Soul of Seattle

Seattle is undergoing a state of great change, both in its demographics and economic prosperity. Soul of Seattle is a documentary project that studies and investigates how underrepresented entrepreneurs of color within Seattle's Central District area are responding to Seattle's changing climate, both economically and culturally. In interviewing entrepreneurs and community leaders, Soul of Seattle has documented themes of history, culture, entrepreneurship, and technology through the lenses of personal stories and experiences. We have examined technological innovation and how community members of color have used it to improve their businesses and relationships within their community. Soul of Seattle serves as a call to action for would-be entrepreneurs looking to establish themselves in the Central District as well as serve as a source of inspiration for people everywhere, regardless of their background, to seek out and cultivate their own stories within their own backyards.

Methodology

In filming this documentary, we have the opportunity to showcase the many personalities, experiences and thoughts that exist amongst entrepreneurs in the Central District. With the footage gathered and recorded, we are sharing invaluable information and insights for entrepreneurs conducting business in the area.

Final Product:
- 11 Interviewees
- 5 episode mini-documentary series, 8 minutes each
- 15 hours of recorded interviews

“The Tip of the Iceberg”

Our documentary series tells just a handful of the many stories that exist within Seattle’s Central District. We aim to add to the conversation around the changing Seattle landscape and we hope to empower the community to utilize local tools and resources to share information about their successes and struggles in order to create solutions to the problems they face.

What we found through our work is that there are countless other stories that need to be captured and recorded and that there is much more to unearth that our viewers would enjoy hearing about, such as the themes of archiving and preservation that surfaced in multiple interviews. Aside from the need to archive the Central District’s history and stories, the question is: “What else can we discover through our research?”

Moving Forward

For this capstone, we focused solely on underrepresented entrepreneurs and community leaders within the Central District. This project would benefit greatly by expanding this focus and engaging beyond our initial scope by interviewing:
- City officials
- Larger businesses
- Established business owners in other parts of Seattle

We could also attempt to provide an authoritative resource on creating a business, such as a blueprint for starting a business in the Central District.

Finally, we could also turn our attention to areas outside of Seattle that are facing similar circumstances and concerns, perhaps even focusing on different cities entirely.