



**FY 2011 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 in the District of Columbia. In partnership with both national and community-based organizations, DCCAH promotes excellence in the arts by initiating and supporting programs and activities that reflect the diversity of art forms and population in the District.

AGENCY WORKLOAD MEASURES

	FY2009 Actual	FY2010 YTD
# of grant dollars managed	\$12.5 million	\$4.9 million
# of grant applications	989	1170

OBJECTIVE 1: Provide access to the arts for all District residents.

INITIATIVE 1.1: Develop a registry of artists residing in Washington, DC.

In order to ensure that the community has a thorough understanding of all of the artistic opportunities in the District, DCCAH will undertake a project to create a listing, or registry, of artists living in DC. Based on a best practice model, DCCAH will invest in software through the Office of the Chief Technology Officer to develop section of our website where resident artists can create a profile listing their discipline including an uploaded work sample and other relevant information. As an incentive to encourage artists to participate in the registry, DCCAH will make it a mandatory step for individuals applying for FY 2012 grant funding. This will help us to make large strides toward having a comprehensive artist registry. The registry will launch on April 1, 2011.

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

INITIATIVE 2.1: Expand arts education opportunities for DC youth.

During FY 2010, DCCAH executed a Media Arts Training Program as part of the Mayor's Summer Youth Employment Program that paired 100 youth with professional media artists/instructors and produced high-quality collateral pieces for local small businesses in Ward 8. In FY 2011, DCCAH will enter into the second phase of its media arts education programming. Through this programming, DCCAH will add a media literacy curriculum and programming to influence positive media arts images and messaging by creating opportunities for students to think critically about their own



production outputs, such as radio television commercials, lyrics and print ads. The largest sector of DC's creative workforce is in the media arts.

INITIATIVE 2.2: Provide technical assistance and resources to artists and arts organizations in the District of Columbia.

Through collaborations with DSLBD, the Washington DC Economic Partnership (WDCEP), DCCAHA partners like Washington Area Lawyers for the Arts (WALA) and the private sector, DCCAHA will begin in FY 2011 to provide wrap-around capacity development services to artists and arts organizations. Examples of artist technical assistance include, but are not limited to: Marketing 101, how to start a nonprofit, business development workshops, portfolio presentation and financial management. We will also facilitate artist participation in WDCEP's neighborhood retail summit. Facilitating these relationships will help us to develop and support the creative economy in Washington, DC.

OBJECTIVE 3: Enhance communities through public and private engagement in the arts.

INITIATIVE 3.1: Implement an artist apprenticeship program.

During FY 2011, DCCAHA will implement a public art apprenticeship program to help create a stronger artistic workforce and develop local artists so that they are ready to compete at national levels. Local artists will be paired with a team of private developers and/or architects, as well as artists of national renown, to create at least two public art projects in FY 2011, including the \$200,000 art installation at the brand-new Deanwood Recreation Center and will result in a minimum of four artists served. Another potential opportunity is the public art projects that will be completed at Anacostia, Eastern, HD Woodson and Woodrow Wilson high schools.

INITIATIVE 3.2: Create a mechanism for generating revenue through selling Public Art Bank acquisitions.

The FY 2011 Budget Support Act authorizes DCCAHA to put up for sale works of art in its Art Bank collection. We will develop a plan to sell 22 fine art portfolios representing 10 DC artists, among other works in the collection. The plan will include steps for conducting an official appraisal of the works and the development of a marketing plan for presenting the works to local hotels, restaurants, law firms and developers.



PROPOSED KEY PERFORMANCE INDICATORS

Measure	FY09 Actual	FY10 Projection	FY10 YTD	FY 2011 Projection	FY 2012 Projection	FY 2013 Projection
Percent of applications received from new applicants ¹	56.58%	8%	35%	25%	20%	20%
Per capita spending on arts ²	N/A	11.11	11.11	10	10	10
Number of DC schools; DPR Centers; and community centers benefitting from DCCAH grants. ³	56.45%	40	128	100	115	120
Dollars invested from non-District Government sources per \$1 investment by DCCAH. ⁴	\$2.6267	\$4.00	\$24.79	\$10.00	\$11.00	\$12.00
Percent of grant payments processed within six to eight weeks.	86.9%	96%	94.5%	97%	99%	99%
% of subgrantee's budget spent on programmatic costs ⁵	Not Available	Not Available	Not Available	65%	65%	65%
% of scheduled monitoring reports as defined in agency monitoring plan completed for each grant award ⁶	Not Available	Not Available	Not Available	100%	100%	100%

¹ New applicants are those who have not received funding from DCCAH within the prior 5 years.

² NASAA uses the most recent population estimates from the U.S. Census Bureau and the total dollar amount appropriated to an agency by its state legislature

³ This measure now reflects a hard number, rather than a percentage, because of constantly changing data on the number of active schools and recreation centers in the District.

⁴ This is the ratio of funds leveraged for DCCAH-funded projects to funds invested directly by DCCAH.

⁵ The Wise Giving Alliance of the Better Business Bureau identifies 65% to be an industry standard for this measure <http://www.bbb.org/us/Charity-Standards/>. This metric measures all subgrantees' programmatic costs as a percentage of their overall costs.

⁶ Pursuant to 11.4 of the Grants Manual and Source Book all District agencies must complete monitoring reports. All District agencies should be in compliance with this standard. The standard is 100%.