



**FY 2012 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 diverse-range of grant programs and cultural activities to support practicing artists, arts organizations and community groups. In partnership with the community both nationally and locally, DCCAH initiates and supports lifelong cultural experiences that are reflective of the diversity of Washington, DC.

AGENCY WORKLOAD MEASURES

	FY2010 Actual	FY2011 Actual	FY2012 YTD
# of grant dollars requested	\$16.4 million	\$11.8 million	\$15 million
# of grant dollars managed	\$4.9 million	\$4.5 million	\$3.8 million
# of grant applications	1170	709	588
# of patrons served through DCCAH programs	2,478,248	2,729,565	Data not available until end of FY12

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

INITIATIVE 1.1: Launch and distribution of the Art Bank.

The Art Bank Collection is a growing collection of artworks owned by the DCCAH. Works are created by and purchased from DC artists and placed in District Government buildings throughout the city. The DCCAH will make this year's collection accessible to everyone by creating wallpapers for computer desktops and mobile devices (phones, tablets, etc.). This ongoing effort to provide access to the arts will bring DC artists and their artworks directly to District residents and further allow District residents an opportunity to experience the depth and variety of accessible arts experiences that the District has to offer.

INITIATIVE 1.2: Assist artists and arts organizations in developing new audiences through the DC Cultural Data Project, an online reporting tool for organizations with arts programming.

As the result of a District-wide collaborative partnership of public and private funders committed to strengthening DC's arts and cultural sector, DCCAH will participate in the DC Cultural Data Project, a powerful management tool designed to strengthen arts and cultural organizations. This database launches on October 3, 2011 and will be free to all arts organization regardless of size or tax status and include technical assistance workshops, customer service, and online tutorials to educate the public on the financial, programmatic, and operational aspects of their businesses. The DC Cultural Data Project is single compendium of vital structural data on local arts agencies that can then be



extrapolated for informed funding requests and adjudication that will positively impact District organizations' sustainability, capacity and fiscal management. DCCAH will also participate in the Grantmakers Cultural Data Project, which will provide an opportunity for District-based grantmakers to report on organizational and financial data in the same way that the DC Cultural Data Project operates.

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.

DCCAH will build on existing relationships with OSSE, DCPS and DC Public Charter Schools while working with educational partners, such as the DC Arts and Humanities Education Collaborative, to facilitate greater participation of DC Public and Public Charter School students in high-quality arts and humanities experiences that advance student achievement in the District of Columbia. DCCAH will support enriching out-of-school opportunities that benefit both academic and personal development through the Arts Education Program. In FY2012, DCCAH will expand upon an FY2011 survey of DCPS teachers to capture the arts education landscape in the District of Columbia. This information will then be used to develop appropriate strategies to increase in-school instruction and implement additional teacher/teaching artist professional development. The agency will maintain exposure opportunities by providing field trips for District youth to noted District arts venues through the DC Arts and Humanities Education Collaborative. DCCAH will continue to support program and project activities for individual artists and arts organizations to provide in-school and after-school activities for DC youth. DCCAH will participate in the DCPS framework, to support the adoption of arts education as a critical mechanism for creative learning, as well as support curriculum development of the arts education Common Core.

INITIATIVE 2.2: Create a long-term sustainable structure for the management and operations of the Lincoln Theatre with programming that promotes lifelong learning opportunities for District residents.

With the funding support of the Deputy Mayor on Planning and Economic Development and the informed input from community members, the DCCAH will facilitate a search for a management team to operate the Lincoln Theater. Considerable efforts will be made to establish consistent programming for District families, underserved communities, local artists and arts organizations and other diverse communities. Agency outreach will allow the You Street community to provide input into the direction of the venue's role in promoting interest in the arts for all ages throughout the District.

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

INITIATIVE 3.1: Introduce a workforce development program geared toward reintegrating men and women after incarceration.



DCCAH will partner with the Mayor's Office of Ex-Offender Affairs and other District agencies to introduce trainees to Public Art as a viable career path and will educate trainees on standard museum practices in the areas of art handling, art transportation, art installation, artwork framing, and outdoor public art maintenance. Trainees will not only gain the foundational skills necessary to begin work as an entry-level art installer and handler, but will also receive guidance on how to obtain proper licensures for this career path as well as a listing of local fine art service employers. The program will launch spring of 2012 and continue into FY2013.

INITIATIVE 3.2: 5x5 Public Art Project.

Through a competitive process, DCCAH and its Public Art Sub-committee will select five curators for the ambitious and groundbreaking 5x5 exhibition. Each curator will be responsible for identifying five different artists to create artwork for at least five different sites throughout the city within all Wards. The result of this collaborative process will yield more than 25 new, temporary public artworks that will enliven the public realm throughout the District and generate new artistic interest in temporary public art. The selected Curatorial Team will lead the 5x5 implementation process and work with the 5x5 curators to gain site control, manage their budget and finalize their schedule(s) for the 5x5 exhibits. The project's goals are to:

- Creatively activate vacant spaces and sites to attract residents and visitors to explore beyond the monumental core;
- Showcase artworks that are innovative by incorporating fresh ideas such as creative pop up retail, entertainment, recreation, technology, culinary arts, interactive workspace, education, dynamic installations, etc;
- Form partnership opportunities between the private sector and creative community to support the city's economic development efforts;
- Create opportunities for artists to experiment with approaches that are not possible through permanent commissions;
- Build relationships with local community groups, galleries and cultural institutions, city agencies, organizations and site owners;
- Create an environment in which the works of local, regional, national and international artists merge to reflect the character and identity of the city; and
- Raise the creative profile of the city.



PROPOSED KEY PERFORMANCE INDICATORS

Measure	FY11 Actual	FY12 Target	FY 2012 YTD	FY 2013 Projection	FY 2014 Projection	FY 2014 Projection
Percent of grants to new applicants ¹	7.43%	4%	5%	5%	6%	6%
Per capita spending on arts ²	\$8.55	\$8.00	TBD ³	\$8.50	\$9.00	\$9.50
Number of DC schools; DPR Centers; and community centers benefitting from DCCAH grants. ⁴	141	120	78	130	140	140
Dollars invested from non-District Government sources per \$1 investment by DCCAH. ⁵	\$6.74	\$6.25	\$6.89	\$6.75	\$7.25	\$7.75
Percent of grant payments processed within six to eight weeks.	98.63%	97%	94.5%	97%	97%	97%
% of scheduled monitoring reports as defined in agency monitoring plan completed for each grant award ⁶	90%	100%	15% ⁷	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 The per capita spending amount for FY12 has not yet been published by NASAA.

⁴ 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.

⁵ This is the ratio of funds leveraged for DCCAH-funded projects to funds invested directly by DCCAH.

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%.

⁷ The majority of programs supported by DCCAH have not yet occurred and, therefore, monitoring has not yet taken place as of January 31, 2012.