

Seattle RESTORED



REVITALIZING
SEATTLE
NEIGHBORHOODS
WITH CREATIVITY
AND COMMERCE



SEATTLE RESTORED REPORT

JANUARY -
DECEMBER 2024



Seattle Office of Economic Development

Seattle Good Business Network

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ABOUT SEATTLE RESTORED

Seattle Restored is a program of the City of Seattle Office of Economic Development, Seattle Good Business Network, and Shunpike. The program 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.

2024 OVERVIEW

In 2024, Seattle Restored transitioned from Phase II to Phase III of the program. From January through March 2024, during contract negotiations, Shunpike and Seattle Good Business Network continued supporting 12 Phase II participants who had activations running during this period. Support included passport management, advertising, social media, newsletters, website maintenance, troubleshooting participant issues, developing relationships with community partners and property owners, and many other ongoing tasks to ensure no gap between contracts.

Phase III officially launched on April 1, 2024.

In 2024, Seattle Restored successfully **activated 27 vacant retail spaces**. These activations provided a range of pop-up and art installation opportunities for **47 local artists and entrepreneurs**.

DOWNTOWN ACTIVATION PLAN

Downtown

is



you

Seattle's Downtown Activation Plan (DAP) is organized around **seven bold goals** to implement now, while also laying the foundation for a new future for Downtown Seattle.

DAP OBJECTIVES

- 01 Make Downtown safe and welcoming
- 02 Transform Downtown into a lively neighborhood where more people can afford to live
- 03 Create a unique Downtown retail experience
- 04 Make Downtown a place where people want to work and that reflects the future of our economy
- 05 Celebrate Downtown Seattle's arts, culture, sports, and entertainment
- 06 Make Downtown a top destination for Seattleites and visitors year-round
- 07 Create a healthy, resilient, and green Downtown

03

“CREATE A UNIQUE DOWNTOWN RETAIL EXPERIENCE”

Mayor Harrell has introduced a set of immediate actions and short-term steps to redesign Downtown's retail experience. **He nominates Seattle Restored's initiative as a strategy to develop innovative commercial affordability options for local entrepreneurs**, particularly those who have faced significant barriers to entry in the business economy.



2024 TIMELINE

JANUARY - MARCH

CONTRACT NEGOTIATIONS UNDERWAY

Staff time was supported by Shunpike and Seattle Good Business Network to continue Phase II activations. Application planning and adjustments begin.

APRIL 1

OFFICIAL LAUNCH OF PHASE III

Program shifts focus to include new activation tracks: long-term and seed-funded leases and artist residencies. New partnerships are formed with Base Camp and Friends of Waterfront Park. Program received private funding from Chase.

MAY - JUNE

APPLICATIONS UNDERWAY

Application cycles open and close. Review panels convene and participants are selected.

JULY - SEPTEMBER

WATERFRONT PARK PROMENADE POP-UPS

Friends of Waterfront Park Vendor Pilot Program launches and runs through the summer. Base Camp Studios 2 Open Call is launched. Continued search for long-term activation space. Long term activation "Tidelands" by Matika Wilbur started in August after 9 months of space searching and lease negotiation. Program receives private funding from Paul G. Allen Family Foundation.

NOVEMBER - DECEMBER

NEW ACTIVATIONS AND PARTNERSHIPS

Participants from all 2024 application cycles begin activations. Fifteen Base Camp Studios 2 artists move in following an open house, info session and application review. Office of Arts and Culture supported artist interview process. Lease agreements were finalized for Art Installations and Residencies to begin in January 2025.

PATHWAYS TO PARTICIPATION

WINDOW ART INSTALLATION

Artists exhibit and sell artwork via QR code from a street-facing window display.

Duration: 6 months
Stipend: \$1,500

ARTIST RESIDENCY

Artists work in a shared studio space to display and sell work to the public.

Duration: 6 months
Stipend: \$2,500-\$3,500
Tenant Improvement: \$500

POP-UP

Retail or service industry pop-ups in a pre-furnished storefront location open to the public.

Duration: 3 months with possible extensions
Stipend: \$1,500

LONG-TERM & SEED-FUNDED LEASES

Participants receive lease support from Seattle Restored.

Duration: 18 months - 2 years
Stipend: \$10,000-\$39,000



PARTICIPANT BENEFITS

No Cost Lease | Utilities | Internet | Insurance | Furnishings | Vinyl Decal A-Frame | Participant Photoshoot | Technical Assistance | Marketing & Social Media | Lease Negotiations | Installation/Deinstallation Support

APPLICATION TO ACTIVATION

The following provides a roadmap of the activation process for program management

Note that many variables could change or add steps to this process, including but not limited to retail training and consultation, a storefront's presence in a historic district, the need for significant tenant improvement, and the types of events or activities hosted in a space.

01

Identify a Potential Storefront

Source potential properties via landlord applications, referrals, or direct outreach.



Connect with Property Management

Share the standard lease agreement and Certificate of Insurance (COI), and schedule a site visit.



Assess Space & Define Activation Type

Conduct a site visit with property management to confirm suitability and determine preferred activation type (pop-up, installation, etc.).



Share Activation Proposals

Provide a shortlist of applicant proposals aligned with the space and activation goals. Share list of program protocols with property management.



Select and Notify Participant

Select top choice; notify the selected applicant and confirm their interest.



Conduct Site Visit with Participant

If interested, coordinate a walkthrough to finalize their decision.



Finalize Agreements & Onboard Participant

Host orientation and share logistical and marketing resources. Collect the pre-activation survey, signed participant contract, W-9, and invoice.



Prepare for Activation

Issue payments to participant and property, install custom window decals, and support tenant improvement.



Activate Storefront

Pop-up shop or art installation opens within two weeks of lease commencement. Seattle Restored website is updated with participant's photoshoot and outreach for activation begins.

10

Support and Monitor Activation

Maintain ongoing communication, provide additional support as needed, and monitor activation outcomes for reporting and storytelling. Collect sales reports, foot traffic data and a post-activation survey upon completion of contract. Continue to promote as a legacy activation on our website, passport, and through marketing efforts if a long term lease is secured

APPLICATION CYCLES

Seattle Restored facilitated five application cycles during Phase III, allowing for a broader range of artists and small businesses to participate in the program. Each cycle included outreach, panel review, and a matchmaking process to align applicants with available spaces and activation types.

Friends of Waterfront Park Promenade Pop-Up Application

Open 4/19/2024 - 4/30/2024

54

Total applications

5 placements
9.3% placement rate

Residency & Window Installation Artist Application

Open 5/1/2024 - 5/30/2024
Virtual Info session: May 15

127

Total applications

23 placements
18.1% placement rate

Pop-Up Business Applications

Open 5/1/2024 - 6/1/2024
Virtual Info session: May 15

154

Total applications

15 placements
9.7% placement rate

Long-Term and Seed-Funded Business Application

Open 5/1/2024 - 6/3/2024
Virtual Info session: May 15

61

Total applications

3 placements
4.9% placement rate



Base Camp Studios 2 Application

Open 9/1/2024 - 9/22/2024
Open House September 13

54

Total applications

15 placements
29.4% placement rate

450 TOTAL APPLICATIONS

APPLICATION REVIEW



During application review, Seattle Restored continued its commitment to a community-centered, transparent, and equitable selection process. **All applications were evaluated by a panel using a standardized scoring rubric.** Each proposal was assessed across five categories, with each category carrying equal weight (20%) in the final score.

EQUITY

Is the business/creative entrepreneur a woman or Black, Indigenous, or Person of Color (BIPOC) or does the project serve women or BIPOC communities?

COMPELLING

Is the proposal thorough and thoughtful. Does the applicant clearly communicate the project and provide examples of business experience / art samples?

READINESS

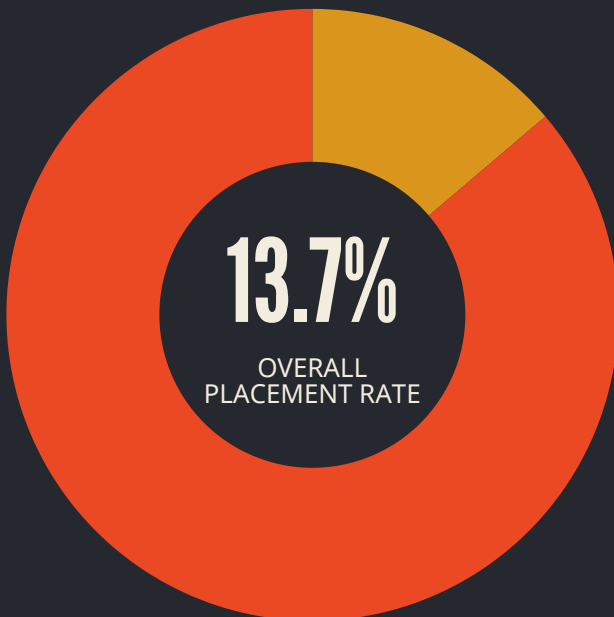
Does the business owner/creative entrepreneur have the inventory/assets required to pop up or install quickly?

IMPACT

How will the activation enliven the community? What kind of positive economic impact will the project proposal and the applicant behind the proposal provide?

EXPERIENCE

Does this business or creative entrepreneur have experience for their proposed project or past relatable experience?



PANELISTS

Adetola Abatan, Brina Aldredge, Domonique Juleon, Donna Moodie, Elisheba Johnson, Kara Farley, Michelle Linden, Nick Ferderer, Nina Yarborough, Riley Gill, Takeshi Kunimune, Tsupo Tech

Applications were also reviewed by Seattle Good Business Network and Shunpike staff.

In 2024, Seattle Restored introduced an interview component to its application review process to foster deeper engagement with applicants and provide panelists with greater insight into each creative concept. This addition helped ensure more informed selections by allowing artists and entrepreneurs to speak directly to their vision, goals, and readiness.

WINDOW ART INSTALLATIONS



WATERGATES JUSTIFIED

By Hugo Moro

6/15/2023 - 3/31/2025

📍 216 1st Ave S



MARIPOSA MIGRANTES

By Nico Inzerella

8/7/2023 - 4/30/2024

📍 220 2nd Ave S



LITTLE ORCHID ANNIE'S

By Etanne Neumann

7/15/23 - 3/31/24

📍 216 1st Ave S



MAXI TU 葉

By MAXI TU 葉

8/5/2023 - 4/30/2024

📍 220 2nd Ave S



GIVE ME SOME SKIN

By Grace Athena Flott

8/24/2023 - 3/31/2024

📍 1501 5th Ave



REBECCA WOODHOUSE

By Rebecca Woodhouse

8/7/2023 - 4/30/2024

📍 220 2nd Ave S



MOMMA LIPS DRAWS

By Jessica Lipscomb

9/5/2023 - 3/31/2024

📍 1501 5th Ave

WINDOW ART INSTALLATIONS



HAIR LOVE - A SERIES

By Yolanda Galery
11/2/2023 - 2/4/2024

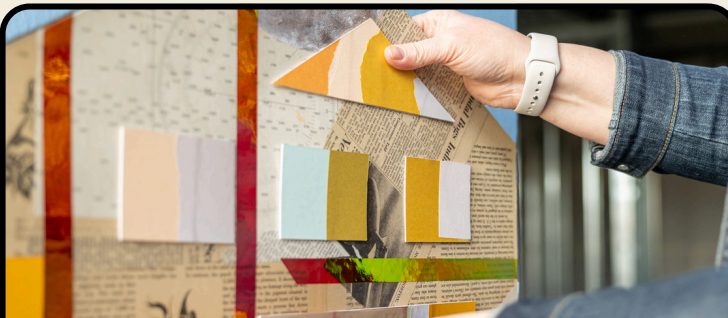
📍 209 12th Ave S



MOTH & MYTH

By Kari-Lise Alexander
6/15/2024 - 3/31/2025

📍 216 1st Ave S



UNSTABLE ILLUSIONS

By Andrea Lewicki
11/3/2023 - 2/4/2024

📍 221 12th Ave S



DANGER! HIGH VOLTAGE

By KT Hancock
6/20/2024 - 3/31/2025

📍 216 1st Ave S



FLOURISHING UNDERWATER FORESTS

By Esther Loopstra
11/30/2023 - 6/30/2024

📍 1520 4th Ave



DREAMING AT MIDNIGHT

By Flora Oakenthorn
10/11/2023 - 3/31/2025

📍 212 1st Ave S

WINDOW ART INSTALLATIONS



AFTER DIGESTION

By Jia Jia
11/5/2024 - 4/1/2025

📍 220 2nd Ave S



TREASURE COVE

By Kerstin Graudins
11/5/2024 - 4/1/2025

📍 216 1st Ave S



IDELY

By Ildely Herrera Galvan Soto
11/5/2024 - 4/1/2025

📍 220 2nd Ave



SHOW ME YOUR SEATTLE

By Chappin Eze
11/8/2024 - 6/30/2025

📍 906 Alaskan Way



FOR LEASE

By Scott Piecuch
11/5/2024 - 4/1/2025

📍 220 2nd Ave



FORMLINE EVOLVED: NEON SERIES

By Bill Pfeifer, Jr. / Weidaaka Yoodoohaa
12/15/2024 - 6/30/2025

📍 1501 5th Ave

LONG-TERM ACTIVATIONS

In 2024, Seattle Restored piloted a new track focused on long-term activations, offering extended lease support and technical assistance to help participants establish lasting brick-and-mortar locations. The following groups were selected for this pilot and represent a range of creative businesses committed to building a sustained presence in Seattle's commercial landscape.



TIDELANDS *By Matika Wilbur*

Opened August 1, 2024

Tidelands is a Native art gallery, podcast incubator, photography studio, community gathering space, and boutique.

 **55 UNIVERSITY ST, SEATTLE, WA 98101**



LENOX *By Jhonny Reyes*

Opened October 1, 2024

Lenox Restaurant is inspired by the rich cultural heritage of Afro and Latin American cuisine, particularly the fusion of these cuisines that can be found in Harlem, New York.

 **2510 1ST AVE, SEATTLE, WA 98101**



FRIDA *By Erika Vasquez*

Opened December 1, 2024

FRIDA is a curated clothing shop showcasing independent local designers, as well as a collection of vintage pieces, home goods, and jewelry by SIMONMADE, an independent artist.

 **113 1ST AVE S, SEATTLE, WA 98101**

POP-UP SHOPS TO LONG-TERM

In 2024, Seattle Restored continued to serve as a launchpad for long-term success, with four more pop-ups transitioning from temporary activations into permanent spaces. See more about our Legacy Activations on page 21.



NAST STUDIOS By Blake Burton

August 15, 2023-May 15, 2024

NAST Studios is a podcast recording studio in Seattle's Pioneer Square neighborhood founded by podcaster Blake Burton aka NAST.

219 1ST AVE S, SEATTLE, WA 98104

NINO STUDIO By Nino Yuniardi

August 16, 2023 - May 31, 2024

Nino Studio serves as an art studio and gallery, directed by Nino Yuniardi, a local abstract artist and designer.

316 1ST AVE S, SEATTLE, WA 98101



JAMIL By Neko Blazich

November 18, 2023 - August 26, 2024

JAMIL is Black woman-owned vintage shop for the renaissance babe, prioritizing gender and size inclusivity.

1302 5TH AVE, SEATTLE, WA 98101

A MATTER OF TASTE By Joanna Lepore Dwyer & Jennifer Diamond

December 27, 2023 - May 31, 2024

A Matter of Taste Seattle is a women-owned business specializing in tasting workshops, classes, and make-at-home kits.

512 2ND AVE, SEATTLE, WA 98101



POP-UP SHOPS

JAMIE SLYE HATS + ACCESSORIES By Jamie Slye

August 30, 2023 - May 31, 2024

Jamie Slye's mission is to create distinct high-quality hats that complement unique personalities and empower individuals to express their own personal style.

📍 1322 5TH AVE, SEATTLE, WA 98101



UTILITY WORKS By Junichi Satoh

September 15, 2023 - June 15, 2024

Utility Works is an international design collective that seeks good ideas and ways for us live beautifully, together.

📍 1901 4TH AVE S, SEATTLE, WA 98101

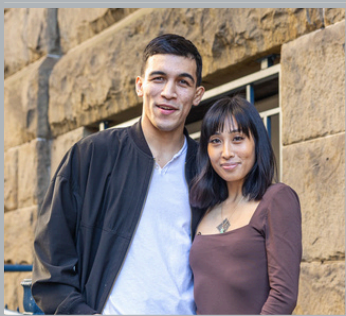


STUDIO 7117 By Dany Srey-Snow & Devyn Snow

October 1, 2024 - March 31, 2025

Seattle Pioneer Square's new AAPI-owned, husband-wife creative studio and wellness space.

📍 117 CHERRY STREET, SEATTLE, WA 98104



CURVY CACTUS By Amber & Alyss

October 19, 2024 - May 31, 2025

Curvy Cactus is a resale shop created by sisters Amber and Alyss, selling clothing in sizes Large and up.

📍 1415 4TH AVE, SEATTLE, WA 98101



MEKA By Mary Kelsay

November 1, 2024 - February 23, 2025

MEKA is a Seattle-based slow fashion designer specializing in custom-made small lot collections and one-of-a-kind women's wear.

📍 1322 5TH AVE, SEATTLE, WA 98101





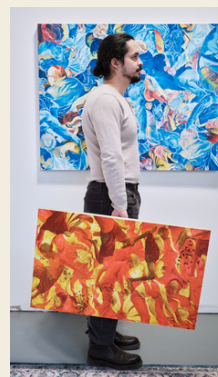
SEATTLE RESTORED AT BASE CAMP STUDIOS 2

NOVEMBER 8, 2024 - NOVEMBER 15, 2025

The Base Camp Studios 2 partnership with Seattle Restored is a key initiative designed to support local artists and creative entrepreneurs to contribute to the revitalization of Downtown Seattle. By **subsidizing 50% of their rent for the first year**, Seattle Restored is offering affordable studio space to **15 artists**, allowing these creatives to grow their careers in a supportive environment.

Through access to studio space at the historic Bergman Luggage Building in Belltown, these artists have room to create, connect with new audiences, participate in events such as the Belltown Art Walk, and engage with a vibrant, supportive arts community. By embedding these artists in the heart of the city, this program will foster creativity, attract visitors, and provide a much-needed boost to the local economy.

The first floor of the Bergman Luggage building is home to Base Camp Studios 2, an artist collective, gallery, and performance space known for pushing creative limits: artists, makers, and the surrounding community. Income generated from studio rent goes toward supporting gallery shows on the first floor. Chase provided \$42,000 in Seattle Restored funding for support of tenant improvement at Basecamp.



SEATTLE RESTORED AT BASE CAMP STUDIOS 2

CONTINUED

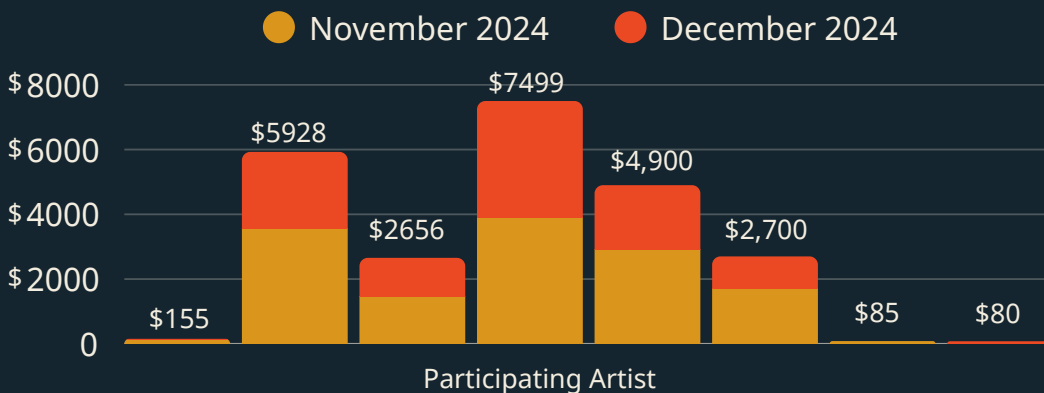


Borte Batbold, Claudia Villalobos, Dollhou3e, Everett M. Lovrien, Gabriel Zea, Genea Morrow, Jorge Cainas, Kayla Wroblewski, Laura Zeng, Nahom Ghirmay, Natasha Tripathi, Shadow Girls Cult, Shari Noble, Tori Haynes

As these artists grow their profiles and reach new audiences, they will contribute to Seattle’s cultural future, helping to shape a more inclusive, dynamic, and creative city. The program’s focus on underrepresented communities, including BIPOC and immigrant artists, ensures that the city’s artistic landscape reflects the diversity of its population, further enhancing its impact.

Seattle Restored participants have the opportunity to participate in events like Belltown Art Walk, Shunpike’s Art Tours, and the Artist Salon series.

BASE CAMP STUDIO 2 PARTICIPANT EARNINGS



**TOTAL
\$24,003**

Note: six artists reported \$0 income for November and December, 2024

PROMENADE POP-UPS AT WATERFRONT PARK

Seattle Restored was proud to partner with **Friends of Waterfront Park** to support the inaugural season of **Promenade Pop-Ups at Waterfront Park in summer 2024**. Running from **July 12 through September 29**, this initiative featured eight local businesses and added fresh energy to the historic waterfront, complementing the vibrant mix of existing shops and attractions.

The pop-ups gave visitors new ways to explore the park while supporting local entrepreneurs. Seattle Restored participating vendors included talented artisans and creators offering handmade Native American jewelry, culturally inspired apparel, paintings, pottery, and more.



PARTICIPATING ARTISTS AND ENTREPRENEURS



Apridot Studios, Lunaraya, Nahom Ghirmay, a kolorful life and Amano Seattle

This section is informed by the 'Waterfront Promenade Pop-Up 2024 Summary Report'. Quotes have been taken from the 2024 Focus Group conducted by Friends of Waterfront Park.

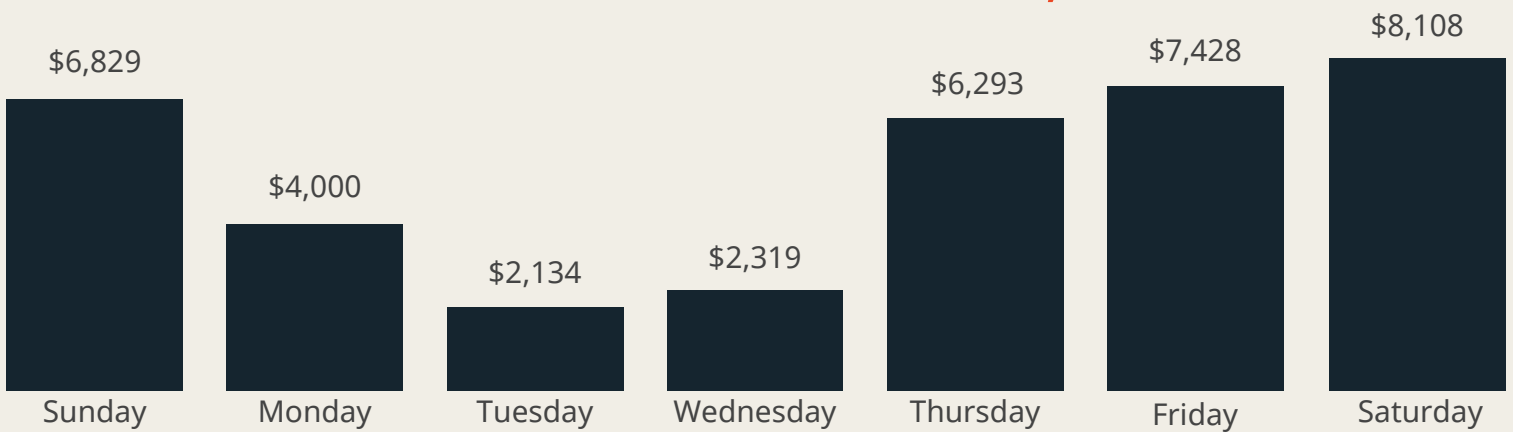


PROMENADE POP-UPS AT WATERFRONT PARK

CONTINUED

"I learned more about business logistics: licensure, insurance, point of sales reporting. I'm so grateful for the opportunity this program brought because I now have a state business license, not just a tribal license. I now have insurance."

SUM OF GROSS SALES: \$37,110



"The connections with other artists and creatives. Networking is opening doors for opportunities to grow. After the season ended, I was invited to do businesses elsewhere."



Video features on Promenade Pop-Up Participants were promoted on the Seattle Restored and Office of Economic Development Instagram pages. These videos got hundreds of likes, increasing the total reach of the program and drawing more visitors to the newly renovated Waterfront Park.

**Friends of
Waterfront
Park**

*This section is informed by the 'Waterfront Promenade Pop-Up 2024 Summary Report'.
Quotes have been taken from the 2024 Focus Group conducted by Friends of Waterfront Park.*

LEGACY ACTIVATIONS

In 2024, Seattle Restored continues to serve as a launchpad for long-term success, with several more participants transitioning from temporary activations into permanent spaces. These legacy activations demonstrate the program's potential to support sustainable, community-rooted businesses beyond their initial engagement.

A MATTER OF TASTE SEATTLE

By Joanna Lepore Dwyer & Jennifer Diamond

📍 2800 1ST AVE, SEATTLE, WA 98121

JAMIL

By Neko Jamilla

📍 1302 5TH AVE, SEATTLE, WA 98102

VOICES OFF LOUNGE

By Kellie Gillespie

📍 819 E DENNY WAY, SEATTLE, WA 98122

NINO STUDIO

By Nino Yuniardi

📍 316 1ST AVE, SEATTLE, WA 98121

NAST Studios

By Blake Burton

📍 219 1ST Ave S, Seattle, WA 98104

LEGACY ACTIVATIONS FROM PHASES I & II

The Fishbowl | Mixed Pantry | Self-Made Couture | N2E Plaza |
Daily Ritual Market | Anyoung Super | Inside | River | TASWIRA |
Seattle ReCreative | The Beacon | The Works Seattle





PROPERTY PARTNERS

In 2024, Seattle Restored partnered with 7 different property management companies, representing 27 vacant storefronts across Seattle. These established relationships proved to be valuable, creating a built-in trust and legitimacy for the program.

WHY WORK WITH SEATTLE RESTORED?



There are many reasons property management companies choose to partner with Seattle Restored. Windowfront art installations not only beautify vacant storefronts but also help deter vandalism and graffiti, improving the overall appearance and safety of the property.

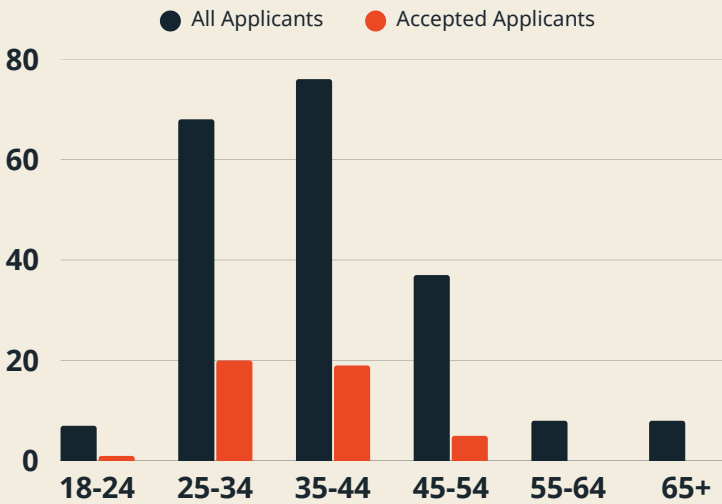
Interior activations further enhance the space by attracting desired foot traffic, increasing neighborhood vibrancy, and offering prospective long-term tenants a compelling vision of what the storefront could become.

Together, these activations contribute to a stronger sense of place and make properties more appealing to both visitors and future tenants.



AGE, RACE, GENDER

APPLICANT & PARTICIPANT AGE BREAKDOWN



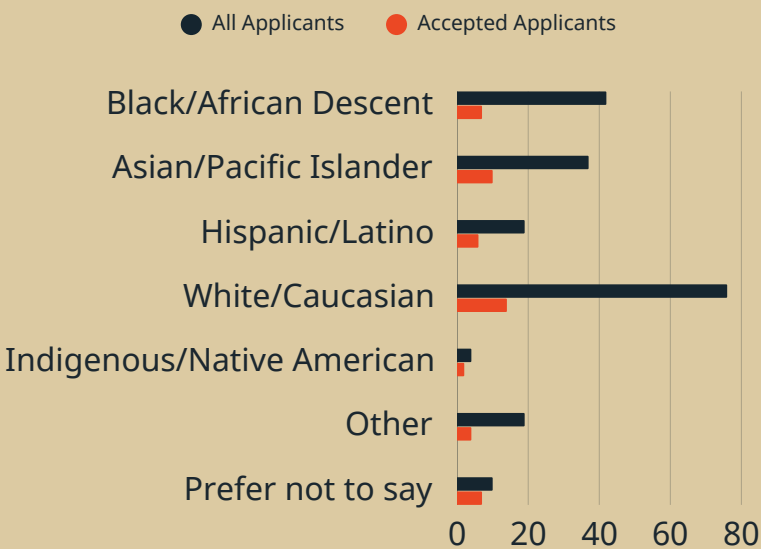
Average Participant Age: 34

Phase II average age: 37

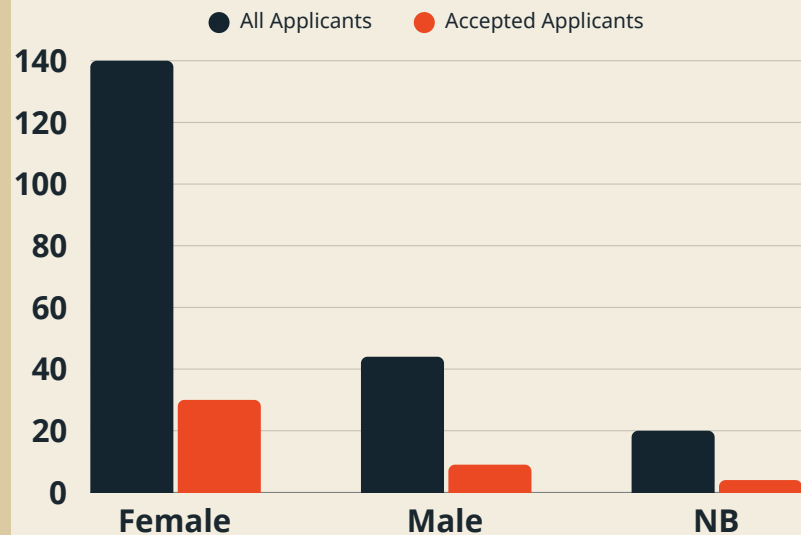
Note: Ages were gathered at time of application (2024).



APPLICANT & PARTICIPANT RACE BREAKDOWN



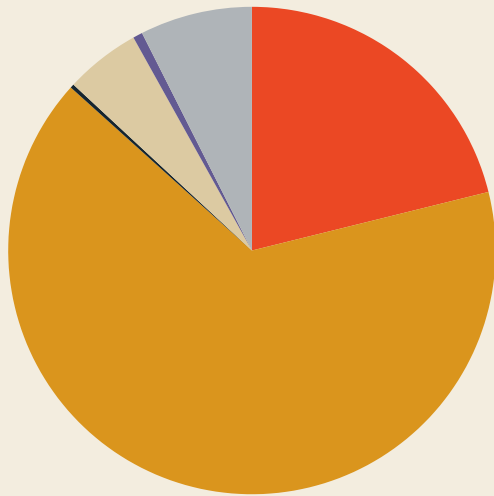
APPLICANT & PARTICIPANT GENDER BREAKDOWN



2024 PARTICIPANT SALES

TOTAL REPORTED SALES ACROSS THE PROGRAM

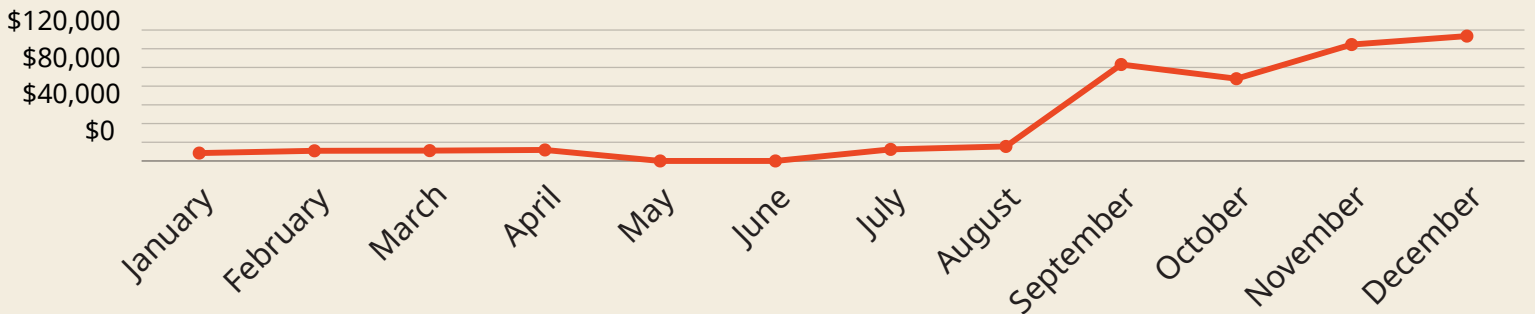
\$497,626



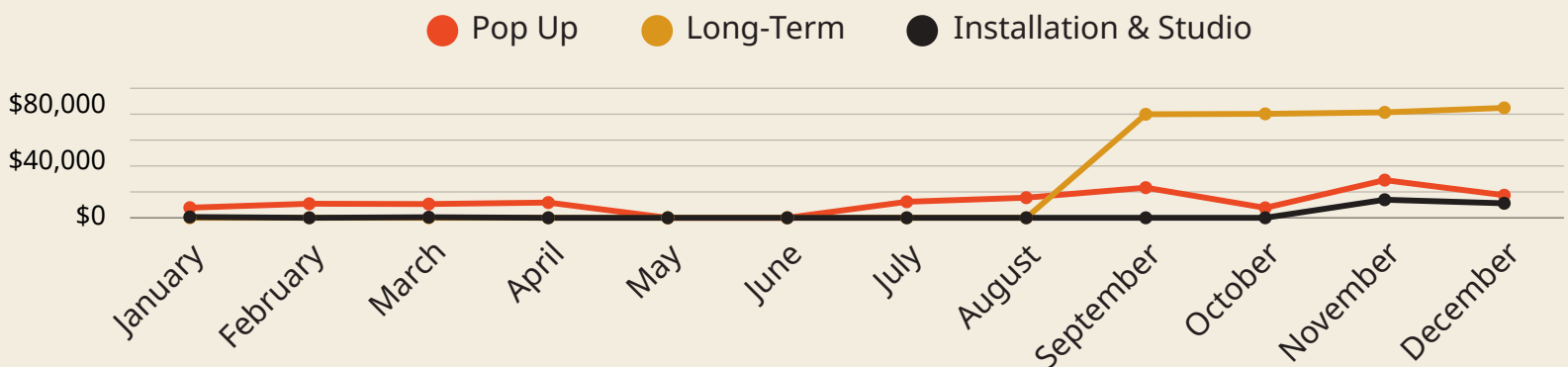
PARTICIPANT SALES BY ACTIVATION TYPE

| | | | |
|-------------------|-------|-----------------|------|
| LONG TERM | 65.5% | STUDIO ARTISTS | 5% |
| POP-UPS | 21.1% | ACES ART MARKET | 0.7% |
| PROMENADE POP-UPS | 7.4% | INSTALLATIONS | 0.3% |

PARTICIPANT SALES BY MONTH



PARTICIPANT SALES BY ACTIVATION TYPE BY MONTH



GEOGRAPHIC DATA

Seattle Restored participants live and work in Seattle, but bring with them cultural and linguistic backgrounds from more than a dozen countries. This global diversity enriches the local creative economy and reflects the program's commitment to uplifting a wide range of voices within the city.

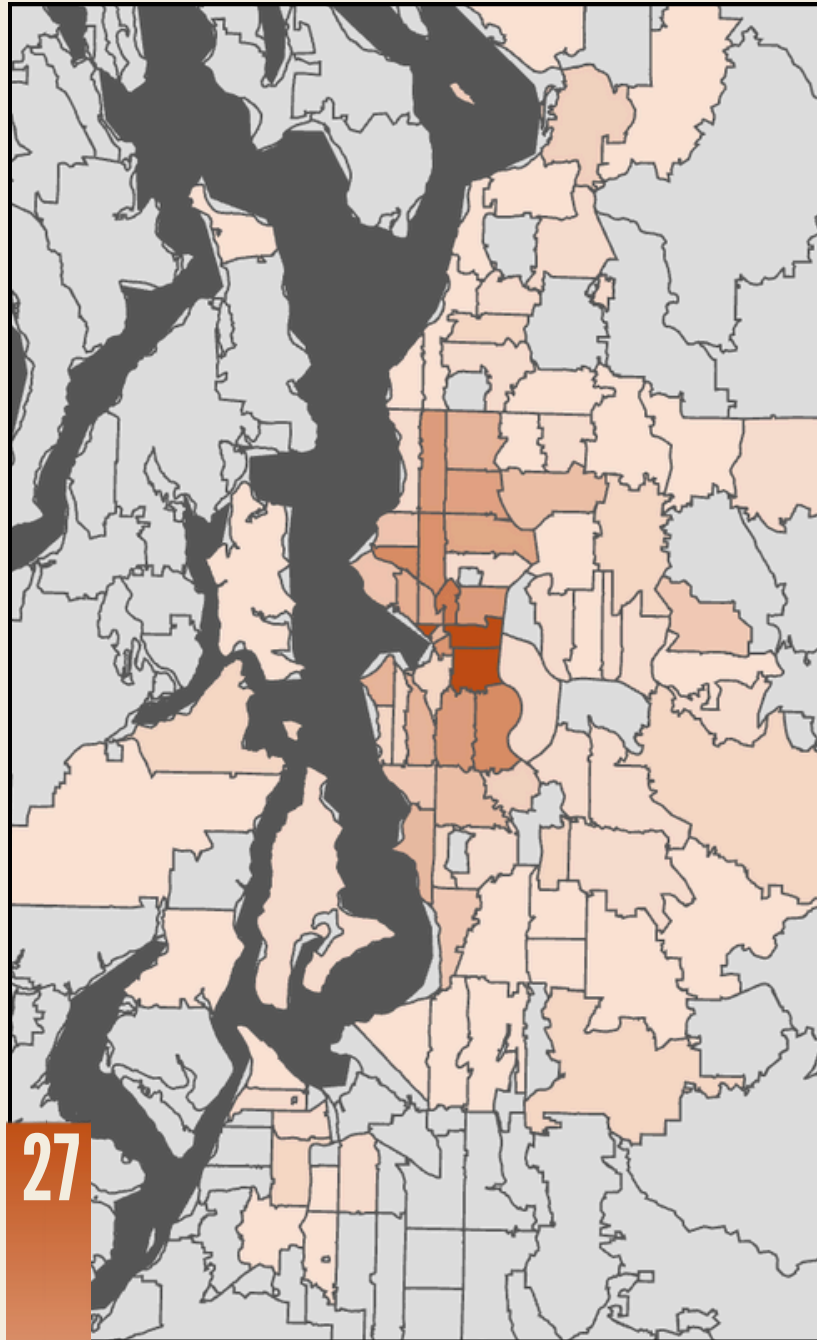
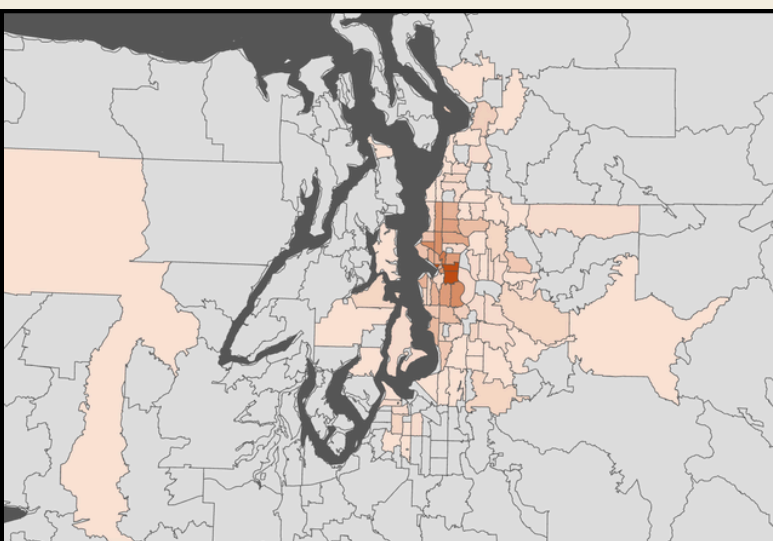
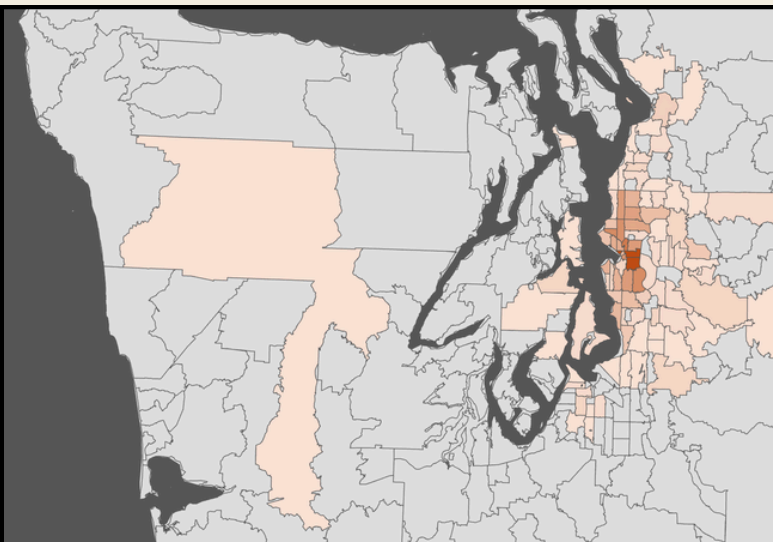
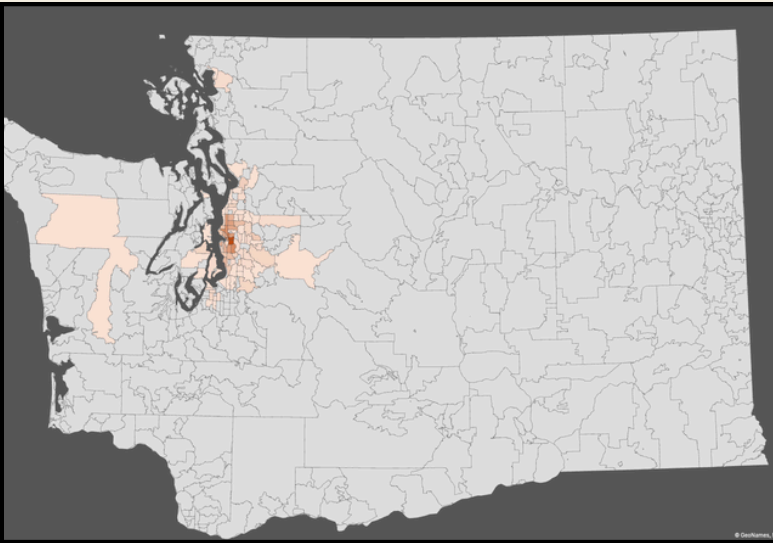


PARTICIPANT AND APPLICANT LANGUAGES

| | | | | | | |
|---------|------------------------|---------|-----------------|------------|--------|---------|
| Hindi | American Sign Language | Bengali | Arabic | Bahasa | Tamil | |
| | | | Yoruba | Odiya | Tâi-gí | |
| Spanish | Mandarin | Chinese | Amharic | Portuguese | | |
| | | | Russian | Kannada | Farsi | French |
| | | | Gujurati | German | Urdu | Turkish |
| | | | Hawaiian Creole | | | |

GEOGRAPHIC DATA, CONTINUED

Applicants to Seattle Restored come from across Western Washington, with the majority based in King, Pierce, and Snohomish counties.*



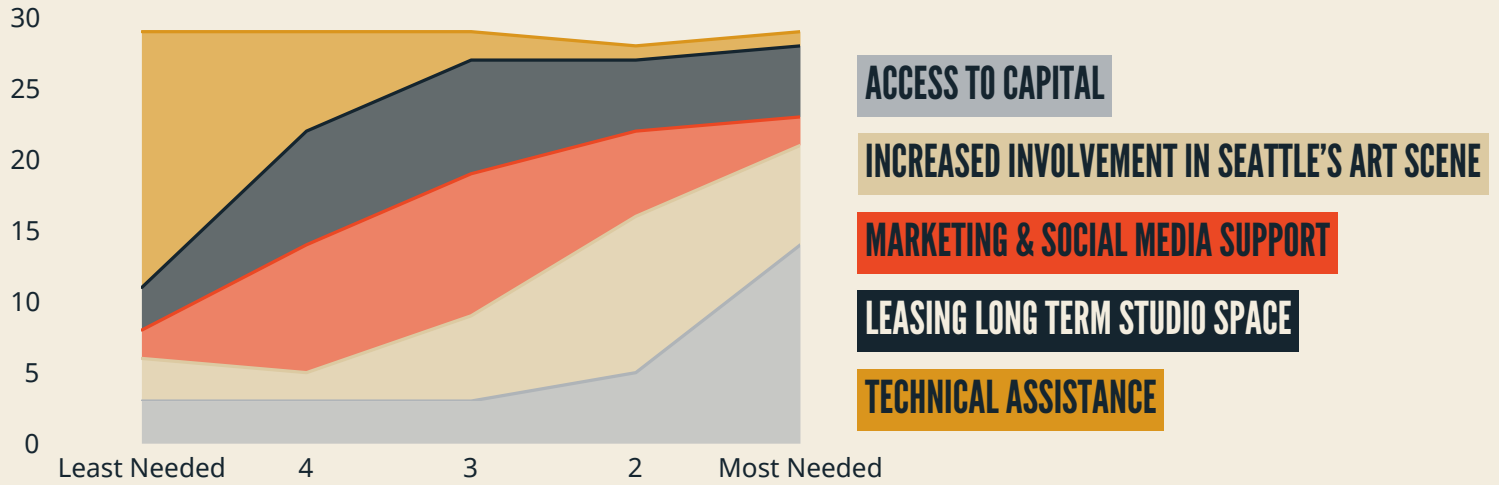
NUMBER OF OCCURENCES

*Three applicants were located outside of Washington state. They are not represented within this graphic.

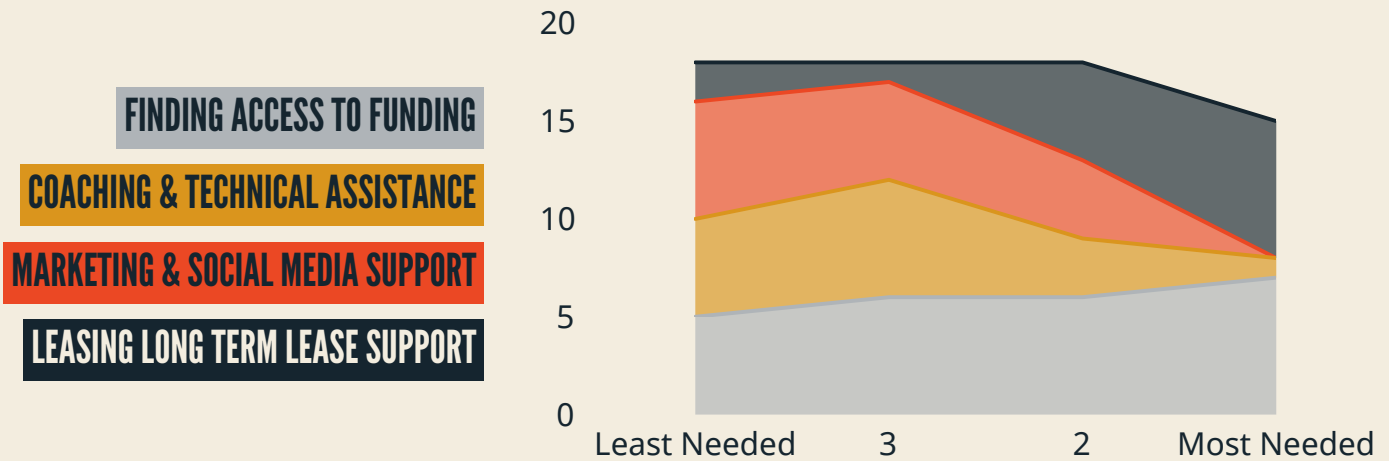
1

PRE-ACTIVATION SURVEY, CONT.

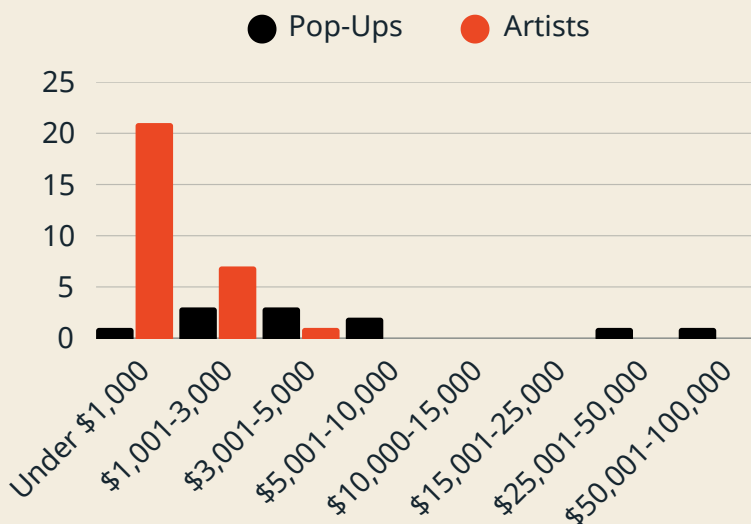
WHAT AREAS OF SUPPORT WOULD BE MOST BENEFICIAL TO YOUR ARTISTIC PRACTICE?



WHAT AREAS OF SUPPORT WOULD BE MOST BENEFICIAL TO YOUR BUSINESS?



AVERAGE MONTHLY SALES BEFORE SEATTLE RESTORED PARTICIPATION



POST-ACTIVATION SURVEY

Following the completion of their contract, participants complete either an **Artist or Pop-Up Post-Activation Survey**. While the questions differ slightly between the two versions, some responses are consolidated for reporting purposes.

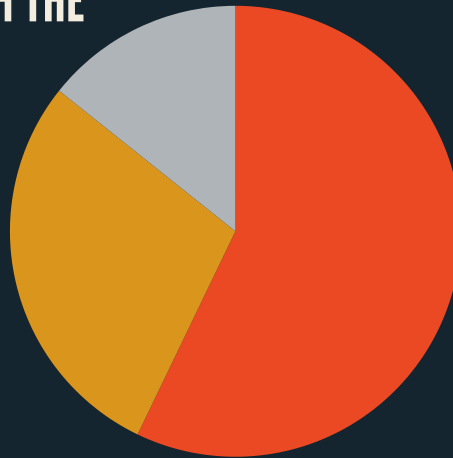
“Seattle Restored allowed me to really prove to myself that my business can be both in-community and a brick and mortar. Being involved with Seattle Restored has leveled me up as a business and a professional in slow fashion.”

WHAT WAS MOST ACHIEVED THROUGH THE SEATTLE RESTORED PROGRAM?

INCREASING BUSINESS REVENUE 14.3%

DEVELOPING NEW PRODUCTS/ARTWORK 28.6%

FINDING NEW CUSTOMERS 57.1%



“Seattle Restored gave me a platform to share my work with a broader audience and connect with the local community. It’s been a valuable experience that strengthened my presence as an artist in Seattle.”

HAS YOUR INTENTION TO BE, OR NOT BE, A FULL TIME ARTIST CHANGED SINCE THE START OF THE PROGRAM?

90%

Respondents reported they still intend to be full time artist/entrepreneurs.

HAVE YOU STARTED AN ONLINE STORE SINCE STARTING THE SEATTLE RESTORED PROGRAM?

100%

Of those who did not already have an online storefront started or are in the process of starting an online storefront.

“Being part of Seattle Restored motivated me to level up my online store and allowed me to create a retail style installation that featured my work in all mediums”

2024 EVENTS

In 2024, Seattle Restored provided informational and community-building. These events included info sessions, workshops and informational panels.



JANUARY 28

Celebrate Asia Market

MARCH 22

Interactive Studio & Shop Farewell Party

MAY 15

2024 Info Session

JULY 12

Promenade Pop-Up Launch Party at Waterfront Park

JULY 19

Commercial Leasing Workshop

AUGUST 3

Lake City Summer Festival & Parade

AUGUST 8

Good Business Connections

AUGUST 16 - 17

ACES // Artists of Color Expo & Symposium

SEPTEMBER 13

Base Camp Studios 2 Open House

SEPTEMBER 27

Securing a Commercial Lease in Seattle Panel

DECEMBER 9

Seattle Restored Pop-Up Shop Info Session

ACE ART MARKET

PRESENTED BY **Seattle RESTORED**



FEATURED ARTISTS

1029 Create, Alice Lee, Anna Dong, Black Martha Crafts, Dyme Designs, Emerald Seas Jewelry, Jia Jia, Jessica Lipscomb, Marcos Chavez, Omar Leon, Ryan McDonald, Sierra Bundy, Smash the Box, Spooky Bockchoy, Sunlan Designs, Sweetest Puff Ceramics, Tianna Mae Andresen, TyResha Jones-Smith, Unrevealed, VULGAR DREAMER, Winnie Chen, Yolanda Galery

TOTAL PARTICIPANT EARNINGS \$5,255

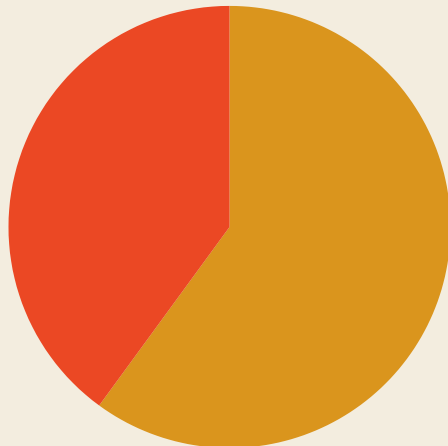
AVERAGE DAY OF SALES: \$148

MEDIAN DAY OF SALES: \$86

PARTICIPANT EARNINGS BREAKDOWN

ART MARKET SALES 60%

PARTICIPANT STIPEND 40%



SEATTLE RESTORED.ORG

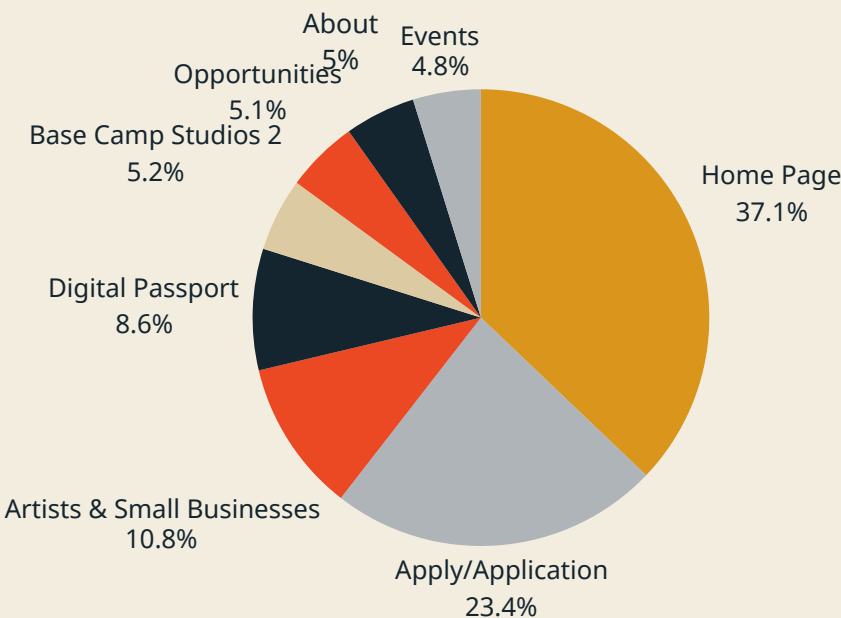
REVITALIZING SEATTLE NEIGHBORHOODS

Seattle Restored partners with small businesses and creative entrepreneurs to transform vacant storefronts into vibrant community spaces.

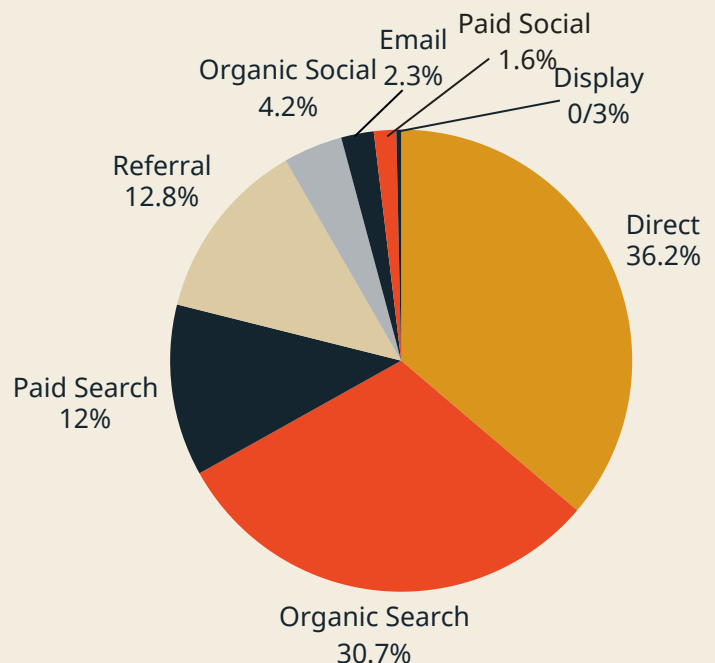
Seattle Restored launched its new website in November of 2024. This project was completed in collaboration with Beans n' Rice Creative Studios and Carkeek Studios. Updates to the site included a participant login portal, an interactive map, and a community opportunities page, all designed to enhance user engagement and support our growing network.

246,981
PAGE VIEWS

TOP PAGES VIEWED IN 2024



TRAFFIC ACQUISITION



DIGITAL PASSPORT PROGRAM

Launched in Phase II, the Explore Seattle Restored digital passport allows visitors to engage with participating installations and pop-ups through check-ins and a prize system.

Passport data is collected in quarterly increments corresponding to the prize cycles.



PASSPORT GOALS

MEASURABLE FOOT TRAFFIC DATA | INCREASED BRAND AWARENESS
REAL-TIME PROMOTION | INTERACTIVE MARKETING | DEMOGRAPHIC DATA

673

TOTAL CHECK-INS

March - December, 2024

491

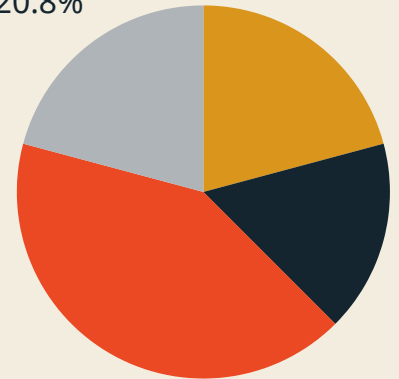
TOTAL SIGN-UPS

March - December, 2024

PASSPORT LOCATIONS

Lake City
20.8%

Art Activations
20.8%



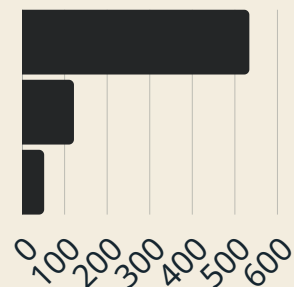
Legacy & Long-Term Participants
41.7%

Pop-Ups
16.7%



DEMOGRAPHIC OF PASSPORT USERS

Seattle Metro & Bellevue
Other Cities in Washington
Outside Washington State



MEDIA PLACEMENTS

Seattle Restored invested in a comprehensive media placements package, including radio, print, digital, and social outlets across multiple channels.



ENGAGEMENT & IMPRESSIONS

Digital Impressions | 1.29 M impressions | 64 placements | 2,044 Clicks

QR Codes | 429 Scans | 12 placements

Physical Media Circulation | 1.21 M | 13 placements

INTERNAL SEATTLE RESTORED CHANNELS

Email/Newsletter | 11 campaigns | 13k impressions | 1,323 clicks | 2,560 Subscribers

Socials | 8.2K followers | 190k impressions | 12k profile visits

IN THE NEWS

Seattle Restored: Fostering Entrepreneurial Revival Through Creative Innovation | The Seattle Medium

“Impact-wise, Seattle Restored has helped me jumpstart the next chapter of my podcasting career...I used to work for a podcast studio, now I own my own studio.”

Read full article [here](#).



Seattle Restored continues to revitalize storefronts — Empowering AAPI small businesses and artists | Northwest Asian Weekly

“Seattle Restored gave me a lot of freedom and flexibility,’ said Yip. ‘The program works alongside you, to support you and to provide you with resources.”

Read full article [here](#).

Downtown program aims to fill vacant storefronts with small businesses and artists | KXAN*

“To actually have someone turn around and sign a three to five year lease is really changing the landscape of downtown Seattle...It’s really so important as we’re looking at supporting entrepreneurs, businesses and artists in our community to give them some pathways to test things out, see what works, and grow from there,” Porter said.

Read full article [here](#).



* As Seattle Restored continues to evolve, its success has begun to inspire other cities to launch similar initiatives. In 2024, representatives from Austin connected with the Seattle Restored team to learn from our model and approach. Our team shared insights and best practices to help guide the development of Austin’s own storefront activation program. We’re proud to support fellow cities in using creativity and commerce as tools for community revitalization.

LANDLORDS AND PROPERTY OWNERS

Landlords and property owners were asked to participate in a survey in March-April, 2025



WHY THEY PARTICIPATED

- 01 | Activate the neighborhood
Support the city in economic recovery
- 02 | Safety improvements
Potential future long-term leases
- 03 | Public recognition

CONTRIBUTIONS THAT MATTER

- 01 | Lease stipend
- 02 | City recognition

SUGGESTIONS FOR GROWTH

- 01 | Expand activation types to include more food and beverage
- 02 | Increase transparency about the vetting process and align activations with business goals of property owners.
- 03 | Streamline promotional tools to help share the program



POSITIVE IMPACTS

Increased foot traffic and reduced vandalism were reported as benefits to the respondents participation in the program.

BARRIERS TO PARTICIPATION

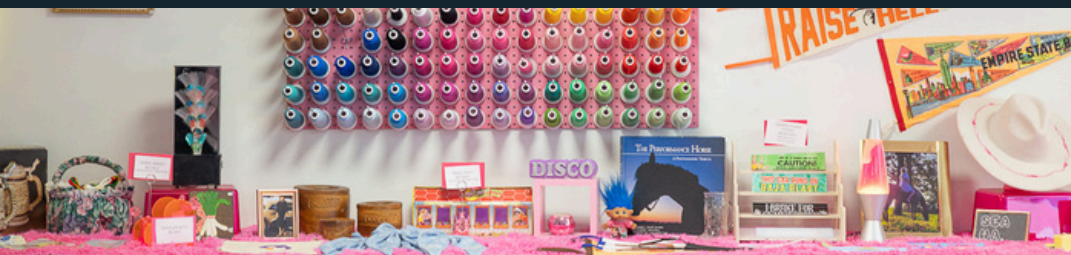
Permitting and change of use were not major barriers but according to respondents, they were occasionally challenging.

Tax benefits weren't experienced or known by participants.



| | |
|-----------|-----------|
| Orange | Dark Blue |
| Orange | Orange |
| Dark Blue | Dark Blue |
| Orange | Dark Blue |
| Dark Blue | Orange |
| Orange | Orange |

**THANK YOU TO ALL
OF OUR 2024
PARTICIPANTS,
PARTNERS, AND
FUNDERS!**



OUR TEAM | CONTACT

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Heidi Hall | Wealth Building Manager

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Heidi Drockelman | Marketing Coordinator
Gracie Santos | Community Outreach and Events Coordinator

Shunpike

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Myles Haslam | Sr. Director of Communications & Operations
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