



Issaquah Creative District Goals 2025-30

Overarching Themes for 5-Year Goals:

- Placemaking
- Tourism
- Creative Community Building and Workforce Development
- Policy Development to Support the Creative District and Creatives



PLACEMAKING

- Pilot a new mural policy/process within the creative district.
- Expand Asphalt Art on the Rainier Trail.
- Formalize an outdoor sculpture walk, including wayfinding signage, printed maps that are handed out at local art venues, and an online interactive map + transition to the Bloomberg Connects app.
- Develop a plan for interactive public spaces such as sound gardens, living bridges, and "design your own" experiences that invite the community to co-create and shape the public spaces they use daily.
- Design and install light pole banners and event banners within the creative district.
- Enhance the user experience on the Rainier Trail with interactive installations.

TOURISM

- Develop Creative District Itineraries that showcase the array of activities and resources with the district.
- Collect and evaluate data on actual and potential tourists, in collaboration with Issaquah' Regenerative Tourism Program.
- Develop a marketing/social media campaign focused on local artists and creative businesses.
- Fully transition Issaquah Creative District Webpage to Visit Issaquah's website.
- Create a process for regularly scheduled closure of the festival street for arts and culture events.
- Explore outreach to seniors and youth through targeted programming.
- Conduct feasibility for a dedicated creative district visitor center / maker space that is activated regularly.
- Explore collaborations to develop culinary art happenings/tours.
- Explore development of a "Made in Issaquah" product label.

CREATIVE COMMUNITY BUILDING & WORKFORCE DEVELOPMENT

- Build on creative synergies in Gilman Village and the Work Lofts to offer networking opportunities.
- Build on existing systems to offer more open and accessible programming for creatives within the Creative District including artist demos and pop ups.
- Create programming to foster peer learning (e.g. creative industry lunch and learns).
- Provide regular opportunities for creatives/businesses to connect to business development support.
- Build creatives/creative businesses training grant program.
- Build on partnerships with the Issaquah Schools Foundation and the Issaquah School District to enhance career and technical education (CTE) courses.

Develop and promote internships/ apprenticeships within the creative sector.

POLICY DEVELOPMENT TO SUPPORT THE CREATIVE DISTRICT & CREATIVES

- Conduct feasibility of tourism promotion area, use of LTAC, etc. to support tourism and creative district program.
- Continue work with economic development to create incentives for creative businesses.
- Explore development of a street performers and buskers' permit.
- Explore expansion of the creative district boundary to encompass Issaquah High School performing arts center and Jakob Two Trees sculpture.
- Pilot new mural policy and explore incentives for private building owners to install murals.
- Work with economic development on temporary art uses of vacant spaces.
- Simplify Process for Use of Festival Street within Creative District Regularly close festival street for the arts.
- Address affordability for artists and creatives via Issaquah's transit-oriented development project.