

City of Alexandria, Virginia

**MEMORANDUM**

DATE: FEBRUARY 18, 2004

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: PHILIP SUNDERLAND, CITY MANAGER 

SUBJECT: CONSIDERATION OF A PROJECT GRANT APPLICATION TO THE VIRGINIA COMMISSION FOR THE ARTS FOR FUNDING TO SUPPORT LOCAL ART ORGANIZATIONS' ART ACTIVITIES

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**ISSUE:** Consideration of a project grant application to the Virginia Commission for the Arts (VCA) for funding, in the amount of \$10,000, to support local art organizations' art activities.

**RECOMMENDATIONS:** That City Council authorize the City Manager to:

- (1) Submit a project grant application to the Virginia Commission for the Arts for funds in the amount of \$10,000 to support local art organizations' art activities; and
- (2) Execute all necessary documents that may be required.

The Alexandria Commission for the Arts (ACA) endorses the submission of this grant application which is due March 1, 2004.

**BACKGROUND:** During 2004, the Alexandria Commission for Arts (ACA) will celebrate its 20<sup>th</sup> anniversary and many other arts groups will celebrate anniversaries as well. Mayor Euille has also indicated that 2004 will be the year to promote and showcase the City's cultural activities and the arts. In light of the anniversaries that will be celebrated and the Mayor's desired focus on the arts during 2004, the Department of Recreation, Parks and Cultural Activities has worked with ACA and the other art groups to identify activities and events that will increase visibility of the arts and promote greater diversity among audiences.

**DISCUSSION:** The Virginia Commission for the Arts (VCA) recently announced the availability of funds through its 2004-2005 Project Grant for Organizations. The purpose of the grant is to support a wide variety of arts activities. Not-for-profit organizations, and units of government or educational programs are eligible to apply for funding. Grant awards are between

\$1,000 and \$10,000. The Department of Recreation, Parks and Cultural Activities is seeking funds to support the implementation of the following initiatives:

- Expanding the USA/Alexandria Birthday Celebration event scheduled for July 10, 2004 to include the celebration of the Alexandria arts groups' anniversary, ethnic music and folk dances coordinated by the City's Ethnic Festival cosponsors,
- Hosting the City's first time ever, "Alexandria ARTventure" excursion as part of the "pARTicipate!" of the National Assembly of State Arts Agencies and the Americans for the Arts jointly sponsored convention scheduled for July 18, 2004,
- Designing an insert which features all arts organizations and projects funded by the City, with organizations, projects, addresses, telephone numbers and website addresses to be include the Department of Recreation, Parks and Cultural Activities Fall 2004 program brochure,
- Creating an insert which highlights the arts and humanities offerings in the City to be included in the Alexandria Gazette Packet during National Arts and Humanities Month (October 2004),
- Providing a wide variety of cultural arts activities at the Annual Alexandria Arts Festival scheduled for September 11 and 12, 2004,
- Developing a "Cultural Arts Passport," which offers discounted tickets that can be used at the Alexandria arts venues,
- Providing an opportunity for arts groups to promote their programs and solicit volunteer support for their organizations during the weekly Alexandria Farmers Market at Market Square, and
- Developing a walking/driving tour brochure for public art in the City of Alexandria.

**FISCAL IMPACT:** The projected cost of implementing these initiatives is \$50,000. The Virginia Commission for the Arts will provide up to \$10,000 under this grant program. The Alexandria Arts Commission also anticipates generating cash and in-kind donations from businesses, arts and civic groups and individuals to support the implementation of these arts initiatives.

The City is responsible for normal administrative costs associated with this grant. These costs include financial and reporting oversight provided by the administering agency (the Department of Recreation, Parks and Cultural Activities) as well as the Office of Management and Budget and the Department of Finance. It should be noted that no monies are available in the City's Budget to continue these activities once the grant funds are expended.

The grant application may be reviewed in the Office of Management and Budget, Room 3600, City Hall, during normal office hours.

**STAFF:**

Sandra Whitmore, Director, Recreation, Parks and Cultural Activities

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

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Cheryl Lawrence, Recreation Supervisor V, Recreation, Parks and Cultural Activities

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