

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

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3 **SECTION 1. Purpose.**

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

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13
14 **SECTION 2. Definitions.**

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

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19 “Art Pools” refers to the Aviation Art Pool and the Non-Aviation Art Pool, to be used to fulfil the
20 Port’s vision of art integration into facilities port-wide. These pools are funded by capital
21 construction project budgets’ art allocations of one-percent (1%).

22
23 “Capital Construction Projects” refers to any capital construction project Port-wide that meets
24 the threshold for Commission review identified in the Delegation of Responsibility and
25 Authority to the Executive Director.

26
27 “Cultural Programming” refers to methods which showcase the spirit of the Pacific Northwest
28 through performing arts and public engagement activities.

29
30 “Port-Wide Arts and Cultural Program Guidelines” (the Guidelines) refers to the document
31 which outlines specific guidance and direction for art, cultural programming, and the functions
32 of the Port-Wide Arts and Culture Board.

33
34 “Port-Wide Arts and Cultural Program” refers to the Port of Seattle’s program to integrate art
35 and cultural programming throughout its facilities through the curation of art, development of
36 cultural showcases, and engagement of the public.

37
38 “Port-Wide Arts and Culture Board” (the Board) refers to the board (formerly the Art Oversight
39 Committee) established by the Port-Wide Arts and Cultural Program which provides guidance,
40 leadership and support to the Port of Seattle in its policy to procure, commission and
41 incorporate high-quality art which reflects the Pacific Northwest’s diverse culture, history and
42 environment, as well as develop cultural programming showcases and public engagement
43 opportunities.

45 “Spirit of the Pacific Northwest” refers to the elements that make the region distinct and
46 unique in character and encapsulates its essence.
47
48
49

50 **SECTION 3. Scope and Applicability.**
51

52 This policy directive applies to the Port-Wide Arts and Cultural Program, which includes
53 adequate staffing, operational needs and expenses, applicable projects, art acquisition,
54 installation and concervation, cultural programming, public engagement and other related
55 activities.
56

57 **SECTION 4. Responsibilities.**
58

59 The Executive Director or their delegate shall:
60

61 A. Develop a five-year strategic plan which conveys the Port’s vision of art and cultural
62 programming integration throughout the Port and Port-related facilities.
63

64 Develop annual workplans which outline yearly goals for the Port-Wide Arts and
65 Cultural Program, including art activities, cultural programming activities, and
66 budget estimates.
67

68 (1) Develop strategies to engage the public with art and cultural programming
69 throughout the Port and Port-related facilities.
70

71 (2) Develop the Port-Wide Arts and Cultural Program Guidelines which reflect
72 the Port’s equity diversity and inclusion principles and best practices.
73

74 (3) Collaborate with heritage and cultural institutions and community
75 organizations.
76

77 (4) Create and maintain an internal and external collections database to be
78 updated annually or as changes occur.
79

80 (5) Direct the relevant Executive Leadership Team member to appoint three (3)
81 members to the Port-Wide Arts and Culture Board, representing one each
82 from divisions contributing to the percentage from capital construction for
83 art: Maritime; Economic Development; and Aviation.
84

85 B. Direct the appropriate resources, including fiscal resources and staff, to adhere to
86 best practices for art maintenance and conservation and to meet the needs of the
87 Port-Wide Arts and Cultural Program.
88

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

91
92 **SECTION 5. Policy.**

- 93
94 A. The Port shall allocate 1% of all capital construction projects in the authorized
95 capital improvement plan for capital costs associated with art acquisition,
96 installation and capital services:

- 97
98 B. Specific projects are excluded from the Port-Wide Arts and Cultural Program
99 including:

100 (1) Aviation division projects: airfield paving and associated airfield components;
101 fuel hydrant systems; baggage systems in the bagwell which are not in the
102 public bag claim area; and underground utilities.

103
104 (2) Maritime division projects: fishing-related docks; berths; dolphins; piles; net
105 sheds; electrical; and sewage.

- 106
107 C. Art funds shall be allocated from Aviation capital projects to the Aviation Art Pool
108 and from non-aviation capital projects to the Non-Aviation Art Pool.

- 109
110 D. Art pool fund expenditures shall be reviewed by the Port-Wide Arts and Culture
111 Board, and only be used for art acquisition and related capital expenditures.

- 112
113 E. The dollar amount equal to 1% for Art shall be a line item identified in the final
114 commission construction authorization.

- 115
116 F. Changes in capital construction project budgets shall include a proportional change
117 to the project's one-percent (1%) allocation for art.

- 118
119 G. The Executive Director shall include adequate operational funding for ongoing art
120 conservation, maintenance, cultural programming, public engagement and related
121 staffing needs in their recommended annual budget.

- 122
123 H. The Port-Wide Arts and Culture Board shall provide guidance, leadership, and
124 support to the Commission in its policy to procure, commission and incorporate
125 high-quality art that engages the public.

126
127 (1) The Board will review art selections and placement.

128
129 (2) The Board shall be comprised of nine (9) members:

130
131 a. Two (2) commissioners appointed by the Commission President;

132

- 133 b. Three (3) members of the Executive Leadership Team appointed by the
134 Executive Director:
135
136 i. Maritime Managing Director or designee,
137
138 ii. Economic Development Director or designee,
139
140 iii. Airport Managing Director or designee; and
141
142 c. Four (4) members of the public recommended by the Board and Sr. Art
143 Manager and appointed by the Commission.
144
145 (3) Public members of the Board should be selected representing a diverse
146 background and extensive experience with fine arts, museum management,
147 architecture or design.
148
149 (4) The Board’s membership application process, meeting frequency and protocol,
150 rules of order, and other specific duties shall be delineated by the Port-Wide Arts
151 and Cultural Program Guidelines.
152
153 (5) The Board shall explore and recommend collaborations, sponsorships and
154 partnership opportunities with regional government entities and other
155 institutions, with the goal of stimulating regional economic development,
156 increasing visibility of the Port and connecting the Port and its activities to the
157 community.
158
159 I. The Port-Wide Art and Cultural Program Guidelines shall
160 (1) Direct that Port’s art collection and cultural programming to represent the
161 diversity of the people living in King County including indigenous and those
162 historically marginalized.
163
164 (2) Direct the protocol for the procurement, commission, selection, conservation
165 and maintenance, relocation, deaccession, sale and lease of artwork.
166
167 (3) Include protocols for all temporary art exhibits, rotating exhibits and
168 programming.
169
170 (4) Incorporate Port equity, diversity and inclusion principles throughout the entire
171 program and execution.
172
173 (5) Include should also include the following considerations:
174
175 a. Complement the overall aesthetic of the surrounding area;

- 176 b. Encapsulate and reflect the spirit of the Pacific Northwest;
- 177 c. Coordinate with signage and way-finding when possible;
- 178 d. Elevate the Airport’s rating on internationally-recognized airport-
- 179 rating systems;
- 180 e. Adhere to industry practice around conservation and maintenance.
- 181
- 182 f. generally allocate funds to the project that generated the specific
- 183 funds, when recommended.
- 184

185 **SECTION 6. Program Evaluation.**

- 186
- 187 A. Benchmarks and metrics to evaluate the Port-Wide Arts and Cultural Program shall
- 188 include:
- 189

- 190 (1) The Executive Director shall provide a briefing to the Commission as art
- 191 acquisition is executed. The briefing shall inform the Commission of the art
- 192 acquired, the cost of acquisition, and the location of where the art will be placed.
- 193

- 194 (2) Port staff shall provide an annual report and update to the Commission on the
- 195 Port-Wide Arts and Cultural Program by June 30th that shall include; include:
- 196

- 197 a. Budget-versus-actual-costs basis for all art projects;
- 198
- 199 b. Status of the art pools funds;
- 200
- 201 c. Summaries of art acquisition, cultural programming, art conservation and
- 202 maintenance efforts, including deferred conservation and maintenance
- 203 of existing art; and
- 204
- 205 d. Incorporation of equity, diversity and inclusion principles into the
- 206 program and program execution.
- 207

- 208 J. By September 30, 2020, update the Port-Wide Art and Cultural Program Guidelines
- 209 to include direction from this policy and other public and internal sources.
- 210 (3)
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- 212
- 213
- 214