

## City of Alexandria, Virginia

## MEMORANDUM

DATE: APRIL 3, 2007

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER *J*

SUBJECT: RECEIPT OF THE ALEXANDRIA COMMISSION FOR THE ARTS ANNUAL REPORT FOR FISCAL YEAR 2006 (JULY 1, 2005 - JUNE 30, 2006)

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**ISSUE:** Receipt of the Alexandria Commission for the Arts (ACA) Annual Report for Fiscal Year 2006 (July 1, 2005 - June 30, 2006) (Attachment).

**RECOMMENDATIONS:** That City Council receive the Annual Report from the Alexandria Commission for the Arts and thank the Commission for its efforts on behalf of the City.

**DISCUSSION:** The Alexandria Commission for the Arts is a fifteen-member advisory board created by City Council in 1984 to lead and advocate for cultural development within the City and surrounding region. The ACA fulfills this mission in several ways: by redistributing 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 and by facilitating communications between arts organizations and the public. The Commission also provides networking opportunities for ACA Commissioners and Alexandria arts groups.

Through the Commission's programs and services, the arts are made accessible for both residents and tourists to enjoy. The City of Alexandria is home to more than 200 commercial galleries, antique shops and nonprofit arts organizations who offer a wide range of artistic offerings. These offerings contribute greatly to the quality of life in the community. ACA's Fiscal Year 2006 Annual Report illustrates the Commission's activities and lists its accomplishments.

**ATTACHMENT:** Fiscal Year 2006 Annual Report for the Alexandria Commission for the Arts

**STAFF:**

Kirk Kincannon, Director, Recreation, Parks and Cultural Activities  
Janet Barnett, Deputy Director, Recreation, Parks and Cultural Activities  
Cheryl Anne Colton, Cultural Arts Administrator, Recreation, Parks and Cultural Activities

# City of Alexandria



**ALEXANDRIA  
COMMISSION  
FOR THE ARTS**

## Alexandria Commission for the Arts



**FY 2006 Annual Report  
July 1, 2005 - June 30, 2006**



# **ALEXANDRIA COMMISSION FOR THE ARTS**

## **ANNUAL REPORT**

**July 1, 2005 - June 30, 2006**

### **I. INTRODUCTION:**

The Alexandria Commission for the Arts is an advisory board created by City Council in 1984. The Alexandria Commission for the Arts' mission is to lead and advocate for cultural development in the City of Alexandria. The Commission fulfills this mission by supporting the development and expansion of the arts in Alexandria; serving as an advisory body for the arts in Alexandria; serving as the single funding source for the arts; allocating funds to particular arts activities; and seeking national, state, and private support for the arts in Alexandria.

The Commission meets on the third Tuesday of every month from September to June at the Dr. Oswald Durant Memorial Center, 1605 Cameron Street.

### **II. LIST OF MEMBERS:**

The Alexandria Commission for the Arts is composed of 15 members. Five members are appointed to represent Arts Consumers, five are appointed for their expertise in each of the five arts disciplines (Dance, Literature, Music, Theater, and Visual Arts) and five are appointed for their expertise in arts education, business, cultural tourism or marketing.

#### **MEMBERS SERVING DURING FISCAL YEAR 2006:**

Leon Scioscia, Chair- Expertise - Arts Discipline  
Mary H. Chaffe Brooks, Vice Chair - Expertise - Arts Education and Business  
Patricia Miller, Vice Chair - Expertise - Arts Education and Business  
Ellen Harris, Secretary - Member at Large  
George A. Chadwick, III, Treasurer - Member at Large  
Jim Allison - Expertise - Arts Discipline  
Betsy Anderson - Expertise - Arts Discipline  
Donna Fowler- Member at Large  
Marla Howell - Member at Large  
Patti North-Rudin - Expertise - Arts Education and Business  
David H. Roane - Expertise - Arts Discipline  
Sylvia Saborio- Expertise - Arts Education and Business  
Marc Sukolsky- Expertise - Member at Large  
Susan Sanders - Expertise - Arts Discipline  
Colette Wachtel - Expertise - Arts Education and Business

#### **CITY STAFF:**

Kirk W. Kincannon, Director - Recreation, Parks and Cultural Activities  
Janet Barnett, Deputy Director - Recreation, Parks and Cultural Activities  
Cheryl Anne Colton, Cultural Arts Administrator-Recreation, Parks and Cultural Activities

## **ALEXANDRIA COMMISSION FOR THE ARTS PRINCIPAL ACTIVITIES AND ACCOMPLISHMENTS:**

### **Alexandria Old Town Festival of the Arts:**

For the second year, the Alexandria Commission for the Arts led the planning efforts for the 2005 Old Town Festival of the Arts held on September 10 and 11. The Festival included over 200 visual artists from around the country, and a local "Alexandria" component consisting of visual and performing arts artists from Alexandria and Northern Virginia.

Juror Tom Collins, Executive Director, Contemporary Museum, Baltimore, MD selected 35 artists for the local component's Northern Virginia Regional Exhibition. The artists' media varied from oil painting to photography, and included clay and wood works. This exhibition allowed local artists not only with the opportunity to display their works, but also sell them. The exhibition was on display after the Festival and ran from September 13 through October 3 in the Vola Lawson Lobby located in City Hall. Over the two days of the Festival, local performing artists presented 15 different performances at both Market Square and in the City Marina Gazebo. In addition, the "outdoor" dining program continued as part of the 2005 Old Town Festival of the Arts. Over 60,000 people attended the 2005 Festival of the Arts.

### **Alexandria Poet Laureate:**

A member of the Alexandria Commission for the Arts served on the Steering Committee to study the feasibility of developing a Poet Laureate program for the City of Alexandria. Through a series of meetings, the Steering Committee established a protocol and recommendation to City Council for the selection of a Poet Laureate. The proposal outlined the purposes, duties, qualifications, term of service, and application and selection process. The Poet Laureate post will be an honorary position and the selected individual will accept the post as a ceremonial role, which may include presentations of work appropriate for all audiences. The Commission for the Arts endorsed the Steering Committee's Alexandria Poet Laureate proposal to City Council.

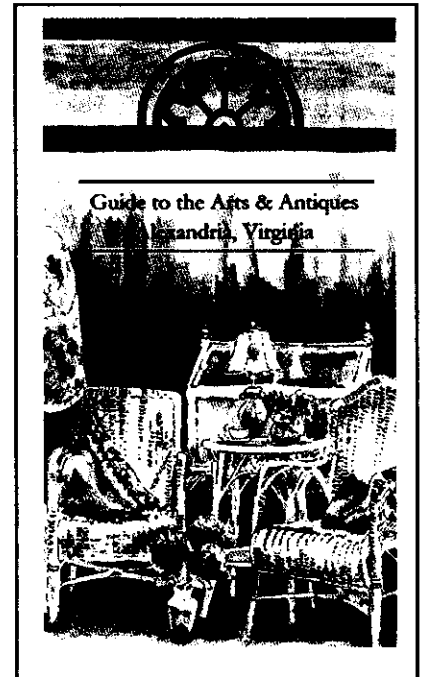


### **artCHAT Program:**

The Alexandria Commission for the Arts, in partnership with the Alexandria Arts Forum, held the November 3 artCHAT program at the Patent and Trade Office (PTO) Museum. Richard Maulsby, Director of the Office of Public Affairs provided thirty artists and arts patrons with a guided walking tour of the Madison building, Atrium and new PTO museum.

### **Arts and Antiques Guide:**

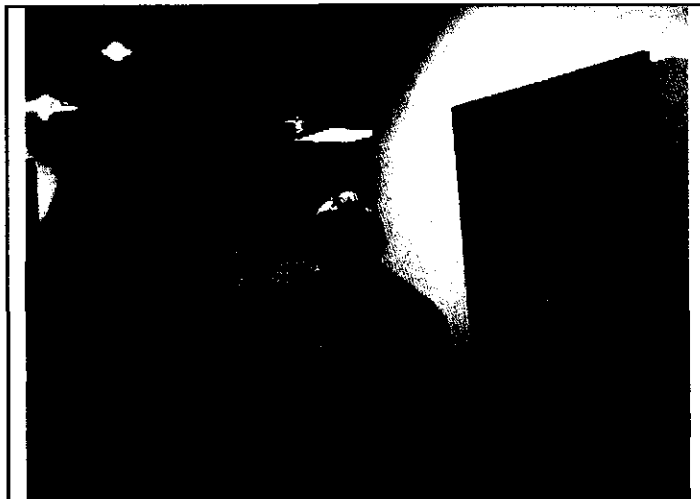
The Business and the Arts and Marketing Committees of the Commission for the Arts produced the third edition of the *Guide to the Arts and Antiques in the City of Alexandria*. The *Guide* project was a collaboration among the antique shop and commercial gallery owners guided the project and solicited other owners to participate; Alexandria artists who provided art pieces to be included in the design; the Office of Historic Alexandria who provided the historic listings; a graphic design student intern who provided in-kind layout expertise; and members of the Commission for the Arts who had oversight over the project. Fifty-one antique shop and commercial gallery owners contributed to make the project 100% self-supporting. Fifty thousand *Guides* were distributed to: the galleries and antique shop owner, the Alexandria Convention and Visitors Association, the Alexandria City Public Libraries, the neighborhood Recreation Centers, to the tourist sites such as the Torpedo Factory Art Center, historic museums and properties, to City Hall, along with a number of hotels and retail stores in the Greater Washington, D.C. region. A full page ad was also included in the Winter Edition of the Alexandria Department of Recreation, Parks and Cultural Activities quarter publication which reached over 66,000 Alexandria households.



### **Arts and Economic Prosperity II Study:**

The Alexandria Commission for the Arts made a commitment to be part of the Arts and the Economic Prosperity II study, sponsored by the Americans for the Arts, a national arts service organization. Alexandria is one of over 140 communities who are participants of the study. Regionally, the study is facilitated by the Cultural Alliance of Greater Washington, a local arts service organization based in Washington, DC. During FY 2006, the Commission identified Alexandria's arts, cultural and historic organizations who were invited to be included in the study, and began distributing surveys to these organizations. It is anticipated the study will take approximately 18 months to complete, and will provide a local, regional and national perspective of the economic impact and value of arts, cultural and historic organizations and activities in communities. Expected outcomes include determining the arts, cultural and historical organizations financial contributions to the local economy and audience spending patterns.





Opening reception; Linda Hafer and Bridget Walsh of the Art League and Betsy Anderson, chair of the Commission's Public Art Committee.

### Art in City Hall:

Working with the Art League, the Del Ray Artisans and the City of Alexandria, the Commission for the Arts developed the first "Art in City Hall," juried exhibition. The exhibit, part of the Alexandria Mayor William D. Euille's initiative to promote the arts citywide, was on display from February 1 through July 21, 2006 at City Hall, 301 King St., second floor.

Juried by M. V. Clark, founder and co-director of the Museum of Contemporary Arts in Washington, DC, the exhibit featured a variety of mediums. The opening reception was held February 28 and top awards were

awarded to: Best in Show, Cheryl Dwyer, *Moon Party*, Oil; 2<sup>nd</sup> Place, Courtney Stevens, *Gigi*, Mixed Media Sculpture; and 3<sup>rd</sup> Place, Donna Carter, *City Squared*, Acrylic and 12 other artists received honorable mentions.

### Lord Cultural Resources, Planning and Management, Inc.:

The Alexandria Commission for the Arts, in partnership with the Alexandria Department of Recreation, Parks and Cultural Activities, worked with Lord Cultural Resources--Planning and Management, Inc. to guide the Commission in exploring a new organizational model that will allow it to better fulfill its mission; and to work with the Commission, community leaders and citizens in preparing a community-wide vision for the arts in Alexandria. In addition, the consultants will create a final report that will include the community's vision for the Arts; a statement of the research findings and recommendations for the organizational structure and infrastructure to support the vision; and identify resources and collaborative strategies that will be responsive to the Commission and the community's vision for the arts. Members of the Commission coordinated a series of community meetings or personal interviews which were attended by more than 130 individuals between May 16 through May 23. An interim report was received in September. The next step in the process will be a workshop, taking place in early 2007, in which the consultant and Commission will discuss the report.



**Public Art - Percent for the Arts**

The Public Art Committee proposed, and the Commission adopted, a resolution which endorsed, in principle, the adoption by City Council of a Percent for the Arts program. In so doing, the Commission proposes to follow the example of over 300 states and communities throughout the United States including neighboring jurisdictions such as Arlington, VA, Washington, D.C., Bethesda, MD, Rockville, MD, Prince George's County, MD, Baltimore, MD and Richmond, VA. The Percent-for-the-Arts model, in which a percentage of construction costs is set aside for public art projects or donated to a Public Art Fund, is now the most common funding source for public art in the United States, beginning in Philadelphia in 1959.

**Recognition of Fiscal Year 2006 Grantees:**

The Alexandria Commission for the Arts (ACA) acts as the official funding mechanism of the Alexandria City Council in awarding grants to artists and arts organizations. During Fiscal Year 2006, the ACA made \$214,391 in awards, of which \$209,391 was from City appropriated funds and \$5,000 was from Virginia Commission for the Arts funds provided through the Local Government Challenge grant program.

**Fiscal Year 2006 Grant Awards by Grant Program**

OPERATING SUPPORT:

Alexandria Choral Society	\$ 12,000.00
Alexandria Harmonizers	\$ 12,000.00
Alexandria Performing Arts Association	\$ 9,400.00
Alexandria Singers	\$ 12,000.00
Alexandria Symphony Orchestra	\$ 12,000.00
Art League	\$ 12,000.00
Del Ray Artisans	\$ 6,636.00
EcoVoce	\$ 2,180.00
First Night Alexandria	\$ 12,000.00
Friends of the Torpedo Factory Art Center	\$ 12,000.00
Kathy Harty Gray Dance Theatre	\$ 9,300.00
Northern Virginia Fine Arts Association	\$ 12,000.00
Port City Playhouse	\$ 2,790.00
Springwater Fiber Workshop	\$ 12,000.00
Tapestry Theatre	<u>\$ 3,720.00</u>
	\$142,026.00

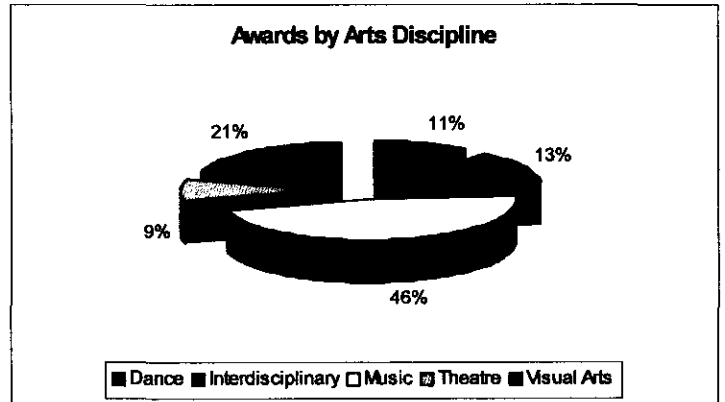
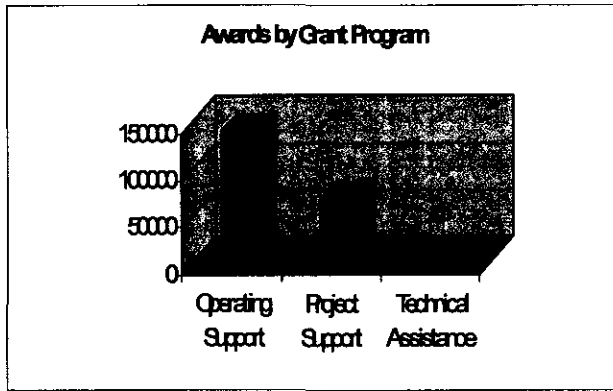
PROJECT SUPPORT:

Alexandria Citizens Band	\$ 950.00
Choreographers Collaboration Project	\$ 1,390.00
Eclipse Chamber Orchestra	\$12,000.00
Empowered Women International	\$ 4,650.00
Fairfax Choral Society	\$ 2,790.00
Jane Franklin Dance Company	\$ 7,068.00
MetroStage	\$12,000.00
National Rehabilitation & Rediscovery	\$ 4,185.00
Northern Virginia Youth Orchestra	\$ 2,211.00
Retired Senior Volunteer Program	\$ 600.00
Virginia Opera	\$ 9,317.00
Washington Metro Philharmonic	<u>\$12,000.00</u>
	\$ 69,161.00

TECHINCAL ASSISTANCE:

Alexandria Choral Society	\$ 750.00
Alexandria Harmonizers	\$ 750.00
Art League	\$ 750.00
Kathy Harty Gray Dance Theatre	\$ 750.00
Port City Playhouse	<u>\$ 204.00</u>
	\$ 3,204.00

Total Amount Awarded: \$214,391.00



**FUTURE EFFORTS:**

The Alexandria Commission for the Arts in furthering its mission to lead and advocate for cultural development in the City and will also continue to:

- work with the Recreation, Parks and Cultural Activities to develop the percent for the art proposal and seek the adoption of its enabling ordinance by City Council;
- support the Old Town Festival of the Arts, and other cultural programs through its local component arts committee;
- collaborate with the Art League and the Del Ray Artisans and other visual arts organizations to provide a series of Art in City Hall exhibitions;
- offer the Alex Awards in October 2006 to salute Alexandrians who have made a significant contribution to the cultural fabric of the community;
- facilitate the City of Alexandria's participation in the Arts and Economic Prosperity II study sponsored by the Americans for the Arts;
- participate with the selection process for the Alexandria Poet Laureate; and,
- facilitate the administration of the Commission's grant program

In addition, the Commission will work with the Recreation, Parks and Cultural Activities to facilitate completion of the final report with Lord Cultural Resources.

The Commission will continue to welcome citizens to its meetings, which are held at 7:00 p.m. on the third Tuesday of each month at the Dr. Oswald Durant Center, 1605 Cameron Street.