



FY09 Performance Plan DC Commission on the Arts and Humanities

MISSION

The mission of the DC Commission on the Arts and Humanities (DCCAH) is to provide grants, programs and educational activities that encourage diverse artistic expressions and learning opportunities, so that all District of Columbia residents and visitors can experience the rich culture of our city.

SUMMARY OF SERVICES

DCCAH offers a wide-range of grant programs to support practicing artists and arts organizations residing and headquartered in the District of Columbia. In partnership with the community, DCCAH promotes excellence in the arts by initiating and supporting programs, activities, and policies that inspire, nurture, and reflect the multi-ethnic character and cultural diversity of the District.

OBJECTIVE 1: Increase the number and variety of arts experiences for District residents.

INITIATIVE 1.1: Expand artistic offerings in the Dance DC Festival.

DCCAH currently offers free artistic programming to the public through a variety of programs, including the Dance DC Festival. Between September 25 and 27, 2009, DCCAH will expand the folk and traditional offerings of the Dance DC Festival to appeal to a broader cross-section of District residents and will schedule performances at venues in each quadrant of the District. This year's program will include a variety of musical presentations in addition to the dance performances.

INITIATIVE 1.2: Begin work on Green Arts Initiative on the Metropolitan Branch Trail.

In support of the Mayor's "Green Team" goals of making the District a model city in resource conservation, DCCAH will implement a Green Arts Initiative in FY 2009. Projects associated with this initiative include the Metropolitan Branch Trail (MBT) project, overseen by two full-time staff people and funded through the Agency's capital budget. DCCAH's involvement with the creation of the trail will include the placement of artistically-designed signage and amenities along an eight-mile long "greenway" that runs from downtown Silver Spring to Union Station. The design of the signage will be finalized November of 2008 and fabrication will be completed in February of 2009. The signs will be placed along the trail as each section is completed beginning in the spring of 2010. The goal is to augment the experience of runners and cyclists who already use the trail and encourage new users to walk or ride rather than drive. Throughout the next two years, the Commission will accept submissions for public art works that focus on creating a sustainable environment by using renewable materials, environmentally-conscious installation methods and the existing landscape in their construction.

OBJECTIVE 2: Promote lifelong learning and interest in the arts and arts education for all ages.

INITIATIVE 2.1: Expand arts education opportunities in DC Public and Charter Schools.

During the past three fiscal years, DCCAH partnered with the Ford Foundation and the DC Arts and Humanities Education Collaborative to address poor or nonexistent arts content standards in DC Public and Charter Schools by supporting arts education experiences in eight District schools. During the 2008-2009 school year, DCCAH will spend \$230,000 on this program to improve the school culture and arts education experiences for students at eight new schools, bringing arts integration throughout the District's eight wards. The agency has also more than doubled the amount available to individual teachers in FY09 through the Arts Teacher Fellowship (formerly the Curriculum Development category of the Teacher Mini-Grants program) to encourage educators to augment their own arts education experiences.



OBJECTIVE 3: Increase the resources available to District artists and arts patrons through public and private partnerships.

INITIATIVE 3.1: Increase participation in DCCAH grant programs.

DCCAH has a long-standing goal of increasing the number and diversity of local arts organizations and individual artists who participate in the Agency's grant programs. Specifically, DCCAH plans to increase the number of first-time applicants in FY09 by doubling the amount of money available to individuals and organizations through the Small Projects Program, a grant program traditionally benefiting first-time applicants and small organizations, to \$120,000. The first grant deadline for these funds is October 15, 2008. DCCAH will also be expanding its efforts to market its grants to new applicants.

INITIATIVE 3.2: Increase opportunities to experience the arts of different cultures.

In FY 2009, DCCAH will initiate the DCARTS International program, which will provide opportunities for DC-based arts organizations to participate in festivals, readings, concerts, exhibitions and similar activities internationally. During this first year, grantees will be responsible for researching their own performance or exhibition opportunities abroad. The grants will stipulate that, upon the grantees' return, they produce an event that is free to the public. They will showcase the work they created or improved while abroad and share their experiences as artists in other countries. The funds for this grant program will come from the Agency's augmented FY 2009 budget. The grant application deadline is November 12, 2008, and the panel will begin reviewing applications December 4, 2008. In out years, DCCAH will develop partnerships with the international embassies headquartered in the District, which will help support and cultivate these international opportunities for local artists and host a showcase of the artists' work upon their return.



PROPOSED KEY PERFORMANCE INDICATORS

Measure	FY07 Actual	FY08 Target	FY08 Actual	FY09 Projection	FY10 Projection	FY11 Projection
Objective 1						
Number of attendees at DCCAHA performances and events	N/A	N/A	Base Year	52,000	55,000	60,000
Objective 2						
Percent of DC Public and Charter Schools served ¹	63.3%	65%	62%	68%	71%	75%
Objective 3						
Percent of applications received from new applicants ²	4.3%	5%	4.8%	6%	8%	10%
Percent of grant payments processed within six to eight weeks	87%	85%	93%	95%	96%	97%
Dollars invested from private sources per \$1 invested by DCCAHA ³	N/A	N/A	Base Year	\$3.00	\$4.00	\$5.00

¹ Includes student or teacher attendance or participation in-school or after-school activities, events, exhibitions, workshops or seminars that are directly sponsored by DCCAHA or that are provided by DCCAHA grantees.

² New applicants are those who have not received funding from DCCAHA within the prior 5 years.

³ Private sources constitute funds and in-kind services collected outside of the local and federal funding.