

EXHIBIT A: PORT-WIDE ARTS AND CULTURAL PROGRAM POLICY DIRECTIVE

SECTION 1. Purpose.

The Port of Seattle has been an active proponent of art since the late 1960s as the first public airport to establish a civic art collection. The purpose of this policy directive is to establish a Port-Wide Arts and Cultural Program which returns the Port of Seattle to its position as a national leader among its peers for art and cultural programming, promotes art and cultural programming throughout all Port and Port-related facilities, and engages the public with the Port. This policy directive replaces the 2009 Port of Seattle Art Program Policy and Guidelines, approved by Commission on December 15, 2009.

SECTION 2. Definitions.

When used in this policy directive, the following words and phrases shall have the meanings given below unless the context in which they are included clearly indicates otherwise:

“Art Pools” refers to the Aviation Art Pool and the Non-Aviation Art Pool, to be used to fulfil the Port’s vision of art integration into facilities port-wide. These pools are funded by capital construction project budgets’ art allocations of one-percent (one percent).

“Capital Construction Projects” refers to any capital construction project Port-wide that meets the threshold for Commission review identified in the Delegation of Responsibility and Authority to the Executive Director.

“Cultural Programming” refers to methods which showcase the spirit of the Pacific Northwest through performing arts and public engagement activities.

“Port-Wide Arts and Cultural Program Guidelines” (the Guidelines) refers to the document which outlines specific guidance and direction for art, cultural programming, and the functions of the Port-Wide Arts and Culture Board.

“Port-Wide Arts and Cultural Program” refers to the Port of Seattle’s program to integrate art and cultural programming throughout its facilities through the curation of art, development of cultural showcases, and engagement of the public.

“Port-Wide Arts and Culture Board” (the Board) refers to the board (formerly the Art Oversight Committee) established by the Port-Wide Arts and Cultural Program which provides guidance, leadership and support to the Port of Seattle in its policy to procure, commission and incorporate high-quality art which reflects the Pacific Northwest’s diverse culture, history and environment, as well as develop cultural programming showcases and public engagement opportunities.

“Spirit of the Pacific Northwest” refers to the elements that make the region distinct and unique in character and encapsulates its essence.

SECTION 3. Scope and Applicability.

This policy directive applies to the Port-Wide Arts and Cultural Program, which includes adequate staffing, operational needs and expenses, applicable projects, art acquisition, installation and conservation, cultural programming, public engagement and other related activities.

SECTION 4. Responsibilities.

The Executive Director or their delegate shall:

A. Develop a five-year strategic plan which conveys the Port’s vision of art and cultural programming integration throughout the Port and Port-related facilities.

Develop annual workplans which outline yearly goals for the Port-Wide Arts and Cultural Program, including art activities, cultural programming activities, and budget estimates.

- (1) Develop strategies to engage the public with art and cultural programming throughout the Port and Port-related facilities.
- (2) Develop the Port-Wide Arts and Cultural Program Guidelines which reflect the Port’s equity diversity and inclusion principles and best practices.
- (3) Collaborate with heritage and cultural institutions and community organizations.
- (4) Create and maintain an internal and external collections database to be updated annually or as changes occur.
- (5) Direct the relevant Executive Leadership Team member to appoint three (3) members to the Port-Wide Arts and Culture Board, representing one each from divisions contributing to the percentage from capital construction for art: Maritime; Economic Development; and Aviation.

B. Direct the appropriate resources, including fiscal resources and staff, to adhere to best practices for art maintenance and conservation and to meet the needs of the Port-Wide Arts and Cultural Program.

- C. Provide an annual report and update to the Commission on the status of the Port-Wide Arts and Cultural Program.

SECTION 5. Policy.

- A. The Port shall allocate one percent of all capital construction projects in the authorized capital improvement plan for capital costs associated with art acquisition, installation and capital services:
- B. Specific projects are excluded from the Port-Wide Arts and Cultural Program including:
 - (1) Aviation division projects: airfield paving and associated airfield components; fuel hydrant systems; baggage systems in the bagwell which are not in the public bag claim area; and underground utilities.
 - (2) Maritime division projects: fishing-related docks; berths; dolphins; piles; electrical; and sewage.
- C. Art funds shall be allocated from Aviation capital projects to the Aviation Art Pool and from non-aviation capital projects to the Non-Aviation Art Pool.
- D. Art pool fund expenditures shall be reviewed by the Port-Wide Arts and Culture Board, and only be used for art acquisition and related capital expenditures.
- E. The dollar amount equal to one percent for Art shall be a line item identified in the final commission construction authorization.
- F. Changes in capital construction project budgets shall include a proportional change to the project's one-percent (one percent) allocation for art.
- G. The Executive Director shall include adequate operational funding for ongoing art conservation, maintenance, cultural programming, public engagement and related staffing needs in their recommended annual budget.
- H. The Port-Wide Arts and Culture Board shall provide guidance, leadership, and support to the Commission in its policy to procure, commission and incorporate high-quality art that engages the public.
 - (1) The Board will review art selections and placement.
 - (2) The Board shall be comprised of nine (9) members:
 - a. Two (2) commissioners appointed by the Commission President;

b. Three (3) members of the Executive Leadership Team appointed by the Executive Director:

i. Maritime Managing Director or designee,

ii. Economic Development Director or designee,

iii. Airport Managing Director or designee; and

c. Four (4) members of the public recommended by the Board and Sr. Art Manager and appointed by the Commission.

(3) Public members of the Board should be selected representing a diverse background and extensive experience with fine arts, museum management, architecture or design.

(4) The Board's membership application process, meeting frequency and protocol, rules of order, and other specific duties shall be delineated by the Port-Wide Arts and Cultural Program Guidelines.

(5) The Board shall explore and recommend collaborations, sponsorships and partnership opportunities with regional government entities and other institutions, with the goal of stimulating regional economic development, increasing visibility of the Port and connecting the Port and its activities to the community.

I. The Port-Wide Art and Cultural Program Guidelines shall

(1) Direct that Port's art collection and cultural programming to represent the diversity of the people living in King County including indigenous and those historically marginalized.

(2) Direct the protocol for the procurement, commission, selection, conservation and maintenance, relocation, deaccession, sale and lease of artwork.

(3) Include protocols for all temporary art exhibits, rotating exhibits and programming.

(4) Incorporate Port equity, diversity and inclusion principles throughout the entire program and execution.

(5) Include should also include the following considerations:

a. Complement the overall aesthetic of the surrounding area;

- b. Encapsulate and reflect the spirit of the Pacific Northwest;
 - c. Coordinate with signage and way-finding when possible;
 - d. Elevate the Airport's rating on internationally-recognized airport-rating systems;
 - e. Adhere to industry practice around conservation and maintenance.
- f. generally allocate funds to the project that generated the specific funds, when recommended.

SECTION 6. Program Evaluation.

- A. Benchmarks and metrics to evaluate the Port-Wide Arts and Cultural Program shall include:
 - (1) The Executive Director shall provide a briefing to the Commission as art acquisition is executed. The briefing shall inform the Commission of the art acquired, the cost of acquisition, and the location of where the art will be placed.
 - (2) Port staff shall provide an annual report and update to the Commission on the Port-Wide Arts and Cultural Program by June 30th that shall include; include:
 - a. Budget-versus-actual-costs basis for all art projects;
 - b. Status of the art pools funds;
 - c. Summaries of art acquisition, cultural programming, art conservation and maintenance efforts, including deferred conservation and maintenance of existing art; and
 - d. Incorporation of equity, diversity and inclusion principles into the program and program execution.
- J. By September 30, 2020, update the Port-Wide Art and Cultural Program Guidelines to include direction from this policy and other public and internal sources.