t live in Edmonds are least likely to dine weekly (4.55%) compared to
those who have lived in Edmonds more than 20 years (40%).

Based on how far from downtown you live, those who live more than 20 miles away are most likely to dine a few times a year (50%), this declines to those who live less than five miles away (9.3%). Those who live downtown are most likely to dine weekly (33.33%), this declines down to those who live more than 20 miles away (0%).

Those who attend a community event are consistent based on gender. However, males were more likely to have never attended a community event (17.14%) than women (4.62%). Based on age all respondents attended community events consistently. Based on how many kids respondent had, they attended community events consistently. Based on annual household income respondents attended community events consistently except those who make less than $49,999 attend an event a few times a year (36%), compared to those who make more than $100,000 (9.09%). Based on employment status respondents attend community events consistently. Based on marital status respondents attend community events consistently except those who are in a long term relationship attend a community event one time a year (40%) compared to those single/never married (20%), single/ previously married (25%) and married (18.52%). Based on how long respondents live in Edmonds they attended community events consistently. However, those who don’t live in Edmonds are more likely to never attend a community event (22.73%) compared to those who have lived in Edmonds between five and 20 years (2.44%), more than 20 years (6.67%) and less than five years (19.05%). Depending how far from downtown Edmonds you live, respondents were consistent for attending community events. However, those who live more than 20 miles away were more likely to never attend an event (33.33%) this declined down to those who live in downtown (0%). Those who live in downtown were more likely to attend an event one to two times a month (33.33%) this declined to those who live more than 20 miles away (0%).

Those who visit the EAC are consistent based on gender, except men (48.57%) are more likely to never visit the EAC than women (24.62%). Based on age respondents visit the EAC consistently. Based on how many kids you have respondents attended the EAC consistently. Based on annual household income respondents were consistent. Based on employment status, respondents were consistent at visiting the EAC. Based on marital status, respondents were consistent for visiting the EAC. Based on how long you have lived in Edmonds, respondents visited the EAC consistently. Except those who don’t live in Edmonds are more likely to never visit the EAC (54.55%) than those between five and 20 years (21.95%). Depending how far from downtown respondents live, they were consistent for visiting the EAC. Except those who live more than 20 miles away (66.67%) were more likely to never visit the EAC, this declined down based on distance to those who live in downtown (13.33%). Those who live in downtown are more likely to visit the EAC a few times a year (46.67%), this declined the further from downtown you live to those who live more than 20 miles away (0%).

Based on gender those who attend city council meetings was consistent. Based on age those who visit city council meetings was consistent. Based on how many children you have those who attend a city council meeting was consistent. Based on annual household income and employment status, visiting a city council meeting was consistent for all respondents. Based on marital status visiting a city council meeting was consistent for respondents, except those who are in a long term
relationship (100%) are more likely to never attend this declined to those who are single/previously
married (60%). Based on how long you have lived in Edmonds attending a city council meeting was
consistent except those who have lived in Edmonds more than 20 years are more likely to attend a
meeting one time a year (33.33%) this declined to below 10 percent for all other respondents who
have lived in Edmonds. Based on how far form downtown respondents live they consistently attend
city council meetings. Except those who live more than 20 miles away are least likely to attend one
meeting a year (0%) compared to those that live downtown (33.33%).

RQ7. What was the last arts event in Edmonds you attended? (Art walk, Edmonds art festival, Farmers
market, Unsure, None, Other)

For the last arts event in Edmonds attended, one-third of respondents (31.96%) said none. This was followed by Edmonds Arts Festival (24.74%), Art Walk (20.62%), other (11.34%), Farmers
Market (9.28%) and unsure (8.25%). Respondents were consistent for the last arts event they at-
tended being the Edmonds Art Festival, other or unsure. However for the Edmonds Art walk women
(25%) were more likely to attend than men (12.12%). Women (12.5%) were also more likely to attend
the farmers market than men (3.03%).

Based on age, respondents were consistent for art walk, farmers market and unsure being
the last art event attended. However, ages 35-44 were more likely to attend the Edmonds Art Festi-
vale (35.29%), ages 18-24 (33.33%), ages 55-64 (30%), ages 65+ (19.05%) and 45-54 (6.25%). Ages
45-54 were most likely to have attended no arts event in Edmonds (43.75%) compared to ages 65+
(42.86%), 18-24 (33.33%), 35-44 (29.41%) and 55-64 (15%). Those who were ages 55-64 were most
likely to attend other events (35%) compared to ages 65+ (9.25%), ages 45-54 (6.25%), ages 35-44
(5.88%) and 18-24 (0%).

Those with children under the age of 18 and those without children under the age of 18 were
consistent or the art walk, Edmonds Art Festival and unsure being their last event attended. Howev-
er, those without children under the age of 18 (11.11%) were more likely to attend the farmers mar-
ket than those with 1-2 children under the age of 18 (0%). Those with 1-2 children under the age of
18 (43.48%) were more likely to not have attended any events compared to those without children
under the age of 18 (29.17%). Those without children under the age of 18 (12.5%) were more likely
to attend other events than those with 1-2 children under the age of 18 (4.35%).

Based on annual household income the last event attended by respondents was consistent
throughout. However, those who make less than $49,999 (20%) a year attended the farmers market
as their last event more than those who make between $50,000 and $99,999 (8%) and those who
made more than $100,000 (0%). Those who made between $49,999 and $99,999 were more likely
to be unsure about what the last event they attended was (12%) compared to those who make less
than $49,999 (4%) and more than $100,000 (4.76%).

Based on employment status the last event attended by respondents was consistent
throughout. However, those who are employed part time (31.25%) went to the art walk as their last
event more than those employed full time (22.92%) and those retired (13.64%). Those employed part
time (43.75%) were also more likely to have attended the Edmonds Art festival as their last event
than those employed full time (18.75%) and retired (27.27%).
Based on marital status the last event attended by respondents was consistent throughout. However, those in a long-term relationship (30%) attended the farmers market as their last event more than those single/never married (20%), single/previously married (5.26%) and those married (3.85%). Those single/previously married (21.05%) were more likely to attend other events compared to those married (11.54%), in a long-term relationship (0%) and single/never married (0%).

Based on how long respondents have lived in Edmonds, the last event attended was consistent. However, those who have lived in Edmonds between five and 20 years (35%) attended the Edmonds art festival more than those who don’t live in Edmonds (22.73%), live in Edmonds for less than five years (15%) and lived in Edmonds more than 20 years (14.29%). Those who don’t live in Edmonds were most likely to not have attended an arts event in Edmonds (54.55%) than those less than five years (30%), between five and 20 years (25%) and more than 20 years (21.43%). Those who live in Edmonds for more than 20 years were most likely to attend another event as their last arts event (28.57%) than those less than five years (10%), between five and 20 years (7.5%) and those who don’t (4.55%).

Based on how far from downtown Edmonds respondents live, the last event they attended was consistent. However, those who live downtown were most likely to have the art walk be the last event they attended (35.71%), compared to those who live less than five miles away (19.05%), between five and 20 miles (20.59%), more than 20 miles (0%). Those who love downtown were also most likely to have attended the Edmonds Art Festival a their last event (35.71%) compared to those who live less than five miles away (21.43%), between five and 20 miles (29.41%) and more than 20 miles (0%). Those who were unsure about the last event they attended were most likely to live more than 20 miles away from downtown Edmonds (100%), all other distances from downtown was consistently around 26 percent.

RQ8. How much do you know about the 4th Ave arts corridor? (Never heard of it, I’ve heard of it but that’s all, I know a little, I know a lot)

When asked how much respondents know about the 4th Ave. Arts Corridor, most people said they have heard of it but that is all (42.24%), followed by never heard of it (34.34%), I know a little (22.22%) and I know a lot (1.01%). Based on gender those who have heard of the arts corridor but that is all and those who know a lot were consistent. However, men (47.06%) were more likely to have never heard of it compared to women (27.69%). Those who said they know a little were more likely women (27.69%) than men (11.67%). Based on age those who had never heard of the arts corridor and those who know a lot were consistent. However, those who had heard of it but that is all was most likely ages 45-54 (56.25%), compared to ages 18-24 (46.67%), 35-44 (44.44%), 55-64 (33.33%), 65+ (28.57%). Those who said they know a little were most likely 65+ (38.10%), this consistently declined by age down to 18-24 (13.33%).

How much respondents knew about the arts corridor was consistent throughout all annual household incomes. How much respondents know about the arts corridor was con-
consistent based on employment status. However, those who said they have heard of it but that is all was most likely employed part time (56.25%) compared to those who were retired (39.13%) and employed full time (38.76%). Those who know a little were most likely retired (30.43%), compared to those employed full time (24.49%) and employed part time (12.5%). Those who know a lot were consistent based on marital status. However, those who have never heard of it were most likely single/never married (53.33%), in a long term relationship (40%), single/Previously married (35%) and married (28.3%). Those in a long term relationship (50%) were most likely to have heard of it but that is all, compared to those married (49.06%), single/never married (46.67%) and single/Previously married (20%). Those who know a little were most likely single/Previously married (40%), married (22.64%), in a long-term relationship (10%), single/never married (0%).

Based on how long you have lived in Edmonds, those who know a little and know a lot were consistent. However, those who have never heard of it don’t live in Edmonds (50%), more than 20 years (46.67%), less than five years (33.33%), between five and 20 years (22.5%). Those who have heard of it but that is it were most likely to live in Edmonds between five and 20 years (55%), less than five years (26.67%), more than 20 years (26.67%) and don’t live in Edmonds (22.73%).

RQ9. How likely are you to do the following? (Donate to the arts, Support the 4th Ave. Arts Corridor, Be involved in arts) (Never, Not likely, Maybe, Likely, Very Likely)

When asked how likely they are to donate to the arts respondents said maybe (35%). Respondents said they maybe would support the 4th Ave. Arts Corridor (41%) and maybe would be involved in arts (28%).

Those who are likely to donate to the arts were consistent based on gender. Based on age 18-24 year olds were most likely to never donate (20%) this inclined by age up to age 35-44 (5.56%). 18-24 year olds were also not likely to donate (33.33%) compared to 35-44 (5.56%). Age 35-44 (50%) answered they maybe would donate, compared to those 65+ (14.29%). Age 65+ was likely to donate (38.10%) and 35-44 (38.89%) compared to ages 18-24 (0%). Ages 45-54 were very likely to donate (17.65%) compared to 65+ (14.29%), 18-24 (6.67%), 55-64 (4.76%) and 35-44 (0%).

Based on marital status those not likely to donate were consistent. However, those in a long-term relationship were more likely to never donate (30%) compared to those single/preh-
viously married (5%). Those single and previously married were likely to donate (30%) this declined to those single/never married (0%). Based on how long you live in Edmonds, respondents donate consistently except those who don’t live in Edmonds (31.62%) never donate to the arts this declined to those who have lived in Edmonds for more than 20 years (6.67%). Those who have lived in Edmonds for more than 20 years are likely to donate (28.67%) this declined down to those who have lived in Edmonds less than five years (0%). Based on how far from downtown respondents live they donate consistently. Except those who live more than 20 miles away are not likely to donate (83.33%) this declined to those who live downtown (6.67%). Those who live downtown are likely to donate (40%) these declines to those who live more than 20 miles away (0%). Based on gender respondents’ support the arts corridor consistently. Except, women (29.23%) are likely to support the corridor more than men (5.57%). Based on age they support the arts corridor consistently except those ages 18-24 (53.33%) are not likely to support the arts corridor compared to those 35-44 (0%). Respondents who maybe would support the arts corridor were consistently around 30 percent except those ages 35-44 (56.67%). Those who were likely to support the corridor were consistent except those ages 18-24 (6.67%). Based on if you had children under the age of 18 or not respondents support the arts corridor consistently. Based on annual household income respondents support the arts corridor consistently except those who make between $50,000 and $99,999 are likely to support (30.77%) compared to those who make more than $100,000 (23.73%) and less than $49,999 (4.8%). Based on employment status supporters of the arts corridor were consistent. Based on marital status supporters of the arts corridor were consistent. However, those in a long-term relationship are not likely to support the corridor (40%) compared to those married (12.96%). Those married are most likely to donate (31.48%) this declined down to those single/never married (6.67%). Based on how long you have lived in Edmonds, all respondents were consistent to support the arts corridor. Based on how far from downtown you live those who would maybe support it, never support it and are very likely to support it were consistent. However, those who were not likely to support it lived more than 20 miles away (50%) this declined to those who live between five and 20 miles (14.71%). Based on gender those who are involved in the arts were consistent. Except, females (27.69%) were more likely to be involved in the arts than men (8.57%). Based on age those were consistent, except those not likely to be involved in arts were 18-24 (53.33%), 35-44 (22.22%), 45-54 (11.78%), 55-64 (14.29%), 65+ (14.29%). Based on how many kids under the age of 18 you have respondents were consistent throughout. Based on annual income respondents were involved in the arts consistently, except for those who make less than $49,999 said they maybe would be involved (40%), between $50,000 and $99,999 (32.69%) and more than $100,000 (4.56%). Based on employment status all respondents were consistent throughout, except those employed full time are never involved in arts (20%), employed part time (0%), retired (8.7%). Based on marital status, respondents were consistently involved in arts. However, those in a long-term relationship are not likely to be involved in arts (40%) this declines down to those who are single/previously married (5%). Based on how long you have lived in Edmonds, those not likely, likely and maybe to be involved in the arts were consistent. However those who are never involved in the arts mostly
don’t live in Edmonds (27.27%) compared to those who have lived in Edmonds for more than 20 years (6.67%). Those very likely to be involved in arts have lives in Edmonds for more than 20 years (26.67%) compared to those who have lived in Edmonds less than five years (4.76%).

Based on how far from downtown Edmonds you live respondents were consistent for maybe being involved in arts. However, those who are never involved were consistently around 15 percent except those who live in downtown (0%). Those who are not likely to be involved were consistently around 16 percent except those who live more than 20 miles away (66.67%). Those who are likely to be involved were consistently around 20 percent except those who live more than 20 miles away (0%). Those who are very likely to be involved were consistent around 25 percent except those who live more than 20 miles away (0%).

RQ10. What is your opinion of the possibilities for the 4th Ave corridor? (Mosaics in the road, Small pocket parks, Traditional road/sidewalk, Curbless street design, Strong lights, Sculptures, Informational plaques) (Hate it, like it, love it, I think it would be fabulous)

When asked what their opinion of different possibilities for the arts corridor, respondents said they would like mosaics in the road (53.54%), would like small pocket parks (48%), would like traditional road with raised curb (58.59%), would like curbless street design (37.76%), like string lights (39%), like sculptures (41.41%) and would like informational plaques (49.49%).

The opinion of mosaics in the road based on gender were consistent. Except, men were more likely to hate it (22.86%) than women (1.56%). Based on age they were consistent except those ages 35-44 (44.44%) said they love the idea compared to those 45-54 (6.88%). Based on how many kids you have under the age of 18 respondents were consistent. Based on annual household income respondents were consistent, except those who make more than $100,000 a year said they hate it (22.73%) compared to those who make between $50,000 and $99,999 (3.92%). Based on employment status. Based on marital status and how long respondents have lived in Edmonds, they were consistent throughout. Based on how far from downtown Edmonds respondents live, they were consistent. Except for those who live between five and 20 miles (36.36%) like the mosaics in the road compared to those who live more than 20 miles away (0%). For respondent’s opinion of having small pocket parks on the arts corridor, based on gender both men and women were consistent. Except, men were more likely to hate it (17.14%) and women (3.08%), while women were more likely to think it is fabulous (20%) compared to men (5.71%). Based on age and how many kids you have respondents were consistent. Based on annual household income and employment status respondents were consistent. Based on marital status, respondents were consistent except those who are in a long term relationship are more likely to love pocket parks (40%) than those married (37.04%), single/never married (13.33%) and single/ previously married (10%). Based on how long you have lived in Edmonds, respondents were consistent. Based on how far from downtown respondents live they were consistent. Except, those who live more than 20 miles away were more likely to hate the idea of pocket parks (33.33%), between five and 20 miles (2.94%), less than five miles (6.82%), live downtown (13.33%). Those
who live between five and 20 miles were most likely to love it (38.24%) compared to those less than five miles away (27.27%), downtown (20%) and more than 20 miles away (0%).

Respondent’s opinion of traditional road with raised sidewalks was consistent based on gender. Except, men were more likely to like this choice (80%) than women (46.88%). Based on age respondents were consistent. Based on how many children respondents have under the age of 18 they were consistent. However, those with no kids like this design more (64/38%) than those with one to two kids under 18 (39.13%). Based on annual household income, employment status and marital status respondents were consistent throughout. Based on how long you have lived in Edmonds respondents were consistent. Based on how far from downtown you live, respondents were consistent. However, those who live more than 20 miles away (33.33%) hate the idea more than those who live downtown (0%), less than five miles (9.09%), between five and 20 miles (6.06%).

The opinion on a curbless and more open street design among respondents was consistent based on gender. Based on age it was consistent, except those 65+ liked this design more (60%) than all other ages who were consistently around 30 percent. Based on how many kids under the age of 18 you have or annual household income respondents were consistent. Based on employment status respondents were consistent except those retired (69.57%) liked it more than those employed full time (24.49%) and part time (40%). Based on marital status respondents were consistent except those in a long term relationship like this design more (60%) this declined down to those who were single and never married (20%). Based on how long you have lived in Edmonds respondents were consistent, except those who don’t live in Edmonds (35%) hated this design choice more than those who lived in Edmonds between five and 20 years (4.88%). Based on how far from downtown you live respondents were consistent.

The idea of adding string lights to the arts corridor was consistent based on gender, age, how many children respondents have and annual household income. However, based on employment status those who are retired (26.57%) like string lights more than those employed full time (28%). Based on marital status respondents were consistent except those married (27.78%) thought string lights were fabulous more than those in a long-term relationship (0%). Based on how long you have lived in Edmonds, respondents were consistent. Except, those who did not live in Edmonds were more likely to hate string lights (22.73%) than all others who live in Edmonds, about 5 percent. Based on how far from downtown respondents live they were consistent. Except, those who live between five and 20 miles away (32.35%) thought string lights would be fabulous more than those who love more than 20 miles away (0%).

Based on the opinion of adding sculptures to the arts corridor, respondents were consistent based on gender. Except, men (26.47%) were more likely to hate it than women (4.62%). Based on age and the number of children respondents have they were consistent on the opinion of sculptures. Based on annual household income and employment status they were consistent throughout. Based on marital status they were consistent. Based on how long respondents have lived in Edmonds they were consistent. However, those who have lived in Edmonds more than 20 years hate the idea of sculptures (33.33%) while all others were around 8 percent. Those who don’t live in Edmonds think sculptures would be fabulous (31.82%) compared to all others
who were about 7 percent. Based on how far from downtown respondents live, they were consistent throughout. Except, those who live more than 20 miles away liked sculptures (83.33%) more than those who lived closer to downtown who were all consistently around 40 percent. The opinion of adding informational plaques to the arts corridor was consistent based on gender. However, men (31.43%) were more likely to hate it than women (9.38%). Based on age and how many kids you have respondents were consistent throughout. Based on annual household income respondents were consistent. Except, those who make more than $100,000 a year (27.27%) hated the idea more than those between $50,000 and $99,999 (19.61%) and less than $49,999 (4%). Based on employment status and marital status respondents were consistent throughout. Based on how long you have lived in Edmonds respondents were consistent. Based on how far from downtown you live, respondents were consistent. Except, those who live more than 20 miles away (83.33%) like the idea of informational plaques than those between five and 20 miles away (36.36%), less than five miles (56.82%), don’t live in Edmonds (46.67%.

Concluding Interpretation

Based on our findings what we thought was interesting is that most people had heard of the 4th Ave. Arts Corridor but knew nothing more, or had not heard of it at all. This is important because one of our main objectives is to spread awareness of the 4th Ave. Arts Corridor. This information will help us by directing our campaign to target all demographics on some level to bring awareness to promote the corridor. This is why we will make advertisements and marketing strategies for all social media outlets, online news and local print news.

The most popular form of getting information is by word of mouth. All other news outlets (social media, print and online news) were also well-used. Because of this it is important for us to use as many advertising platforms in our campaign as possible.

A market or festival was the most popular type of event that respondents want to attend. Based on age, respondents also consistently like music. These findings helped us decide what type of event to plan for the city of Edmonds. We also found that the farmer's market that opens up in the spring is a popular event attended both by those who live in and those who live outside of Edmonds. This could be a good event to partner with for our event because there is already a solid attendance.

Our second objective is to get donations from the community for the arts corridor. We found that those who are most likely to donate to the arts corridor currently live downtown, are married and about the age of 45. Based on this we want to create an event that an older demographic would want to attend. The most popular event choice for this age demographic was a festival/market or art gallery walk. I had the idea that we could have an art gallery walk/auction, this could be a way to get donations right at the event. We would have to find local businesses or artists to donate items to go into the walk. During the walk, event attendees could bid on items.
CONTACTS

T-Shirt Apparel:
http://www.uberprints.com/studio
866-440-8237
Custom T-Shirt Designs

CJ’s Custom Apparel
Sales@cjsapparel.com
4053409677

5K costs:
For bibs, safety pins and 5k handout bags
http://shop.marathononline.com/

Contact List for Wine donors:
Arista Wine Cellars (downtown)
(425) 771-7009

The Vineyard Wine Shop
wineshop@frontier.com
(206) 542-4490

Naches Heights Vineyard (NHV)
(509) 966-4355

Naked Winery
Distribution & Sales
Emma-Rose Stuart
1 (541) 386-3700 (ext. 15)

Chandler Reach Vineyards
meghan@chandlerreach.com
(425) 892-9999

Three of Cups
info@threeofcups.com
(425) 286-6657

Contact List for Art supplies (paint for art project):
ArtSpot Edmonds
(425) 640-6408

Contact List for 3D Artists:
Martin Hester “The Seattle Chalk guy”
(206) 794-0524
martinhester@comcast.net

Ryan Henry Ward
Contact through email at
www.ryanhenryward.com/contact-henry

Katie Bosseller
(360) 280-5100
katie@chalkboss.com

Malia “Chalk of the Town”
(425) 889-0136
malia@chalkofthetown.com
THANK YOU 4 EVERYTHING!

Art is 4 Everyone

LIVE PR
Come to the Corridor

A PR campaign proposal for the City of Edmonds Arts Commission

edmonds

ARTS COMMISSION
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Introduction

City of Edmonds Mission Statement

*We place service above self, with an unwavering and unbiased commitment to public safety, improving the quality of life for our community.*

Apollo PR Mission Statement

In Greek Mythology, Apollo is a god that represents truth and knowledge. He was tasked with carrying the sun across the sky, bringing light to all.

We at Apollo PR strive to do the same and develop creative strategies that will make your organization shine. By building a foundation of strong communication and media relations, Apollo PR works with you on a personal level to help assess your objectives and take you to new heights.
Action Plan
Apollo PR invites you to Come to the Corridor

When assessing the needs of the Edmonds Arts Commission for the Arts and Culture Corridor, our team looked backwards to frame our thinking and creativity. We assessed the 2005 Downtown and Waterfront Plan, the 2014 Community Cultural Plan, and the specific needs identified in the RFP submitted by the City of Edmonds, in order to create an aggregate campaign that incorporates both inventive planning and strategic action for the corridor.

Apollo’s team developed a scope of services that will both accomplish the immediate goals of the Edmonds Arts Commission and the longstanding community planning goals of the City. Our research shows us the strongest strategy we can take is mobilizing and engaging with those aged 45-54 who have lived in Edmonds for less than 20 years. Our tactics rely on this research and implement it throughout our proposed campaign.

We are utilizing community events, theater performances and an art walk in order to engage our target audience with the space of Fourth Avenue, and using bumper stickers, brochures and social media to engage them with the idea of the arts corridor. Additionally, we are recommending the City build a parklet in order to carry out the objective of increasing accessibility to the arts and integrating art into the physical structure of the city. Our goal is to make the Fourth Avenue Arts Corridor a destination for locals, tourists and art enthusiasts, and we will achieve that goal by using tactics like print and social media campaigns, building a parklet and creating innovative and unique ways to access art within the community.
The first and most reliable tactic we propose is a theater performance at the Edmonds Center for the Arts. Seventy percent of those surveyed responded positively to attending a theater performance, seconded only by participating in a community art walk. Our team has proposed bringing the comedy troupe Unexpected Productions up from Seattle for a performance at the Edmonds Center for the Arts. This event would be a great opportunity to distribute literature on the arts corridor and collect the contact information of those who are interested in getting more involved in the Fourth Avenue Arts Corridor. By coupling this event with another existing element of the Edmonds Arts Corridor, for example the "Luminous Forest" light display, residents and visitors could be encouraged to walk through and experience the arts corridor at night to view the Luminous Forest, which would fulfill the goal of directing ECA attendees through downtown and maximizing spaces for art and culture.

Two-thirds of those surveyed responded positively to the idea of attending an art walk, and half of those surveyed responded that they would be interested in seeing or participating in photography and painting, with approximately one-third responding they would be interested in dance, poetry, or spoken word. This led us to believe hosting an art walk would be the most effective way to achieve the goal of embracing an expansive view of art and maximizing opportunities to create pedestrian connections between the Edmonds Center for the Arts and downtown. The art walk would be most effective after the reconstruction of Fourth Avenue in order to showcase the newest and most exciting parts of the arts corridor.
Additionally, building a parklet along the Fourth Avenue corridor is something we strongly recommend. This idea was first presented by Frances Chapin, the Arts and Culture manager in the Parks, Recreation and Cultural Services Department. This construction of a parklet would fulfill the goals of implementing a variety of interactive and accessible arts pieces, integrating art into the physical structure of the city, and embracing an expansive view of art through multiple forms of artistic expression. Parklets are an integral part of healthy and sustainable community planning, and are used by cities like Seattle, San Francisco, and New York City. Parklets are designed to be a space for respite and reflection, and can be integrated with the unique art and culture of the Puget Sound. As a part of the Sustainable Cities Partnership, a member of our group was able to meet with several teens from the Edmonds area and talk with them about the parklet proposal, and all of the them were on board and ready to contribute ideas. The parklet would act as a connecting point between the Edmonds Center for the Arts and downtown, but it could also be designed to stand on its own and be a unique feature of Edmonds.

Edmonds is an arts-centered city, with just under half of those surveyed describing Edmonds as creative and artistic. Incorporating promotional tactics into existing structures will play an increasingly important role in reaching your targeted audience as the Fourth Avenue project progresses. Therefore, our team has proposed utilizing the weekly farmer’s market as a way to inform and engage your audience in the building process of the arts corridor and in the Edmonds Center for the Arts. Hosting an informational booth at the market will allow the arts commission to have greater access to groups who are interested and care about the arts, but might not
Project Narrative

be aware of the Fourth Avenue reconstruction project. Given that two-thirds of those surveyed responded they were not aware of the Arts and Culture Corridor, our team found it prudent to promote the corridor in as many existing structures as possible. More information on this project can be found in the Appendix section of the handbook.

An effective media and promotion campaign is critical to achieving any goals or objectives. Our media strategies are contained in our media kit. The media kit is a tool composed of press releases, specific information on events and the parklet, a media backgrounder, a social media plan, and a media contact sheet. Based on our research, we concluded the most effective ways to reach our audience would be through print media and online media, given that just under half of those surveyed said they got their news from print and just over one-third said they got their news online. Our online media is focused on both women and men, given that women were more likely than men to get their news from online news sources, but men were more likely to get their news from Facebook and Twitter compared to women. Online, those younger than 45 are more likely to get their news from Twitter than those older than 44. Just over half of people aged 18–24 get their news from Facebook, which prompted our team to create media for Facebook which is meant to be consumed by 18–24-year-olds. Our print media is equally focused on men and women and is primarily targeted at those 65 and older, due to our research which showed that age demographic overwhelmingly got its news from print media.
Situation Analysis

The City of Edmonds, established in 1876, is a waterfront city located in Snohomish County and had a population of 40,490 people in 2015. The city features a major ferry terminal and is known for arts and recreation in the Puget Sound area.

Edmonds was in the process of planning and implementing the Fourth Avenue Arts Corridor project before economic troubles hit the country in 2009. The city is looking for a PR campaign to renew interest in and promote the planning and development for the Fourth Avenue Arts and Cultural Corridor.

A successful campaign will reflect Edmonds’ commitment to the arts and integration of the arts through urban planning, unique zoning and short-term projects. It will also reflect careful planning around pedestrian access and integration of public art.

After surveying over 100 people, Apollo PR gained some valuable knowledge in forming a campaign strategy for the City of Edmonds. About two-thirds of people surveyed said they were not aware of the Fourth Avenue project at all and only 13 percent were very aware. While people do not describe Edmonds as boring, less than half describe it as artistic. However, close to half of the people surveyed donate money to the arts annually. People age 55–64 are the most likely to donate to the arts and donate more money more often than other age demographics. Just under half of those surveyed got their news from a print newspaper. Most people said they would participate in plays or musicals, with men and women equally reporting they would participate.
Research

To begin creating a campaign, Apollo PR conducted a survey to understand Edmonds' citizens and visitors awareness of the arts corridor. We conducted a convenience survey of 101 people in the Edmonds community.

The Survey
Apollo PR asked 177 people to take the survey and got 101 responses. We surveyed in downtown, the waterfront, neighborhoods and Fourth Avenue.

How aware are you of the Arts Corridor Project on Fourth Avenue?

- Not aware: 63%
- Somewhat aware: 17%
- Mostly aware: 9%
- Very aware: 11%
Research

How do you get your news about the City of Edmonds?

- Online News Source: 40%
- Print Newspaper: 60%
- Other: 20%
- Email: 10%
- Facebook: 30%
- Twitter: 10%
- Broadcast News: 20%

How would you describe the City of Edmonds?

- Family friendly: 60%
- Quiet: 50%
- Artistic: 40%
- Creative: 30%
- Exciting: 20%
- Boring: 10%
- Other: 10%
Objectives

1. Raise awareness of the Arts Corridor project to 70 percent, almost double what it is now.

2. Reflect Edmonds’ commitment to the arts through integration of art into the physical infrastructure of the city.

3. Increase accessibility to the arts through community collaboration and partnerships.

4. Capitalize on and direct ECA attendees to downtown to help stimulate economic development.

5. Maximize the opportunity to create a unique pedestrian connection dedicated to walking, the arts and community.
Strategies and Tactics

Based on our research, our team can recommend implementing the following tactics in order to strategically encourage both residents and visitors to come to the corridor. These tactics are based in the central belief that an active arts and cultural community is a necessity to building a community that shares a strong sense of civic pride.

Everything listed below has corresponding documents in the Related PR Materials section as well as the Appendix.

Host a theater performance at the Edmonds Center for the Arts, which 500 people will attend.
- Host a theater performance with a local theater troupe as a kickstart to the campaign.
- Provide refreshments to the guests as well as information about the arts corridor project.
- Offer bumper stickers for a suggested donation to offer people an option to support the project as well as have something to show for it.
- Hand out brochures and talk with the community on how to get involved and show support.

Host a booth at the Edmonds Artisan Market on a biweekly basis.
- The Garden Market is held every Saturday in May and June from 9:00 a.m. to 2:00 p.m. at the Public Safety parking lot at 5th and Bell.
- The Summer Market is held every Saturday in July, August and September
Strategies and Tactics

from 9:00 a.m. to 3:00 p.m. on Fifth Street.

• Our initial plan is expanding the area of these existing farmers markets to Fourth Avenue with more local artisans (creating the Artisans Area) and bringing people to the corridor by visiting the farmers market.
• We would encourage more local artisans and those who have already had space at the existing farmers markets to join the new Artisans Area.

Building a parklet along Fourth Avenue with capacity to attract both visitors and residents.

• A parklet in Edmonds could be made possible through the Parks, Recreation and Open Spaces plan, and could be created when construction on Fourth Avenue begins.
• The parklet can be a destination to attract attention and provide a place for pedestrians to relax and take in the beauty of Edmonds.
• The corner of Sprague and 4th is best suited to host a parklet.

Showcasing an art walk after the corridor is built which approximately 1,500 people attend.

• Host an art walk to get visitors and constituents into the Fourth Avenue Art Corridor after it has been built.
• Create a place in the community for the arts by showcasing local artists and cementing Fourth Avenue as the Arts Corridor.
• Gets people out in the corridor and draws residents and visitors alike to
Strategies and Tactics

the destination spot for the arts.

**Implement a social media marketing plan in order to engage and inform residents and visitors of the Arts and Culture Corridor.**

- Revamp social media to engage people across Facebook, Twitter, Instagram and other media sources.
- Partner with local organizations and businesses to promote the Arts Corridor and other projects in meaningful ways.
- Promote the City of Edmonds in a professional and creative way through images and themes across all media platforms.
Evaluation

To measure success of the "Come to the Corridor" campaign you should analyze the following:

» Conduct a survey one year after the initial campaign begins and six months after the corridor has been built. Compare how awareness for the Arts Corridor project has changed as well as how people view the City of Edmonds.

» Measure how many media outlets have reported on the Arts Corridor project and supporting events.

» How many bumper stickers have been sold.

Data you should constantly be monitoring:

» How your social media following has changed.

» When and what media outlets have talked about the Arts Corridor Project.
Timeline
# Preconstruction Timeline

<table>
<thead>
<tr>
<th>January 2017</th>
<th>February 2017</th>
<th>March 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Book Edmonds Center for the Arts for Feb. 25 <em>(Jan. 2–Jan. 6)</em></td>
<td>• Receive promotional materials, brochures, bumper stickers and poster. <em>(Jan. 30 – Feb. 10)</em></td>
<td>• Create special interest group with biweekly meetings <em>(March 6 – 19 March)</em></td>
</tr>
<tr>
<td>• Book Unexpected Productions for Feb. 25 <em>(Jan. 2–Jan. 6)</em></td>
<td>• Post promotional materials around town and online <em>(Feb.10 – Feb. 20)</em></td>
<td>• Host info walk through of Fourth Avenue with city council members and key figures <em>(March 20 – April 2)</em></td>
</tr>
<tr>
<td>• Create bimonthly newsletter <em>(Jan. 2 – Jan. 15)</em></td>
<td>• Buy art easel for display <em>(Feb. 20 – Feb. 24)</em></td>
<td></td>
</tr>
<tr>
<td>• Create Facebook Event for theater performance <em>(Jan. 6–Jan. 9)</em></td>
<td>• Acquire tables and table cloths <em>(Feb. 20 – Feb. 24)</em></td>
<td></td>
</tr>
<tr>
<td>• Order large poster, bumper stickers, brochures and promotional fliers. <em>(Jan. 9 – Jan. 16)</em></td>
<td>• Gather materials and setup event <em>(Feb. 25)</em></td>
<td></td>
</tr>
<tr>
<td>• Write 10 minute speech about the Arts and Cultural Corridor <em>(Jan. 16 – Jan. 23)</em></td>
<td>• Host event <em>(Feb. 25)</em></td>
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</tr>
<tr>
<td>• Contact local media outlets and pitch story <em>(Jan. 23 – Jan. 30)</em></td>
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</table>
Preconstruction Timeline

- Theater Performance  
- Community Outreach  
- Art Walk  
- Parklet  
- Farmer’s Market

**April 2017**
- Get in touch with Farmer’s Market organization (April 24 - May 1)

**May 2017**
- Promote event to artisans (May 1 - May 29)
- Get required permits (May 1 - May 14)
- Create Facebook event (May 15 - May 22)
- Advertise around town via fliers (May 22 until September)
- Book Artisans (May 29 until September)

**June-Sept 2017**
- Media Pitches (June 9 to June 16)
- Advertise around town via fliers
- Host Event (June 17 to September)
- Book Artisans
Construction Timeline

This timeline is for when construction begins on Fourth Avenue

- Theater Performance
- Community Outreach
- Art Walk
- Parklet
- Farmer’s Market

Month 1
- Reference other cities, such as San Francisco, Los Angeles and New York City, for ideas and tips; develop a preliminary plan. (Week 1 – Week 4)
- Reach out to local business owners (week 1 – Week 2)
- Book business locations (Week 1 – Week 4)
- Book artists (Week 2 – Week 5)
- Secure permits (Week 1 – Week 4)

Month 2
- Get approval and budget (Week 5 – Week 12)
- Create Facebook event (Week 5 – Week 6)
- Student Competition: Talk to school districts (Week 5 – Week 8)

Month 3
- Student Competition: Send out supplies (Week 9 – Week 10)
- Student Competition: Send small fliers to schools for parents (Week 9 – Week 10)
- Post fliers around town (Week 11 – Week 12)
- Media pitches (Week 12 – Week 14)

Month 4
- Get RFP from architect and/or designers (week 13 – Week 20)
- Student Competition: Gather all artwork (Week 14 – Week 16)
- Student Competition: Write info card (Week 16 – Week 17)
- Book catering (Week 16 – Week 18)
Construction Timeline

This timeline is for when construction begins on Fourth Avenue

- Theater Performance
- Community Outreach
- Art Walk
- Parklet
- Farmer’s Market

Month 5
- Host event (Week 19)

Month 6
- Pitch story to media (Week 21 - Week 23)
Budget
# Theater Performance Budget

## Mount Olympus Package

**Printing**
- 250 Brochures: $194.99
- 80 Bumper Stickers (2 designs): $329.98
- Large Poster (24” x 36”): $29.99

**Decorations**
- Table/Cloth/Chairs: Donated/Owned
- Easel: $13.99

**Refreshments**
- 21 packages of Costco muffins: $107.94
  (*Cut in half for 250 servings*)
- 8 gallons of Kirkland apple juice: $44.99
- 8oz foam cups (1,200 count): $28.07

**Performance**
- 90 minute troupe: $1,300.00
- (Optional: One additional performer): $200.00
- 5 hour performance rental block: $1,400.00
- ECA staff fees: $180.00

**Total:** $3,673.93
Theater Performance Budget

Hercules Package

Printing
250 Brochures $194.99
50 Bumper Stickers $175.99
Large Poster (18” x 24”) $14.99

Decorations
Table/Cloth/Chairs
Easel

Easel Donated/Owned $13.99

Refreshments
N/A

Performance
60 minute troupe $1,125.00
(Optional: One additional performer) $175.00
5 hour performance rental block $1,400.00
ECA staff fees $180.00

TOTAL: $3,104.96
## Art Walk Budget

### Ursa Major Package

<table>
<thead>
<tr>
<th>Printing</th>
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<tbody>
<tr>
<td>250 Brochures</td>
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</tr>
<tr>
<td>500 Flyers</td>
<td>$159.99</td>
</tr>
<tr>
<td>200 Bumper stickers</td>
<td>$642.99</td>
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</table>

**Decorations**

- Table/Cloth/Chairs: Donated/Owned
- Artist displays: N/A

**Refreshments**

- Caterer providing appetizers: *Varies*
- 16 gallons of Kirkland apple juice: $88.96
- 1 gallon water jugs (18 count): $24.78
- 8oz foam cups (2,400 count): $56.14

**TOTAL: $1,167.85 (Before catering)**

### Ursa Minor Package

<table>
<thead>
<tr>
<th>Printing</th>
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</thead>
<tbody>
<tr>
<td>250 Brochures</td>
<td>$194.99</td>
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<tr>
<td>250 Flyers</td>
<td>$119.99</td>
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<tr>
<td>100 Bumper stickers</td>
<td>$346.99</td>
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## Art Walk Budget

<table>
<thead>
<tr>
<th><strong>Decorations</strong></th>
<th><strong>Donated/Owned</strong></th>
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</thead>
<tbody>
<tr>
<td>Table/Cloth/Chairs</td>
<td>N/A</td>
</tr>
<tr>
<td>Artist displays</td>
<td>N/A</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Refreshments</strong></th>
<th><strong>Price</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>8 gallons of Kirkland apple juice</td>
<td>$44.99</td>
</tr>
<tr>
<td>1 gallon water jugs (18 count)</td>
<td>$24.78</td>
</tr>
<tr>
<td>8oz foam cups (2,400 count)</td>
<td>$56.14</td>
</tr>
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**TOTAL: $787.88**
Related PR Materials
Media Kit

Arts Corridor Media Kit

Media Backgrounder
Social Media Plan
Story Pitch Guidelines

Press Contact: Trisha Patterson
Phone: (503) 804 8923
Email: pattert3@wwu.edu
Media Backgrounder

Overview:

The Fourth Avenue Arts and Cultural Corridor emerged in the City of Edmonds as a way to link downtown retail shops, restaurants, and services to the Edmonds Center for the Arts. This corridor is a part of a multifaceted partnership between Parks, the Arts Commission, and the city planning board to create an interconnected and vibrant downtown and waterfront area.

- In 2007 the city received a $50,000 matching grant from the National Parks Service Preserve America program, and has contracted with SvR Design to further develop ideas for the corridor.
- The arts corridor project is a part of the larger Sustainable Cities Partnership that Edmonds is conducting with Western Washington University.
- This corridor is meant to incorporate art and culture into the city’s physical structure in order to reflect Edmonds’ commitment to the arts.

Current activities:

- Installation of the "Luminous Forest" by Iole Allesandrini along Fourth Avenue.
- Partnership with students at Western Washington University to address specific issues faced by the city through the Sustainable Cities Partnership.
- Installation of public-use restroom facilities along Fourth Avenue.

Key Terms:

- Sustainable Cities Partnership: This is a program at Western Washington University that focuses the energy and ideas of faculty and students upon the issues our cities face as our society transitions to a more sustainable future. The partnership focuses on one city per academic year and is facilitated by a program in which many Western courses complete service-learning projects to address problems identified by partner cities.
- Fourth Avenue Arts and Culture Corridor: Previously active collaborative project between Parks, the Arts Commission, and the city planning board. Located just off the waterfront of the City of Edmonds, the Fourth Avenue Arts and Culture Corridor is meant to engage the community with the vibrant downtown and attract visitors to the city.
- Parks Department: Referred to as “Parks,” this department is formally called the Parks, Recreation and Cultural Services. This department houses the concept plan for the corridor as a part of the Streetscape Plan, formerly called the Urban Design Plan.
Media Kit

- Edmonds Arts Commission: This commission is made up of seven Edmonds residents who serve staggered four-year terms. These commissioners play an active role in matters pertaining to the arts, and must be professionally engaged in the arts in order to participate. The Arts Commission meets monthly and makes recommendations to the city council, the mayor, and other commission boards concerning matters pertaining to the arts.

- Planning Board: This board serves as an advisor to the city in local and regional planning, and has integrated the corridor concept into its downtown and waterfront activity planning.

Facts:

- The Sustainable Cities Partnership works with 10 different groups of Western students to address issues and identify solutions to Edmonds. These courses range from ecological restoration to managing food waste, to developing a mobile app that will attract visitors and inform them of local attractions.

- The City of Edmonds has been working on the Arts and Culture Corridor for over 10 years.

- The Edmonds Arts Commission showcases writer’s conferences, concerts in the park, rotating arts exhibits, and an outstanding public art collection featuring Northwest artists, and has earned its credit as an arts destination.

- The City of Edmonds Public Art’s Collection features work from eminent Northwest artists like Guy Anderson, Tony Angell, Robert Cooke, Everett DuPen, Georgia Gerber, Steve Jensen, and Michelle Van-Slyke.

Official Social Media Plan 2016

*This plan is meant as a suggestive tool for the Edmond’s Art and Culture Corridor social media strategy. This plan covers suggestions and tips for using Facebook, Twitter, Instagram and blogging in the most effective and impactful way. Please let me know if you have any questions or need clarification.*
**Best Practices:**

- **64 percent of Facebook users visit the site on a daily basis,** making Facebook one of your most valuable sites to use.
- **65 percent of adults use social networking sites.** Usage among those 65 and older has tripled to 35 percent in 2015, compared to 2 percent in 2005.
- **In 2014, 26 percent of all Internet users used Instagram.** 53 percent of users 18-29 and 25 percent of users 30-49 used Instagram in 2014. Instagram is entirely picture and video based, and this outlet will be crucial in developing your visual brand.
- **28 percent of people use multiple social media sites,** so syncing posts between medias is key to reaching your audience. Repetition is the most effective way of making the message stick, and the medium in which you choose to do so has an enormous effect upon the message that your audience will receive.
- **Video is king.** A funny, eye-catching, or beautiful video will attract the attention of a great portion of your audience and will increase the likelihood your content will be shared across other feeds.
- **Mondays and Wednesdays** are the most popular days of the week for social media. Posting on these days at peak times will be especially advantageous for promotion of events and for community education on the corridor.
- Always include **images with posts** if possible, especially when posting to Facebook. A large text message will be scrolled past, whereas a picture will grab the attention of your audience.
- Start your posts with a quick, attention-grabbing message. This will engage more viewers to stop, read and react to your post. This can be a hashtag, an exclamation, or even a GIF.
- **Track your page engagement,** reactions, and likes through Facebook. Your page has this under notifications, and can be emailed weekly. This gives you a better idea of what posts, events, or outside factors helped to shape your audience engagement that week.

"About" Page:

- This page is similar to a boilerplate, or a short, succinct description of your organization.
- On Twitter, this is located under the profile photo and is meant to describe the page. You may have multiple pages for different sections of your organization. On Twitter, the Edmonds Arts Commission should have a home page, a page for the Fourth Avenue Arts and Culture Corridor, and a page for meetings, among others. By splitting different branches of your organization into different pages, especially on Twitter, this allows for different users to follow the content they want to see most.
• On Facebook, your "About" page is the main page of your organization. Facebook allows your page administration to set different pages underneath your About page, which allows for easier access for users to jump to the content they want to see.

Who to follow:

• Be sure to follow all of your other accounts.
• Other cities accounts.
• The mayor.
• Pages affiliated with Western Washington University as a part of the Sustainable Cities Partnership.

Suggested hashtags:

• Twitter, Facebook, and Instagram all have hashtag capabilities. When posting, be sure to post across all social media platforms and to have consistent tags.
• Our branded theme is “Come to the Corridor,” and by consistently tagging this in your posts you can create a pattern of consistency and normalize the tag, which will encourage audience users to repeat it.
• It is OK to be funny. Using comedic tags will both engage your audience and make your post more memorable, thus making your content more desirable. It is best to run all social media posts by a department head or a communications specialist, especially when posting comedic material. It is OK to be edgy; it is not OK to be offensive.

Themes:

• Using themes to carry your organization through a season, holiday, or campaign. An effective organization will use themes to outline what and how they post over a series of weeks or months. This tactic can be a very helpful part of an ad hoc campaign, and if used properly can cause an organization to gain reputation, media attention, and increased public awareness of its mission and values.
• Break your posts down into daily and weekly posts. They should be sequenced or have some sort of flow with one another. Even if you think your audience isn’t paying attention, they are. Some great ways to keep your audience involved is to post updates on project creation, construction, and any events you have to promote the Arts and Culture Corridor.
Several post types I would recommend include: profile posts, events, holidays, seasonal posts, and posts that feature mediums of art.

- Profile posts: Feature someone who is closely working on the Edmonds Arts and Culture Corridor or someone in the community who is heavily involved with the corridor. This will humanize the project and familiarize your audience with those who are working on this project. Creating a sense of community is key to the success of the corridor.
- Events: In order to create an online sense of community, it will be advantageous to your organization to repost other arts organization’s events and to promote your own events via an online platform. This can take place in a number of different ways. Utilizing video and photos will give your post a greater chance of being viewed, and creating videos with trending aesthetics and themes will give your events and posts a greater likelihood of being viewed. Posting about events that are happening in the community that pertain to the arts will keep your audience engaged and will increase attendance at events.
- Holidays and seasonal posts: Use the holidays to your advantage. Posting strategically will give your content a greater chance of being viewed and remembered. There are an abundance of events for holiday light shows, holiday decorating workshops, and other community holiday events. What makes your event stand out? What makes this event important? Why should your audience spend time on this post versus another, equally engaging post? Remember to incorporate a "wow" factor into your holiday and season posts. Highlight the most interesting parts of your event, and showcase them online.
- Art features: Showcasing various artists’ work in your online community is a great way to build recognition of local artists and installations around town. Adding in unique and interesting back stories to these pieces will keep your audience interested and will increase the likelihood of your post translating into discussions outside of social media.

Sample Posts:

- Sunday, 11 a.m.: Use the hashtag #riseandgrind and post a highlight of the next week’s activities for the Edmond’s Arts Commission. This could include a time-lapse video of a member of the Arts Commission walking from meeting to meeting, or of the bay tide with people walking in and out of the shot. Helpful links to a community calendar would be included.
- Wednesday, 3 p.m.: Post a video of the latest progress of the arts corridor, or a photo of a team member working on the project. This could a part of a profile or feature post.
Story Pitch Guidelines

Before pitching a story to a publication, you need to make sure it is a newsworthy idea. Potential story ideas follow below.

Story Ideas:

- How the City of Edmonds is partnering with Western Washington University through the Sustainable City Partnership, and what that means for the city as well as students.
- How the Fourth Avenue Corridor project is being restarted and the student involvement.
- Pitch the opening of the Arts Corridor or other related events.
- Pitch the opening of the corridor with a focus on local artists and how they will benefit from the new arts center.

Potential Publications:

- The Seattle Times: Send a brief description via email newstips@seattletimes.com or call (206) 464-3310. You can also use the contact us page on their website.
- Edmonds Beacon: The deadline for all press releases or pitches is 5 p.m. the Monday before publication. To list events send an email to edmondseditor@yourbeacon.net and describe the event in 60 words or fewer. Include the date, location, name of the event, as well as website and any other information. Make sure to type "CALENDAR" in the subject line.
- King 5 News: Submit a story pitch by calling them at (888) 557-8679 or going to their contact us page on their website.
- Kiro 7 News: Email newstips@kirotv.com or message them on Facebook at Kiro 7 Seattle.
- The Western Front (WWU Student Publication): Email WFpress.release@gmail.com with a press release or story pitch.
For Immediate Release  
December 1, 2016  

Press Contact:  
Trisha Patterson  
Phone: (503) 804 8923  
Email: pattert3@wwu.edu  

Fourth Avenue Theater Performance Scripts  

15 Second Radio PSA  

Enjoy a free performance by [theater troupe] on [day, date] at Edmonds Center for the Arts and learn about the city’s new Fourth Avenue Arts Corridor. For more information, visit Edmonds W-A dot gov or Facebook dot com back-slash city of Edmonds.

30 Second Radio PSA  

For Unexpected Productions (theatre troupe from Seattle)  

First voice: (heavy breathing) “I’m super nervous for this board meeting next week, I don’t know if I’m prepared.”  
Second voice: “Dude, don’t worry about it, you might as well improv it.”  
First voice: “What?! But what if something goes wrong?”  
Second voice: “Nah, here, come to this improv show with me at the Edmonds Center for the Arts and you’ll see, it’s not that bad.”  
First voice: “Improv? Like, comedy on the fly?”  
Second voice: “Yeah! At seven p.m. on Saturday, January twenty-fifth at the ECA. It’s free and open to the public! Get your free tickets quick though, they have limited space.”  
Overhead voice: The Edmonds Center for the Arts welcomes you to a night of celebrating the arts, featuring the Seattle comedy group Unexpected Productions and local artists. Doors open at seven, and free tickets can be found online at www dot Edmonds W-A dot gov slash tickets. See you there!  
First voice: “Yeah, but what about that board meeting?”
Unexpecthed Productions is the heart of improv in Seattle, and has been performing comedy improv in Seattle since 1983, and is dedicated to promoting the art and spirit of improvisation.

UP has performed in Austria, Amsterdam, Belgium, Germany, The Netherlands, Slovenia, New Zealand, and Australia, as well as all over the United States and Canada.

Seattle Theatresports is Seattle's longest running show, having run for over 30 years!

Most shows are performed at Unexpected Productions' historic Market Theater, at the Gum Wall in Pike Place Market.

History of the Corridor

Originally proposed to help connect Edmonds Center for the Arts to downtown, the Fourth Avenue Cultural Corridor was delayed due to the economic recession of 2008.

Eight years later, it is finally time to reintroduce the project into our community.

With your support, we can turn Fourth Avenue into the community hub we know it can be.

How do I get involved?

Donate. Time and monetary donations can help us turn the corridor into a reality.

Call. Tell your representatives you want the corridor to be a priority for our community.

Spread the word. Tell your friends and family about the project, and like us on Facebook to stay connected at facebook.com/CityofEdmonds

Want to learn more?

Come find us at our information table in the lobby to learn more about the project or how to get involved.

Visit edmondswa.gov to view the complete proposed plan.

Sign up for our online newsletter while visiting our website.

Like us on Facebook to stay connect at facebook.com/CityofEdmonds
Bumper Stickers

Design #1

Art belongs in the streets
Support the 4th Ave. Corridor

Design #2

Follow me to 4th Ave
Come to the Corridor

The Fourth Avenue Arts and Cultural Corridor seeks to make a major pedestrian connection from Main Street to the Edmonds Center for the Arts.

We’ve already brought art to the streets – literally! Our interim art project showcasing Seattle artist Iole Alessandrini comes alive when the sun goes down, lighting up Fourth Avenue from the ground up.

It’s just the start, but we need your help to keep it going! Get involved by talking to your representatives, connect on Facebook and keep an eye out for upcoming events.

edmonds ARTS COMMISSION
Personnel
Meet Apollo PR

Kieran Boyle

Kieran Boyle is a senior and will graduate in March 2017 with a degree in Journalism with a focus on public relations. He has interned and volunteered his PR knowledge to organizations big and small and has loved every minute of it. When the sun is gone and he is not outside playing Frisbee, he is usually watching all the shows he has missed in the past year. His favorite artist is Edward Hooper.

Mikayla King

Mikayla King is a senior and will graduate in June 2017 with her BA in Public Relations and Communication Studies. She has published in The Western Front, where she also served as a copy editor. Other projects Mikayla has been a part of are with on-campus groups End Homelessness WWU and Her-larity. Post-graduation, Mikayla hopes to work within corporate public relations, particularly for beauty organizations. In her free time, Mikayla serves as Secretary for the WWU Equestrians and re-watches Harry Potter. Her favorite artist is Vincent van Gogh.
Meet Apollo PR

Trisha Patterson

Trisha Patterson is a senior studying public relations and environmental policy. She has a passion for investigative journalism, soil science and back-packing. Trisha admits to not having any free time, but if she did have free time, she would trail run, crochet hats and write short fiction stories. She is dedicated to community organizing, and hopes to work with an environmental nonprofit or B-certified corporation in the future. Her favorite artist is Warsan Shire.

Taiki Sakurai

Taiki Sakurai is a senior majoring in journalism on the public relations track with a French language minor at Western Washington University. He originally came from Japan four years ago to pursue his academic career. He transferred from Skagit Valley College in Mount Vernon in 2014 and has been trained in a variety of aspects of PR. He hopes to pursue his career as a PR practitioner internationally with his background as a trilingual speaker of English, Japanese and French upon graduation. His favorite artist is Andy Warhol.
Contact List

Edmonds Center for the Arts (425) 275-9482

Theater Troupes
Unexpected Productions (206) 587-2414
Driftwood Players www.edmondsdriftwoodplayers.org
Phoenix Theaters (206) 533-2000
Dead Parrot Society deadparrotssociety.wwu@gmail.com
Jet City Improv www.jetcityimprov.org/hireus/
Taproot Theater (206) 529-3669

Caterers
Shooby Doo Catering (425) 361-1725
Debauchery Catering (206) 851-1250
Celebrations Catering (425) 771-7508

Media Outlets
Seattle Times (206) 425-3310
newstips@seattletimes.com
Edmonds Beacon edmondseditor@yourbeacon.net
King 5 News (888) 557-8679
Kiro 7 News newstips@kirotv.com
The Western Front WFpress.release@gmail.com
Artisan Market Information

Main concept of the plan
In the City of Edmonds, the Early Market, called the Garden Market, is held every Saturday in May and June from 9:00 a.m. to 2:00 p.m. at the Public Safety parking lot at 5th and Bell, and the Summer Market is held every Saturday in July, August and September (except the weekend of Taste of Edmonds) from 9:00 a.m. to 3:00 p.m. on 5th Street from Main Street (the downtown fountain) north to Bell Street, then east up Bell Street around Centennial Plaza. As one of the community events that promotes the Fourth Avenue Arts Corridor, these farmer’s markets would play a significant role in terms of creating a walk flow on the corridor and designating the corridor as a place of refreshment where visitors and people in and around the city can communicate. Our initial plan is expanding the area of these existing farmer’s markets to Fourth Avenue with more local artisans (creating the Artisans Area) and attracting people to the corridor by leveraging the farmers market.

Local artisans will mainly be invited to the expanded Artisans Area, as well as some farmers (vendors) who provide food and refreshments along the Fourth Avenue Arts Corridor (the Artisans Area). Since this is not a one-time, but a weekly or biweekly event, it is important to have something that encourages people to frequently visit the Artisans Area other than art pieces by local artisans. We believe that people will continuously visit the area if there are some food vendors and farmers as well, and people may find their favorite art piece when they happen to come and get some food in the area. Hosting an informational booth at the downtown side of Fourth Avenue is also important because the booth will allow the arts commission to have greater access to groups who are interested in and care about the arts, but might not be aware of the Fourth Avenue reconstruction project.

We would encourage more of the local artisans and those who have already had space at the existing farmer’s markets to join the new Artisans Area by posting a general description about the Fourth Avenue Arts Corridor project on the special Facebook group for artisans in the City of Edmonds with common answers on why expansion is important and how it will help the project.

Details
● Dates, when to host
  ○ Biweekly (Weekly), start on the first Saturday of May and end on the fourth Saturday of September
  ○ The schedule may vary depending on the existing farmer’s markets (the Early Market and the Summer Market)

● Contact info
  The Edmonds Museum (http://www.historiedmonds.org/)
  P.O. Box 52
  118 5th Ave. N, Edmonds, WA 98020
  ○ For general public:
    425-774-0900
info@historicedmonds.org
○ For artisans and farmers market related:
  Margaret Douglas: 425-776-7201
  Jerry Freeland: 206-818-1488
  marketinfo@historicedmonds.org

Permits needed
In addition to standard business licenses and any city business licenses, you may need a specialty license from the Washington State Business Licensing Service, including one for weights and measures if you price products based on weights; egg handlers/dealers; or nursery retailer. In some cases, especially for meats, dairy and processed products, you may need a license or other permits from the WSDA in order to direct market your product.

The health department or district for the county where the market is located may also require permits, depending on what product you plan to sell and/or sample. You can find the health department’s contact information online at: http://www.doh.wa.gov/AboutUs/PublicHealthSystem/LocalHealthJurisdictions. Note that the amount and way that each health department or district charges farmers for permits to sell at farmers markets varies by county. (October 2014, C. Donovan and K. Kinney: https://farmersmarketcoalition.org/wp-content/uploads/2014/12/Selling-at-Farmers-Markets-in-WA-state.pdf)

The payment guarantees the space at the farmer’s markets ($45 per week per 10’ x 10’ space).

How to get artisans interested
■ Post in specialized Facebook pages
  ✔ Edmonds Museum Summer Market: https://www.facebook.com/edmondsmuseumsummermarket/
  ✔ Edmonds Arts Festival https://www.facebook.com/edmondsartsfestival/

■ Post in specialized Facebook groups

■ General posts that promote expansion of the farmer’s markets (adding the Artisans Area to the existing farmer’s markets)

■ Post on old event pages for farmer’s markets advertising expansion of the Artisan Area

■ Promote common answers on why expansion is necessary and how it will work for promoting the Fourth Avenue Arts Corridor project
Parklet Information

What is it?

Parklets rely on their location, the surrounding land uses, their size and shape, and the type of activity (passive or active) to sustain public interest and use. Parklets emerge from the conversion of small and underutilized residual spaces originally devoted to cars, into spaces for passive or active recreation of people. Most parklets are used for passive purposes, but there are some cities with plans to implement active parklets. A parklet in Edmonds could be made possible through the Parks, Recreation and Open Spaces plan, and could be created when construction on Fourth Avenue begins.

Best practices:

- The parklet should be a small enough space to accommodate for surrounding traffic, but should be large enough to attract attention and provide a safe space for pedestrians to occupy.
- Add in bike racks to encourage biking along the corridor.
- Incorporate plant foliage, colorful décor, and interactive structures to engage the public in the parklet.
- Other cities that have implemented parklets include Seattle, Washington, San Francisco and Berkeley, California, and Portland, Oregon. Using other city’s ideas as inspiration can help to create a vision for a parklet that is accessible, interesting and serves Edmonds in the best possible way.
- A parklet is a public space that is meant to be used by everyone. Accessibility is an extremely important consideration when planning a parklet. Issues with mobility, space issues, and transportation surrounding the parklet must be taken into consideration. Planners and designers should be conscious of wheelchair users, those who rely on public transit, those who live nearby, and space allocation within the parklet.
Cost:

Costs can range from $5,000 - $15,000, depending on materials used and design. The costs are not included in the permitting fees. Once a permit is issued and approved, a Request for Proposal (RFP) may be released for an independent contractor or the RFP may be given to a previously selected contractor.

A parklet fulfills the five goals of the Edmonds 2014 Community Cultural Plan. It will reflect the community’s commitment to arts through the city’s physical structure, embrace art through multiple forms of artistic and cultural expression, and foster key community partnerships that will enable greater accessibility for arts and culture experiences. It will maximize and diversify the available space for art and will strengthen communication among cultural organizations and projects by engaging multiple organizations in the planning and development of the parklet, which will increase sharing and collaboration within the arts community and the larger community.

A parklet in Edmonds could be built along Fourth Avenue, with the corner of Sprague and 4th best suited to host a parklet. Parklets can be moved, and are not as permanent as a larger park.

Parklet designs- inspiration here
(http://nacto.org/docs/usdg/reclaiming_the_right_of_way_brozen.pdf)

(http://www.peoplepoweredmovement.org/site/images/uploads/ParkletDetailedFAQ.pdf)
Art Walk Information

In this document:
- Names, tags
- Logistics
- Timeline
- Budget
- Strategy
- Tactics
- Theory of change

Names:
- Come to the Corridor
- Create the Corridor
- Celebrate the Corridor

Logistics:
- Permits: Contact Development Services Department, contact affected businesses. Send letters and follow ups.
- Street reservations, space reservations
- Capacity: This project will require at least one person to bottomline, but two people should take it on to implement these plans.
- Create route of art walk
- Contact artists, vendors
- Contact speakers for event, draft speeches
- Timeline event

Timeline:
This event will take at least five months to plan, with lead time. We recommend obtaining permits and contacting businesses as soon as Fourth Avenue starts repairs. Start publicizing the changes through social media, print campaigns and signage four months before the event date. Funding should also be secured at least four months in advance. Utilize a community group to spread awareness throughout neighborhoods, and reach out to artists and creatives at least three months before the event is scheduled. Six weeks out from the event, ramp up community outreach efforts, and distribute any marketing materials you create. If there will be food or alcohol at this event, now is the time to secure a place to serve food and alcohol. Be sure to accommodate for waste. Four weeks out, update all community calendars and signage around town. Finalize speakers lists, food orders, any artist requests, day-of timeline, out-of-house media presence and in-house media in the last three weeks before the event. On the day of, take a deep breath and enjoy it!
Art Walk Info

Budget:
The biggest line-item for this event would be food and alcohol. If possible, ask for in-kind donations. Artists may sell their artwork.

Strategy:
Host an art walk to get visitors and constituents into the Fourth Avenue Art Corridor after it has been built.

Tactics:
Showcase artists, businesses, and the ECA. Use social media and print media to create a destination ethos for visitors and citizens. Use signage to create a sense of place and belonging within the arts community. Community groups to start local buzz about the corridor. Video promotions and PSAs.

Theory of Change:
Theory of change is a comprehensive description and illustration of how and why desired change is expected to occur in a particular context. The art walk event will play a unique role in creating a center of art and culture within Puget Sound. We expect the art walk to help create an atmosphere of destination and draw visitors and residents to the new Fourth Avenue. Hosting an art walk will be like throwing a housewarming party. It is supposed to get people into the streets and walking from business to business to see and experience art installations inside businesses and outside in the streets.
Please respond to each question and return it to us.

<table>
<thead>
<tr>
<th>How long have you been a resident of Edmonds?</th>
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<tbody>
<tr>
<td>□ Less than 5 years</td>
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<tr>
<td>□ 6-20 years</td>
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<tr>
<td>□ Over 20 years</td>
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<tr>
<td>□ I am not a resident</td>
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<th>What is your gender?</th>
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<td>□ Male</td>
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<td>□ Female</td>
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<td>□ Non-binary/Other</td>
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<tr>
<td>□ Prefer not to say</td>
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<th>What is your age?</th>
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<tr>
<td>□ 18-24</td>
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<td>□ 25-34</td>
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<td>□ 35-44</td>
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<td>□ 45-54</td>
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<td>□ 55-64</td>
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<td>□ 65+</td>
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<th>What is the highest level of education you have completed?</th>
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<td>□ Some High School</td>
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<td>□ High School Diploma/GED</td>
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<td>□ Some College</td>
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<td>□ Two-year Degree</td>
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<td>□ Trade School Degree</td>
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<td>□ Bachelors Degree</td>
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<td>□ Post-Graduate Degree</td>
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<th>What is your current employment status? (Check all that apply)</th>
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<tr>
<td>□ Unemployed</td>
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<td>□ Student</td>
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<td>□ Part-time employment</td>
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<td>□ Full-time employment</td>
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<td>□ Self-employed</td>
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<td>□ Military</td>
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<tr>
<td>□ Retired</td>
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<th>What is your marital status?</th>
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<tr>
<td>□ Single, never married</td>
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<tr>
<td>□ Single, previously married</td>
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<tr>
<td>□ Married</td>
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<tr>
<td>□ In a long-term relationship</td>
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<th>In your household, how many children are under the age of 18?</th>
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<td>□ None</td>
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<td>□ 1-2</td>
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<td>□ 3-4</td>
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<td>□ 5 or more</td>
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<th>What is your household income?</th>
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<tr>
<td>□ Less than $25,000</td>
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<tr>
<td>□ $25,000 to $34,999</td>
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<tr>
<td>□ $35,000 to $49,999</td>
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<tr>
<td>□ $50,000 to $74,999</td>
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<tr>
<td>□ $75,000 to $99,999</td>
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<tr>
<td>□ $100,000 to $149,999</td>
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<tr>
<td>□ $150,000 or more</td>
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<th>How often do you visit downtown Edmonds?</th>
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<tr>
<td>□ Multiple times a week</td>
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<td>□ Once a week</td>
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<td>□ Twice a month</td>
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<tr>
<td>□ Once a month</td>
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<tr>
<td>□ Once every few months</td>
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<tr>
<td>□ Once a year or less</td>
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<tr>
<th>Where do you get your news about the City of Edmonds? (Check all that apply)</th>
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<tr>
<td>□ Print newspaper</td>
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<td>□ Broadcast news</td>
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<td>□ Twitter</td>
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<tr>
<td>□ Facebook</td>
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<tr>
<td>□ Email</td>
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<tr>
<td>□ Online news source</td>
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<tr>
<td>□ Other (Please specify): ________________</td>
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</tbody>
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Please continue the survey on the other side.
Survey

How would you describe the City of Edmonds? (Check all that apply)
- Quiet
- Creative
- Artistic
- Exciting
- Boring
- Family-friendly
- Other (Please specify): _________________

How much do you typically spend when you go out for an evening? (Check all that apply)
- $0
- $1 - $25
- $26 - $50
- $51 - $75
- $76 - $100
- Over $100

Are you likely to attend or participate in any of the following arts:
- Plays/Musicals
- Dance
- Photography
- Painting
- Drawing
- Poetry/Spoken word
- Other (Please specify what you would most likely attend/participate): _________________

How much do you donate to the arts annually?
- I don't donate
- Under $50
- $51 - $100
- $101 - $150
- $151 - $200
- $201 - $250
- If more than $250, please specify: __________

How aware are you of the Fourth Avenue Arts Corridor project?
- Very aware
- Mostly aware
- Somewhat aware
- Not aware at all

Thank you for taking our survey. Have a great day!
The City of Edmonds is a waterfront city located in Snohomish County that was established in 1876 and had a population of 40,490 people in 2015. The city features a major ferry terminal and is known for arts and recreation in the Puget Sound area. Edmonds was in the process of planning and implementing the Fourth Avenue Arts Corridor project before economic troubles hit the country in 2009. The city is looking for a PR campaign to renew interest in and promote the planning and development for the Fourth Avenue Arts and Cultural Corridor. A successful campaign will reflect Edmonds' commitment to the arts and integration of the arts through urban planning, unique zoning and short-term projects. It will also reflect careful planning around pedestrian access and integration of public art.

To determine the current public perception of the proposal and how the city supports the arts, Apollo PR decided to survey people in and around Edmonds. We conducted a convenience survey of 101 people in the community.

While people do not describe Edmonds as boring, less than half describe it as artistic. About two-thirds of people said they were not aware of the Fourth Avenue project at all and only 13 percent were very aware. However, close to half of the people surveyed do donate money to the arts annually. People age 55-64 are the most likely to donate to the arts and donate more money more often than other age demographics. Just under half of those surveyed got their news from a print newspaper. Most people said they would participate in plays or musicals, with men and women equally reporting they would participate.

Methodology

Apollo PR conducted a convenience survey in and around Edmonds in order to determine public opinion and attitudes towards the arts and culture of Edmonds. The team surveyed 101 people on Friday, Oct. 20, 2016 from 10 a.m. to 10 p.m. at intermittent intervals. We surveyed on the waterfront, ferry dock, in downtown, on Fourth Avenue, and in local businesses like Starbucks. We chose these locations due to their proximity to downtown. We chose to canvass homes on Fourth Avenue because of the importance of gathering input from those most affected by the corridor.

Our first location was the Edmonds waterfront from 10 a.m. to 11 a.m. We asked 34 people with 20 respondents for a response rate of 58.8 percent. We decided to start at the ferry terminal to get some visitors to Edmonds to give an outside perspective on the town and how it is perceived. We also chose this location and time because people would be waiting for the ferry during a busy time and would be more willing to take a survey. We then surveyed downtown Edmonds from 11 a.m. to 11:30 a.m., and asked nine people with five respondents for a response rate of 55.6 percent. We then went to Fourth Avenue in Edmonds, the proposed site of the corridor, from 11:30 a.m. to 12:30 p.m. and asked 23 residents with 14 respondents for a response rate of 60.9 percent. We then surveyed downtown Edmonds again from 1 p.m. to 1:30 p.m., and asked 10 people with seven respondents and a response rate of 70 percent. Apollo PR then surveyed the Edmonds ferry dock from 1:30 p.m. to 2 p.m. and asked nine people with five respondents for a response rate of 55.6 percent. We then surveyed at the ferry terminal in Edmonds from 4:30 p.m. to 5:15 p.m. and asked 20 people with 15 respondents for a response rate of 75 percent. We also surveyed in downtown Edmonds around the Main Street fountain from 5:15 p.m. to 6:15 p.m. and asked 25 people with 20 respondents for a response rate of 80 percent. We surveyed at the Safeway in Aurora Marketplace in Edmonds, off Highway 99. Apollo PR surveyed for 45 minutes, starting at 5:45 p.m. and asked 21 people with five respondents for a response rate of 23.8 percent. Finally, Apollo PR surveyed at Starbucks off Highway 99 in Edmonds for an hour and 40 minutes from 6:20 p.m. to 8 p.m. and asked 26 people with 21 respondents for an 80.8 percent response rate.

These locations were chosen because they are places average Edmonds citizens frequent and are close enough to downtown Edmonds to expect some knowledge of the area and policies.

We asked a total of 177 people with 101 respondents for an overall response rate of 62.28 percent.

Apollo PR asked the following research questions:
RQ1: How often do you visit downtown Edmonds? (Multiple times a week, Once a week, Twice a month,
Once a month, Once every few months, Once a year or less

**RQ2:** How do you get your news about the City of Edmonds? Check all that apply (Print newspaper, Broadcast news, Twitter, Facebook, Email, Online news source, Other

**RQ3:** How would you describe the City of Edmonds? Check all that apply (Quiet, Creative, Artistic, Exciting, Boring, Family-friendly, Other

**RQ4:** How much do you spend when you go out for an evening? ($0, $1-$25, $26-$50, $51-$75, $76-$100, Over $100

**RQ5:** Are you likely to participate in the following events? Yes or No (Plays/Musicals, Dance, Photography, Painting, Drawing, Poetry/Spoken Word, Other

**RQ6:** How much do you donate to the arts annually? (I don’t donate, Under $50, $51-$100, $101-$150, $151-$200, $201-$250, If more than $250 please specify

**RQ7:** How aware are you of the Fourth Avenue Arts Corridor project? (Very aware, Mostly aware, Somewhat aware, Not aware at all

**RQ8:** What is your opinion on the following art pieces on a scale of: not aware, dislike it, feel neutral, like it? (Main St. Fountain, Murals, 4th ave LED lights, Light pole artwork, Edmonds Public Art

**RQ9:** How likely are you to participate in each activity on a scale of: never, not likely, maybe, likely, very likely? (Community art walk, Free theater performance at Edmonds Center for the Arts, Public art competition, Contributing to a community art project, Playing public-use instruments in the street/park

Of those surveyed, a majority (56.44%) were not residents, followed by residents more than 20 years (18.81%), 6-20 years (12.87%) and less than five years (11.88%).

Most of those surveyed were female (55.45%), followed by male (43.56%) and non-binary (.99%).

The survey samples for non-binary were too small to be significant and were not analyzed in the findings. Of those surveyed, one-fifth (22.77%) were older than 65, followed by 35-44-year-olds (21.78%), 25-34-year-olds (16.83%), 18-24-year-olds (14.85%), 45-54-year-olds (11.88%), and 55-64-year-olds (11.88%).

In terms of education, more than one-third (37.62%) had a post-graduate degree, followed by a bachelor’s degree (28.71%), some college or a two-year degree (10.89% each), a high school diploma/GED (9.9%), and some high school (1.98%). No one had a trade school degree. The samples for high school and some high school were too small to be significant and were not analyzed in the findings.

Nearly half of those surveyed reported full-time employment (47.47%), followed by retired (26.26%), part-time employment (12.12%), self-employed (7.07%), and students and unemployed (6.06% each). The samples from students and unemployed were too small to be significant and were not analyzed in the findings.

Of those surveyed, most people (51.49%) reported being married, followed by single, never married (30.69%), single, previously married (12.87%), and in a long-term relationship (4.95%). Due to the sample size of those in a long-term relationship, those results were too small to be significant and were not analyzed in the findings.

Of those surveyed, most people (65%) reported having no children in the household under 18, followed by 1-2 children under 18 (29%), 3-4 children under 18 (6%), and no one reported having five or more children under 18. The sample from with 3-4 children was too small to be significant and was not analyzed.

Of those surveyed, one–fifth reported yearly earnings of $100,000-$149,999 (20.83%), followed by $75,000-$99,999 (18.75%), $150,000 or more (16.67%), $50,000-$74,999, (15.63%), $25,000-$34,999 (14.58%), $35,000-$49,999 (7.29%), and less than $25,000 (6.25%). The sample size for less than $25,000 and $35,000-$49,999 was too small to be significant and was not analyzed in the findings.

Several possible sources of error include misinterpretation of questions and homogeneity of sampling. Many participants who we surveyed asked questions about the survey questions and asked for clarification about the meaning of questions. This gives us reason to believe misinterpretation of questions is a common problem and would skew our data based on different interpretations of the same question. An-
other source of error could be found in the education questions for those who are in college but have not finished it yet. Additionally, some respondents could have interpreted the ‘other’ option in a multitude of ways, which could skew our data.

When asked about residency in Edmonds, we had 12 percent say they have lived in Edmonds less than five years, 13 percent said that have lived in Edmonds for 6–20 years, 19 percent said they have lived in Edmonds for over 20 years, and 56 percent of respondents were not a resident of Edmonds.

Of the respondents we had 43 percent males and 55 percent females respond, only one respondent listed their gender as non-binary/other so this statistic will not be considered in the findings.

The age range we had 15 percent in the range of 18–24, 17 percent in 25–34, 22 percent in the range of 35–44, 12 percent in the ranges of 45–54 and 55–64, and 23 percent in the range of over the age of 65.

The education of the respondents was 2 percent have completed some high school, 10 percent have a high school diploma or GED, 11 percent have completed some college, 29 percent have a bachelor’s degree and 38 percent have a post-graduate degree.

The employment demographic option had a check all that apply option. Of the respondents 6 percent were unemployed, 6 percent were students, 12 percent were part-time employees, 47 percent are employed full time, 7 percent are self-employed, and 26 percent are retired.

For marital status 30 percent of respondents are single and have never been married, 13 percent are single and were previously married, 51 percent are currently married, and 5 percent are in a long-term relationship.

Respondents were asked about how many children under the age of 18 are in their household, 65 percent said none, 29 percent said one or two, and 6 percent said three or four. For household income there was some confusion and some respondents did not select an option. Of those who answered 6 percent said less than $25,000, 15 percent said $25,000 to $34,999, 7 percent said $35,000 to $49,999, 16 percent said $50,000 to $74,999, 19 percent said $75,000 to $99,999, 21 percent said $100,000 to $149,999, and 17 percent said $150,000 or more.

Findings

RQ1: How often do you visit downtown Edmonds? (Multiple times a week, Once a week, Twice a month, Once a month, Once every few months, Once a year or less)

Fewer than half of the respondents answered they visit downtown Edmonds multiple times a week (41%), followed by once every few months (18%), once a year or less (15%), twice a month (10%), once a week (9%) and once a month (7%).

Residents of 6–20 years were the most likely to visit downtown Edmonds multiple times a week (76.92%), compared to residents of five years or less (66.67%), residents of over 20 years (57.89%) and non-residents (21.63%). Approximately one-fifth of residents of more than 20 years were the most likely to visit downtown once a week (21.05%), while the rest were all below 10 percent. Residents of 6–20 years were more likely to visit downtown twice a month (15.79%) than non-residents (10.71%), residents of 6–20 years (7.69%) and residents of five years or less (0%). Non-residents were more likely to visit downtown Edmonds once every month (10.71%) than residents of 6–20 years (7.69%), residents of 20 or more years and residents of five years or less (0% each). Non-residents were more likely to visit downtown Edmonds every few months (26.79%) than residents of five years or less (16.67%), residents of 6–20 years (7.69%) and residents of more than 20 years (0%). Finally, non-residents were more likely to visit downtown Edmonds once a year or less (23.21%) than residents of five years or less (8.33%), residents of over 20 years (5.26%) and residents of 6–20 years (0%).

Women were more likely (49.09%) than men (31.82%) to visit downtown Edmonds multiple times a week. Women were also three times as likely (12.73%) than men (4.55%) to visit downtown Edmonds once a week. Men were twice as likely to visit downtown twice a month (13.64%) than women (7.27%).
Men were three times as likely (11.36%) than women (3.64%) to visit downtown Edmonds once a month. Finally, men were twice as likely to visit downtown Edmonds once a year or less (20.65%) than women (10.91%). There was no real difference between genders for visiting once every few months.

Approximately half of respondents 45–54 (54.55%), 65 or older (52.17%) and 55–64 (50%) were likely to visit downtown Edmonds multiple times a week versus one third of 35–44-year-olds (36.36%) and 18–24-year-olds (33.33%), and one quarter 25–34-year-olds (23.53%). People ages 55–64 were more likely to visit downtown once a week (16.67%) than people over 65 (13.04%), ages 35–44 (9.09%) and 45–54 (9.09%), people aged 25–34 (5.88%) and people 18–24 (0%). People ages 25–34 were 10 percent more likely to visit downtown Edmonds twice a month (23.53%) than 18–24-year-olds (13.33%), people 65 or older (13.04%), people 35–44 (4.55%) and ages 45–54 (0% each). People age 45–54 were more likely to visit downtown once a month (18.18%) than 25–34-year-olds (11.76%), 55–64-year-olds (8.33%), people age 18–24 (6.67%), people age 35–44 (4.55%) and people 65 years or older (0%). People 35–44 were more likely to visit downtown Edmonds once every few months (31.82%) than 18–24-year-olds (26.67%), people age 25–34 (17.65%), people 65 years or older (13.04%), people age 45–54 (9.09%) and people 55–64 (0%). People ages 55–64 were the most likely to visit downtown Edmonds once a year or less (25%), followed by people ages 18–24 (20%), ages 25–34 (17.65%), ages 35–44 (13.64%), ages 45–54 (9.09%) and finally people 65 or older (8.7%).

People with some college education were most likely to visit downtown Edmonds multiple times a week (63.64%), followed by people with two-year degrees (54.55%), people with post-graduate degrees (40.54%) and people with bachelor’s degrees (27.59%). People with post-graduate degrees were more likely to visit downtown once a week (16.22%) than people with bachelor’s degrees (6.9%) and all other education levels (0%). People with post-graduate degrees (10.81%), some college education (9.09%) and bachelor’s degrees (6.9%) were more likely to visit downtown once a month than all other education levels (0%). People with a two-year degree (27.27%) or bachelor’s degree (24.24%) are twice as likely to visit downtown Edmonds than once every few months than people with post-graduate degrees (10.81%) and some college (0%). However, people with bachelor’s degrees were more likely to visit downtown once a year or less (24.14%) than people with some college education (18.18%), post-graduate degrees (10.81) and two-year degrees (0%). There was no real difference among education levels for visiting downtown twice a month.

Retired people are most likely to visit downtown Edmonds multiple times a week (50%), followed by people with part-time employment (41.67%) and people with full-time employment (32.61%). They were also the most likely to visit downtown Edmonds once a week (19.23%), followed by full-time employment (16.67%) and part-time employment (6.52%) and part-time employment (0%). People with part-time employment were more likely to visit Edmonds once every two weeks (16.67%) than full-time employment (13.04%) and retired people (7.69%). People who were employed full-time were the most likely to visit downtown Edmonds once a month (13.04%), followed by part-time employment (8.33%) and the retired (0%). However, people employed part-time were more likely to visit downtown Edmonds once every few months (25%) than full-time employment (19.57%) and the retired (11.54%). There was no real difference among the demographics for visiting downtown Edmonds once a year.

People who are married are most likely to visit downtown Edmonds multiple times a week (50.98%) followed by people who are single, previously married (38.46%) and single, never been married (19.35%). People who are single, previously married are more likely to visit downtown Edmonds once a week (15.38%) than married people (9.8%) and single, never married people (3.23%). Single, never married people are twice as likely to visit downtown twice a month (16.13%) than married people (7.84%) and single, previously married people (7.69%). Single, previously married people (15.38%) and single, never married people (12.9%) were much more likely than married people (1.96%) to visit downtown Edmonds once a month. Single, never married people were nearly twice as likely to visit downtown Edmonds once every few months (29.03%) than married people (15.69%) and single, previously married people (7.69%). There was no real difference among marital status for visiting downtown Edmonds once a year or less.
People with no children under the age of 18 were more likely to visit downtown Edmonds multiple times a week (46.15%) than people with 1–2 children (35.71%). However, people with 1–2 children were nearly three times as likely to visit downtown Edmonds once a week (17.86%) than people with no children (6.15%). People with no children were three times as likely to visit downtown Edmonds twice a month (10.77%) than people with 1–2 children (3.57%). There was no real difference among the demographics for visiting downtown Edmonds once a month, once every few months or once a year or less.

People who make $150,000 or more annually (53.33%) and people who make $75,000–$99,999 annually (50%) are most likely to visit downtown Edmonds multiple times a week, followed by people who make $50,000–$74,999 annually (46.67%), people who make $25,000–$34,999 annually (35.71%) and people who make $100,000–$149,999 annually (35%). People who make $75,000–$99,999 annually are nearly three times as likely to visit downtown Edmonds twice a month (20%) than people who make $25,000–$34,999 (7%). People who make $50,000–$74,999 annually (6.67%) and people who make $75,000–$99,999 annually (5.6%) are more likely to visit downtown Edmonds twice a month (20%) than people who make $25,000–$34,999 annually (14.29%), people who make $75,000–$99,999 annually (11.11%), people who make $100,000 or more annually (13.3%), and people who make $50,000–$74,999 annually (6.67%). People who make $25,000–$34,999 (28.57%) are more likely to visit downtown once every few months than people who make $100,000–$149,999 (20%), people who make $75,000–$99,999 (11.11%), people who make $150,000 or more (13.3%) and people who make $50,000–$74,999 (6.67%). People who make $25,000–$34,999 (16.67%) were more likely to visit downtown once a year or less than people who make $75,000–$99,999 (16.67%), people who make $100,000–$149,999 (15%), people who make $25,000–$34,999 (15%), and people who make $50,000–$74,999 (6.67%).

RQ2: How do you get your news about the City of Edmonds? Check all that apply (Print newspaper, Broadcast news, Twitter, Facebook, Email, Online news source, Other)

The most popular way to get news is from print newspapers (44.9%), followed by online news sources (36.73%), Facebook (23.47%), Other (19.39%), broadcast news (14.29%), email (11.22%) and Twitter (7.14%). The most popular answer among “Other” was “I don’t receive news about the City of Edmonds.”

All residents of 6–20 years get their news via a print newspaper (100%), followed by almost two-thirds of residents for over 20 years (63.13%), one-third of residents for five years or less (33.33%) followed by non-residents (29.09%). One-third of residents for five years or less get their news via Facebook (33.33%), followed by nearly a quarter of non-residents (23.64%) and residents for over 20 years (21.05%), followed by residents of 6–20 years (16.67%). One-quarter of residents for 6–20 years get news from email (25%), followed by non-residents (19.1%), residents of over 20 years (10.53%) and five years or less (0%). Half of residents for five years or less get their news via an online news source (50%), followed by a little more than two-fifths of residents for over 20 years (42.11%) and non-residents (38.18%), followed by residents of 6–20 years (8.33%). One-third of residents for five years or less answered “other,” followed by a little more than one-fifth of non-residents (21.82%), residents of over 20 years (10.53%) and 6–20 years (8.33%). There were no real differences among resident demographics for getting news via broadcast news or Twitter.

Half of women receive their news via print newspaper (50%) and nearly two-fifths of men (39.53%). Men were more likely to get their news via broadcast news (18.6%) than women (11.1%). Women were more likely to receive news via an online news source (40.74%) than men (30.23%). One-quarter of
men answered “other” (25.58%) compared to women (14.81%). There were no real differences across gender demographics for Twitter, Facebook or email.

A little more than three-fourths of people 65 or older get their news via print newspaper (76.19%), followed by more than half of people 55–64 (58.33%) and 45–54 (54.55%), nearly a third of people 35–44 (31.82%) and about a quarter of people 18–24 (26.67%) and 25–34 (23.53%). People 25–34 were more likely to get their news via broadcast news (29.41%) than people 65 or older (14.29%), 35–44 (13.64%), 18–24 (13.33%), 45–54 (9.09%) and 55–64 (0%). One-fifth of people 18–24 get their news via Twitter, followed by people 35–44 (13.64%), 25–34 (5.88%) and all other ages (0%). Almost half of people 18–24 get their news via Facebook (46.67%), followed by a little more than one-third of people 35–44 (36.36%), almost a quarter of people 25–34 (23.53%), people 65 or older (14.29%), 45–54 (9.09%) and 55–64 (0%). Nearly one-fifth of people 65 or older get their news via email (19.05%), followed by people age 55–64 (16.67%), 18–24 (13.33%), 25–34 (11.76%), 35–44 (4.55%) and 45–54 (0%). About two-fifths of people 25–34 (41.18%), 35–44 (40.91%) and 18–24 (40%) get their news via an online news source, followed by about one-third of people 45–54 (36.36%) and 65 or older (33.33%), and a quarter of people 55–64 (25%). A little more than two-fifths of people 55–64 answered “other,” followed by a quarter of people 25–34 (23.53%) and 35–44 (22.73%), people 45–54 (18.18%) and 18–24 (6.67%).

A majority of people with post-graduate degrees get their news via print newspapers (61.11%), followed by a little more than two-fifths of people with bachelor’s degrees (42.86%), a little more than one-third of people with two-year degrees (36.36%) and people with some college education (9.09%). A little more than a quarter of people with some college education get their news via broadcast news (27.27%), followed by people with bachelor’s degrees (17.86%), post-graduate degrees (11.11%) and two-year degrees (0%). People with some college education and two-year degrees were more likely to receive news via Twitter (9.09% each) than people with bachelor’s degrees (7.14%) and post-graduate degrees (0%). About a quarter of people with some college education (27.27%) and bachelor’s degrees (25%) receive their news via Facebook, followed by people with post-graduate degrees (16.67%) and some college education (9.09%). About one-third of people with some college education answered “other” (36.36%), followed by a quarter of people with post-graduate degrees (25%), people with bachelor’s degrees (14.29%) and two-year degrees (9.09%).

About three-quarters of retired people get their news via print newspapers (76%), followed by half of people with part-time employment (50%) and a little more than a quarter of people with full-time employment (29.79%). One-third of people with part-time employment get their news via broadcast news (33.33%), followed by full-time (14.89%) and retired people (12%). People with part-time employment were twice as likely to receive news via Twitter (16.67%) than people with full-time employment (8.51%) and retired (0%). Almost one-third of people with full-time employment receive their news via Facebook, followed by part-time employment (16.67%) and retired people (12%). One-fifth of retired people get their news via email (20%), followed by part-time employment (16.67%) and full-time employment (6.38%). About one-third of people with full-time employment (38.3%) and part-time employment (33.3%) get their news from an online news source, followed by a little more than a quarter or retired people (28%). About a quarter of people with full-time employment answered “other,” followed by retired people (16%) and part-time employment (8.33%).

About half of married people (54%) and single, previously married people (50%) get their news via print newspaper, followed by a quarter of single, never married people (25.81%). Single, never married people were more likely to get their news from broadcast (19.35%) than married (12%) or single, previously married people (8.33%). Almost one-third of single, never married people receive their news via Facebook (32.26%), followed by married people (18%) and single, previously married (8.33%). Almost half of single, never married people receive their news via an online news source (48.39%), followed by almost a third of single, previously married people (33.33%) and married people (30%). One-third of single, previously married people answered “other,” followed by one-fifth of married people (20%) and single, never married people (12.9%). There was no real difference among relationship demographics for receiving news via...
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Twitter or email.

One-quarter of people with 1–2 children under the age of 18 receive their news via broadcast news (25% than people with no children (11.11%). People with 1–2 children were more likely to receive news via Twitter (14.29% than people with no children (3.17%). A quarter of people with 1–2 children get their news via Facebook compared to people with none (19.05%). People with no children were more likely to get their news via an online news source (39.68%) than people with 1–2 children (32.14%). There was no real difference between children demographics for getting news via print newspaper, email or answering “other.”

Three-fifths of people who make $75,000–$99,999 get their news via print newspaper (61.11%), followed by about half of people who make $50,000–$74,999 (53.33%, $150,000 or more (50% and $100,000–$149,999 (47.37%) and about two-fifths of people who make $25,000–$34,999 (42.86%). People who make $25,000–$34,999 are more likely to get their news via broadcast news (21.43%) than people who make $100,000–$149,999 (15.79%, $150,000 or more (7.14%, $50,000–$74,999 (6.67% and $75,000–$99,999 (5.56%). People who make $25,000–$34,999 were more likely to get news via Twitter (14.29%) than people who make $150,000 or more (15.79% than people who make $75,000–$99,999 (33.33%) and about one-fifth of people who make $100,000–$149,999 (21.05%) and $50,000–$74,999 (20%). People who made $50,000–$74,999 were more likely to answer “other” (26.67%) than people who made $25,000–$34,999 and $150,000 or more (21.43% each, $100,000–$149,999 (21.05%) and $75,000–$99,999 (16.67%).

RQ3: How would you describe the City of Edmonds? Check all that apply (Quiet, Creative, Artistic, Exciting, Boring, Family-friendly, Other)

Most people described Edmonds as family-friendly (67%) and quiet (65%). People also described the city as artistic (41%), creative (38%), exciting (20%) and boring (3%). There were no popular answers among “other.”

Residents of five years or less were most likely to describe the city as quiet (90.91%), followed by residents of over 20 years (63.16%), non-residents (63.16%) and residents of 6–20 years (53.85%). Residents were twice as likely to describe Edmonds as creative (More than 20 years 63.16%; 6–20 years 53.85%; five years or less 45.45%) than non-residents (24.56%). Residents of five years or less were most likely to describe Edmonds as artistic (81.82%) followed by residents of over 20 years (68.42%), residents of 6–20 years (38.46%) and non-residents (24.56%). Residents of 6–20 years were more likely to describe Edmonds as exciting (38.46%) than residents of less than five years (27.27%), residents of more than 20 years (21.05%) and non-residents (14.04%). Residents of more than 20 years were most likely to describe the city as family-friendly (89.47%), followed by residents of five years or less (81.82%), residents of 6–20 years (76.92%) and non-residents (54.39%). There was no real difference among the resident demographics on describing the city as boring.

Women were more likely to describe Edmonds as family-friendly (74.55%) than men (59.09%). There were no differences across gender on describing Edmonds as quiet, creative, artistic, exciting or boring.

People age 55–64 were most likely to describe Edmonds as quiet (75%), followed by people 65 or older (68.18%), people 35–44 (68.18%), people 45–54 (66.67%), people 25–34 (64.71%) and people 18–24 (46.67%). People 55–64 and 65 or older were more likely to describe Edmonds as creative (50% each) than people age 35–44 (36.36%), people age 45–54 (33.33%), people age 25–34 (29.41%) and people 18–24 (26.67%). People 65 or older were more likely to describe Edmonds as artistic (59.09%) than people 55–64 (50%), people 35–44 (45.45%), people 45–54 (33.33%), people 18–24 (33.33%) and people 25–34 (17.65%). People 65 or older were more likely to describe Edmonds as exciting (27.27%) than people 18–24 (26.67%), people 45–54 (25%), people 55–64 (25%), people 25–34 (11.67%) and people 35–44 (9.09%). People 18–
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24 were more likely to describe Edmonds as boring (13.33%) than people 25-34 (5.88%) and all other age demographics (0%). People ages 45–54 and 55–64 were more likely to describe Edmonds as family-friendly (83.33%) each than people age 35-44 (77.27%), people age 65 or older (59.09%), people age 25–34 (58.82%) and people age 18–24 (46.67%). People with post-graduate degrees were most likely to describe Edmonds as quiet (78.38%) than people with bachelor’s degrees (62.07%) and people with some college education (54.55%) and people with two-year degrees (45.45%). People with post-graduate degrees were likely to describe Edmonds as creative (43.24%), followed by people with some college education (36.36%), people with two-year degrees (36.36%) and people with bachelor’s degrees (27.59%). People with bachelor’s degrees were more likely to describe Edmonds as artistic (48.28%) than people with two-year degrees (45.45%), post-graduate degrees (37.84%) and some college education (18.18%). People with some college education and a two-year degree are more likely to describe Edmonds as exciting (27.27%) each than people with bachelor’s degrees (17.24%) and post-graduate degrees (13.51%). People with two-year degrees were more likely to describe Edmonds as boring (9.09%) than people with bachelor’s degrees (6.9%) and all other education levels (0%). People with bachelor’s degrees were most likely to describe Edmonds as family-friendly (86.21%), followed by people with two-year degrees (72.73%), post-graduate degrees (64.86%), and some college education (36.36%).

Retired people were more likely to describe Edmonds as creative (56%) than people with part-time employment (41.67%) and full-time employment (34.04%). Retired people were also more likely to describe Edmonds as artistic (56%) than people with part-time employment (41.67%) and full-time employment (34.04%). People with part-time employment were more likely to describe Edmonds as exciting (33.33%) than retired people (32%) and people with full-time employment (12.77%). People with part-time employment are more likely to describe Edmonds as boring (8.33%) than people with full-time employment (4.26%) or retired people (0%). People with full-time employment are more likely to describe Edmonds as family-friendly (74.47%) than retired people (68%) and people with part-time employment (66.67%). There was no real difference among employment status on describing Edmonds as quiet.

Single, previously married people are more likely to describe Edmonds as creative (46.15%) than married people (37.25%) and single, previously married people (32.26%). Single, previously married people are more likely to describe Edmonds as artistic (47.06%) than married people (38.46%) and single, never married people (32.26%). Single, previously married people were nearly twice as likely to describe Edmonds as exciting (38.46%) than married people (19.61%) and single, never married people (6.45%). Single, never married people were more likely to describe Edmonds as boring (6.45%) than married people (1.96%) and single, previously married people (0%). Married people were most likely to describe Edmonds as family-friendly (78.43%) followed by single, previously married people (61.54%) and single, never married people (51.61%).

People with 1–2 children were more likely to describe Edmonds as family-friendly (75.86%) than people with no children (51.61%). There were no other differences among children demographics on how respondents described Edmonds.

People with an annual income of $100,000–$149,999 were more likely to describe Edmonds as quiet (78.95%), followed by people with annual incomes of $50,00–$74,999 (73.33%), $150,000 or more (68.75%), $75,000–$99,999 (66.67%) and $25,000–$34,999 (42.86%). People with an annual income of $75,000–$99,999 were more likely to describe Edmonds as creative (50%), followed by people with an annual income of $50,000–$74,999 (46.67%), $25,000–$34,999 (42.86%), $150,000 or more (31.25%) and $100,000–$149,999 (26.32%). People with an annual income of $75,000–$99,999 were also more likely to describe Edmonds as artistic (55.56%), followed by people with an annual income of $50,000–$74,999 (46.67%), $25,000–$34,999 (42.86%), $100,000–$149,999 (36.84%) and $150,000 or more (31.25%). People with annual incomes of $25,000–$34,999 were more likely to describe Edmonds as exciting (35.71%), followed by people with annual incomes of $50,00–$74,999 (20%), $150,000 or more (18.75%), $75,000–
$99,999 (16.67%) and $100,000–$149,000 (15.79%). People who made more than $100,000 were likely to describe Edmonds as boring than all other income levels (0%). People who make an annual income of $75,000–$99,999 are most likely to describe Edmonds as family-friendly (83.33%), followed by people with an annual income of $150,000 or more (75%), $50,000–$74,999 (73.33%), $100,000–$149,999 (68.42%) and $25,000–$34,999 (57.14%).

RQ4: How much do you spend when you go out for an evening? ($0, $1-$25, $26-$50, $51-$75, $76-$100, Over $100)

Residents of 6-20 years were more likely to spend $1-$25 in an evening, followed by non-residents (19.64%), residents of 5 years or less (16.67%) and residents of over 20 years (10.53%). Residents of over 20 years are more likely to spend $26-$50 (47.37%), followed by residents of five years or less (41.67%), non-residents (30.36%) and residents of 6-20 years (23.08%). One quarter of residents for five years or less, residents for 6-20 years and non-residents are likely to spend $51-$75 while residents of over 20 years are less likely (15.79%). Residents of 6-20 years are about twice as likely to spend $76-$100 in an evening (30.77%) than all other resident demographics. Residents of over 20 years are more likely to spend over $100 in an evening (10.53%), followed by non-residents (3.57%), residents of five years or less and residents of 6-20 years (0% each). There was no real difference between resident demographics for spending $0 an evening out.

Women are more likely to spend $26-$50 (39.29%) than men (25.58%). However, men were twice as likely to spend $76-$100 on a night out (27.91%) than women (12.5%). There were no differences across gender for any other dollar amounts.

People ages 25-34 were more likely to spend $0 in an evening (11.76%) than all other age demographics. People age 18-24 were more likely to spend $1-$25 in an evening (33.33%), followed by people over 65 (26.09%), 25-34 (26.09%), 35-44 (17.65%), 45-54 (9.09%) and 55-64 (9.09%) and 65 and older are likely to spend $26-$50 on a night out, followed by one-third of people age 55-64, 35-44, 25-34 and 45-54 and finally people 65 years or older (17.39%). About a quarter of people age 55-64, 35-44, 45-54, 25-34 and 65 and older are likely to spend $51-$75 in an evening compared to people age 18-24 (6.67%). People age 45-54 were more likely to spend $76-$100 (33.33%), followed by people 65 years or older (26.09%), 55-64 (18.18%), 35-44 (18.18%), 25-34 (11.76%) and 18-24 (6.67%). About one-tenth of people age 35-44, 55-64 and 65 and older were likely to spend over $100 while other age demographics were not likely at all.

About one-fifth of people with post-graduate degrees, bachelor’s degrees and two-year degrees were likely to spend $1-$25 in an evening compared to people with some college education (9.09%). About one-quarter of people with some college education, bachelor’s degrees and post-graduate degrees were likely to spend $51-$75 in an evening compared to people with two-year degrees (18.18%). People with two-year degrees were more likely to spend over $100 an evening (18.18%) than people with some college education (9.09%), post-graduate degrees (2.63%) and bachelor’s degrees (0%). There was no real difference among education levels in spending $0, $26-$50, and $76-$100 an evening.

People with full-time employment are more likely to spend $26-$50 in an evening (45.65%) than people with part-time employment (33.33%) and retired people (23.08%). One-quarter of retired people and people with part-time employment were likely to spend $51-$75 in an evening compared to people with full-time employment (15.22%). Retired people were more likely to spend $76-$100 in an evening (26.92%) than people with full-time employment (19.57%) and part-time employment (8.33%). There was no real difference among employment status in spending $0, $1-$25 and over $100 an evening.

Single, never married people were more likely to spend $0 in an evening (6.45%) than married people (1.96%) and single, previously married people (0%). Single, never married people were more likely to spend $1-$25 in an evening (29.03%), followed by single, previously married people (15.38%) and married people (11.76%). Single, never married people were more likely to spend $26-$50 in an evening (29.03%) followed by single, previously married people (15.38%) and married people (11.76%).
(38.71% than single, previously married people (30.77%) and married people (29.41%). Married people were more likely to spend $51-$75 in an evening (27.45%) than people single, previously married (23.08%) and single, never married (16.13%). Single, previously married people were more likely to spend $76-$100 an evening (30.77%, followed by married people (23.53%) and single, never married people (6.45%). There was no real difference among relationship demographics for spending over $100 in an evening.

People with no children under the age of 18 were more likely to spend $26-$50 in an evening (36.92%) than people with 1-2 children (28.57%). However, people with 1-2 children were more likely to spend $76-$100 in an evening (25.00%) than people without children (16.92%). There was no real difference between people with 1-2 children under the age of 18 and no children for if they would spend $0, $1-$25, $51-$75 and over $100 for in an evening.

People with an annual income of $25,000-$34,999 (7.24%) and $50,000-$74,999 (6.67%) were more likely to spend $0 on an evening out than all other income levels (0%). People with an annual income of $25,000-$34,999 were more likely to spend between $1-$25 in an evening (28.57%) than people who make $100,000-$149,999 (21.05%), $50,000-$74,999 (13.33%), $75,000-$99,999 (11.11%) and $150,000 or more (6.25%). Most people who make $50,000-$74,999 annually are likely to spend $26-$50 in an evening (53.33%), followed by people with annual incomes of $25,000-$34,999 (42.86%), $75,000-$99,999 (27.78%), $100,000-$149,999 (21.05%) and $150,000 or more (18.75%). About one-third of people who make $150,000 or more annually are likely to spend $51-$75 in an evening, followed by about a quarter of people with annual incomes between $50,000-$149,999 and people with annual incomes of $25,000-$34,999 (7.14%). About three-tenths of people who make $150,000 or more were likely to spend $76-$100 in an evening, followed by a quarter of people who make $75,000-$149,999, $25,000-$34,999 (14.29%) and $50,000-$74,999 (0%). People who make $75,000-$99,999 annually are almost twice as likely to spend over $100 in an evening (11.11%) than people who make $150,000 or more (6.25%), $100,000-$149,999 (5.26%) and all other income levels (0%).

RQ5: Are you likely to participate in the following events? Yes or No (Plays/Musicals, Dance, Photography, Painting, Drawing, Poetry/Spoken Word, Other)

Plays/Musicals: A majority of people said they would be likely (64.21%) while a little more than a third said no (35.79%).

Dance: A majority said no (60.67%) while almost two-fifths said yes (39.33%).

Photography: The population answered about half-and-half for yes (51.14%) and no (48.86%).

Painting: A majority said no (58.14%) while about two-fifths said yes (41.86%).

Drawing: A little more than three-quarters of people said no (76.54%) and about a quarter said yes (23.46%).

Poetry/Spoken Word: About three-quarters of people said no (73.49%) while about a quarter said yes (26.51%).

Other: About a quarter (23.08%) answered with another suggestion. There were no popular suggestions.

Almost all residents of five years or less said they would participate in plays/musicals (90%), followed by about a quarter of residents of 20 years or more (73.68%), and more than half of residents for 6–20 years (58.33%) and non-residents (57.41%). Residents of 20 years or more were more likely to say no to participating in dance (68.75%), followed by residents of 5 years or less (60%), non-residents (59.62%) and 6–20 years (54.55%). About two-thirds of residents for 5 years or less said they would participate in photography (63.64%), followed by about three-fifths of non-residents (57.14%), and a little more than a third of residents for 6–20 years (36.36%) and over 20 years (35.29%). About three-quarters of residents of 6–20 years said they would not participate in painting (73.73%), followed by almost two-thirds of non-residents (63.37%), almost three-fifths of residents over 20 years (56.25%) and one-fifth of residents for five years or less (20%). Four-fifths of non-residents (80.43%) and residents for 6–20 years (80%) said no to participating in drawing, followed by almost three-quarters of residents over 20 years (73.33%) and
three-fifths of residents for five years or less (60%). More than four-fifths of residents of more than 20 years said they would not participate in poetry/spoken word, followed by about three-fourths of non-residents (75%) and residents of 6–20 years (70%) and half of residents of 5 years or less (50%).

Women were more likely to participate in plays/musicals (69.81%) than men (58.54%). Almost three-quarters of men said they would not participate in dance (72.5%) compared to half of women (50%). Men were more likely not to participate in photography (57.89%) than women (42.86%). Almost a quarter of men said no to participate in painting (71.05%) compared to about half of women (48.94%). Men were more likely to say no to participating in drawing (84.21%) than men. Men were slightly more likely to not participate in poetry/spoken word (78.95%) than women (70.45%).

Almost all people age 55–64 were likely to participate in plays/musicals (91.67%), followed by people 65 or over (82.61%), 45–54 (80%), 35–44 (47.06%), 25–34 (47.06%) and 19–24 (28.57%). People 65 or older were more likely to not participate in dance (88.89%) than people 18–24 (71.43%), 35–44 (57.89%), 25–34 (52.94%), 45–54 (50%) and 55–64 (27.27%). About three-quarters of people 65 or older said they would not participate in photography (73.68%), followed by about three-fifths of people 45–54 (57.14%), about half of people 55–64 (54.55%) and 35–44 (47.37%), about two-fifths of people 25–34 (41.18%) and one-fifth of people 18–24 (20%). Almost three-quarters of people 18–24 said they would not participate in painting (71.43%), followed by people 65 or older (65%), 25–34 (58.82%), 45–54 (57.14%), 35–44 (50%) and 55–64 (40%). Almost all people 18–24 said they would not participate in drawing (92.31%), followed by people 65 and older (88.24%), about three-quarters of people 25–34 (76.47%) and 45–54 (71.43%), and about three-fifths of people 35–44 (64.71%) and 55–64 (60%). About four-fifths of people 65 or older (83.33%) and 55–64 (80%) said they would not participate in poetry/spoken word, followed by about three-quarters of people 18–24 (76.92%), 35–44 (72.22%) and 45–54 (71.43%), and about three-fifths of people 25–34 (58.82%).

Almost three-quarters of people with post-graduate degrees (77.78%), bachelor’s degrees (75.86%) and two-year degrees (70%) said they would participate in plays/musicals, followed by less than one-third of people with some college education (30%). A majority of people with some college education said they would not participate in dance (88.89%), followed by people with post-graduate degrees (58.82%) bachelor’s degrees (50%) and two-year degrees (44.44%). People with post-graduate degrees were most likely to say they would not participate in photography (56.25%), followed by people with some college education (50%), two-year degrees (45.45%) and bachelor’s degrees (44%). All people with some college education said they would not participate in drawing (100%), followed by three-quarters of people with two-year degrees (75%) and bachelor’s degrees (75%), and people with post-graduate degrees (70.97%). A majority of people with some college education and two-year degrees said they would not participate in poetry/spoken word (88.89% each), followed by bachelor’s degrees (83.33%) and post-graduate degrees (56.25%).

A majority of retired people said they would participate in a play/musical (88.46%), followed by part-time employment (63.64%) and full-time employment (56.82%). A majority of retired people said they would not participate in dance (80%), followed by about three-fifths of full-time employment (61.36%) and about one-third of part-time employment (36.36%). Retired people were more likely to say they would not participate in photography (66.67%), than full-time employment (42.86%) and part-time (40%).

There were no real differences among employment demographics for likelihood to participate in painting. Almost people with part-time employment said they would not participate in drawing (90%), followed by about three-quarters of retired (77.78%) and full-time employment (73.81%). People with part-time employment were more likely to say they would not participate in poetry/spoken word (80%) than retired (78.95%) and full-time (69.05%).

Single, previously married people were more likely to participate in plays/musicals (81.82%) than married people (73.47%) and single, never married (50%). Single, never married people were more likely to not participate in dance (68.97%) than married (59.09%) and single, previously married people (36.36%). About two-thirds of single, previously married people were likely not to participate in photogra-
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(66.67%) followed by more than half of married people (55.81%) and about two-fifths of single, never married people (51.94%). More than a quarter of single, previously married people would not participate in painting (77.78%) followed by two-thirds of single, never married (66.67%) and half of married people (50%). Single, previously married people are more likely not to participate in drawing (88.89%, followed by single, never married (82.14%) and married people (71.79%). Married people were most likely to not participate in poetry/spoken word (85%) followed by single, previously married people (77.78% and single, never married people (55.17%).

People without children were less likely to participate in dance (65.52%) than people with 1-2 children under the age of 18 (50%). People with 1-2 children were less likely to participate in painting (65.22%) than people without children (56.14%). There were no real differences among children demographics for how likely people were to participate in plays/musicals, photography, drawing and poetry/spoken word.

People who make $75,000-$99,999 are more likely to participate in plays/musicals (83.33%) than people who make $150,000 or more (73.33%). People who make $100,000-$149,999 (78.57%) are more likely to participate in dance (92.86%).

RQ6: How much do you donate to the arts annually? (I don’t donate, Under $50, $51-$100, $101-$150, $151-$200, $201-$250, If more than $250 please specify)

The most common answer indicated was that people did not donate to the arts (45.45%), followed by under $50 (22.22%), $51-$100 (15.15%), $151-$200 (6.06%), more than $250 (5.05%) and $101-$150 and $201-$250 (3.03% each).

Half of residents for 6-20 years and non-residents did not donate to the arts, followed by residents of five years or less (41.67%) and residents of over 20 years (26.32%). Residents of over 20 years were more likely to donate $1-$50 (36.84%), followed by non-residents (23.64%), residents of five years or less (8.33%) and residents of 6-20 years (7.69%). One quarter of residents of six years or more donate $51-$100, followed by residents of five years or less (16.67%) and non-residents (9.09%). Residents of 6-20 years were more likely to donate $101-$150 (7.69%) than non-residents (3.64%) and all other resident demographics (0%). Residents of five years or less were more likely to donate $151-$200 (16.67%) than non-residents (7.27%) and all other resident demographics (0%). There were no real differences among resident demographics on donating over $200.

Males were more likely not to donate to the arts (58.14%) than women (34.55%). Women were more likely to donate $1-$50 (27.27%) than men (16.28%). There were no real differences among gender demographics for donating any amount of $50.

People age 18-24 are most likely not to donate (80%), followed by ages 35-44 (60%), 25-34 (58.82%), 45-54 (33.33%), over 65 (26.09%) and 55-64 (8.33%). About a quarter of all ages donate $1-$50, except for people age 55-64 (16.67%). One-third of people 55-64 donate $51-$100, followed by about a
quarter of people over 65 and 45–54, people 25–34 (11.76%), 35–44 (5%) and 18–24 (0%). About one-tenth of people age 35–44 and 55–64 donate $101–$150 followed by all other age demographics (0%). People age 55–64 were more likely to donate $151–$200 (16.67%) than people 65 or older (8.7%), 45–54 (8.33%), 25–34 (5.88%) and all other age demographics (0%). People 65 or older were more likely to donate $201–$250 (8.7%) than people age 35–44 (5%) and all other age demographics (0%). People age 55–64 were twice as likely to donate over $250 (16.67%) than people over 65 (8.7%), 45–54 (8.33%) and all other age demographics (0%).

People with some college education were most likely not to donate (72.72%), followed by people with Bachelor’s degrees (46.43%), two-year degrees (45.45%) and post-graduate degrees (24.32%). People with Bachelor’s degrees were more than twice as likely to donate $1–$50 (39.29%) than people with two-year degrees (18.18%), post-graduate degrees (16.22%) and some college education (9.09%). People with post-graduate degrees were more likely to donate $51–$100 (27.03%) than people with two-year degrees (18.18%), some college education (9.09%) and Bachelor’s degrees (7.14%). People with two-year degrees were more likely to donate $101–$150 (9.09%) than people with post-graduate degrees (5.41%) and all other education levels (0%). About one-tenth of people with post-graduate degrees and some college education donate $151–$200, followed by people with Bachelor’s degrees (5.75%) and two-year degrees (0%). About one-tenth of people with two-year degrees donate $201–$250 followed by people with Bachelor’s degrees (3.57%), post-graduate degrees (2.7%) and some college education (0%). Only people with post-graduate degrees donated more than $250 (13.51%).

People with full-time employment are most likely not to donate (54.35%), followed by part-time employment (41.67%) and retired people (26.92%). One-third of part-time employed people donate $51–$100 (33.33%), followed by retired people (19.23%) and full-time employment (10.87%). Retired people were more likely to donate $151–$200 (7.68%) than people with full-time employment (4.35%) and part-time employment (0%). Retired people were also more likely to donate $201–$250 (7.69%) than people with full-time employment (2.17%) and part-time employment (0%). Finally, retired people were more likely to donate over $250 (11.54%) than people with full-time employment (4.35%) and part-time employment (0%). There were no real differences among employment demographics for donating $1–$50 and $101–$150.

A majority of single, never married people do not donate to the arts (70.94%) followed by married people (36%) and single, previously married people (15.38%). Single, previously married people are more likely to donate $1–$50 (38.46%) than married people (22%) and single, never married people (16.13%). Married people were more likely to donate $51–$100 (20%) than single, never married people (12.9%) and single, previously married people (7.69%). Single, previously married people were more likely to donate $151–$200 (23.08%) than married people (6%) and single, never married people (0%). Single, previously married people were more likely to donate over $250 (15.38%) than married people (6%) and single, never married people (0%). There was no real difference among relationship demographics for donating $101–$150 or $201–$250.

People with 1–2 children donate $1–$50 (32.14%) more than people with no children under the age of 18 (18.46%). However, people with no children were more likely to donate $151–$200 (9.23%) than people with 1–2 children (0%). There were no real differences between people with 1–2 children and no children for not donating, $51–$100, $101–$150, $201–$250 and over $250.

A majority of people who make $35,000–$49,999 do not donate (78.57%) followed by people who make $100,000–$149,999 (44.44%), $50,000–$74,999 (40%), $75,000–$149,999 (38.89%) and $150,000 or more (12.5%). People who make $100,000–$149,999 annually are more likely to donate $1–$50 (27.78%) than people who make $50,000–$74,999 (26.67%), $75,000–$99,999 (16.67%), $25,000–$34,999 (14.29%) and $150,000 or more (6.25%). One third or people who make $75,000–$99,999 (33.33%) and $150,000 or more (31.25%) donate $51–$100, followed by one-quarter of people who make $50,000–$74,999 (26.67%) and all other demographics (0%). People who make $100,000–$149,999 are more likely to donate $101–$150 (11.11%) than people who make $150,000 or more (6.25%) and all other demographics
People who make $150,000 or more are more likely to donate $201-$250 (12.5%) than people who make $100,000-$149,999 (5.56%) and all other income levels (0%). One-quarter of people who make $150,000 or more donate over $250 (25%), followed by people who make $75,000-$99,999 (5.56%) and all other income levels (0%). There was no real difference among income levels for donating $151-$200.

**RQ7:** How aware are you of the Fourth Avenue Arts Corridor project? (Very aware, Mostly aware, Somewhat aware, Not aware at all)

About two-thirds of people said they were not aware of the Fourth Avenue project at all (62%), followed by being somewhat aware (16%), very aware (13%) and mostly aware (9%).

Non-residents were most likely to be completely unaware of the project (87.5%), followed by one-third of residents of five years or less (33.33%) and residents of 6-20 years (30.77%) and one-quarter of residents of over 20 years (26.32%). Two-fifths of residents for five years or less were somewhat aware of the project (41.67%), followed by residents of over 20 years (15.38%), 6-20 years (15.38%) and non-residents (8.93%). Almost one-third of residents for 6-20 years said they were mostly aware of the project (30.77%), followed by residents of over 20 years (15.79%), five years or less (8.33%) and non-residents (1.79%). Over one-third of residents of over 20 years were very aware of the project (36.84%), followed by almost a quarter of residents of 6-20 years (23.08%), then residents of five years or less (16.67%) and non-residents (1.79%).

Though a majority of men and women were unaware of the project, men were more likely to be unaware (67.44%) than women (57.14%). Women were also more likely to be very aware (17.86%) than men (6.98%). There were no real differences among gender demographics for people being somewhat aware or mostly aware.

Almost all people age 18-24 were unaware of the project (93.33%), followed by four-fifths of people age 25-34 (82.35%), two-thirds of 35-44 (66.67%), one-half of 55-64 (50%) and two-fifths of 45-54 (41.67%) and 65 and older (39.13%). About one-fifth of people age 65 and older were somewhat aware (21.74%), followed by ages 35-44 (19.05%), 45-54 and 55-64 (16.67% each), 25-34 (11.76%) and 18-24 (6.7%). One-quarter of people 45-54 were mostly aware of the project (25%), followed by ages 55-64 (16.67%), 35-44 (9.52%), 65 and older (8.7%) and all other age groups (0%). Almost one-third of people 65 and older were very aware (30.43%), followed by age 45-54 and 55-64 (16.67% each), 25-34 (5.88%), 35-44 (4.67%) and 18-24 (0%).

About four-fifths of people with some college education were unaware of the project (81.82%), followed by almost three-fourths of people with a bachelor’s degree (72.41%) and almost one-half of people with post-graduate degrees (45.95%) and two-year degrees (45.45%). People with post-graduate degrees were more likely to be mostly aware of the project (13.51%), followed by people with two-year degrees (9.09%), bachelor’s degrees (3.45%) and some college education (0%). About a quarter of people with two-year degrees (27.27%) and post-graduate degrees (21.62%) were very aware of the project, followed by people with bachelor’s degrees (6.6%) and some college education (0%). There was no real difference among education levels for being somewhat aware of the project.

Almost three-fourths of people with full-time employment were unaware of the project (71.74%), followed by one-third of people with part-time employment (66.67%) and almost two-fifths of retired people (38.46%). About one-fifth of retired people were mostly aware of the project (19.23%), followed by people with full-time employment (8.7%) and part-time employment (0%). A little more than a quarter of retired people are very aware of the project (26.92%), followed by people with part-time employment (16.67%) and full-time employment (4.35%). There was no real difference among employment demographics for being somewhat aware.

A little more than three-fourths of people who are single, never married are unaware of the project (77.42%), followed by a little more than one-third of single, previously married people (69.23%) and one-half of married people (50.98%). About one-fifth of married people were somewhat aware (19.61%).
followed by single, previously married (15.38%) and single, never married (9.68%). Single, previously married people were more likely to be mostly aware (15.38%) than married people (7.84%) and single, never married people (6.45%). Almost one-quarter of married people were very aware of the project (21.57%), followed by single, never married people (6.45%) and single, previously married (0%).

About two-thirds of people with 1–2 children were unaware of the project (64.92%) and three-fifths of people without children under the age of 18 (58.46%). People without children are more likely to be somewhat aware (18.46%) than people with 1–2 children (10.71%). There were no real differences among the demographics for being mostly aware or very aware.

A little more than three-fourths of people with an annual income of $25,000–$34,999 are unaware of the project (78.57%), followed by three-fifths of people who make $50,000–$74,999 (60%), $100,000–$149,999 (57.89%) and $150,000 or more (56.25%, and almost one-half of people who make $75,000–$99,999 (44.44%). About one-quarter of people who make $100,000–$149,999 (26.32%) and $75,000–$99,999 (22.22%) are somewhat aware, followed by about one-fifth of people who make $150,000 or more (18.75%), and people who make $25,000–$34,999 (7.14%) and $50,000–$74,999 (6.67%). One-fifth of people who make $50,000–$74,999 are mostly aware of the project (20%), followed by people who make $25,000–$34,999 (14.29%), $75,000–$99,999 (11.11%), $150,000 or more (6.25%) and $100,000–$149,999 (5.26%). Almost one-quarter of people who make $75,000–$99,999 are very aware of the project (22.22%), followed by about one-fifth of people who make $150,000 or more (18.75%), and people who make $50,000–$74,999 (13.33%), $100,000–$149,999 (10.53%) and $25,000–$34,999 (0%).

RQ8: What is your opinion on the following art pieces on a scale of: not aware, dislike it, feel neutral, like it? (Main St. Fountain, Murals, 4th ave LED lights, Light pole artwork, Edmonds Public Art)

Main St. Fountain: A majority of people said they liked the Main St. Fountain (58.76%), followed by about one-third being unaware (29.9%), feeling neutral (9.28%) and dislike (2.06%).

Murals: A majority of people said they liked the murals (53.13%), followed by a little more than a third being unaware (35.42%), feeling neutral (10.42%) and dislike (1.04%).

Fourth Ave. LED lights: A majority of people were unaware (53.13%), followed by about one-third like (34.38%), people feeling neutral (11.46%) and dislike (1.04%).

Light pole artwork: People liked it more (45.36%) than being unaware (44.33%), neutral (8.25%) and dislike (2.06%).

Edmonds Public Art: More people liked it (46.32%) than were unaware (38.95%), neutral (13.68%) and dislike (1.05%).

More than four-fifths of all residents (84.62% for 6–20 years; 84.21% over 20 years; 83.33% five years or less) liked the Main St. Fountain, followed by almost two-fifths of non-residents (37.74%). Non-residents were likely to feel neutral about the fountain (15.09%) than residents for over 20 years (5.26%) and all other residents (0%). Residents of 6–20 years were more likely to dislike the fountain (7.69%) than residents of over 20 years (5.26%) and all other resident demographics (0%). Nearly half of non-residents were unaware of the fountain (47.17%), followed by residents of five years or less (16.67%), 6–20 years (7.69%) and over 20 years (5.26%).

Nearly all residents of 6–20 years said they liked the murals (91.67%), followed by more than three-quarters of residents of over 20 years (78.95%), more than half of residents five years or less (58.33%) and one-third of non-residents (33.96%). Non-residents were more likely to feel neutral (33.96%) than residents of over 20 years (10.53%), five years or less (8.33%) and 6–20 years (0%). Residents of 6–20 years were more likely to dislike it (8.33%) than all other resident demographics (0%). About half of non-residents were unaware (52.83%), followed by one-third of residents of five years or less (33.33%), residents of over 20 years (10.53%) and 6–20 years (0%).

A majority of residents 6–20 years (61.54%), five years or less (58.33%) and over 20 years (52.63%) like the Fourth Ave. LED lights, followed by non-residents (15.38%). Residents of over 20 years (15.79%)
and 6–20 years (15.38%) were more likely to feel neutral than non-residents (9.62%) and residents of five years or less (8.33%). Three-quarters of non-residents were unaware of the project (75%), followed by one-third of residents five years or less (33.33%) and about a quarter of residents 20 years or more (26.32%) and 6–20 years (23.08%). There were no real differences among resident demographics for disliking the project.

Three-quarters of non-residents were unaware of the project (75%), followed by one-third of residents for five years or less (33.33%) and about a quarter of residents 20 years or more (26.32%) and 6–20 years (23.08%). There were no real differences among resident demographics for disliking the project.

About three-quarters of residents for over 20 years (78.95%) like the light pole artwork, followed by more than two-thirds of residents 6–20 years (69.23%), one-half of residents for five years or less (50%) and one-quarter of residents 20 years or more (26.32%). About a quarter of residents 6–20 years feel neutral (23.08%), followed by non-residents (7.55%), residents for over 20 years (5.26%) and five years or less (0%). Residents of five years or less were more likely to say they disliked the artwork (8.33%) than 6–20 years (7.69%) and all other resident types (0%). Two-thirds of non-residents were unaware of the artwork (66.04%), followed by about two-fifths of residents for five years or less (41.67%), residents of over 20 years (17.97%) and 6–20 years (0%).

About two-thirds of residents 6–20 years (69.23%) over 20 years (68.42%) and five years or less (63.62%) like Edmonds Public Art, followed by more than a quarter of non-residents (28.85%). About a quarter of residents for 20 years or more (26.32%) feel neutral, followed by residents of 6–20 years (15.38%), non-residents (9.62%) and five years or less (9.09%). About three-fifths of non-residents were unaware (59.62%), followed by about a quarter of residents for 5 years or less (27.27%), residents 6–20 years (15.38%) and over 20 years (5.26%). There was no real difference between resident types for disliking it.

Two-thirds of women said they liked the Main St. Fountain (66.67%), followed by half of men (50%). Men were more likely to feel neutral (14.29%) than women (5.56%). Men were more likely to be unaware (35.71%) than women (24.07%). There were no real differences across gender for disliking it.

About three-fifths of women like the murals (61.11%), followed by about two-fifths of men (43.9%). Men were are likely to feel neutral (17.07%) than women (5.56%). Men were more likely to be unaware (39.02%) than women (31.48%). There were no real differences across gender for disliking the murals.

Two-fifths of women like the Fourth Ave. LED lights (41.51%) compared to about a quarter of men (26.19%). Men were more likely to feel neutral (19.05%) than women (5.66%). There were no real differences across gender for being unaware of or disliking the lights.

More than half of women like the light pole artwork (55.56%) followed by a third of men (33.33%). Men were more likely to be neutral (19.05%) than women (0%). There were no real differences across gender for unaware of or disliking the light pole artwork.

More than half of women said they liked Edmonds Public Art (55.77%) followed by more than one-third of men (35.71%). Men were more likely to be neutral (19.05%) than women (9.62%). Men were more likely to be unaware (45.24%) than women (32.69%). There was no real difference across gender for disliking Edmonds Public Art.

Four-fifths of people age 45–54 like the Main St. Fountain (81.82%), followed by three-quarters of people 55–64 (75%), people 65 or older (69.57%), about one-half of people 35–44 (55%) and 18–24 (50%), and people 25–34 (29.41%). About a quarter of people age 25–34 said they felt neutral about the fountain (23.53%), followed by people 35–44 (10%), 45–54 (9.09%), 18–24 (7.14%), 65 or older (4.35%) and 55–64 (0%). People 55–64 were more likely to dislike the fountain (8.33%) than people 35–44 (5%) and all other age demographics (0%). Nearly half of people 25–34 were unaware (47.06%), followed by people 18–24 (42.86%), 35–44 (30%), 65 or older (26.09%), 55–64 (16.67%) and 45–54 (9.09%).

Three-quarters of people 55–64 said they like the murals (75%), followed by people 44–54 (70%), 65 or older (69.57%), 35–44 (55%), 18–24 (42.86%) and 25–34 (11.76%). About a quarter of people 25–34 (29.41%) and 18–24 (21.43%) said they felt neutral, followed by people 45–54 (10%), 65 or older (4.35%) and all other age demographics (0%). People 55–64 were more likely to dislike the murals (8.33%) than all other age demographics (0%). Almost three-fifths of people 25–34 were unaware (58.82%), followed by people 35–44 (45%), 18–24 (35.71%), 65 or older (26.09%), 45–54 (20%) and 55–64 (16.67%).
Almost half of people 65 or older said they liked the Fourth Avenue LED lights (47.83%), followed by a third of people 45–54 (36.36%), 55–64 (33.33%) and 35–44 (31.58%) and about a quarter of people 18–24 (28.57%) and 25–34 (23.53%). People 44–54 were more likely to feel neutral (18.18%) than people 65 or older (13.04%), 25–34 (11.76%), 35–44 (10.53%), 55–64 (8.33%) and 18–24 (7.14%). About two-thirds of people 18–24 were unaware (64.29%), followed by almost three-fifths of people 25–34 (58.82%), 55–64 (58.33%) and 35–44 (57.89%), and people 45–54 (45.45%) and 65 or older (39.13%). There were no real differences among ages for disliking the LED lights. A majority of people 65 or older (56.52%), 44–54 (54.55%) and 55–64 (50%) like the light pole artwork, followed by about two-fifths of people 18–24 (42.86%) and 35–44 (40%), and people 25–34 (29.41%). About a quarter of people 45–54 felt neutral (27.27%), followed by people 65 or older (13.04%), 25–34 (5.88%), 35–44 (5%) and all other age demographics (0%). People 18–24 were more likely to dislike it (7.14%) than people 25–34 (5.88%) and all other age demographics (0%). A majority of people 25–34 (58.82%), 35–44 (55%), 18–24 (50%) and 55–64 (50%) were unaware, followed by people 65 or older (30.43%) and 45–54 (18.18%). About three-fifths of people 45–54 (63.64%) and 65 or older (60.87%) said they like Edmonds Public Art, followed by half of people 55–64 (50%), people 35–44 (40%), 18–24 (35.71%) and 25–34 (29.41%). People 25–34 (17.65%) and 65 or older (17.39%) were more likely to feel neutral (18.18%) than people 18–24 (14.29%), 35–44 and 55–64 (10% each) and 45–54 (9.09%). A majority of people 25–34 (52.97%) and 18–24 (50%) were unaware, followed by people 35–44 (45%), 55–64 (40%), 45–54 (27.27%) and 65 or older (21.74%). There were no real differences among age demographics for disliking it.

About two thirds of people with post-graduate degrees (66.67%) like the Main Street Fountain, followed by a majority of people with bachelor’s degrees (60.71%) and two-year degrees (54.55%), and people with some college education (45.45%). People with some college education are more likely to feel neutral (18.18%) than people with bachelor’s degrees (14.29%), two-year degrees (9.09%) and post-graduate degrees (2.78%). People with post-graduate degrees were more likely to dislike the fountain (5.56%) than any other education demographic (0%). About a third of people with some college education and two-year degrees (36.36%) were unaware, followed by a quarter of people with bachelor’s degrees and post-graduate degrees (25% each).

A majority of people with post-graduate degrees (62.86%), bachelor’s degrees (57.14%) and two-year degrees (54.55%) liked the murals followed by a little more than a quarter people with some college education (27.27%). About a quarter of people with some college education felt neutral (27.27%) followed by bachelor’s degrees (10.71%), post-graduate degrees (5.71%) and two-year degrees (0%). Almost half of people with two-year degrees and some college education were unaware (45.45%) each) followed by nearly one-third of people with bachelor’s degrees (32.14%) and people with post-graduate degrees (18.57%). There were no real differences among education level for disliking it.

Half of people with two-year degrees liked the Fourth Avenue LED lights followed by people with bachelor’s degrees (39.29%), post-graduate degrees (30.56%) and some college education (27.27%). People with some college education were more likely to feel neutral (18.18%) than people with post-graduate degrees (16.67%), bachelor’s degrees (10.71%) and two-year degrees (0%). There were no difference among education levels for disliking or being unaware of the lights. A majority of people with two-year degrees (54.55%) and bachelor’s degrees (53.57%) like the light pole artwork, followed by people with post-graduate degrees (41.67%) and some college education (36.36%). People with some college education were more likely to feel neutral (18.18%) than people with post-graduate degrees (13.89%), bachelor’s degrees (3.57%) and two-year degrees (0%). There were no real differences among education levels for being unaware of or disliking the light pole artwork.

A majority of people with two-year degrees (54.55%) and post-graduate degrees (52.94%) like Edmonds Public Art, followed by people with some college education (45.45%) and bachelor’s degrees (35.71%). About a quarter of people with some college education felt neutral, followed by people with Bachelor’s degrees (14.29%), post-graduate degrees (11.76%) and two-year degrees (9.09%). People with bachelor’s degrees were more likely to be unaware (46.43%) followed by people with two-year degrees
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(36.36%, post-graduate degrees (35.29% and some college education (27.27%). There were no real differences among education levels for disliking Edmonds Public Art.

A majority of people with 1–2 children under the age of 18 (70.37%) and without children (60.32%) like Main Street Fountain. About one-third of people without children were unaware of the fountain compared to nearly one-fifth of people with 1–2 children (18.52%). There were no real differences among children demographics for feeling neutral or disliking the fountain.

There were no real differences among children demographics on opinions on the murals.

Half of people with 1–2 children like light pole artwork (51.85%) compared to people without children (42.86%). People without children were more likely to be unaware (47.62%) than people with 1–2 children (37.04%). There were no real differences among demographics for feeling neutral or disliking the artwork.

Half of people without children like Edmonds Public Art (50.82%) compared to people with 1–2 children (40.74%). There were no real differences among demographics for disliking or being unaware of Edmonds Public Art.

About two-thirds of people who make $100,000–$149,999 (68.42%), $150,000 or more (66.67%) and $50,000–$74,999 like the Main Street Fountain, followed by about half of people who make $75,000–$99,999 (55.56%) and $25,000–$34,999 (50%). People who make $25,000–$34,999 were more likely to be neutral (14.29%), followed by people who make $150,000 or more (13.33%), $100,000–$149,999 (10.53%), $50,000–$74,999 (6.67%) and people who make $75,000–$99,999 (5.56%). About one-third of people who make $25,000–$34,999 (35.71%) and $75,000–$99,999 (33.33%) were unaware, followed by about a quarter of people who make $50,000–$74,999 (26.67%) and about one-fifth of people who make $150,000 or more (20%) and $100,000–$149,999 (15.79%). There were no real differences across income levels for disliking the fountain.

One-third of people who make $150,000 or more like the murals (66.67%, followed by about three-fifths of people who make $50,000–$74,999 (60%) and $75,000–$99,999 (58.82%) and about half of people who make $100,000–$149,999 (52.63%) and $25,000–$34,999 (50%). People who make $100,000–$149,999 are more likely to be neutral (15.79%) than people who make $25,000–$34,999 (14.29%), $150,000 or more (6.67%), $75,000–$99,999 (5.88%) and $50,000–$74,999 (0%). Two-fifths of people who make $50,000–$74,999 (40%) were unaware, followed by people who make $25,000–$34,999 (35.71%), $75,000–$99,999 (32.99%), $150,000 or more (26.67%) and $100,000–$149,999 (26.32%). There were no real differences across income levels for disliking the murals.

About two-fifths of people who make $25,000–$34,999 and $150,000 or more like Fourth Avenue LED lights (42.86% each), followed by one-third of people who make $50,000–$74,999 and $75,000–$99,999 (33.33% each) and about one-quarter of people who make $100,000–$149,999 (26.32%). People who make $50,000–$74,999 were more likely to be neutral (20%) than people who make $150,000 or more (14.93%), $75,000–$99,999 (11.11%), $100,000–$149,999 (10.53%) and $15,000–$34,999 (7.14%). People who make $25,000–$34,999 were more likely to dislike it (7.14%) than all other income demographics (0%). Almost two-thirds of people who make $100,000–$149,999 were unaware (63.16%), followed by over half of people who make $75,000–$99,999 (55.56%), about half of people who make $50,000–$74,999 (46.67%) and about two-fifths $150,000 or more and $15,000–$34,999 (42.86% each).

About half of people who make $150,000 or more (53.33%) and $75,000–$99,999 (50%) like the light pole artwork, followed by about two-fifths of people who make $25,000–$34,999 (42.86%), $100,000–$149,999 (42.11%) and $50,000–$74,999 (50%). People who make $100,000–$149,999 were more likely to be neutral (15.79%) than people who make $75,000–$99,999 (11.11%), $25,000–$34,999 (7.14%), $150,000 or more (6.76%) and $50,000–$74,999 (6.67%). People who made $50,000–$74,999 were more likely to dislike it (6.67%) than all other demographics (0%). Almost half of people who make $50,000–
$74,999 were unaware (46.67%), followed by about two-fifths of people who make $25,000–$34,999
(42.86%), $100,000–$149,999 (42.11%), $150,000 or more (40%) and $75,000–$100,000 (38.89%)

People who make $25,000–$34,999 were more likely to be neutral about Edmonds Public Art
(21.43%) than people who make $100,000–$149,999 and $75,000–$99,999 (16.67% each), $150,000 or more
(0%). Half of people who made $150,000 or more were unaware (50%), followed by one-fifth of people who make
$50,000–$74,999 (13.33%) and $150,000 or more (0%). There were no real differences across income levels for liking or
disliking Edmonds Public Art.

RQ9: How likely are you to participate in each activity on a scale of: never, not likely, maybe, likely, very
likely? (Community art walk, Free theater performance at Edmonds Center for the Arts, Public art
competition, Contributing to a community art project, Playing public-use instruments in the street/park)

Community art walk: Almost one-third of people said they would maybe participate (31.96%, followed by
almost one-quarter being likely (23.71%), almost one-fifth being not likely (18.56%) and never (16.49%),
and people being very likely (9.28%).

Free theater performance: Over one-third of people answered they would maybe participate (35.05%, fol-
lowed by almost one-fifth being likely (19.59%), people very likely (16.49%), not likely (15.46%) and
never (13.4%).

Public art competition: About a quarter of people said they would maybe (28.87%, not likely (26.8% and
never participate (24.74%), followed by people who said likely (15.46%) and very likely (4.12%).

Contributing to a community art project: More than a quarter indicated they would not likely (29.9%,
maybe (26.8%) and never (23.71%), followed by likely (13.4%) and very likely (6.19%).

Playing public-use instruments in the street/park: More than a quarter indicated they would never
(29.9%, not likely (25.77%) or maybe (24.74%) participate, followed by likely (12.37%) and very likely
(7.22%).

Residents of five years or less were more likely to say they were very likely to participate in a
community art walk (16.67%), followed by residents of 6–20 years (15.38%), over 20 years (10.53%) and
non-residents. Half of residents for five years or less said they are likely to attend, followed by almost one-
third of residents 20 years or more, about a quarter of residents 6–20 years (23.08%), and non-residents
(15.09%). Almost half of residents for 6–20 years said they would maybe participate (46.15%), followed by
about one-third of non-residents (35.85%), residents of over 20 years (21.05%) and residents of five
years or less (16.67%). About one-quarter of non-residents said they were no likely to attend (22.64%) followed
by residents of over 20 years (21.05%), five years or less (8.33%), and 6–20 years (7.69%). One-fifth of non-
residents (20.75%) said they would never attended, followed by residents of over 20 years (15.79%), five
years or less (8.33%) and 6–20 years (7.69%).

Residents of five years or less were more likely to say they were very likely to attend a
free theater performance at the Edmonds Center for the Arts (42.11%), followed by one-third of resi-
dents for five years or less (33.33%), residents of 6–20 years (7.69%) and non-residents (5.66%). One-third of
residents for five years or less were likely (33.33%) followed by about a quarter of residents 6–20 years
(23.08%), non-residents (18.87%) and over 20 years (10.53%). About half of residents for 6–20 years said
maybe (46.15%), followed by about one-third of non-residents (37.74%) and over 20 years (31.58%), and
residents for five years or less (16.67%). Non-residents answered not likely more (20.75%) than residents
6–20 years (15.38%), five years or less (8.33%) and over 20 years (5.26%). Non-residents were more likely
ever to attend (16.98%) than residents of over 20 years (10.53%), five years or less (8.33%) and 6–20 years
(7.69%).

Residents of five years or less were answered they were very likely to participate in a public art
competition (8.33%) than residents of over 20 years (5.26%), non-residents (3.77%) and residents of 6–20
years (0%). About one-fifth of residents over 20 years said they were likely (21.05%), followed by five years or less (16.67%), 6–20 years (15.38%) and non-residents (13.21%). Over half of residents for 6–20 years said maybe (53.85%), followed by about a third of residents for over 20 years (36.84%), a quarter of residents for five years or less (25%) and one-fifth of non-residents (20.75%). About one-quarter of non-residents (30.19%), residents for over 20 years (26.32%) and five years or less (25%) said they were not likely, followed by residents of 6–20 years (15.38%). Almost one-third of non-residents said they’d never participate (32.08%), followed by a quarter of residents for five years or less (25%), residents 6–20 years (15.38%) and over 20 years (10.53%).

Residents of 6–20 years (7.69%) and non-residents (7.55%) were slightly more likely to answer they were very likely to contribute to a community art project than residents of over 20 years (5.26%) and five years or less (0%). About one-third of residents for 6–20 years (38.46%) and five years or less (33.33%) were likely, followed by non-residents (35.66%) and residents of over 20 years (5.26%). Almost half of residents for over 20 years said maybe (47.37%), followed by about a quarter of residents for five years or less (25%), 6–20 years (23.08%) and non-residents (20.75%). About one-third of residents for over 20 years (36.84%) and non-residents (33.96%) said they were not likely to participate, followed by residents of five years or less (16.67%) and 6–20 years (15.38%). Almost one-third of non-residents would never participate (32.08%), followed by a quarter of residents for five years or less (25%), residents of 6–20 years (15.38%) and over 20 years (5.26%).

Almost one-quarter of residents for over 20 years said they would use public-use instruments (21.05%), followed by residents of five years or less (16.67%), non-residents (1.89%) and residents of 6–20 years (0%). About one-quarter of residents for 6–20 years (38.46%) and five years or less (33.33%) were likely, followed by non-residents (35.66%) and residents of over 20 years (5.26%). Almost half of residents for over 20 years said maybe (47.37%), followed by about a quarter of residents for five years or less (25%), 6–20 years (23.08%) and non-residents (20.75%). About one-third of residents for over 20 years (36.84%) and non-residents (33.96%) said they were not likely to participate, followed by residents of five years or less (16.67%) and 6–20 years (15.38%). Almost two-fifths of non-residents said they’d never participate (39.62%), followed by a quarter of residents of five years or less (25%) and residents of over 20 years (15.79%) and 6–20 years (15.38%).

There were no real differences across gender for how people would participate in the community art walk.

Women were answered they were likely to participate in a free theater performance (24.07%) than men (14.29%). There were no real differences across gender for answering very likely, maybe, not likely and never.

Women were more likely to be likely to participate in a public art competition (22.22%) than men (7.14%). Men were more likely to answer maybe (35.71%) than women (22.22%). There were no real differences across gender for answering very likely, not likely and never.

Women answered they were very likely to contribute to a community art project (9.26%) than men (2.38%). Men were more likely to answer maybe (30.95%) than women (24.07%). There were no real differences across gender for answering likely, not likely and never.

Men answered they would maybe play a public-use instrument (30.95%) than women (20.37%). Women were more likely to indicate they were not likely to use it (29.63%) than men (19.05%). There were no real differences across gender for answering very likely, likely and never.

A quarter of people age 35–44 (25%) said they were very likely to participate in a community art walk, followed by ages 45–54 (9.09%), 55–64 (8.33%), 25–34 (5.99%), 65 or older (4.25%) and 18–21 (0%). About a third of people 45–54 (36.36%) and 65 or older (30.43%) are likely to participate, followed by about a quarter of people 18–24 (28.57%) and 55–64 (25%), people age 35–44 (15%) and 25–34 (11.76%). About half of people 55–64 (50%) and 25–34 (47.06%) said maybe, followed by about a quarter of people 45–54 (27.27%), 65 or older (26.09%), 35–44 (25%) and 18–24 (21.43%). About a quarter of people 45–54 (27.27%), 25–34 (23.53%), 65 or older (21.74%) and 18–24 (21.43%) were not likely to participate, followed by people 55–64 (16.67%) and 35–44 (5%). Nearly one-third of people age 35–44 would never participate.
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(30%), followed by people 18–24 (28.57%), 65 or older (17.39%), 25–34 (11.76%) and all other age groups (0%).

One-third of people 55–64 are very likely to participate in a free theater performance (33.33%), followed by about a quarter of people 45–54 (27.27%), people 65 or older (17.39%), 35–44 (15%) 18–24 (7.14%) and 25–34 (5.88%). About one-third of people 18–24 (37.51%) were likely to participate, followed by about a quarter of people 25–34 (29.41%) and 55–64 (25%), people 65 or older (17.39%) and 35–44 (0%). About half of people age 45–54 (54.55%) and 35–44 (45%) said maybe, followed by people 25–34 (41.18%), 65 or older (30.43%), 18–24 (21.43%) and 55–64 (16.67%). About a quarter of people 55–64 (25%) and 18–24 (21.43%) are not likely to participate followed by people 25–34 (17.65%), 65 or older (17.39%), 35–44 (10%) and 45–54 (0%). Almost one-third of people 35–44 would never participate (30%) followed by people 65 or older (17.39%), 18–24 (14.29%), 25–34 (5.88%) and all other age groups (0%).

People 18–24 were more likely to indicate they are very likely to participate in a public art competition (7.14%) than people 25–34 (5.88%), 35–44 (5%), 65 or older (4.35%) and all other age demographics (0%). One-third of people 55–64 said they were likely to participate (33.33%), followed by people 25–34 (17.65%), 65 or older (17.39%), 18–24 (14.29%) and 45–54 (0%). About half of people 45–54 said maybe (45.45%), followed by about one-third of people 25–34 (35.29%) and 35–44 (30%), about a quarter of people 65 or older (26.09%) and 55–64 (25%), and people 18–24 (14.29%). Almost half of people 45–54 are not likely to participate (45.45%), followed by about a third of people 18–24 (35.71%), about a quarter of people 25–34 (29.41%), 55–64 (25%) and 35–44 (20%), and people 65 or older (17.39%). A little more than one-third of people 35–44 (35%) and 65 or older (34.78%) would never participate, followed by people 18–24 (28.57%), 55–64 (16.67%), 25–34 (11.76%) and 45–54 (9.09%).

People 55–64 were more likely to indicate they are very likely to contribute to a community art project (16.67%) than people 35–44 (15%), 25–32 (5.88%) and all other age groups (0%). Over one-third of people 45–54 (36.36%) are likely to participate, followed by people 18–24 (14.29%), 65 or older (13.04%), 35–44 (10%), 55–64 (8.33%) and 25–34 (5.88%). Almost half of people 25–34 said maybe (47.06%), followed by people 65 or older (30.43%), 45–54 (27.27%), 35–44 (20%), 55–64 (16.67%) and 18–24 (14.29%). About two-fifths of people 18–24 (42.86%) and 55–64 (41.67%) are not likely to participate, followed by about a quarter of people 25–34 (29.41%), 45–54 (27.27%), 35–44 (25%) and 65 or older (21.74%). About one-third of people 65 or older (34.78%) and 35–44 (30%) would never participate, followed by people 18–24 (28.57%), 55–64 (16.67%), 25–34 (11.76%) and 45–54 (9.09%).

About a quarter of people 25–34 are very likely to use public-use instruments (23.53%), followed by people 18–24 (7.14%), 35–44 (5%), 65 or older (4.35%) and all other age groups (0%). One-third of people 55–64 are likely to participate (33.33%), followed by people 45–54 (27.27%), 35–44 (10%), 18–24 (7.14%), 25–34 (5.88%) and 65 or older (4.35%). About one-third of people 35–44 (30.43%) said maybe, followed by about a quarter of people 55–64 (25%), 35–44 (25%) and 18–24 (21.43%), and people 65 or older (13.04%). About one-third of people 35–44 are not likely to participate (35%), followed by about a quarter of people 18–24 (28.57%), 45–54 (27.27%), 55–64 (25%) and 25–34 (23.53%), and people 65 or older (17.39%). A majority of people 65 or older would never participate (60.87%), followed by people 18–24 (35.71%), 35–44 (25%), 55–64 (16.67%), 25–34 (11.76%) and 45–54 (9.09%).

People with two-year degrees were more likely to indicate they are very likely to participate in a community art walk (18.18%) than people with post-graduate degrees (13.89%), bachelor’s degrees (7.14%) and some college education (3.69%). Over one-third of people with two-year degrees (36.36%) are likely to participate, followed by about a quarter of people with bachelor’s degrees (28.57%) and post-graduate degrees (22.22%) and people with some college education (18.18%). More than a third of people with bachelor’s degrees (39.29%), some college education (36.36%) and post-graduate degrees (36.11%) said maybe, followed by people with two-year degrees (9.09%). A little more than a quarter of people with some college education said they were not likely to participate (27.27%), followed by people with two-year degrees (18.18%), Bachelor’s degrees (14.29%) and post-graduate degrees (13.89%). People with some college education and two-year degrees were more likely never to participate (18.18% each),
followed by people with post-graduate degrees (13.89%) and bachelor’s degrees (10.71%).

A quarter of people with post-graduate degrees are very likely to participate in free theater performance (25%), followed by people with two-year degrees (18.18%), Bachelor’s degrees (14.29%) and some college education (0%). About a quarter of people with post-graduate degrees (25%) and bachelor’s degrees (21.43%) are likely to participate, followed by people with two-year degrees (18.18%) and some college education (9.09%). About two-fifths of people with some college education (45.45%) and Bachelor’s degrees (42.86%) said maybe, followed by about a quarter of people with two-year degrees (27.27%) and post-graduate degrees (22.22%). A little more than a third of people with some college education are not likely to participate (36.36%), followed by people with post-graduate degrees (16.67%), Bachelor’s degrees (10.71%) and two-year degrees (9.09%). About a quarter of people with two-year degrees would never participate (27.27%), followed by people with post-graduate degrees (11.11%), bachelor’s degrees (10.71%) and some college education (9.09%).

People with two-year degrees are more likely to indicate they are very likely to participate in a public art competition (9.09%) than people with post-graduate degrees (5.56%), Bachelor’s degrees (3.57%) and some college education (0%). About a quarter of people with two-year degrees (27.27%) and post-graduate degrees (22.22%) are likely, followed by people with Bachelor’s degrees (10.71%) and some college education (9.09%). Almost one-half of people with Bachelor’s degrees said maybe (46.43%), followed by people with post-graduate degrees (19.44%), two-year degrees and some college education (18.18% each). Over half of people with some college education are not likely to participate (54.55%), followed by about a quarter of people with post-graduate degrees (27.78%), bachelor’s degrees (21.43%) and people with two-year degrees (9.09%). Over a third of people with two-year degrees would never participate (36.36%), followed by a quarter of people with post-graduate degrees (25%), people with some college education (18.18%) and bachelor’s degrees (17.86%).

People with two-year degrees were more likely to indicate they are very likely to contribute to a community art project (18.18%) than people with bachelor’s degrees (7.14%), post-graduate degrees (5.56%) and some college education (0%). Almost two-fifths of people with Bachelor’s degrees said maybe (39.29%), followed by people with two-year degrees (27.27%), post-graduate degrees (19.44%) and some college education (18.18%). Nearly half of people with some college education are not likely to participate (45.45%), followed by more than third of people with post-graduate degrees (36.11%), people with Bachelor’s degrees (21.43%) and two-year degrees (18.18%). About a quarter of people with some college education (27.27%), two-year degrees (27.27%) and post-graduate degrees (25%) would never participate, followed by people with bachelor’s degrees (17.86%). There were no real differences across education levels for being likely to participate.

People with bachelor’s degrees were more likely to indicate they are very likely to use public-use instruments (10.71%) than people with two-year degrees (9.09%), post-graduate degrees (5.56%) and some college education (0%). People with two-year degrees are more likely to be likely to participate (18.18%) than people with bachelor’s degrees (17.86%), post-graduate degrees (11.11%) and some college education (9.09%). About one-third of people with Bachelor’s degrees said maybe (32.14%), followed by about a quarter of people with two-year degrees (27.27%) and some college education (27.27% each) and people with post-graduate degrees (16.67%). About one-third of people with two-year degrees (36.36%), post-graduate degrees (30.56%) and some college education (30%) are not likely to participate, followed by a quarter of people with bachelor’s degrees (25%). Nearly half of people with two-year degrees would never participate (45.45%), followed by people with post-graduate degrees (36.11%), some college education (27.27%) and Bachelor’s degrees (14.29%).

About a quarter of people with full-time employment (27.27%) and retired people (26.92%) are likely to participate in a community art walk, followed by people with part-time employment (16.67%). A quarter of people with part-time employment are not likely to participate (25%), followed by people with full-time employment (18.18%) and retired people (15.38%). There were no real differences across employment demographics for very likely to participate, maybe and never.
Retired people were more likely to indicate they are likely to attend a free theater performance (23.08%) than people with full-time employment (18.18%) and part-time employment (16.67%). People with full-time employment said maybe more (38.64%) than people with part-time employment (33.33%) and retired people (30.77%). People with full-time employment answered they were not likely to participate (18.18%) more than retired people (15.38%) and people with part-time employment (8.33%). A quarter of people with part-time employment said they would never participate (25%), followed by retired people (11.54%) and people with full-time employment (11.36%). There were no real differences across employment demographics for being very likely to participate.

People with full-time employment are more likely to be very likely to participate in a public art competition (6.82%) than all other employment demographics (0%). Retired people are more likely to be likely (19.23%) than people with part-time employment (8.33%) and full-time (6.82%). About one-third of people with full-time employment (34.09%) and part-time employment (33.33%) are not likely to participate compared to retired people (15.38%). Retired people are more likely to never participate (30.77%) than people with part-time employment (25%) and full-time employment (20.45%). There were no real differences across employment demographics for answering maybe.

People with part-time employment were twice as likely to be very likely to contribute to a public art project (8.33%) than people with full-time employment (4.55%) or retired (3.85%). People with full-time employment answered maybe more (31.82%) than retired people (26.92%) and people with part-time employment (16.67%). About one-third of people with part-time employment (33.33%) and retired people (30.77%) would never participate, followed by people with full-time employment (18.18%). There were no real differences across employment demographics for being likely or not likely.

People with full-time employment are more likely to be very likely to use public-use instruments (11.36%) than retired people (3.85%) and people with part-time employment (0%). About a quarter of people with full-time (27.27%) and part-time (25%) employment answered maybe, followed by retired people (15.38%). People with full-time employment are more likely to be not likely to participate (31.82%) than people with part-time employment (25%) and retired (15.38%). Over one-half of retired people would never participate (53.85%) followed by people with part-time employment (33.33%) and full-time employment (18.18%). There were no real differences across employment demographics for being likely.

Married people were twice as likely to be very likely to participate in a community art walk (12%) than single, never married people (6.9%) and single, previously married (0%). Nearly half of single, previously married people are likely (46.15%), followed by about one-fifth of married (22%) and single, never married (20.69%) people. About two-fifths of single, previously married (38.46%) and single, never married (37.93%) people said maybe, followed by married people (28%). Married people were more likely to never participate (18%) than single, never married (17.24%) and single, previously married (0%) people. There were no real differences across marital status for being likely or not likely.

People who are single, previously married are twice as likely to be very likely to participate in a free theater performance (30.77%) than people who are married (14%) or single, never married (13.79%). People who are single, never married are more likely to be likely to participate (31.03%), followed by single, previously married (23.08%) and married (14%) people. About two-fifths of married people said maybe (42%), followed by single, never married (34.48%) and single, previously married (7.69%). Over one-third of people who are single, previously married are not likely to participate (38.46%), followed by single, never married (13.79%) and married (12%). Married people are twice as likely to never participate (18%) than single, never married (6.9%) and single, previously married (0%). There were no real differences across marital status for being likely.

Single, never married people are more likely to be very likely to participate in a public art competition (6.9%) than married (2%) and single, previously married (0%) people. Almost one-third of people who are married said maybe (32%), followed by single, never married people (27.59%) and single, previously married (23.08%). Almost two-fifths of single, previously married people are not likely to participate (38.46%), followed by about one quarter of married (26%) and single, never married (24.14%) people. There were no real differences across marital status for being likely to or never participating.
People who are married are twice as likely to be very likely to contribute to a community art project (8%) than people who are single, never married (3.45%) and single, never married (0%). People who are mar-ried were more likely to be likely to participate (16%) than single, previously married people (15.38%) and single, never married people (10.34%). More than one-third of single, previously married (38.46%) and single, never married people (34.48%) are not likely, followed by more than a quarter of married people (26%). There were no real differences across marital status for answering maybe or never.

Single, never married people were twice as likely to indicate they are very likely to use public-use instruments (13.79%) than married (6%) and single, previously married (0%) people. Married people were more likely to be likely to participate (14%) than single, never married people (10.34%) and single, previously married people (7.69%). More than one-third of people who are single, previously married are not likely to participate (38.46%), followed by about a quarter of married (24%) and single, never married people (20.69%). There were no real differences across marital status for answering, maybe and never.

People with no children under the age of 18 are twice as likely to be likely to participate in a community art walk (30.16%) than people with 1–2 children (14.91%). People with 1–2 children are twice as likely to never participate (29.63%) than people with no children (11.1%). There are no real differences across children demographics for being very likely, maybe and not likely.

People with no children were twice as likely to be likely to attend a free theater performance (23.81%) than people with 1–2 children (11.1%). People with 1–2 children said may–be more (40.74%) than people with none (30.16%). One–fifth of people without children (20.63%) are not likely to participate compared to people with 1–2 children (7.41%). One quarter of people with 1–2 children would never participate (25.93%) than people with no children (6.35%). There were no real differences across children demographics for being very likely.

People without children are more likely to be very likely to participate in a public art competition (6.35%) than people with 1–2 children (0%). One–fifth of people with no children are likely to participate (20.63%) than people with 1–2 children (0%). People with 1–2 children are almost twice as likely to say maybe (40.74%) than people without children (22.22%). Almost one–third of people without children are not likely to participate (30.16%) compared to people with 1–2 children (22.22%). Almost two–fifths of people with 1–2 children would never participate (37.04%) than people with no children (20.63%).

People with no children are more likely to be very likely to contribute to a community art project (6.35%) than people with no children (0%). One–third of people without children are not likely to partici-pate (33.33%) compared to a quarter of people with 1–2 children (25.93%). More than one–third of people with 1–2 children would never participate (37.04%) compared to people with no children (19.05%). There were no real differences across children demographics for being very likely and maybe.

People with 1–2 children are more likely to use never use public–use instruments (37.04%) than people with no children (28.57%). There were no real differences across children demographics for being very likely, likely, maybe and not likely to participate.

One–fifth of people who make $150,000 or more and $50,000–$74,999 are very likely to participate in a community art walk (20%), followed by people who make $100,000–$149,999 (10.53%), $75,000–$99,999 (5.56%) and $25,000–$34,999 (0%). One–third of people who make $150,000 or more are likely (33.33%), followed by about a quarter of people $15,000–$34,999 (28.57%) and $75,000–$99999 (22.22%), people who make $100,000–$149,999 (15.79%) and $50,000–$74,999 (13.33%). One–third of people who make $25,000–$34,999 (35.71%), $50,000–$74,999 (33.33%), $75,000–$99,999 (33.33%) and $100,000–$149,999 (31.58%) answered maybe, followed by one–fifth of people who $150,000 or more (20%). About one–quarter of people who make $50,000–$74,999 (26.67%) and $75,000–$99,999 (22.22%) are not likely, followed by people who make $150,000 or more (20%), $25,000–$34,999 (14.29%) and $100,000–$149,999 (10.53%). Almost one–third of people who make $100,000–$149,999 (31.58%) would never participate, followed by people who make $25000–$34,999 (21.43%), $75,000–$99,999 (16.67%), $50,000–$74,999 (6.67%) and $150,000 or more (6.67%).

About one–third of people who make $75,000–$99,999 are very likely to participate in a free the-
ater performance (33.33%), followed by people who make $25,000-$34,999 (21.43%), $50,000-$74,999 (13.33%), $100,000-$149,999 (10.53%) and $150,000 or more (6.67%). About a quarter of people who make $150,000 or more are likely (26.67%), followed by about one-fifth of people who make $100,000-$149,999 (21.05%) and $50,000-$74,999 (20%), people who make $25,000-$34,999 (14.29%) and $75,000-$99,999 (11.11%). About half of people who make $150000 or more (46.67%) and $25,000-$34,999 (42.86%) answered maybe, followed by about one-third of people who make $75,000-$99,999 (33.33%) and $100,000-$149,999 (31.58%) and $25,000-$34,999 (7.14%). About a quarter of people who make $150,000 or more (26.67%), followed by about one-fifth of people who make $100,000-$149,999 would never participate (26.32%), followed by $25,000-$34,999 (14.29%), $50,000-$74,999 (13.33%), $150,000 or more (6.67%) and $75,000-$99,999 (5.66%).

People who make $150,000 or more and $50,000-$74,999 (6.67% each) are very likely to participate in a public art competition, followed by people who make $100,000-$149,999 (5.26%) and all other income levels (0%). About one-fifth of people who make $25,000-$34,999 (21.43%), $100,000-$149,999 (21.05%) and $150,000 or more (20%) are likely to participate, followed by people who make $75,000-$99,999 (5.56%) and $50,000-$74,999 (0%). About two-fifths of people who make $50,000-$75,000 (40%), $75,000-$99,999 (38.89%) and $25,000-$34,999 (35.71%) answered maybe, followed by people who make $150,000 or more (33.33%) and $100,000-$149,999 (10.53%). One-third of people who make $75,000-$99,999 are not likely to participate (33.33%), followed by about a quarter of people who make $150,000 or more (26.67%), $50,000-$74,999 (26.67%) and $75,000-$99,999 (22.22%), and people who make $150,000 or more (13.33%).

People who make $100,000-$149,999 are more likely to be very likely to contribute to a community art project (15.79%), followed by people who make $150,000 or more (6.67%) $50,000-$74,999 (6.67%), $75,000-$99,999 (5.56%) and $25000-$34,999 (0%). One-third of people who make $150,000 or more are likely (33.33%), followed by people who make $50,000-$74,999 (20%), $100,000-$149,999 (10.53%), $25,000-$34,999 (7.14%) and $75,000-$99,999 (5.56%). One-half of people who make $25,000-$34,999 (50%) answered maybe, followed by about a quarter of people who make $75,000-$99,999 (27.78%) and $100,000-$149,999 (21.05%), and people who make $50,000-$74,999 and $150,000 or more (13.33% each). About two-fifths of people who make $75,000-$99,999 (44.44%) and $50,000-$74,999 (40%) are not likely to participate, followed by people who make $150,000 or more (33.33%), $100,000-$149,999 (15.79%) and $25,000-$34,999 (14.29%). Over one-third of people who make $100,000-$149,999 would never participate (36.84%), followed by about a quarter of people who make $25,000-$34,999 (28.57%), $50,000-$74,999 (26.67%) and $75,000-$99,999 (22.22%), and people who make $150,000 or more (13.33%).

One-fifth of people who make $50,000-$74,999 (20%) are very likely to use public-use instruments, followed by people who make $25,000-$34,999 (7.14%), $75,000-$99,999 (5.56%), $100,000-$149,999 (5.26%) and $150,000 or more (0%). About a quarter of people who make $75,000-$99,999 (27.78%) are likely to participate, followed by people who make $150,000 or more (20%), $100,000-$149,999 (10.53%), $50,000-$74,999 (6.67%) and $25,000-$34,999 (0%). About two-fifths of people who make $25,000-$34,999 (42.86%) answered maybe, followed by people who make $100,000-$149,999 (26.32%), $150,000 or more (20%), $75,000-$99,999 (11.11%) and $50,000-$74,999 (6.67%). About two-fifths of people who make $50,000-$74,999 (40%) are not likely, followed by people who make $75,000-$99,999 (33.33%), about a quarter of people who make $25,000-$34,999 (28.57%) and $150,000 or more (26.67%), and people who make $100,000-$149,999 (15.79%). About two-fifths of people who make $100,000-$149,999 would never participate, followed by a third of people who make $150,000 or more (33.33%), and about a quarter of people who make $50,000-$74,999 (26.67%), $75,000-$99,999 (22.22%)
and $25,000-$34,999 (21.43%).

Concluding interpretations

The biggest question we wanted to answer was just how many people knew about the Arts Corridor project in general. The survey shows that approximately 70 percent of residents were aware of the project in some way. Of the residents who were aware, 78 percent were only slightly aware, so we still need to focus our efforts. Only a third of the residents were not aware of the project at all. The biggest issue we need to solve is how do we get people to show support for the Fourth Avenue Arts Corridor project?

In our survey we asked how interested people would be in certain activities relating to art in some way. Of the activities listed, residents were most in favor of a free theater performance at the Edmonds Center for the Arts, followed by a community art walk. These two activities would work the best in a PR campaign because they could accomplish two things at once: raising awareness of the project and physically bringing people to the Arts Corridor. Due to the location of the arts center at one end of Fourth Avenue, it would be a prime location to host an event to raise awareness for the project. As for events that could be held at the event center, the survey also asked how likely someone would be to participate in certain arts. Plays and musicals seemed to be overwhelmingly positive with at least 58 percent of residents saying they would participate. As for the community art walk, Fourth Avenue itself would be the perfect location for the art walk, night or day.

The survey results show that people over the age of 45 are more aware of the arts corridor project and more willing to participate in an art walk or performance compared to those under 45, so they are a prime audience to target. We also need to address how to attract the younger demographic if they are less willing to participate in events.

Finally, we also found that almost 45 percent of people get news about Edmonds from print newspaper as well as large percentages from online news sources and Facebook. Reaching out to these news organizations and having a complete social media plan is essential for the campaign plan that we are constructing. Only 7 percent of people get their news about Edmonds from Twitter, so this would not be as big of a priority to put in a social media plan as Facebook, where 24 percent of people get their news. These survey results are important to our campaign because they will inform us of the correct and most efficient tactics to utilize and the best ways to reach our target audience. They can inform our decision making in planning events, proposing partnerships between the Edmonds Arts Commission and local businesses, media relations and our campaign strategies. The results demonstrate that Edmonds is a thriving, up-and-coming community with strong ties to the arts.

Our survey gave us plenty of data to support the idea that people are willing to participate in events and generally enjoy the artwork on display throughout the city. By launching a campaign designed to raise support for the arts corridor project, we hope Edmonds will thrive as a cultural center for the arts. Apollo PR is excited to design a campaign that will not only help the city, but the residents as well. Using these survey results will be important in guaranteeing our campaign is aligned with the mission and values of the City of Edmonds and the Edmonds Arts Commission. We can use these results to ensure our campaign taps into existing resources and potential growth within the arts and cultural community in Edmonds, which will ensure this campaign benefits a rich variety of arts organizations and businesses both within and surrounding Edmonds. These survey results will help to inform our understanding of the cultural identity of Edmonds as a part of the Salish Sea, greater Seattle area and the Pacific Northwest.
Thank you!