

Business Mini-Grant Program

January 28, 2013



How would collaboration between
a business and an artist
develop Shoreline's economy?





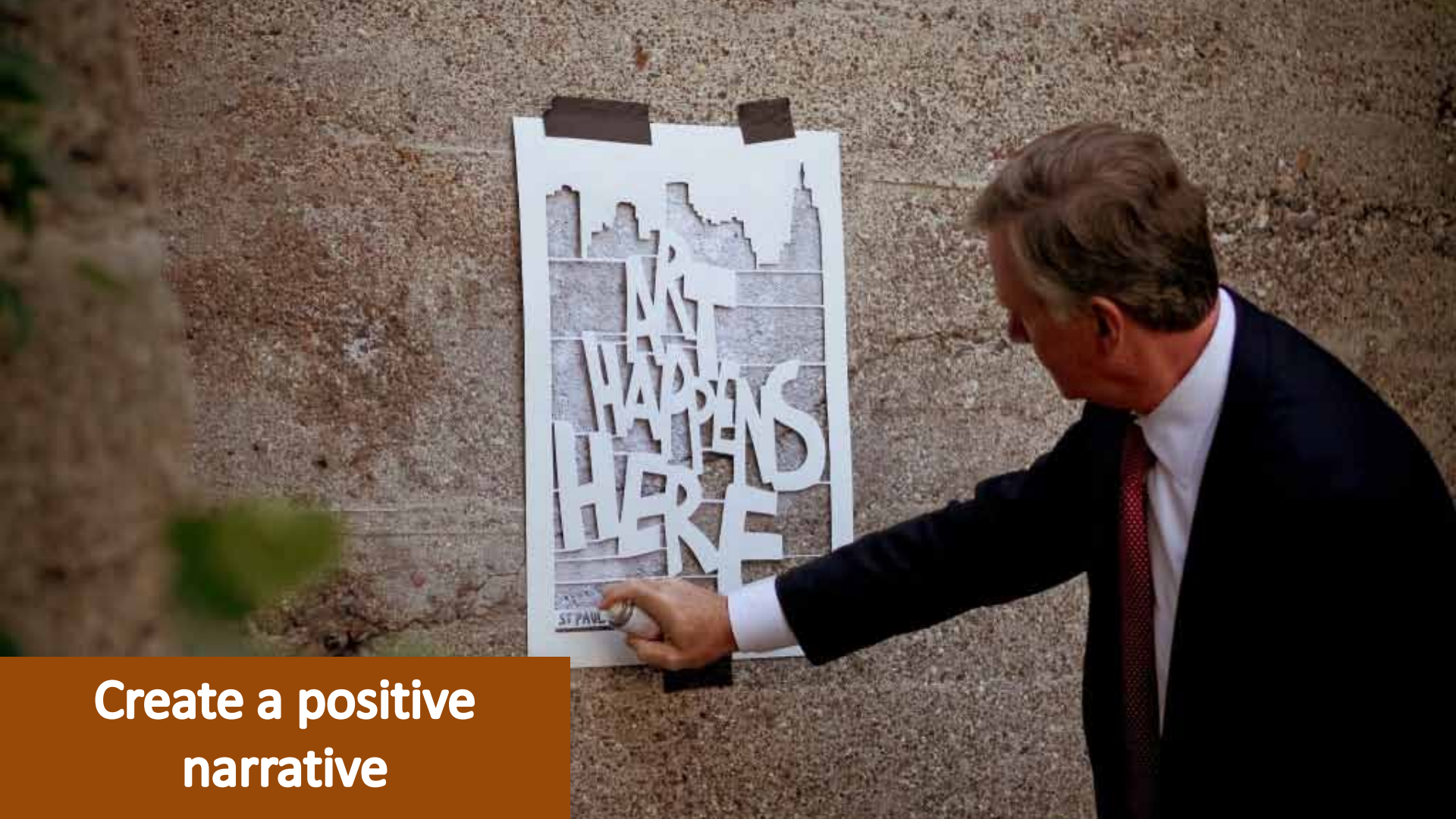
Build social capital

“[The artwork] makes my building more visible which gives me more customers. I can tell people now to turn at the parking lot with the purple hippopotamus.”

Peter Vento, small business owner and IRRIGATE project participant

Revitalize businesses





**Create a positive
narrative**

"I didn't know [what music would do for my business] before, but now I know it and I want it, and I think in the future I may have to ask Mira and her husband if she can play with us more because I can see the people that come to listen to her. It's grown more and more."

Owner of Mai Village Restaurant and IRRIGATE participant

**Continues
unsubsidized**





STORE FRONTS

Seattle

Tory Franklin

Seattle, Kirkland,
Everett, Snoqualmie



Place-making impacts



Criteria for projects

- *QuickStart* training
- Public property or long-term agreement
- New experience to business
- Open and free to public
- Revenue, narrative and participant metrics

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