

City of Alexandria, Virginia

13
4-8-03

MEMORANDUM

DATE: MARCH 28, 2003
TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL
FROM: PHILIP SUNDERLAND, CITY MANAGER *ps*
SUBJECT: ALEXANDRIA COMMISSION FOR THE ARTS FISCAL YEAR 2001-2002 ANNUAL REPORT

ISSUE: Receipt of the Alexandria Commission for the Arts (ACA) Fiscal Year 2001-2002 Annual Report.

RECOMMENDATION: That the City Council receives the report and thank the Alexandria Commission for the Arts for its efforts on behalf of the arts and the City.

BACKGROUND: The mission of the Alexandria Commission for the Arts is “to lead and advocate for cultural development within the City and surrounding region.” The ACA fulfills this mission in several ways. It redistributes a substantial portion of its annual appropriation from the City Council and funds from the Virginia Commission for the Arts to Alexandria-based arts organizations through a grant program, facilitates communications between arts organizations and the public by publishing a newsletter, *ArtsNews*, and provides networking opportunities for ACA Commissioners and Alexandria arts groups.

DISCUSSION: Through the ACA programs and services, the arts are made accessible for both residents and tourists to enjoy. The City of Alexandria is home to more than 100 commercial and/or nonprofit arts organizations who offer a variety of arts activities. These activities contribute greatly to the quality of life in the community. The ACA’s 2001-2002 Annual Report illustrates the ACA’s Committee activities and lists its accomplishments (Attachment 1). The Alexandria Commission for the Arts is proud of its work during Fiscal Year 2001-2002.

In addition to the successes outlined in the 2001-2002 Annual Report, the Commission began assessing the accomplishment of the 1994 Cultural Plan for the City of Alexandria and the Five Year Strategic Plan for the Commission. With the assistance from Pat Peyser a volunteer/facilitator from the Cultural Alliance of Greater Washington’s Business Volunteer for the Arts (BVA) program the Commission conducted a retreat on June 29, 2002 at the Alexandria Black History Resource Center. At this session, the Commission outlined expectations and outcomes of the session; discussed the current strengths and weaknesses of the Commission; envisioned the threats and opportunities which faced the Commission; and developed a plan of action for continued exploration during Fiscal Year 2002-2003.

At the September, 2002 monthly meeting, the Commission accepted the consultant's report (Attachment 2) and created three ad hoc task forces to continue to address the issues from its retreat which were: the Commission's Role and Structure; its Visibility and Image; and the Commission's Role as Public Advocate for the Arts.

During Fiscal Year 2002-2003, these task forces will continue to work on developing resolutions for these issues, with the hope of reporting progress to City Council in Fiscal Year 2003-2004.

FISCAL IMPACT: None.

ATTACHMENT:

Attachment 1. Alexandria Commission for the Arts' 2001-2002 Annual Report

Attachment 2. Consultant Report

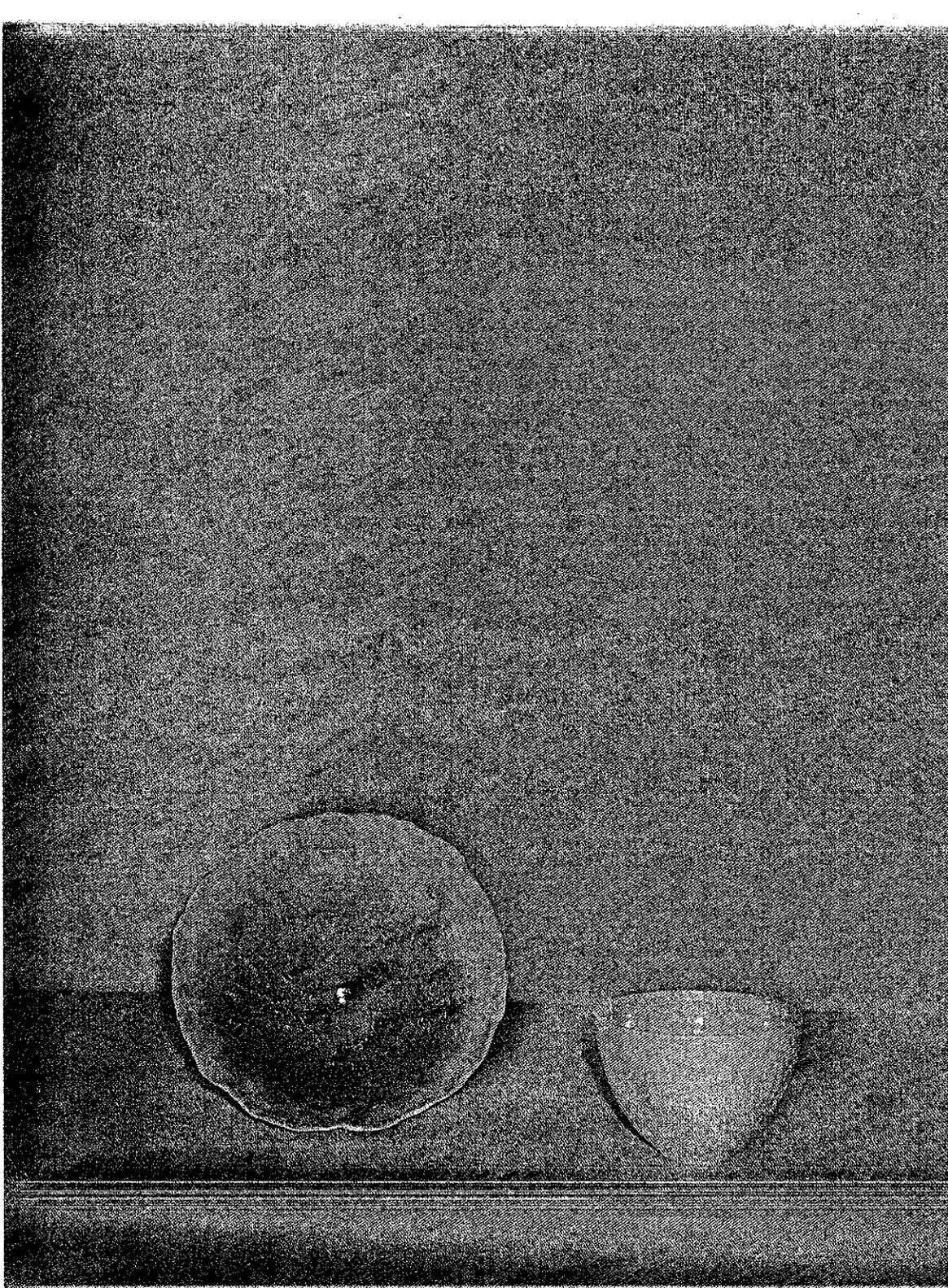
STAFF:

Sandra Whitmore, Director, Recreation, Parks and Cultural Activities

Janet Barnett, Deputy Director, Recreation, Parks and Cultural Activities

Cheryl Anne Powalisz, Recreation Supervisor II, Recreation, Parks and Cultural Activities

ATTACHMENT 1



aca
ALEXANDRIA
COMMISSION
for the ARTS

annual report
2001-2002



Outside cover: pottery by Fran Symes

Inside cover: paintings by Susan Makara

the chair's communiqué

The Alexandria Arts Commission, made up of 15 dedicated members, has had a very busy and fulfilling year.

We began our fall activities by hosting a Celebration of the Arts Breakfast honoring the Virginia Commission for the Arts at the new Rachel M. Schlesinger Concert Hall and Arts Center at Northern Virginia Community College. This event was a collaborative effort with the Northern Virginia Arts Alliance, which consists of local arts agencies from the city of Alexandria and Arlington, Fairfax, Loudon and Prince William Counties. The quarterly meeting of the Virginia Commission for the Arts was held concurrently with this event.

Twenty-five arts related grants and nine special opportunity grants were awarded to encourage innovative ideas addressing children at risk, audience diversity, concerts, summer programs for youth, and art camps.

The nine year affiliation with the Dance Theatre of Harlem/Kennedy Center Outreach Program continues, this year using the Ramsey Center as the dance studio for beginner and boys' classes.

The ACA Business and Arts Committee initiated dialogue with the Alexandria Chamber of Commerce, the Visitors and Convention Bureau, and the Alexandria Small Business Development Corporation, seeking ways to collaborate in advancing the arts in Alexandria.

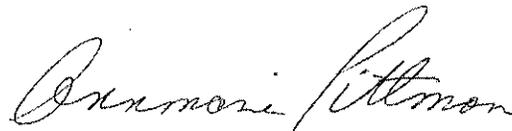
New guidelines have been drafted to be used in conjunction with public art policy in making decisions about acquiring public artworks.

The Kids, The Court and the Arts Initiative, geared to helping youth in the court system, was supported by ACA during the past year and the Commission continues to participate in Springboard Leadership Training Workshops and Arts Forum events.

Working through the year with the Cultural Alliance of Washington's Business Volunteers for the Arts Program, ACA leadership developed a plan for a summer workshop to help identify the challenges the Commission will face in the next five years and to begin to update the Commission's Strategic Plan and the City of Alexandria's Cultural Plan.

The Commission appreciates the continued support of the Mayor and the City Council both in spirit and in grants and financial assistance received. We appreciate the work done for us by the Alexandria Department of Recreation, Parks and Cultural Activities staff and the dedication of our Cultural Arts Administrator Cheryl Anne Powalisz.

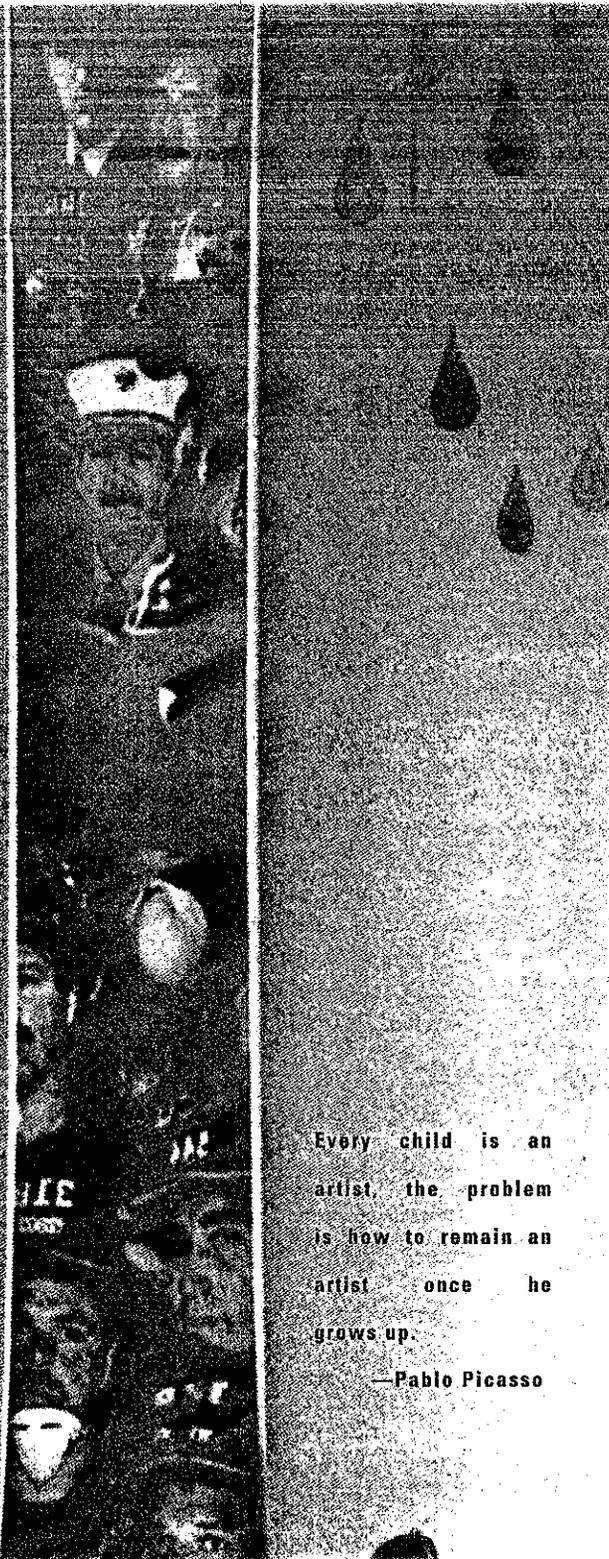
It's been a very good year...



Annmarie Pittman
Chair, Alexandria Commission for the Arts, 2001-2002

**Art, being quite
useless, except to the
soul, is the highest of
all human endeavors.**

—Bruce Rogers



Every child is an
artist the problem
is how to remain an
artist once he
grows up.

—Pablo Picasso

fiscal year 2001-2002 highlights and accomplishments

committees/taskforces

arts education

A shining example of arts education programs supported by the ACA grants program was Gail Weigl's interdisciplinary arts program for the Jefferson-Houston School Head Start program. Using art to teach students about subjects such as transportation and clothing, teachers took students on field trips to the Mt. Vernon Estates, the Corcoran Museum of Art, and the National Gallery of Art. Teachers reported expanded vocabulary, improved understanding of complex concepts, and a gain in confidence by the children who participated, and remarked that they too learned a great deal by incorporating the arts into lesson plans. This is just one example of how an investment in the arts can yield big returns for our community.

Another successful program funded by an ACA special opportunity grant was Louise Krafft's photography camp. Ms. Krafft taught youth at risk how to visualize the world through a camera lens and explore composition, contrast, and subject matter. The camp enabled participants to learn about photography and gave them a fresh vision of their surroundings. Photographs are on display at the Human Services Department, 2525 Mount Vernon Ave Alexandria.

The William Ramsay Recreation Center played host to the local touring production of *Dreams in Golden Country* on April 3, 2002. The production, based on the award-winning children's book series *Dear America*, is second in a six-play development project between

the John F. Kennedy Center for the Performing Arts and Scholastic Entertainment, Inc. Also, working collaboratively with the Alexandria Juvenile and Domestic Court, Alexandria arts groups were invited to develop a partnership with the Alexandria City Public School's Alternative School program.

public art

This was an exciting year for public art in the City of Alexandria. Early in the year, the Public Art Committee released their long-awaited public art video, *The Possibilities of Public Art*. The short film documents local, national, and international partnerships between communities, artists, and developers that resulted in enhanced public spaces through art. The Public Art Committee is developing a distribution plan and making the video available at select public libraries and through the Commission.

Two members of the Public Art Committee provided ongoing input to the Carlyle-PTO Livability Taskforce, which works to integrate aesthetic and functional enhancements within the city, and met with the King Street Gardens Task Force to develop suggestions for improving the gardens and streamlining site maintenance; increasing events and amenities at the park; and working with area business owners and residents to keep the park safe, lively and clean.

The crowning achievement of public art this year was the completion of the Captain Rocky Versace Plaza and Vietnam Veterans Memorial at the Mount Vernon Recreation Center at 2701 Commonwealth Avenue in the Del Ray neighborhood. With its circular stone bench inscribed with gold stars and names of Alexandria residents who died in the Vietnam War, the statue of "Rocky" with two children pays tribute to a hero and his comrades who gave their lives in service to their country and reflects Captain Versace's concern for the fate of the youth in the war torn nation.

The Public Art Committee is planning to survey the City for promising public art sites and is examining possibilities for both temporary and permanent

installations. The Committee reviewed draft guidelines concerning the purchase and acceptance of public artworks, presented revisions to the Commission for review, and will present these to the Alexandria City Council upon approval.

business and the arts

One hundred people attended an Arts Celebration Breakfast honoring the Virginia Commission for the Arts on September 25, 2001, at the Schlesinger Concert Hall and Art Center. This event represents the first time Northern Virginia local arts agencies have convened to share information about art in their community. The breakfast was coordinated by the ACA in collaboration with arts agencies in the counties of Arlington, Fairfax, Loudon, and Prince Williams.

Alexandria's nonprofit community received access for one year through December 2002 to the Foundation Center's Premium Online Subscription Service with funding made via efforts of Springboard Initiative planners. Generous contributions were made by the Dobranski Foundation and the James P. Moran Special Project Fund. Community training sessions taught over seventy-five participants the fundamentals of navigating a large-scale philanthropic database. In collaboration with ACA, the Alexandria United Way, the Alexandria Arts Forum, the Alexandria Volunteer Bureau, and Mr. and Mrs. Gant Redmon, Springboard also offers a series of Training Workshops on leadership skills for nonprofit arts and social service boards and staffmembers.

grants review

The six-person Grants Review Committee undertook the first comprehensive review of grants program documents (the Guide to Funding, Resource Panel Members' Handbook, and grant application forms) in seven years. The Committee recommended and the Commission approved the following recommendations:

- 1) deleting the three-time limit on Operational Grants for arts organizations;
- 2) increasing the limit on Operational Grants from \$10,000 to \$12,000;
- 3) increasing the limit on Technical Assistance Grants from \$500 to \$750; and

Good art maketh glad
the heart of man.

—Jeff Krewson

Art evokes the
mystery without
which the world
would not exist.

—Rene Magritte

4) increasing the limit on Special Opportunity Awards from \$1,500 to \$2,000. These changes will be discussed in detail in ACA's fall Grant Workshops. Internally, the Commission clarified its policies regarding grants to music, dance, and theatre groups associated with ethnic festivals.

diversity taskforce

In its goal to encourage and promote diversity in arts programs, committees, and panels, ACA established a task force that is actively exploring ways to advance the cause of diversity both within the Commission and for its grantees. The Commission believes that addressing this issue will offer both immediate and lasting results that will be reflected in our community and in our culture at large.

marketing

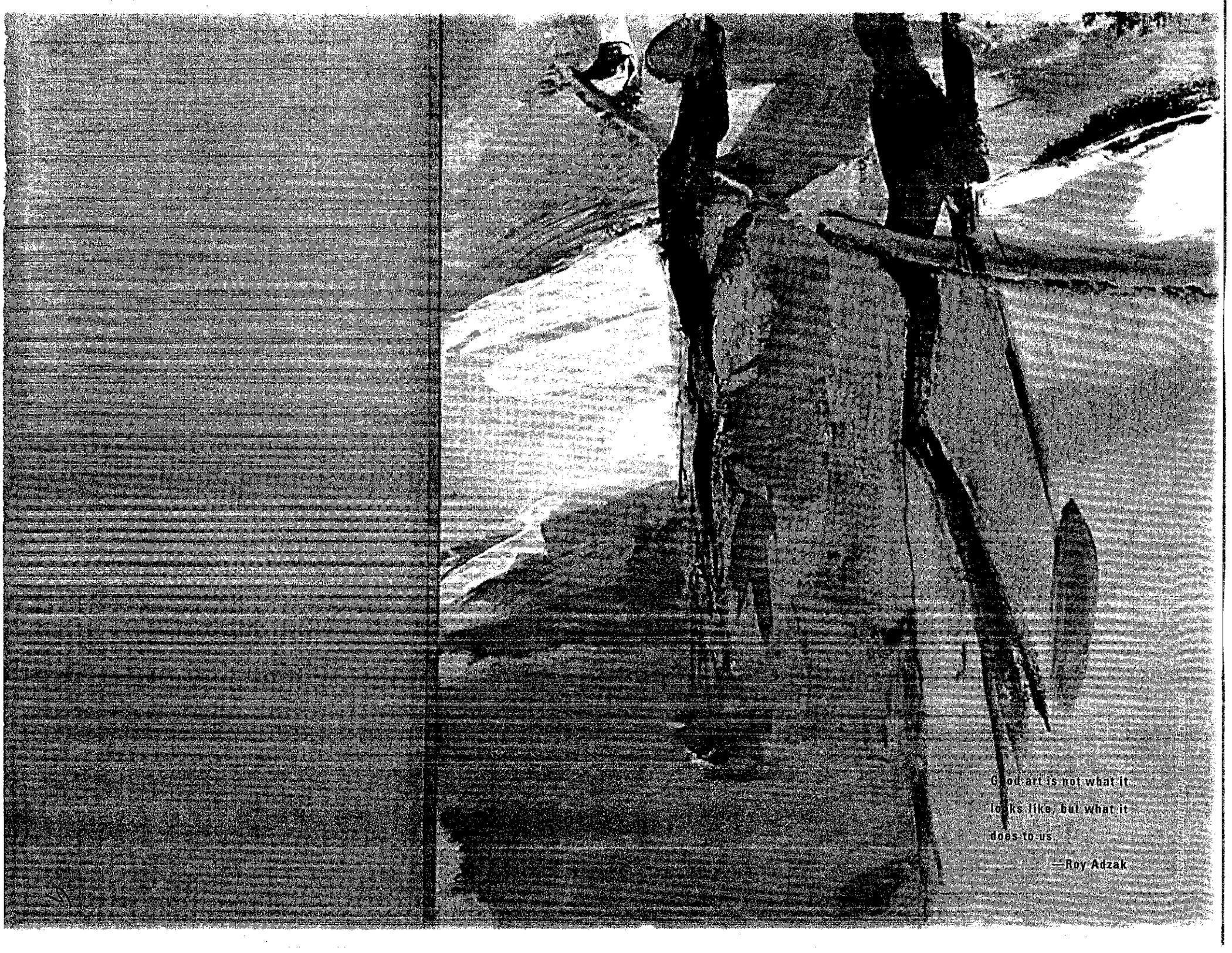
Working with the Arts Forum, the Marketing Committee sponsored four ArtCHAT programs—quarterly events for artists, arts organizations, and citizens interested in the arts—where one hundred individuals participated. ArtCHATS were hosted by The Springwater Fiber Workshop and The Art League. The Music at Twilight Series was sponsored by the Alexandria Department of Recreation, Parks and Cultural Activities. Madalina Corina Diaconu served as ArtsNews editor and layout artist. Danielle Pfeil, a student intern from Marymount University, researched local arts agency websites, provided recommendations for website maintenance costs, and converted the site design by Justine Walden, an ACA commissioner and graphic designer, into a working draft website.

policy

The Policy Committee dealt with a wide variety of issues pertaining to grantmaking. Perhaps the most important of these concerned the development of a conflict of interest policy. These guidelines will enable the Commission to protect the integrity of the decisionmaking process and affords our constituents confidence in our ability to execute our responsibilities in a consistent, fair, and equitable manner.

inkind taskforce

The In-Kind Taskforce responds to requests from art groups seeking support. This year there were relatively few such requests. However, the Taskforce assisted the Jefferson Houston School of Arts and Academics with yearbook photographs.



Good art is not what it
looks like, but what it
does to us.

—Roy Adzak

panel activities

dance

The Kennedy Center/Dance Theatre of Harlem Community Residency program, in its ninth year of collaboration with the Alexandria Department of Recreation, Parks and Cultural Activities, is staffed by volunteers from the Dance Panel of the Alexandria Commission for the Arts. One hundred seventy Northern Virginia youth aged 9-15 attended auditions. Thirty-two young dancers—twelve from Northern Virginia—were selected to participate in eight classes held in Alexandria from October through December 2001. Fabian Barnes, former principal dancer with the Dance Theatre of Harlem and Founder/Artistic Director of the Dance Institute of Washington taught selected applicants to participate in a program at the William Ramsay Recreation Center. Several students were invited to continue classes for an additional 8 weeks at the Kennedy Center, culminating in a master class on a Kennedy Center stage.

During the 2001-2002 fiscal year, ACA awarded grants to four dance organizations totaling \$19,224. This represented 13.6 % of the annual \$141,055.00 awarded to all disciplines. The ACA approved the Dance Panel's recommendations for operational funding for the Kathy Harty Gray Dance Theater and for a special project bringing dance performances to retirement communities in the Alexandria area. The National Rehabilitation and Discovery Foundation received a project grant to present a work in progress at the Lee Center. Jane Franklin Dance Company focused on a project grant to engage youth in dance at an after school program at the Ramsay Center, and the Dance Institute of Washington in conjunction with the Campagna Center also brought after school dance to our youth. Janet Stormes received an individual artist grant to teach modern dance at the Mount Vernon Recreation Center. Through the auspices of the Alexandria Commission for the Arts, dance is serving the Alexandria Community in many enriching ways.

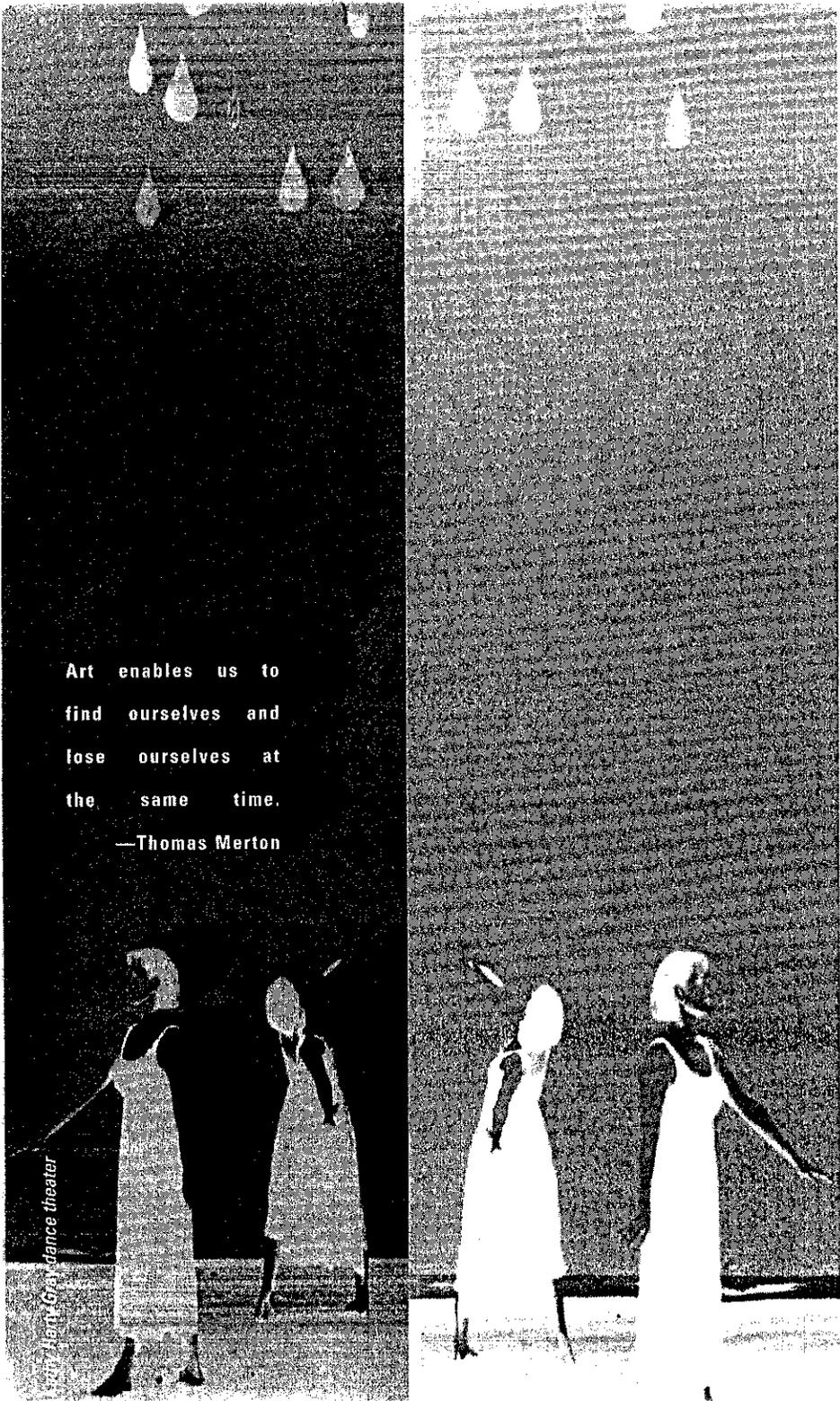
music

Several major events stand out over the last year. First, the Rachel M. Schlesinger Concert Hall and Arts Center at Northern Virginia Community College opened, providing Alexandria

Art enables us to
find ourselves and
lose ourselves at
the same time.

—Thomas Merton

Kathy Harty Gray dance theater



with a first class venue for music. Acoustically the hall is a major improvement upon other available sites, and it is indeed a pleasure to hear our local groups in this high quality setting. The Center is, however, expensive to rent and is beyond the means of many local musical groups. Hopefully, arrangements for improved access can be arranged in the future. Two of our major musical groups have undergone changes in leadership this year. The Alexandria Choral Society named Keith S. Reas Interim Director and The Alexandria Harmonizers sung Scott Werner into retirement but have not yet named a replacement. In the process, the Harmonizers brought home a bronze medal award from their annual competition. We wish both of these organizations well, as they form part of the musical backbone of our city.

First Night Alexandria is back. They will be offering music to welcome the New Year and an opportunity for local music makers to contribute. Bravo! Also, the Alexandria Citizens Band re-established contact with the Commission—a move that bodes well for music in the city. The Music Panel is working to establish closer relations with the City's school system. Several grant applications are aimed at Alexandria's school-age youth. It was a good year for music, and serves as a prelude to new ventures in the coming year.

visual arts

During the 2001-2002 fiscal year, ACA awarded grants to six visual arts organizations and one individual artist totaling \$33,713.50. This represented 24% of the annual \$141,055.00 awarded to all disciplines.

ACA grants helped The Art League develop youth summer classes and the Friends of the Torpedo Factory place artists in residency at a local public school. Works produced by this project were placed on public display. The Campagna Center's Head Start program used ACA funds to introduce its teaching staff and families to the visual arts and enhance the learning skills of young children across educational domains by providing field trips to major Washington, DC museums and galleries. ACA funding helped the Arts Resource Foundation/Del Ray Artisans attract significant artist participation in their exhibits,

fundraisers, workshops, and youth camp. Springwater Fiber Workshop, Inc. relied upon ACA support to produce increases in class registration through special events held throughout the Alexandria community. The Retired and Senior Volunteer Program used an ACA project grant to hold its 15th Annual Young at Art show in collaboration with the Campagna Center and the Torpedo Factory. An ACA special opportunity grant allowed photographer Louise Krafft to work with at-risk youth to produce *Shots in the Hood*, now showing in the lobby of the Human Services Department in Alexandria.

theatre

The panel recommended grant awards in three categories - Special Opportunity Award, Operational Grant, and Project Grant. Shakespeare In the Parque received \$2,634 for two Special Opportunity bi-lingual productions. Port City Playhouse received \$2,728 in Operational Grant funds (as well as a very prestigious Ruby Griffith Annual Award from the British Embassy Players.) MetroStage received a Project Grant of \$7,659 for their production of the area premiere original musical Harlem Rose, and completed a full season of productions in their new Royal Street space following a five-year hiatus. Congratulations to all three theatre groups for their accomplishments. The panel expects an increase in grant applications this year in all categories. As always, the Theatre Panel looks forward to receiving theatre proposals and encourages Alexandria-based playwrights apply for an Individual Artist Project Grant to develop original one-act or full-length play scripts.

literature

Encouraging literature grant proposals remains an ACA priority. Unfortunately, there have been no grant applications in this category for several years. Over the coming year, ACA will be developing strategies to encourage and support applications from writers, poets, and playwrights in order to advance this art form in the City of Alexandria.

The finest works of art
are precious, among
other reasons, because
they make it possible
for us to know, if only
imperfectly and
for awhile, what it
actually feels like
to think subtly
and feel nobly.

—Aldous Huxley

aca grant award recipients 2001-2002

Alexandria Choral Society

The Alexandria Choral Society made a graceful transition through its change in leadership this year, and, in addition to its Adult Chorus, the Choral Society focused on building the Children's Chorus, which is in its second season. (\$8,659 operating support grant and \$500 technical assistance grant)

Alexandria Harmonizers

Alexandria's barbershop group, the Alexandria Harmonizers, used ACA's grant to bring its gift of music to new audiences through performances. In addition, the Harmonizers brought together a mix of local performing arts groups to celebrate Art for Alexandria's Sake with its Community Holiday Song Festival. Additional funds were used to send members of the Board of Directors to training seminars to seek harmony through the development of a cohesive leadership team. (\$9,159.50 operating support grant, \$350 technical assistance grant)

Alexandria Performing Arts Association

ACA's grant support helped the Alexandria Performing Arts Association continue to spread music and offer performance opportunities through their Professional Artist Concert Series, Youth Music Competition, and Community Outreach Program. (\$10,159.50 operating support grant)

Alexandria Singers

It was the Alexandria Singers' 26th year of performing music loved by people of all ages. The highlight of their eight-concert season was the June Extravaganza. Singers answered questions from young audience members,

creating an interactive and educational experience. (\$4,159 operating support grant)

Alexandria Symphony Orchestra

ACA Grant support helped more than 25,000 people attend Alexandria Symphony Orchestra performances, which included a five-concert subscription series, a holiday performance, a family concert, a pops program at the USA/City of Alexandria Celebration, and an educational program. (\$6,000 operating support grant)

Arts Resource Foundation/ Del Ray Artisans

The Arts Resource Foundation/Del Ray Artisans celebrated its tenth anniversary this year. ACA funding helped increase artist participation and patronage while providing a successful offering of exhibits, fundraisers, workshops, and a youth art camp. (\$4,577 operating support grant)

The Art League

The ACA grant helped the Art League print and distribute 30,000 summer catalog addenda. Youth enrollment, scholarships, and internships provided by the Art League continue to grow. (\$5,659 project support grant)

Capital City Opera

The Capital City Opera used its ACA grant to make opera accessible to the Greater Metropolitan area. CCO drew a diverse crowd of new and long-time opera lovers for its December production of Hansel and Gretel. (\$8,159 operating support grant)

Dance Institute of Washington

Working with the Campagna Center, the Dance Institute of Washington created First Position, an after school program for children in grades K-12. The ACA grant support provided sixteen weeks of two sessions per week per class for eager and willing young dancers. (\$8,159 project support grant)

EcoVoce

EcoVoce joined forces with the Choreographers Collaboration Project for a successful live music and dance concert. The group extended their programs to include several indigenous instruments. (\$1,159 operating support grant)

Friends of the Torpedo Factory Art Center

The ACA grant enabled the Friends of the Torpedo Factory Art Center to meet increasing requests for art enrichment for disadvantaged youth. The funds were used to place Factory Artists in residency at a local public school. The work produced by youth during at classes will be on public display at the school. (\$8,159 operating support grant)

Head Start/Campagna Center

Head Start used ACA funds to help its teaching staff enhance the learning skills of young children across educational domains. Children and their parents engaged in field trips to several major Washington, DC museums and galleries. (\$4,159 project support grant)

Jane Franklin Dance Company

The Jane Franklin Dance Company worked with the William Ramsay Recreation

Center to promote creative movement with culturally and ethnically diverse elementary school students. The Company offered fall and spring classes, each concluding with a recital. (\$2,659 project support grant)

Kathy Harty Gray Dance Theatre

The Kathy Harty Gray Dance Theatre, in residence at the Alexandria Campus of Northern Virginia Community College, offered dance performances across the country and a summer youth camp in which young dancers received technical training and performance experience. (\$3,118 operating support grant)

Kids in Music

ACA's grant helped Kids in Music host a two day marathon of classical piano music performed by young musicians accompanied by an orchestra of university students and professional musicians. (\$759 project support grant)

MetroStage

ACA's grant allowed MetroStage to offer several exciting theatre productions and provide outreach through drama workshops in neighborhood recreation centers while raising money to build a new fully-equipped theatre in northern Old Town. (\$7,659 project support grant)

Mount Vernon Chamber Orchestra

This year the Mount Vernon Chamber Orchestra focused on its Youth Orchestra in addition to its concert series. ACA's grant, used to increase marketing efforts, helped audience counts exceed expectations. (\$10,159.50 project support grant)

Northern Virginia Rehabilitation and Rediscovery Foundation

The ACA funded the Northern Virginia Rehabilitation and Rediscovery Foundation's creation of dance/movement classes for persons with disabilities as part of the Therapeutic Recreation program located at the Robert E. Lee Center. These classes encouraged both therapeutic as well as artistic growth. (\$3,659 project support grant)

Northern Virginia Youth Symphony/American Youth Philharmonic

The ACA grant supported the highly successful Spirit of Freedom Northern Virginia Youth Symphony/American Youth Philharmonic concert. The concert featured world class professional musicians and youth performing works by great classical composers. (\$2,659 project support grant)

Port City Playhouse

The innovative Port City Playhouse stimulated audiences with four plays this season. The group's production of *Suddenly Last Summer* received the Ruby Griffith Award for Outstanding Achievement in a Play. (\$2,728 operating support grant)

Retired and Senior Volunteer Program

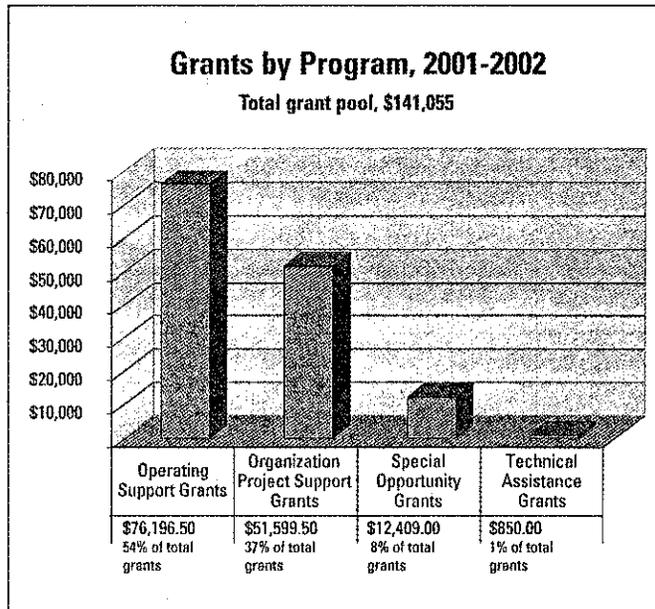
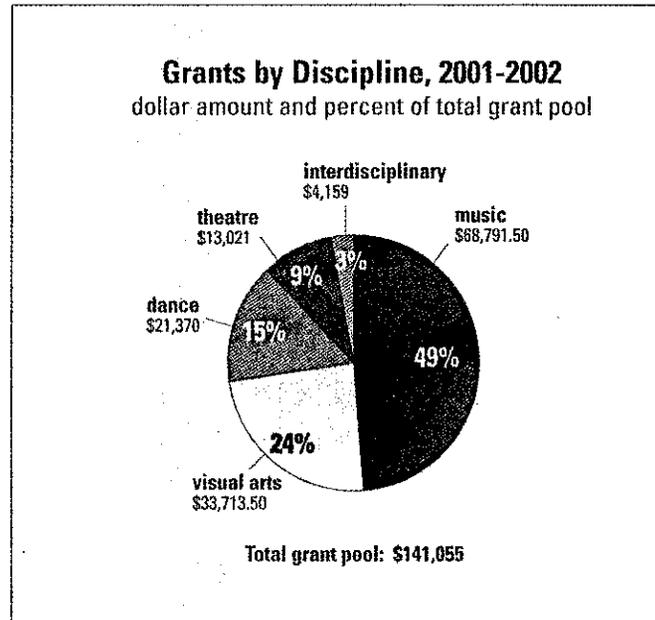
The Retired and Senior Volunteer Program organized The 15th annual *Young at Art* show in collaboration with the Campagna Center, the Torpedo Factory, and the Alexandria Commission for the Arts. The show exhibited an unusually high quality of work and increased participation by seniors. (\$659 project support grant)

Springwater Fiber Workshop, Inc.

Springwater Fiber Workshop's new location adjacent to the Art League Madison Annex was partially responsible for growth in class registration. ACA grant funds helped the organization host and participate in a long and exciting list of special events in the Alexandria community. (\$10,159.50 operating support grant)

The Virginia Opera

The Virginia Opera greeted K-12 students this year with six free, in-school performances showcasing the finest young operatic talent and showing that with free venues and effective educational outreach programs, opera can be appreciated by a wide spectrum of people. (\$5,409 project support grant)



Special Opportunity Grants, 2001-2002

These awards fund creative new ventures or special projects.

| | |
|--------------------------------|-----------------|
| Alexandria Harmonizers | \$800 |
| Company of Sisters | \$1,500 |
| Friends of Torpedo Factory | \$1,500 |
| Kathy Harry Gray Dance Theatre | \$1,000 |
| Louise Kraft Individual Artist | \$1,500 |
| Mount Vernon Chamber Ensemble | \$1,000 |
| Shakespeare in the Park | \$2,500 |
| Jane Stormes Individual Artist | \$776 |
| 8% of total grants | \$12,409 |

aca grant awards fy 2002-2003

14

Operating Support Grants

| | |
|--------------------------------|------------------|
| Alexandria Choral Society | \$9,000 |
| Alexandria Harmonizers | \$11,750 |
| Alex. Performing Arts Assoc. | \$10,000 |
| Alexandria Singers | \$4,800 |
| Alexandria Symphony Orchestra | \$11,750 |
| Art League | \$11,000 |
| Capital City Opera | \$11,750 |
| Ecovoce | \$2,280 |
| Friends of the Torpedo Factory | \$11,000 |
| Kathy Harty Gray Dance Theatre | \$3,000 |
| No.Va Fine Arts Association | \$11,000 |
| Port City Playhouse | \$2,900 |
| Springwater Fiber Workshop | \$11,750 |
| | \$111,980 |

Project Support Grants

| | |
|--|-----------------|
| Alexandria Citizen's Band | \$900 |
| Kids in Music | \$3,000 |
| Mount Vernon Chamber Orchestra | \$9,600 |
| No. Va Chapter/American Guild of Organists | \$1,000 |
| NoVa Youth Orchestra | \$4,165 |
| Retired Senior Volunteer Program | \$500 |
| Virginia Opera | \$9,000 |
| First Night Alexandria | \$11,750 |
| Jane Franklin Dance Company | \$2,500 |
| MetroStage | \$11,750 |
| Virginia Scottish Games | \$3,000 |
| | \$57,165 |

Individual Artist Support Grant

| | |
|---------------|----------------|
| Janet Stormes | \$1,000 |
| | \$1,000 |

Technical Assistance Grants

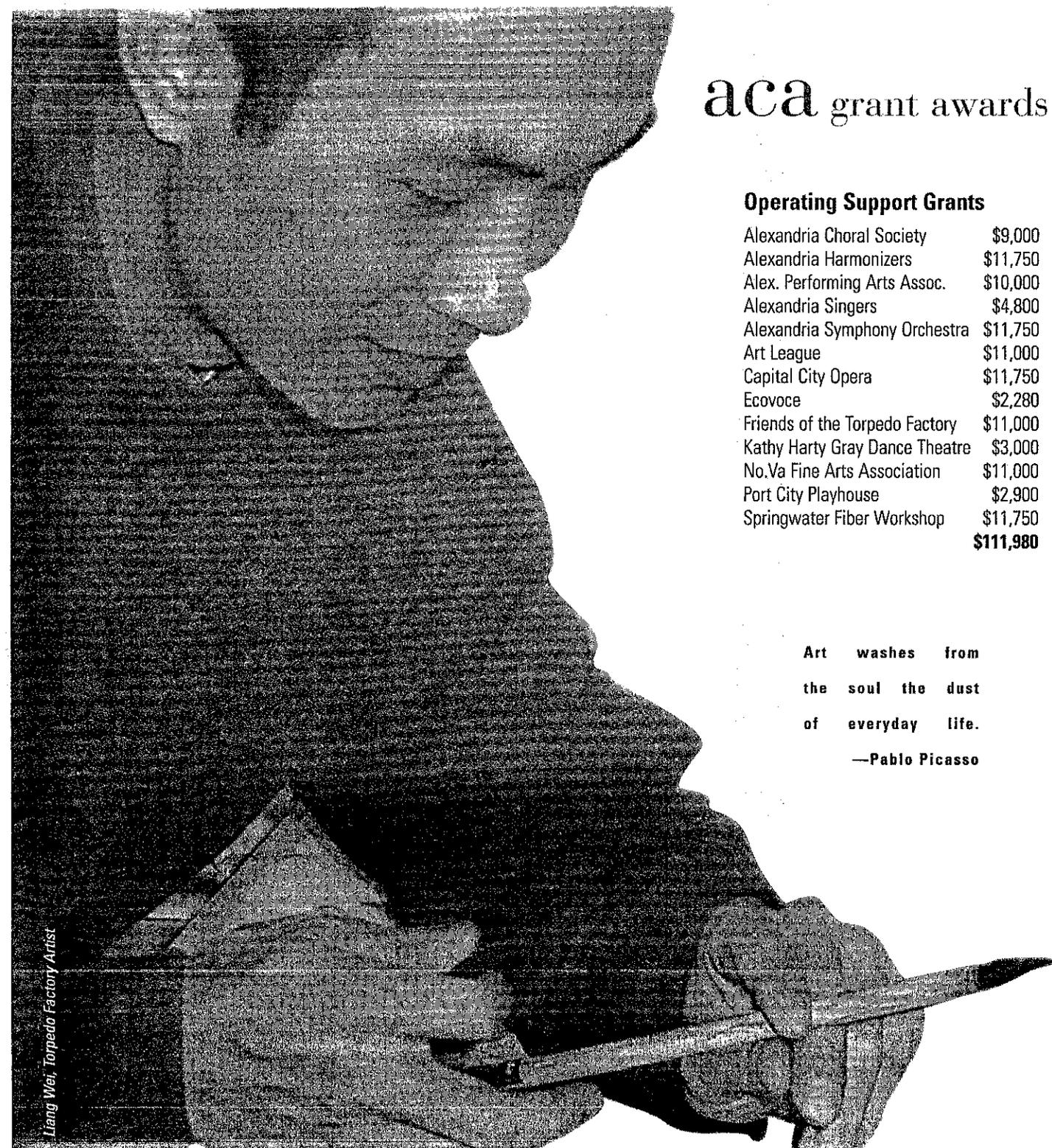
| | |
|----------------------------|----------------|
| Alexandria Choral Society | \$750 |
| Alexandria Harmonizers | \$750 |
| Alexandria Singers | \$750 |
| Art League | \$750 |
| Springwater Fiber Workshop | \$750 |
| | \$3,750 |

Special Opportunity Awards

\$6,042

Total Grant Pool \$179,937

Art washes from
the soul the dust
of everyday life.
—Pablo Picasso

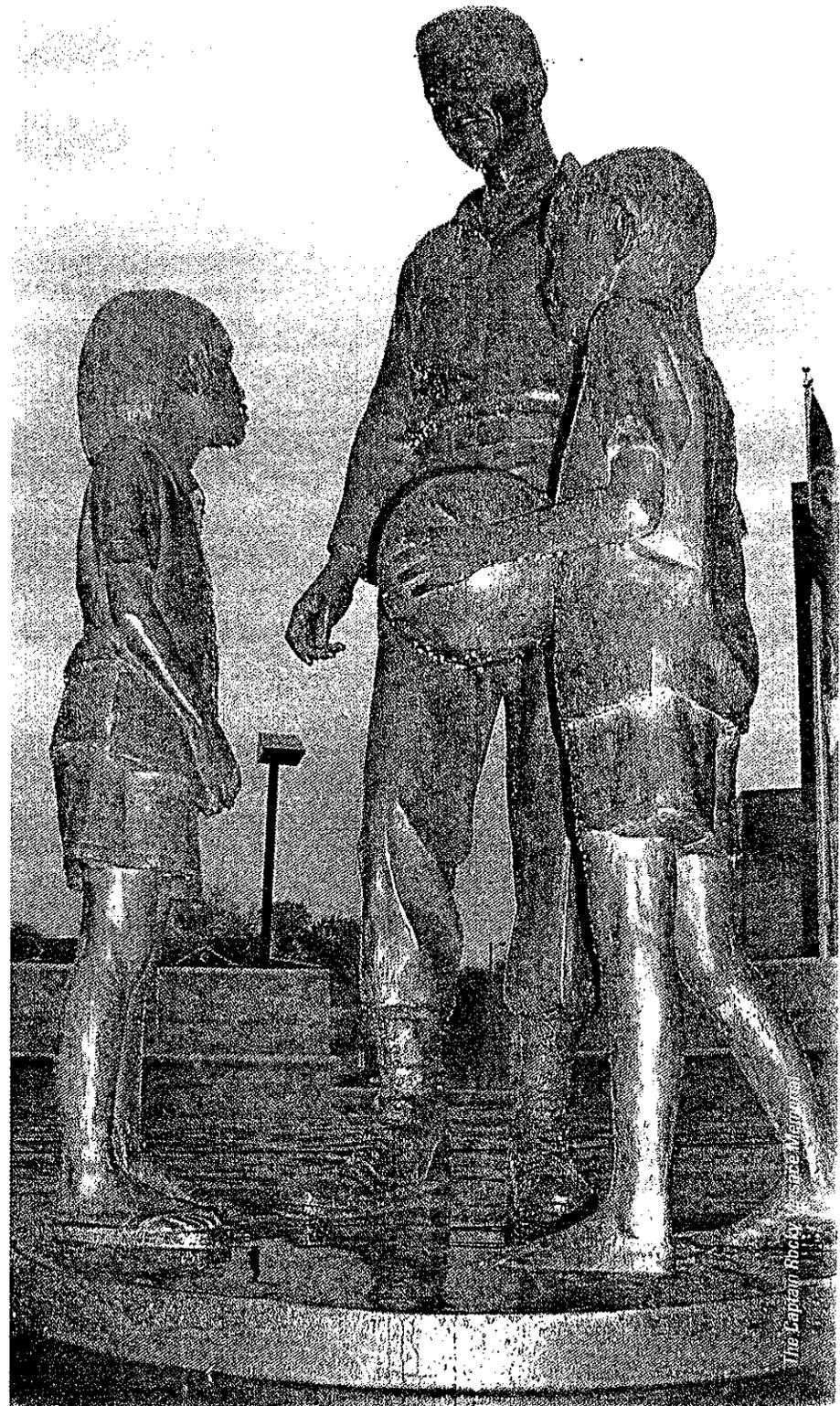


aca financial statement 2001-2002

(as of June 30, 2002)

| | |
|--|---------------------|
| Carryover Balance | \$2,431.04 |
| General Fund | |
| City of Alexandria | |
| <i>Subtotal General Fund*</i> | \$152,776.13 |
| Revenues | |
| Virginia Commission for the Arts (VCA) | |
| Local Government Challenge | \$5,000.00 |
| <i>Subtotal VCA*</i> | \$5,000.00 |
| Donations | |
| General Donations | \$1,986.72 |
| Arts Regional Breakfast | \$969.68 |
| <i>Subtotal Donations*</i> | \$2,956.40 |
| Total Revenues* | \$163,163.57 |
| Expenses | |
| <i>Administration*</i> | \$2,345.28 |
| Commission Projects | |
| Newsletter Printing, Editor | \$13,549.90 |
| Annual Report | \$1,136.00 |
| Arts Regional Breakfast | \$969.68 |
| Public Art Video | \$250.00 |
| Subtotal Administrative* | \$18,203.89 |
| Subtotal Grants* | \$142,283.00 |
| Total Expenses | \$160,486.89 |
| Balance | \$2,676.68 |

*Excludes staff for ACA



aca supporters 2001-2002

we are grateful for the support of the following individuals and organizations

Alexandria City Council
 Alexandria Recreation, Parks and
 Cultural Activities Department
 Brecher Design Group
 Virginia Commission for the Arts

inkind contributions for program support

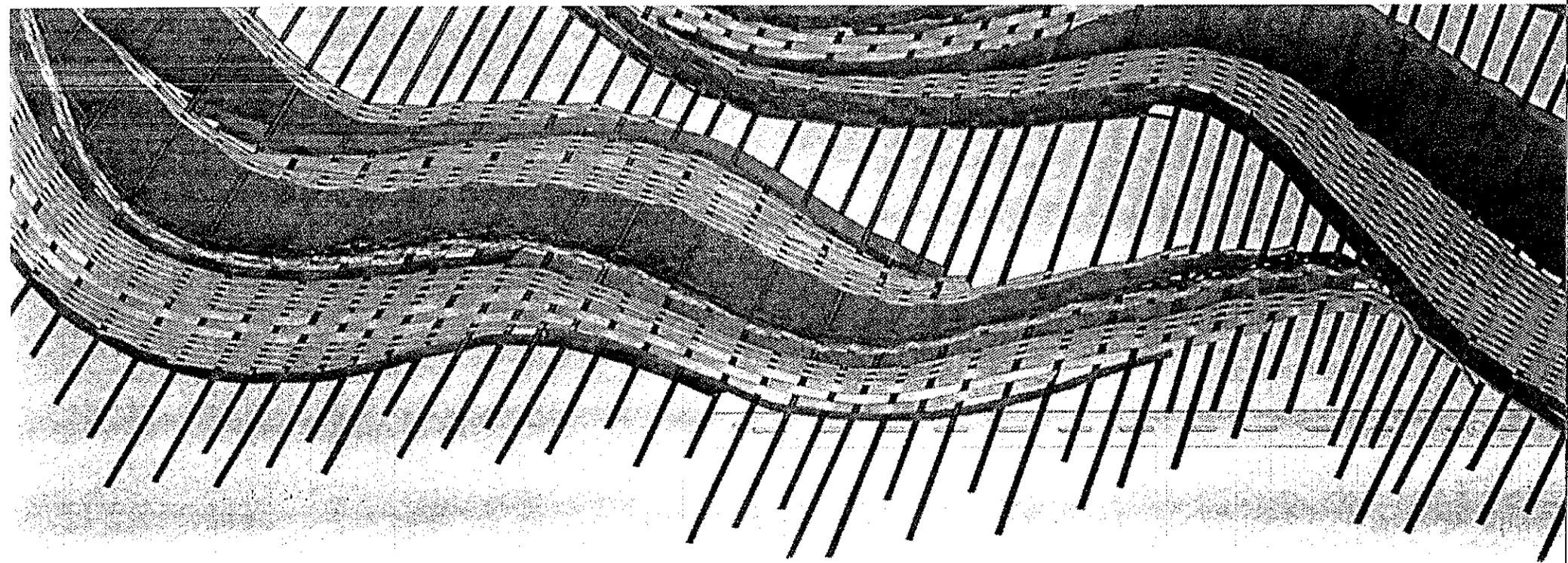
Alexandria Arts Forum
 Alexandria Chamber of Commerce
 Alexandria City Public Libraries
 Alexandria City Public Schools

Alexandria Convention and
 Visitors Association
 Alexandria Gazette Packet
 Alexandria Jaycees
 Alexandria Journal
 Americans for the Arts
 The Campagna Center
 Community Centers, Playgrounds
 and Youth Sports Division,
 Alexandria Department of
 Recreation, Parks and
 Cultural Activities
 Cultural Alliance of Greater
 Washington

Dance Theatre of Harlem
 Education Department, The
 John F. Kennedy Center
 for the Performing Arts
 Home Depot
 Landmark Mall
 Loews
 Arthur Mitchell, Dance
 Theatre of Harlem
 National Endowment for the Arts
 Office of Historic Alexandria
 TeleMemo, Inc.
 Virginians for the Arts
 The Washington Times

distribution outlets, arts and antiques guide, second edition

Alexandria Arts Forum
 Alexandria Black History
 Resource Center
 Alexandria Chamber of Commerce
 Alexandria City Public Libraries
 Alexandria Convention and
 Visitors Association
 Alexandria Department of
 Recreation, Parks and
 Cultural Activities



The Art League Gallery
The ArtCraft Collection
Arts Afire Glass Gallery
Auburn Fine Arts Gallery
Bird-In-The-Cage Antiques
Birchmere Music Hall
Broadway Gallery
Brockett's Row Antiques
and Fine Art
Buchanan and Kiguel Fine
Custom Picture Framing
Century Gallery
Creative Classics
Curzon Hill Antiques
Diehl Antiques and Artifacts
Diversities
Egerton Gardens

Erickson & Ripper Gallery
Factory Photoworks Gallery, Inc.
Fiberworks
Fine Arts Restoration
Fine Old Posters
The Friendship Firehouse
Fort Ward Museum
French Country Antiques
Funk & Junk
Gadsby's Tavern Museum
Gallery West, Ltd.
Imagine Artwear
James Wilhoit Antiques
Kennedy Studios
Lenore and Daughters
Antiques
The Lyceum

Micheline's Antiques
Mindful Hands Gallery
Office of Historic Alexandria
Old Colony Shop, Inc.
Omjie's
Pat's Place Antiques & Collectibles
Paul McGehee Old Town Gallery
The Pineapple, Inc.
Potomac West Interiors
and Antique Gallery
The Prince Royal Gallery,
The Principle Gallery
Rocky Road to Kansas
Silver Parrot Jewelry Boutique
Silverman Galleries, Inc.
Spurgeon-Lewis Antiques
The Studio

Studio Antiques and Fine Art, Inc.
Sumpter Priddy III, Inc.
Target Gallery
Time Juggler
Torpedo Factory Art Center
Torpedo Factory Art Center
Artists' Association
Washington Square Antiques, Inc.
Wyland's Oceans of Wildlife

**Art thaws even the
frozen, darkened soul,
opening it to lofty
spiritual experience.**

—Aleksandr Solzhenitsyn



L: Weaving by Jennifer Queen, Torpedo Factory. R: Installation by Robert Fry at Target Gallery.

aca officers and commissioners 2001-2002

aca executive committee

Annmarie Pittman, Chair
Expertise, Arts Discipline
12/12/2003*

Leon Scioscia, Vice Chair
Expertise, Arts Discipline
11/28/2003*

Taylor C. Wells, Treasurer
Expertise, Arts Discipline 3/12/2005*

Donald Neal Williams, Secretary
Expertise, Arts Discipline 12/12/2003*

commissioners

Betsy Anderson
Expertise, Arts Discipline 11/27/2004*

Mary H. Chaffe Brooks
Expertise, Arts Education and
Business 3/24/2004*

Alisa J. Carrel
Expertise, Arts Education and
Business 3/27/2004*

George A. Chadwick, III
Member at Large 11/28/2003*

Ann-Clayton Everett
Expertise, Arts Education and
Business 9/15/2004*

Ellen Harris
Member at Large
11/23/2002*

Lauren R. Mays
Member at Large 3/27/2004*

Marjon Van Den Bosch
Expertise, Arts Education and
Business 4/24/2001*

Justine Walden
Expertise, Art and Design
11/27/2004*

Meera Wolfe
Expertise, Arts Education and
Business 6/25/2005*

*term expiration date
one vacant position
filling unexpired term

additional assistance

ArtsNews Editor
Madalina Corina Diaconu

Program Interns
Sarah Biersack
Kimberly Bursic
Alex Garcia
Danielle Pfeil
Amy Trowbridge

resource panel members

Dance
Annmarie Pittman, Co-chair
Leon Scioscia, Co-chair
Amy Carson
Tracie H. Forte
Leslie Herzog
Meera Wolfe

Literature
Marjon van den Bosch, Chair
Amy Barden
Christopher Shearer

Music
George A. Chadwick, III, Co-chair
Lauren R. Mays, Co-chair
Alisa J. Carrel
Mary H. Chaffe Brooks
Richard Dill
Ellen Harris
Kay Hardesty Logan

Theatre
Donald Neal Williams, Chair
Duane Goddard
Roland Brandford Gomez
Leslie White

Visual Arts
Susan Buchan, Co-chair
Taylor C. Wells, Co-chair
Betsy Anderson
David R. Allison
Ann-Clayton Everett
Anne Noland Edwards
Melissa Liles-Parris
Sue Lynch

Martha McWilliams
Justine Walden
Mary Anne Warner

committee members

Arts Education
Alisa J. Carrel, Co-chair
Mary H. Chaffe Brooks, Co-chair
Betsy Anderson
Amy Barden
Jeanne Kelly
Kay Hardesty Logan
Leslie White

Business & The Arts
Marjon van den Bosch, Chair
Ann-Clayton Everett
Leon Scioscia
Ann Thompson
Justine Walden

Grants
Donald Neal Williams, Co-chair
Susan Buchan
Alisa J. Carrel
George A. Chadwick, III
Lauren R. Mays
Taylor C. Wells

Marketing
George A. Chadwick, Chair
Lauren R. Mays
Ellen Cooke Stanley
Justine Walden
Taylor C. Wells

Policy Committee
Leon Scioscia, Chair

George A. Chadwick, III
Leslie White
Donald Williams

Public Art
Susan Buchan, Chair
Gretta Bader
Carole Blair
Constance Jean Fleres
Jim Klein

alexandria city council 2000-2003

Kerry J. Donley, Mayor
William C. Cleveland, Vice Mayor
Claire M. Eberwein
William D. Euille
Redella S. Pepper
David G. Speck
Joyce Woodson
Philip Sunderland, City Manager

The Alexandria Commission for the Arts is administratively and financially supported by the Alexandria Department of Recreation, Parks and Cultural Activities.

alexandria department of recreation, parks and cultural activities

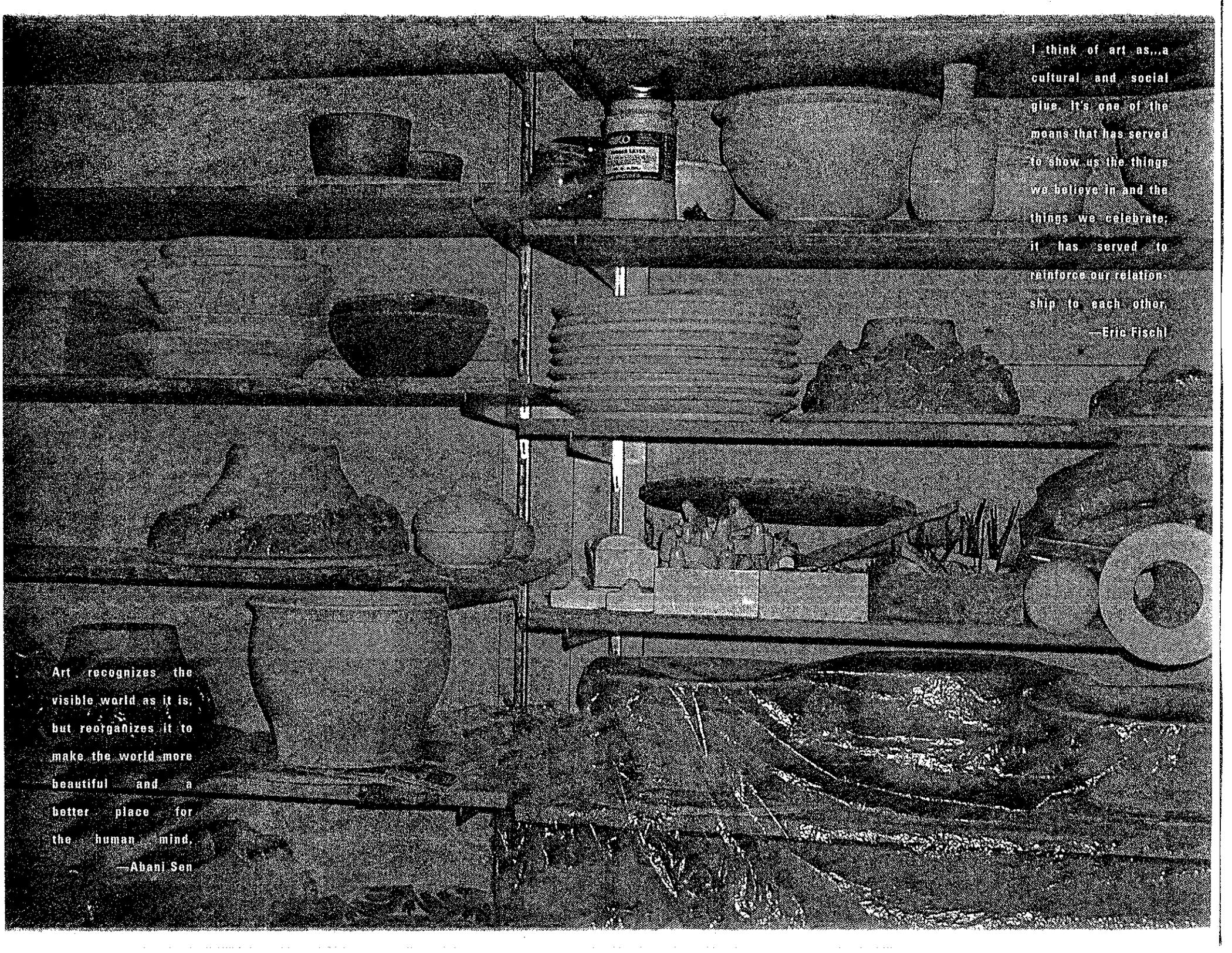
Sandra Whitmore, Director
Janet Barnett, Deputy Director,
Program Operations Division
Cheryl Anne Powalisz,
Cultural Arts Administrator

annual report layout and photography
donated by Justine Walden
printing by Kirby Lithographic

14

Art is the
signature of civilizations.

—Beverly Sills

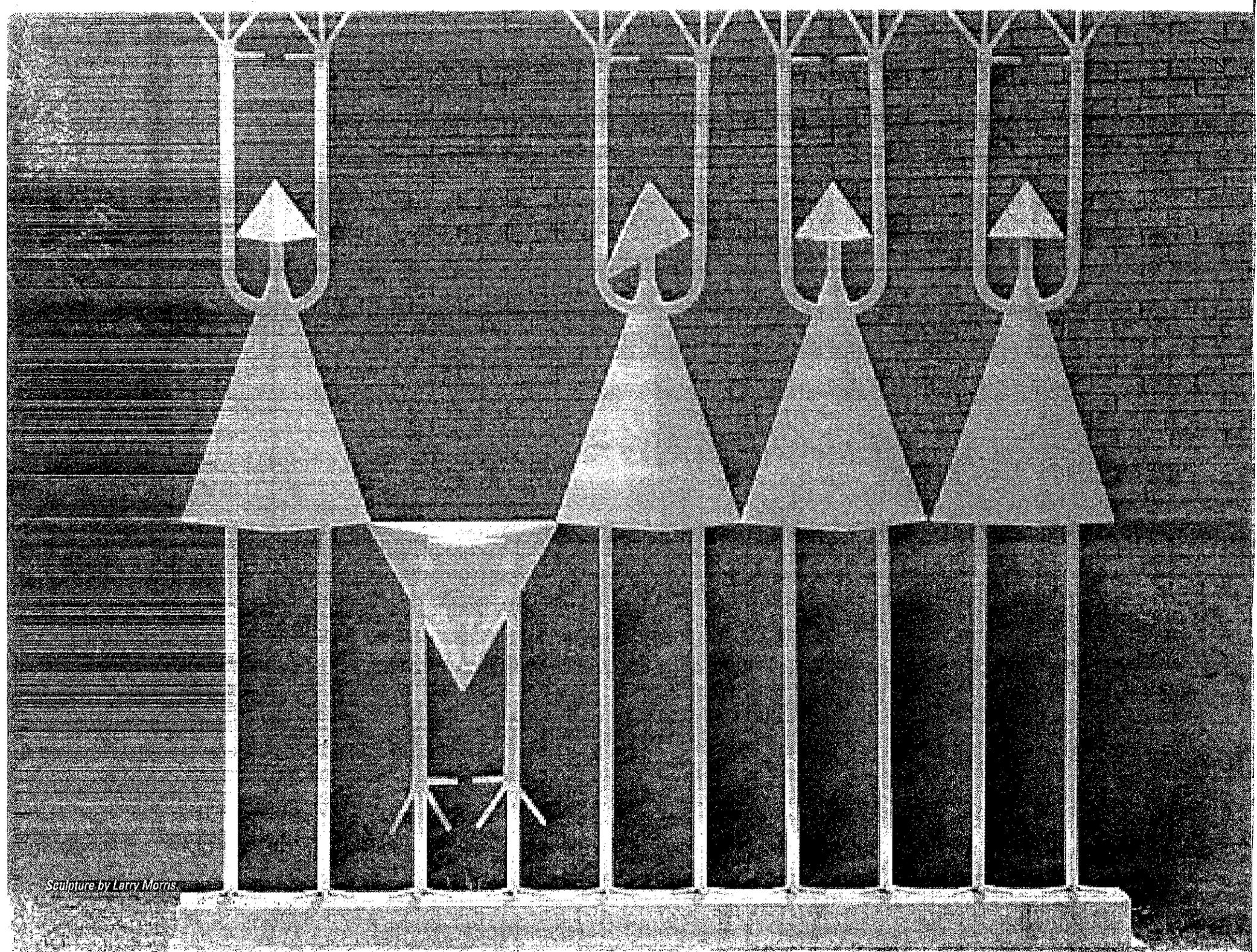


I think of art as...a
cultural and social
glue. It's one of the
means that has served
to show us the things
we believe in and the
things we celebrate;
it has served to
reinforce our relation-
ship to each other.

—Eric Fischl

Art recognizes the
visible world as it is,
but reorganizes it to
make the world more
beautiful and a
better place for
the human mind.

—Abani Sen



Sculpture by Larry Morris



22

Alexandria Commission For The Arts
1108 Jefferson Street
Alexandria, VA 22314
T 703-838-6348
F 703-838-6344
ci.alexandria.va.us/rpca/rpca

Visioning Session

Alexandria Commission for The Arts
Alexandra Black History Resource Center
Alexandria, VA

June 29, 2002

Expected Outcomes and Issues

- Develop a foundation for a cultural plan
- Clarification of Roles and Responsibilities of a Commissioner
- Clarification of the Roles of the Committees
- Evaluation of Marketing Efforts
- A better definition of commission organization structure
- A list of achievable action items
- Begin our journey for the next year – a way of identifying expectations and a report card for the Commission.
- Sense of the framework – what I should keep in mind as I evaluate (criteria)
- What is the Commission's role in arts advocacy?
- Create a dynamic force that has impact in the community
- Identification of why we have turnover on the Commission
- Can we get more staff for the Commission?
- Clarify our message to arts organizations
- Clarification of our role in stimulating arts activities other than growth
- A mechanism to update and make way for the "new" arts
- What is the public face of the Commission?
- Can we look out what other cities' arts commissions do?

The Present

| <i>STRENGTHS</i> | <i>WEAKNESSES</i> |
|--|---|
| The Commissioners – the diversity of background and experience (increasing size from 9-15) | Ethnic Diversity – should be more like the community it represents |
| Commission turnover brings forth new ideas | Conflict of interest – senior people with knowledge sometimes feel that they cannot speak because they represent groups that might benefit from the Commission's decisions. |
| The Commissioners are a talented, experienced group | Ethnic Diversity – should be more like the community it represents |
| Commitment of Commissioners is high | Leadership/Vision – not forward thinking enough |
| Commissioners have strong sense of responsibility | Too long for Commissioners to get up to speed |
| Panelists are knowledgeable and responsive | Some perceived defensiveness of some commission members (more tenured vs. new kids on the block?) |
| Assigned staff | Only one full-time staff person assigned to the Commission. Probably need to get more assistance. |
| Grant program BB4B (Biggest bang for the bucks) | Limited budget resources – uncertainty of future funding – no dollars available except for grants |
| Support of current City Council – (how long will this last?) | Marketing |
| City recognizes the importance of having an arts commission | Technical Efficiencies needed |
| Amazing breadth of arts groups in the city | Arts groups don't know us – either as individual commissioners or the Commission – no connection |
| | No ongoing research about what other Commissions are doing and emerging trends |
| | Time Constraints |
| | No avenues for fresh ideas |
| | <i>Art News</i> |

The Future – Threats and Opportunities

| <i>OPPORTUNITIES</i> | <i>THREATS</i> |
|---|--|
| Develop a comprehensive cultural plan and vision – and review annually <ul style="list-style-type: none"> • ACA can become a leading arts commission nationally (programs and operations) • Develop a set of best practices • Develop resources, partnerships, collaboration in kind • Include new art forms • Develop an endowment • Ensure that no art form is overlooked. For example there has been no grant for “written arts” i.e. plays, poetry etc. • Become a proactive advocate for the arts | Not having a clear plan |
| Reach out and engage local ethnic communities – changing demographics of the city | Loosing touch with the various ethnic communities |
| 2004 – A big year <ul style="list-style-type: none"> • Americans for the Arts meets in DC • 20th Anniversary of the Alexandria Commission for the Arts • International Conference at the Torpedo Factory | Piecemeal efforts |
| Document city policies and procedures (on line database, case studies) | Assigned staff – we have no written or formal documentation of her knowledge – what happens if she should be promoted etc. Need for her to document city policies and procedures on paper. Also her knowledge of successful projects – who, what, when or where. |
| New facilities | Can local groups still afford them |

2

5

| | |
|---|---|
| Leverage technologies (a cost/benefit analysis would provide a framework for selecting and implementing technologies). Implement a website, list serve etc. | Staffing efficiencies |
| Continue to improve education of city leaders | New City Council may not have the same priorities |
| Develop a set of metrics to measure success and communicate | Project vs. operational balance for grants |
| Reach out to the Press | Potential of reduced funding |
| We can change the way we deliver arts – i.e. not always in a public forum | Impact of terrorism and the economy or War |
| Change the way the Commission does business – obtain outside sources of funding for non-grant activities (requires a political strategy to get City Council to change its resolution to permit the Commission to do this) | No dollars for non-grant activities. Money or lack of thereof |
| More focused marketing efforts | |
| Work closely with Chamber of Commerce, Visitors Bureau to raise there awareness of the Commission and its activities | |

f

The Issues

Three major issues came out of the session. One issue was internal the other two are external. Topics have been grouped under each issue. However, it should be noted that many topics could be placed in more than one area.

- I. The Commission its role and structure (Internal)
 - A need for clear definition of its role and purpose.
 - Ethnic Diversity
 - How do we develop a balance of tenured and new members on the commission
 - Staffing – one paid person has been assigned to the Commission. While this individual possesses great skills and organizational ability she is stretched. Does the Commission need additional paid staff (such as interns, administrative assistant etc.) and how is that to be funded?
 - Committees – are their roles clearly defined – do you have just enough – too many?
 - How do we measure our success?
 - Orientation – how do new commissioners get up to speed? Do we need to rethink through the orientation process?
 - Can someone pull together the written documents, policies and procedures so that they are in place?

- II. Visibility and Image
 - Is our message clear and consistent?
 - External Communication-is there a need to evaluate current communication tools – newsletters, website, other materials?
 - How can we best reach our stake holders:
 1. The arts community
 2. City Council
 3. Diverse Populations – ethnic, age, income levels, education etc.
 4. The business community
 5. Individual artists
 - Can we develop an effective marketing plan?
 - What can we do to take advantage of all the activities that will be happening in 2004?

- III. The Commission's Role as a Public Advocate for the Arts
 - Are we just a grant making body?
 - Do we wish to expand our role to include such things as exhibitions, competitions, scholarships, and endowments?
 - Should we have a more aggressive outreach to our various communities
 - Do we need a political strategy?
 - How can we collaborate with others in the community – business, etc?
 - What is the best way to spot trends, new art forms etc?
 - How do other arts commissions do this?

Recommendations:

(These are just some of things that occurred to the consultant)

- 1.) Ensure that your orientation package is complete. I know the commission was putting together a package for new commissioners. Perhaps you can include in this package a brief description of what a Commissioner does – a list of four or five things, and what each committee member is responsible for – time involved.
- 2.) If Cheryl Anne can get an intern perhaps they could pull together the policies and procedures. This would be good information for a new commissioner.
- 3.) Set up a mentoring program for new commissioners teaming them with a more tenured member.
- 4.) Develop a survey that can be completed by email to other city arts commissions. Solicit information on what they do in addition or instead of grant making. How they are funded. Of course, if you survey you will have to provide the results back to those who participated. Another good job for an assistant or intern.
- 5.) The City Council adopted a cultural plan that states: “In addition, the strategies point to major new opportunities for public sector funding from the federal government, and the private sector funding from foundations, business, and individuals. The Alexandria Commission for the Arts will actively seek this new funding to support this implementation.” (p.6) However, Addendum C: Recommended Updates and Changes to the Resolution 1209 seems to prohibit you from doing this. This probably needs to be clarified. The Commission will need to determine if it wishes to pursue this funding and what information that need to take before the City Council to permit this to happen.
- 6.) Revitalize the marketing effort – carefully evaluate your current activities and perhaps the committee could come up with a basic marketing plan for the Commission’s review.
- 7.) Review and update current Mission Statement and identify 3-5 goals for the Commission. Once this is done establish priorities and develop a list of strategies. Commission will need to define within the limits of its “powers” what it can realistically do now and what will require a change of resolution from the City Council. If additional funding is needed this probably should move to the top of the list.