

Seattle RESTORED

Virtual Application Information Session

Wednesday, May 15th, 2024

5:30-7:00PM



SeattleRestored.org

SHUNPIKE



Seattle Office of
Economic Development

Seattle
good business
network





WELCOME

SESSION GUIDELINES & REMINDERS

- Staff will **not** be able to see or hear you throughout the presentation
- You may **ask questions in the chat** and our staff will do their best to answer them as they come in
- There will be a **live Q&A portion at the end of the session**

SESSION AGENDA

01

PROGRAM OVERVIEW



PARTICIPATION OVERVIEW



ARTIST TRACK



ENTREPRENEUR TRACK



LIVE Q & A WITH STAFF

06

PREVIOUS PARTICIPANT PANEL



PROGRAM OVERVIEW



PARTNERING ORGANIZATIONS



CITY OF SEATTLE OFFICE OF ECONOMIC DEVELOPMENT

The city of Seattle's Office of Economic Development (OED) is committed to building an inclusive economy in the City of Seattle.

SEATTLE GOOD BUSINESS NETWORK

SGBN is a 501c3 nonprofit organization, founded in 2010. Their mission is to connect and inspire people to buy, produce, and invest locally so that everyone has a meaningful stake in the local economy.

SHUNPIKE

Shunpike is a nonprofit arts organization that is best known for their Fiscal Sponsorship program, where they work with over 150 arts groups.

ABOUT SEATTLE RESTORED

Seattle **Restored** works to revitalize Seattle's neighborhoods by calling on local artists and entrepreneurs to activate empty storefronts. Together, we create vibrant and engaging streetscapes that boost the local economy.

The program continues to prioritize demographic populations that historically face significant barriers to entry into the local economy, particularly Black, Indigenous, Person of Color (BIPOC) and Women groups.



SEATTLE RESTORED HISTORY





PARTICIPATION OVERVIEW



WHY PARTICIPATE

- Access to a low or no cost space
- Be included in our multi-media campaign, including a passport program and digital, print, radio, and transit ads
- Receive professional photography to document your Seattle Restored experience
- Access opportunities to reach new audiences and test a retail space
- Access to artist and entrepreneur technical business support and events



ELIGIBILITY

The following outline eligibility factors to participate

01

Funding Limit

You are not eligible to participate in Seattle Restored if you have received over \$20,000 in funding from the City of Seattle Office of Economic Development between the years of 2022 – 2024

02

Age Requirement

You must be 18 years or older to participate in Seattle Restored

03

Multiple Business Locations

You are not eligible to participate in Seattle Restored if you currently have more than one operating business location. This does not include pop-ups, markets, or production facilities.

04

Licenses and Permits

You are not eligible to participate in the Seattle Restored long term business pathway without first obtaining a Washington State UBI and City of Seattle Business License

05

Start-Up Businesses

Start-up businesses may be eligible to participate in Seattle Restored on a case by case basis. The applicant must show a clear vision for their business and previous experience

APPLICATION REMINDERS

- Previous applications (rejected, accepted, or shortlisted) will NOT rollover into 2024. Everyone must reapply, no exceptions
- Can I apply for more than one pathway? Yes, you can apply for more than one pathway but will only be considered for one
- All applicants will be notified by **July 19th** if they are accepted or not
- Seattle Restored plans to release applications again in late summer/fall
- Late applications will NOT be accepted or considered

**Our team will make a concerted effort to offer clear communication around possible waitlists and timelines moving forward*

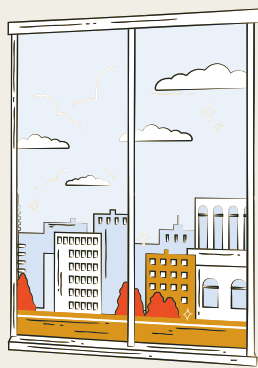


PATHWAYS

Windowfront Art Installations

16

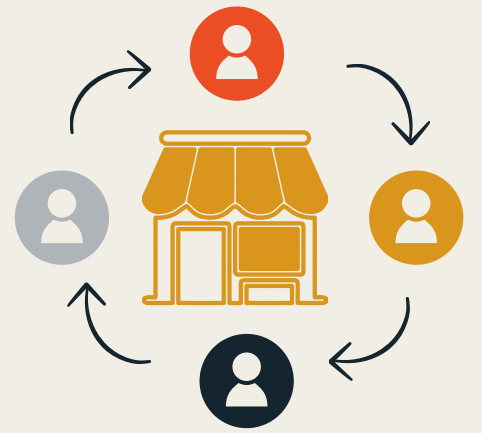
Emerging and established visual artists will be awarded a ground-floor, street-facing window for up to six months to exhibit their artwork to the public.



Two Month Pop-Up

15

The program leases a storefront for one year and subleases out to participants in two-month terms. In one year, the space will see a total of four participants, each hosting their own pop-up concept.



Artist Residencies

17

Artist(s) occupy a space to act as a studio, workspace, and small shop. Each residency cohort will last six months, allowing for two total residencies during a year-long lease.



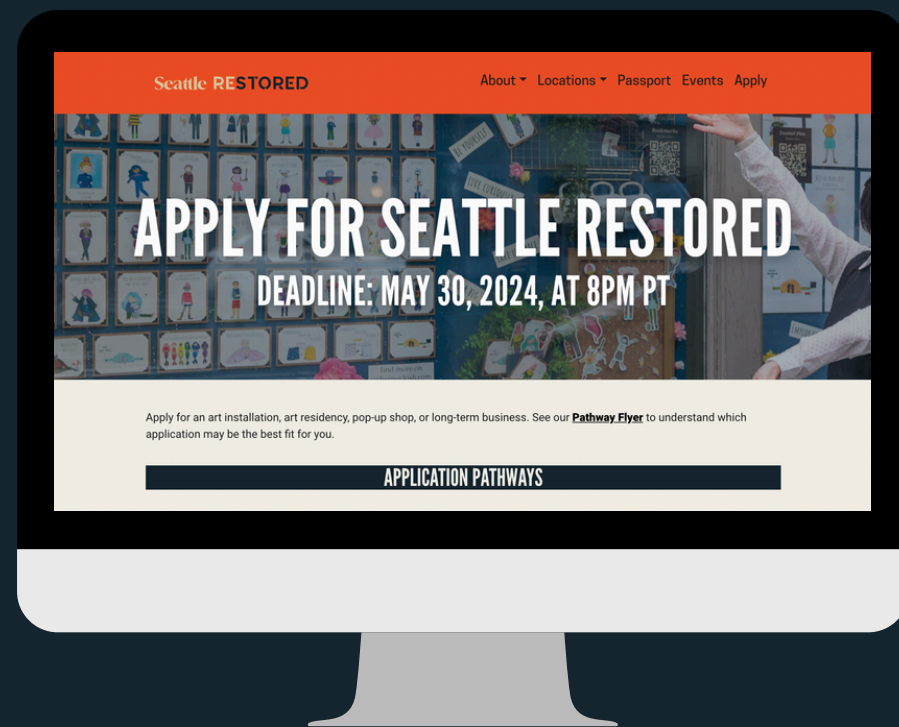
Long Term Business

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Participant will sign a three+ year lease directly with the property, and Seattle Restored will subsidize a portion of the lease and tenant improvement costs for the first two years.



HOW TO SUBMIT AN APPLICATION

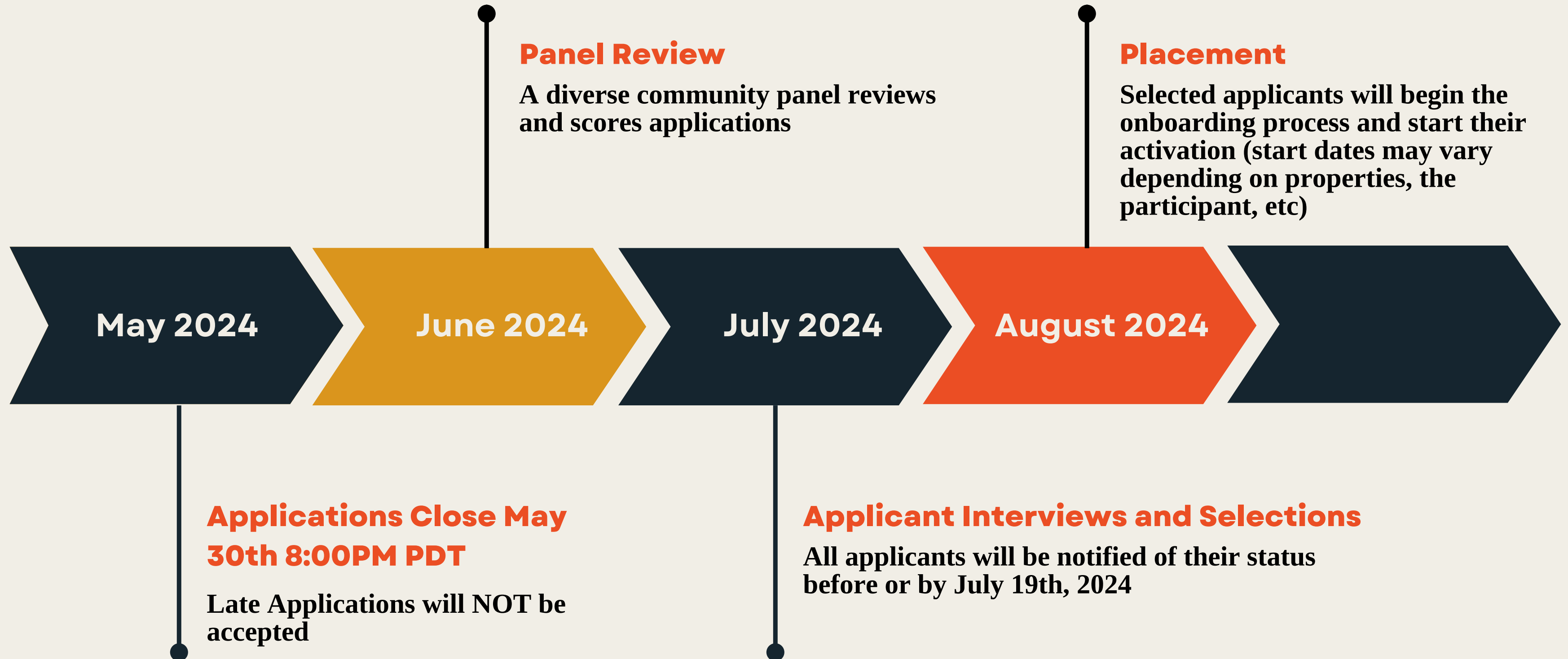


About ▾ Locations ▾ Passport Events Apply



- Go to seattlerestored.org.
- Click on the “Apply” tab.
- Read through the application details.
- Click on the pathway you wish to apply to.
- Finish your application before **May 30th, 8:00 PM PDT.**

2024 APPLICATION TIMELINE



A woman with dark curly hair, wearing a white ribbed sweater and large hoop earrings, is looking at a large, colorful abstract painting. The painting features bold geometric shapes in shades of blue, green, orange, and black. The scene is set in a gallery with a wooden floor and a white wall. The text "ARTIST PATHWAYS" is overlaid in white on a dark horizontal band across the center of the image.

ARTIST PATHWAYS



ART INSTALLATIONS

Exhibit and sell artwork via QR code from a street-facing window

- Duration: **Six Months**
- Participation Stipend: **\$1,500**
- Insurance: **General Liability Coverage**
- Support: **Creative Entrepreneur Technical Assistance**



RESIDENCIES

Work in a shared artist studio space at no cost. This space will serve as a way for artists to display and sell work to the public.

This residency program is intended for visual artists or artists that do not require heavy machinery in order to practice their art form. There may be multiple artists occupying a single space.

- Duration: **Six Months (No Extension)**
- Participation Stipend: **\$2,000**
- Tenant Improvement Funds: **\$500**
- Insurance: **General Liability Coverage**
- Support: **Creative Entrepreneur Technical Assistance**

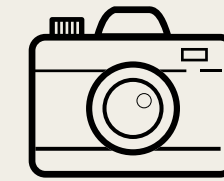


ARTIST TOOLKIT



Vinyl Decal & A-Frame

Custom to Participant



Participant Photoshoot

No Cost Professional Photography



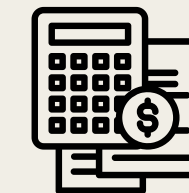
Insurance

Seattle Restored Holds and Incurs General Liability Cost



Marketing & Social Media

Access to Digital Passport and Professional Marketing Team



Training Courses

Commercial Leasing and Social Media Training Courses

ARTIST REQUIREMENTS

	Renter's/Property Insurance	City of Seattle Business License	Completing Surveys, Participant Contracts, W9s, Monthly Sales	Participate in Art Walks	Have storefront or residency open for a minimum of 24hrs/week	Create and maintain a participant profile page on the Seattle Restored website	Social Media Participation
Artist Residencies	✓	✓	✓		✓	✓	✓
Art Installations		✓	✓	✓		✓	✓

BUSINESS PATHWAYS



POP-UPS

- Duration: **Two Months (No Extension). Additional two weeks for set up and breakdown**
- Lease: **The program holds the lease**
- Furniture: **Basic shop fixtures provided**
- Participation Stipend: **\$2000**
- Tenant Improvement Funds: **\$500**
- Insurance: **General Liability Coverage**
- Support: **Entrepreneurial Technical Assistance**

LONG TERM BUSINESSES

EST. 2019
TASWIRA

[TAZ·WE·RAH] VISION YA KISWAHILI

TRANSFORMATIVE ACTION FOR

SUSTAINABLE
WOMEN'S INITIATIVES
& RESOURCES
IN AFRICA

MISSION

OUR INITIATIVE IS TO ADDRESS,
EDUCATE, PROVIDE AID, AND PROTECT
INDIGENOUS COMMUNITIES.
EMPOWERING WOMENS COMPETITION
IN THE GLOBAL ECONOMY.



TASWIRA

- Duration: **Three+ Years**
- Lease: **The participant holds the lease**
- Rent Support: **\$24,000 over two years.** Laddered support - \$2,000 first 6 months to \$500 last six months
- Tenant Improvement Funds: Up to **\$15,000** based on need
- Support: **Entrepreneurial Technical Assistance**

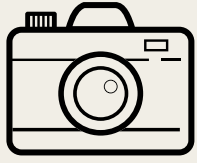
Seattle Restored will subsidize a portion of the lease and tenant improvement costs for the first two years. This new strategy is an attempt to transition participants into their permanent brick & mortars.

BUSINESS TOOLKIT



Vinyl Decal & A-Frame

Custom to Participant



Participant Photoshoot

No Cost Professional Photography



Insurance

Seattle Restored Holds and Incurs General Liability Cost



Marketing & Social Media

Access to Digital Passport and Professional Marketing Team



Peer Cohorts

Business mentorship groups



Training Courses

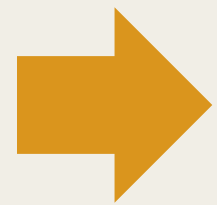
Commercial Leasing and Social Media Training Courses

SELECTION CRITERIA & REVIEW PROCESS

Panel Review for All Applications

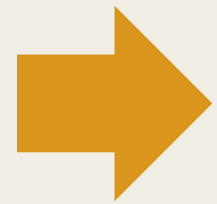
A diverse community panel reviews and scores applications

Evaluation Criteria



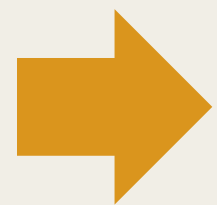
Compelling

Is the proposal thorough and thoughtful? Does the applicant clearly communicate the project and provide proof of business experience or professional artist practice.



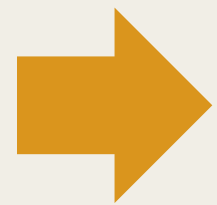
Readiness

What is the proposal's status and viability?



Equity

Is the business or artist practice Woman/ Black, Indigenous, or Person of Color (BIPOC) owned, and/or how does the project serve women/BIPOC communities?



Experience

Does the proposal demonstrate that the business owner or creative entrepreneur has the necessary experience to implement their proposed project?

GROW AMERICA REVIEW & INTERVIEW

After the community panel makes their selection applicants will move forward in the following ways:

- **Zoom Interview**

This applies to art residencies, pop-ups, and long-term lease applicants

- **Financial review by Grow America**

This applies to long-term lease applicants

- **Notifcation**

All applicants will be notified of their status before or by July 19th, 2024.

As a reminder you may be placed on our short listed but not be placed. Our team will make a concerted effort to offer clear communication around possible waitlists and timelines.



LIVE Q&A WITH STAFF



**Can I apply
for multiple
pathways?**

**Can I apply to
Seattle Restored if
I am not a US
citizen?**

**Is a business
license
required?**

**How much
funding do I
receive?**

PARTICIPANT PANEL



Shruti Ghatak; Artist in Residence

Shruti is an Indian-born Seattle based artist who participated in the pilot phase of our artist residency program.



TAK Kunimune; Legacy Business

TAK is the owner of *Mixed Pantry* in Belltown. After participating in Seattle Restored, TAK signed a five year lease to stay in the space and continue operating his business.

CONTACT US!



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www.seattlerestored.org



[@seattlerestored](https://www.instagram.com/seattlerestored)

