



STOREFRONTS MOUNT VERNON



Storefronts is a neighborhood improvement program. We work with property owners to produce temporary artists' installations and creative pop-up enterprises in available retail spaces.

Storefronts is funded by the City of Mount Vernon to help the retail core and its property owners. If you would like to take part in the program, please see us online or call.

Storefronts Mount Vernon is Simple

Storefronts Mount Vernon signs a \$1 month-to-month lease with the property owner and administers everything related to the program. The storefronts remain for lease (a For Lease sign hangs in the window) and can be shown at your convenience. As soon as you have a higher and better use for the space, Storefronts disappears. The program:

- Curates and produces a rotating series of arts projects and events
- Carries \$2M liability insurance
- Pays all utilities
- Administers all permitting and zoning issues
- Creates and keeps up all signage, lighting, staffing, and other operational issues
- Vacates the storefront on 30 days' notice, leaving it better than we found it

Please contact:

Matthew Richter
Storefronts Program Manager
(206) 905-1026
matthew@shunpike.org



www.storefrontsmountvernon.com





Storefronts Beautifies

It's been said that one missing tooth ruins a good smile. One vacant storefront can ruin a good block. Storefronts keeps properties, blocks, and neighborhoods looking healthy, vital, and beautiful.

- Helps properties rent faster
- Keeps properties occupied and lively
- Replaces light bulbs, paints, cleans
- Grabs attention with visually arresting, large-scale art installations

Storefronts Creates Cultural Destinations

Neighborhood after neighborhood in Seattle has discovered that "arts night out" is an effective means of increasing foot traffic and building support for other non-arts businesses. Storefronts programs integrate properties into an existing neighborhood arts night or creates a new arts-night-out if none exists.

- Thousands of walking-tour maps are printed and distributed
- Opening Night events are produced every quarter
- Hosted walking tours of arts projects take place regularly

Storefronts Raises Neighborhood Visibility

Television, online, radio, and print outlets all love a good "solutions" story, and the press coverage that Storefronts has generated is impressive:

- **Seattle Weekly's** Best of Seattle awards: "Seattle's Best New Gallery"
- **Puget Sound Business Journal:** "The Art Pioneers: Vacant Storefronts Being Brought to Life" (front page)
- **Brynn Ellis Real Estate Letter:** "Pop-Up Storefronts Improve Local Retail Areas"
- **KING5's New Day program:** "A vital and desperately needed new program"
- **ALL Business:** "Creating an Oasis in the Retail Desert"
- **Seattle Channel's Arts Beat:** "The coolest new arts program to hit the streets in years"
- **NWCN's evening news:** "Reinvigorating Seattle's downtown arts and retail scene"





Storefronts Has Economic Impact

Storefronts projects can bring thousands of people to a block, and those people have to eat, have to drink, and like to shop, year-round. The economic impact of the program goes far beyond the artists' materials and direct costs, to the meals, coffees, and goods that artists and audiences consume.

- Each project brings hundreds of unique visitors to each storefront every month.
- Neighboring businesses report up to a tripling in foot traffic when popular Storefronts Seattle projects move in next door.
- Seattle's arts industries generate \$330 million of economic activity annually, including \$119 million in related spending by arts audiences.

Storefronts Artists Are Vetted And Legitimate

Our staff matches storefronts with artists from an extensive roster of installations, creative enterprises, and other pop-up temporary arts projects selected through a strict vetting process.

- Projects include Genius Award, Seattle Mayor's Arts Award, Footlight Award, and Betty Bowen Award winning artists
- Projects are age-appropriate for all neighborhoods and locations
- Storefronts' roster of projects is judged and created by a rotating group of property owners, neighborhood representatives, and museum and gallery professionals.



Storefronts Partnerships

Storefronts Mount Vernon, and its sister programs Storefronts Seattle, Storefronts Auburn, Storefronts Bellevue and Storefronts Burien are programs of Shunpike, and are produced and supported by a broad group of government agencies and neighborhood associations.

Storefronts is supported through:

- City of Mount Vernon
- City of Auburn
- Seattle Office of Arts and Cultural Affairs
- Seattle Department of Neighborhoods
- Historic South Downtown Foundation
- Washington State Department of Commerce
- 4Culture

Storefronts partners with the following neighborhood groups:

- Burien Arts
- Alliance for Pioneer Square
- Seattle Chinatown International District Preservation and Development Authority
- Chinatown/International District Business Improvement Area
- Seattle Department of Planning and Development
- SouthEast Effective Development Seattle
- Capitol Hill Chamber of Commerce
- Broadway Business Improvement Area
- Sound Transit

Storefronts has worked with the following property owners:

- SAMIS Land Company
- MaKensay Real Estate Group
- Vulcan Incorporated
- Martin Smith Incorporated
- Tashiro Kaplan Building / Artspace Projects
- SCIDpda
- Many, many more...

“Storefronts keeps an active atmosphere at street level and helps other retailers. People who come to the Storefronts spaces are going to the coffee shops and restaurants. They are doing a great job activating and promoting the neighborhood.”

-Adam Hasson,
SAMIS Land Company

Please contact:

Matthew Richter
Storefronts Program Manager
(206) 905-1026
matthew@shunpike.org

www.storefrontsmountvernon.com