



Othello Park Alliance

Integrating our park into community life

Othello Park International Music & Art Festival 2016
August 14, 2016 12-6pm





Othello Park Alliance

“Integrating our park into community life”

Mission Statement

The Othello Park Alliance works to assure that Othello Park is retained, enhanced, and integrated into a vibrant, multi-cultural, pedestrian-friendly Othello Town Center and residential community.

Our Values

The Othello Park Alliance is committed to building community in the attractive open space of Othello Park in an action-oriented, collaborative way. We pride ourselves on positive accomplishments for the Park and the diverse surrounding community, and thrive on the satisfaction and fun of achievements built through great teamwork.

Challenge

The Othello Park Alliance wants to use the park as a tool to promote business prosperity, community involvement, and safety in a new pedestrian-oriented environment. We have initiated and helped produce summer concerts and Festivals in Othello Park over the past several years with assistance from Seattle Neighborhood Group and Seattle Parks and Recreation. We continually seek to enhance and expand our efforts to further our mission.

About Seattle's Othello Park

Othello Park, located at 4351 S. Othello Street just off Martin Luther King Jr. Way South, is a thoughtfully designed 7.5 acres of open space near the diverse neighborhoods of Othello (which includes Brighton and New Holly) Hillman City, Beacon Hill and Rainier Beach. The Park contains a children's play area, a unique "hill slide," basketball courts, picnic tables, an open meadow, well-used walking paths and a new stage and zip line.

The City of Seattle purchased Othello Park in 1976 and Seattle Department of Parks and Recreation has made numerous improvements. The City continues to provide dedicated staff to oversee the ongoing maintenance and community programming, some of which resulted in the formation of the Othello Park Alliance.

In 2008 Othello Park Alliance (OPA) initiated an improvement planning process for the Park. In 2010, in conjunction with the Parks Department, OPA conducted a series of public input meetings to help plan \$210,000 of safety and lighting improvements to be funded by Seattle's Parks and Green Space Levy. Additionally, the Othello Park Alliance applied for and was granted another \$100,000 from the Department of Neighborhoods to be added to a private grant of \$150,000 for additional capital improvements in the park. Phase I and II construction was completed in the Spring of 2013. OPA applied to the 2012 Parks Levy Opportunity Fund for Phase III (the final phase) construction and we are thrilled to say that we were awarded \$547,000 to complete phase III.

Othello Park is located one block from the Othello Light Rail. It is the only station where the train stops at the heart of an existing business district and lets passengers off within a few steps of pedestrian-oriented stores, restaurants and businesses. This business district has a unique multicultural flair and has recently been enhanced with significant works of public art.

Developers continue to be attracted to the Othello Station area. One development is complete, has leased over 350 apartments and has brought businesses to the street level. The adjacent parcel is slated for development with 250 market rate apartments.

Planned and coordinated with guidance and input from "On Board Othello", a coalition of neighborhood groups and City officials, several other transit oriented developments have already broken ground this year.



about the Othello Park International Music & Art Festival

For the past several years the Othello Park Concerts and Festivals have provided local residents the opportunity to enjoy a dynamic social event in an increasingly vibrant neighborhood park. The events create positive, safe and celebratory use of this public space while providing opportunities for those attending to build community and strengthen neighborhood bonds. Local businesses and organizations engage with residents to share information in a fun, up-beat, multi-cultural setting.

The Othello Park Alliance is again expanding the scope of these efforts with the **2016 Othello Park International Music and Art Festival**. Entertainment will feature live performances with an emphasis on artists from the many styles and cultures local to Southeast Seattle. Games, children's activities and bouncy houses will also be included. **The Art Creation Station** will be staffed by working artists and feature a variety of art projects that festival attendees can create and take home. Food and retail booths that highlight local businesses will be featured. The multi-ethnic, multi-age audience is primarily from Southeast Seattle (from I-90 south along Rainier Avenue S and MLK), and adjoining neighborhoods, but also draws from the greater Seattle area and nearby communities. Partnered with the Columbia City Street Fair, OPIMA completes the Rainier Valley Heritage Festival Weekend, a Seafair sanctioned community event.

The Festival offers Sponsors the opportunity to showcase their support for this wonderful community and to connect with a desirable target market.



Othello Park International Festival 2015-2016 Actual and Projected Budgets

EXPENSES

	2015	2016 projected *
Performing Artists/ Exhibits	\$4,500	\$4,500
Visual Artists	\$3,500	\$3,000
Marketing/ Advertising	\$8,000	\$4000
Production Assistance	\$2,000	\$2,000
Supplies & Equipment	\$2,300	\$1,500
Fees	\$2,700	\$2,000
Carnival Equipment	\$5,000	\$5,000
TOTAL	\$28,000	\$22,000

REVENUE

Sponsorships	\$10,000	\$12,000
Grants	\$4,000	\$7,200
Booth Sales	\$300	\$350
OPA Board	\$250	\$350
Carry-over	\$15,000	\$5,000
TOTAL	\$29,500	\$24,900

** We intend to tighten our budget slightly to bring our overall budget down to around \$22k.*





Othello Park Alliance (OPA)

On-going Accomplishments

- Produced the annual **Othello Park International Music & Art Festival** with over 2500 people in attendance.
- Partnered with the Rainier Valley Heritage Parade and Summer Streets Party to produce the Rainier Valley Culture Fest Weekend, a Seafair – sanctioned Community Event.
- Awarded \$547,000 from the Parks Levy Fund to complete Phase III of the Othello Park Improvements Project
- Awarded \$24,000 from the Department of Neighborhoods Small Project Fund to help increase multi-cultural participation and attendance in the Festival as well as add a carnival component to the Festival

2016 Goals

- Increase community involvement in the **2016 Othello Park International Music & Art Festival**.
- Hold a celebratory event for the completion of the Othello Park Capital Improvements Project
- Increase programming at Othello Park by promoting increased neighborhood involvement in creating events

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