

*City of Alexandria, Virginia***MEMORANDUM**

DATE: February 2, 2010

TO: The Honorable Mayor, Vice Mayor and Members of City Council

FROM: James K. Hartmann, City Manager

SUBJECT: Torpedo Factory Study

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In April, 2009, the Economic Sustainability Implementation Monitoring Group (ESIMG) requested the Torpedo Factory Artists Association (TFAA), work cooperatively with the City to produce an assessment of Torpedo Factory operations. The purpose of the assessment was to determine the significance of the Torpedo Factory to the overall economic and cultural vitality of the City and, as appropriate, to make recommendations for change.

For some months, Management Analysis Incorporated (MAI), a consultant group engaged by the City and TFAA, has been studying the Torpedo Factory. The work of MAI has been guided by an oversight committee of City staff (Stephanie Brown, Alisa Carrel and Tom Gates) and three members of the Executive Board of the TFAA (Rosemary Covey, Susan Sanders and Penny Barringer).

Attached for your review is the product of MAI's work. The Torpedo Factory study reviews the value of the Torpedo Factory to the City from both an economic standpoint and from the perspective of its relevance to the community culture. It considers how the Torpedo Factory is administratively governed, the attractiveness of the facility to visitors and tourists, and the return the City and its citizens receive for the investment made. The report explores issues relevant to the production of art within the facility and examines how the jury process, system of artist tenure, and other organizational bylaws impact operation of the Torpedo Factory Art Center.

On Tuesday, February 9<sup>th</sup> at 5:30 pm, the findings of the study will be presented to City Council and members of the ESIMG during a work session preceding the regular meeting of Council. During the work session, MAI, TFAA and City staff will present the most significant recommendations contained in the report. Staff from MAI, TFAA and the City will be available to answer questions, receive the comments of both Council members and members of the ESIMG, and to discuss appropriate next steps.

Please let me know if you have questions or need additional information.