

Cover Letter
Second Street Firehouse Art School Proposal

Pacific Northwest Art School (recently Coupeville Art Center) and Whidbey Island Arts Council are collaborating to operate an art school in downtown Langley. The facility would be located in the Second Street Firehouse and will offer a mix of art production, instruction, demonstration and sales.

The school will be regional and will also host students from around the nation and across the border.

There is substantial precedent for the facility. The 30 year history of Pratt Art Center in Seattle demonstrates the ability for such a facility to operate sustainably. Coupeville Art Center's 23 year history of pulling students from around the country to Whidbey Island demonstrates the ability to substantially reach beyond Island County to generate significant revenues here on the island.

Locating a school in Langley builds on both models and also benefits from the local artist community and the prospects of experiential tourism.

Operations can begin within weeks by hosting an art show during the Memorial Day weekend. Classes from the Pacific Northwest Art School have been identified that can readily be conducted in the facility with minimal changes to the facilities. Detailed development and expansion plans for art production and sales will incorporate input from the artists, tourism, and civic communities. Significant art production equipment that can be donated or borrowed has already been identified.

The proposed school has significant benefits for Langley, Whidbey Island, and the region, and is coming to fruition in a manner that will support Langley's character and economy. Your input and interest are appreciated.

Opportunity:

Langley already has excellent art galleries, excellent artists, and an excellent reputation as an art community. We can build on that by adding facilities that enable more arts, such as 3-D arts like sculpture and the flat arts like painting and film photography.

Situation:

Emerging artists are hampered by the lack of access to equipment and work space. Established artists occasionally must send work off-island for extra capacity or special needs.

Tourists visiting Langley can buy art, or attend the theater, but they can not participate or watch art in progress.

Possibility:

Establish an art facility within walking distance of downtown Langley. It would provide:

- artists a place to create and congregate
- tourists a place to visit, learn, and buy

The facility can start small with donated equipment in one location, and expand as appropriate and as space is available. Eventually several buildings may be required because some arts benefit from being grouped together while others require some separation. (An oil painter may not appreciate the dusty air from a bronze foundry.)

Financing - Direct

- Expenses
 - Non-Recurring
 - site acquisition and preparation
 - Recurring
 - utilities
 - supplies
 - payroll
 - advertising
- Income
 - Membership
 - Commissions
 - Patronage
 - Grants
 - Rental Fees
 - Corporate Sponsorship

Financing - Indirect

- Expenses
 - City services
- Income
 - artist services (production, advertising, representation, etc.)
 - restaurants
 - lodging
 - taxes
 - tourist services

Sculpture Building (inspired by existing art facilities)

- large foundry
 - bronze smelter
 - sand mold pit
- small foundry
 - gold, silver, precious metals
- ceramics (pottery, sculpture, tile)
 - clay storage
 - slab rollers
 - kilns (gas, electric, wood, raku)
- glass
 - kilns (gas, electric)
 - flame shop
- stone
 - power equipment
- metalwork shop (steel, iron, bronze)
 - welding
 - cutting
 - treatments

Additional arts

- instruments
- voice
- book binding
- computer
 - archive
 - bandwidth
- culinary
- dance

Remodel :

- Interior walls
- Distributed utilities
 - power
 - HVAC
 - Internet
 - plumbing
 - security
- Exterior
 - signage

Potential Collaborators

- Local Artist Coops
- Local Art Galleries
- Local Schools
- Washington 1% for the Arts

Based off of the Pratt annual report, the estimated cost for *their* facility:

- to operate and revenue both work out to be about \$100/square foot.
- Pratt is 20,000 square feet - so it costs about \$2,000,000 and they make about \$2,000,000.

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