

## **Proposal Narrative, Bloedel Reserve**

### *About the Request*

The Creative Residency program at Bloedel Reserve offers artists, writers, composers, and scholars a month-long residency in a well-appointed home situated off the beaten path at the garden. The garden provides inspiration for creative exploration and inquiry. As part of their stay, Residents engage with the community through an outreach event - at Bloedel Reserve or in partnership with a neighboring organization (BARN, BIMA, AHB, IslandWood, etc.). Each year, approximately 10 Residents stay at Bloedel. In 2017, Bloedel hosted one Resident a month from March through December. We anticipate a similar calendar in 2018 and 2019. For each Resident, there will be one community outreach event. These events will take place on-island at a variety of venues through collaboration with community partners.

The primary goals and objectives of the Creative Residency program include: immersing artists, writers, composers, and scholars in the Pacific Northwest landscape on Bainbridge Island and nurturing the creativity that emerges; connecting community with the Residents to share inspiration and creative thought; and to connect Bloedel Reserve and our community with a national audience by way of creatives expressing inspiration found in Bloedel's Pacific Northwest landscape, in their own communities.

The Creative Residency at Bloedel Reserve is overseen by a Committee comprised of Bloedel Trustees and community members. The program is managed by Laura Counsel, Special Programs Manager, and is supported by the Board, and Executive Director.

A key component to the mission of the Creative Residency is to connect creatives with the community. As such, the program relies on partnerships with BARN, BIMA, Seattle Symphony, Seattle Art Museum, Eagle Harbor Book Co., Suquamish Tribe, and others to facilitate engaging workshops, presentations, performances, and lectures. These partnerships are constantly developing to reach broader audiences in new and innovative ways.

The Creative Residency contributes to the lives of residents on Bainbridge Island and our surrounding communities by bringing artists, writers, performers, and scholars whose work offers a fresh lens on the impact nature plays in our lives and exploring their influence in our world. This work supports the City's efforts to enhance social, cultural, artistic, and nature based recreational learning activities; attracting visitors to nature-based creative events, and furthering discussions on environmental and social responsibility.

A key component of the Creative Residency program is the Residents' length of stay. Each Resident resides at Bloedel for 3-4 weeks, uninterrupted. Because of this extended stay, their "sense of place" at Bloedel and on Bainbridge Island is nurtured. Through their experiences, this program supports the ongoing dialogue about preservation, sustainability, and the influence of the arts, history, and culture.

Bloedel Reserve is one of Bainbridge Island's prime tourist destinations. The Creative Residency program offers a voice for arts and humanities through an established cultural institution that is rooted in environmental and nature-based culture. These features set the program up for great partnership success among the arts and humanities, economic development, and tourism sectors.

The Creative Residency program has a regional, national, and international reach. The application is open to artists across the globe. To date, we have welcomed Residents from two countries, 18 states, and throughout much of Washington state. As Bloedel welcomes nationally recognized artists to the Creative Residency, the program supports the City's effort to foster a climate that enhances the Island's national reputation as a center of artistic excellence.

The Creative Residency program supports the cultural element's effort at contributing to the City's *sense of place*. As Residents experience this landscape in a deeply profound way, they are called to share their experiences with community members and neighbors. These shared experiences nurture the desire to connect with place and offer a means for connection. Moreover, these connections fuel further inquiry into creative means of environmental stewardship, preservation, and sustainability.

The short-term impacts of welcoming artists, writers, performers, and scholars to engage in a month-long immersion in nature on Bainbridge Island include connecting and inspiring attendees and participants of outreach events, showcasing works produced at Bloedel in a variety of local venues, and increasing community dialogue on the benefits of creativity and nature in one's life.

The long-term impacts of the Creative Residency program include a national discussion on the effects of nature-immersion, produced works from program alumni shown nation-wide garnering attention for Bainbridge Island's influence on artistic excellence, and robust partnerships with island-based organizations and the Suquamish Tribe.

Bloedel Reserve is nearing its 30th anniversary of existing as a public institution in our community. Throughout those 30 years, Bloedel has provided a place for inspiration, rest, creativity, and introspection. Bloedel has hosted a great number of lecturers, performers, and instructors to engage our community in creative thought.

Since 2015, Bloedel has formally welcomed Residents to the grounds as part of the Creative Residency program. The program is supported by the Board of Trustees, staff, and community partners. It is through Bloedel's history of providing art and culture to Bainbridge Island and its commitment to doing so for years to come that it is well-suited to contribute in a meaningful way to Bainbridge's cultural element.

The Creative Residency program welcomes a diverse grouping of Residents each year. In 2017, Bloedel invited four writers, four visual artists, and two composers, each of varying disciplines within their respective fields. This diversity allows the program the opportunity to reach and positively influence a wide net of Bainbridge's residents. The activities Residents host are mindfully crafted to speak toward the connection of humans and nature through creative outlets. With this in mind, the program is well-suited to complement other island-based arts and culture initiatives in a unique way. Partnerships are already in motion and being supported across the island, and with program growth, additional relationships will be forged.

Bloedel Reserve has a successful history of project management. For example, the City of Bainbridge Island has funded Bloedel in each of the last six years through its Lodging Tax Fund. Funding has ranged from \$7,500 to \$57,000 for projects ranging from tourism marketing to capital renovation projects. In each instance, a timeline was established and adhered to, projects completed on time and within budget, and grant reports submitted in a timely manner. Additionally, the Stanley Smith Horticultural Trust has awarded Bloedel Reserve three grant awards - 2010, 2013, and 2016 - for projects ranging from \$8,000 to \$20,000. As evidenced by this repeat funding, Bloedel has adhered to its proposed schedules, budgets, and deliverables.

The Creative Residency program at Bloedel Reserve has strong support from community members and Trustees.

The Creative Residency program at Bloedel Reserve is funded through individual donations, corporate sponsorships, and community grants. Bloedel Reserve is committed to supporting its outreach programs and through discussions with donors, Bloedel is looking to endow a majority of the budget for the Creative Residency in the coming three to five years. Bloedel Reserve has a strong history of donor cultivation and stewardship, and the organization is confident the Creative Residency is an attractive mission-based program ripe for funding into its future.

We estimate this program and its activities will directly serve approximately 250 Bainbridge Islanders through workshops hosted by Residents, another 200 through demonstrations on the grounds at Bloedel, and 100 through art openings. These numbers cannot begin to capture the overall influence of discussion and inspiration shared among City residents as a benefit of these experiences.

Bloedel Reserve's Creative Residency Committee evaluates the effectiveness of this program on a quarterly basis. In addition to these quarterly evaluations, Special Programs Manager, Laura Counsel, evaluates each Residents' stay on a monthly basis. Program progress will continue to be monitored through Resident surveys, feedback from workshop participants, attendance at events, and community comments. The organization will report to the City on the number of Bainbridge Islander's reached through advertising and attendance, and participant satisfaction.

As a result of City funding, the Creative Residency program will be able to provide a series of diverse outreach events featuring artists, writers, poets, composers, and scholars; poetry month, which will feature past and current Residents, local and national writers, and collaborations with neighboring organizations; and excellent accommodations for Residents, rich with community connections for each stay.

Bloedel Reserve and the Creative Residency program continually strive for excellence and innovation. Throughout the course of the next two years, the Creative Residency will respond to Resident feedback by offering improvements to the space, improving personal connections with local artists and writers, and developing the outreach component to reach more of our community. As additional learning opportunities arise, the Program Manager and Committee will identify opportunities for improvement and will act upon those as funding allows.

**2018-2019 Cultural Funding  
Proposal Budget and Budget Narrative  
Bloedel Reserve - Creative Residency**

Expense Category	2018 - Year 1			2019 - Year 2			Total Project Budget Year 1 and 2
	Total Project Budget	COBI Cultural Funding Request	% of Total Project Budget	Total Project Budget	COBI Cultural Funding Request	% of Total Project Budget	
<b>Staff Salaries and Benefits</b>	\$32,750	\$0	0%	\$35,000	\$0	0%	\$67,750
<b>Housewares - equipment</b>	\$7,500	\$0	0%	\$7,500	\$0	0%	\$15,000
<b>Program Expense</b>	\$2,500	\$2,500	100%	\$3,500	\$2,500	70%	\$6,000
<b>Food/Beverage - Welcome</b>	\$5,000	\$2,500	50%	\$5,000	\$2,500	50%	\$10,000
<b>Marketing</b>	\$2,000	\$0	0%	\$2,000	\$0	0%	\$4,000
<b>Poetry Month</b>	\$2,500	\$2,500	100%	\$2,500	\$2,500	100%	\$5,000

1. The total estimated budget for this project is \$107,750.
2. The program generates ~\$1,500 in application fees and \$1,500 in program attendance fees.
3. The funds will be used to host workshops, lectures, and performances in the community. The funds will be used to provide welcome baskets to Residents comprised entirely of local items helping connect Residents with Bainbridge stores, farmers, restaurants, and artists. Lastly, the funds will be used to host Poetry Month.
4. An anonymous gift in the amount of \$10,000 is committed to the program in 2018 and 2019. In addition to this gift, we expect ~\$20,000 through a combination of corporate sponsorships, community grants, and individual contributions

2018-2019 CULTURAL FUNDING METRICS

BLOEDEL RESERVE

- #1 PROGRAM ATTENDANCE, NUMBER OF COMMUNITY MEMBERS REACHED THROUGH PROGRAMMING
  
- #2 PARTICIPANT SATISFACTION – NARRATIVE PROVIDED IN EXIT SURVEY