



FY 2013 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

Metric	FY 2010 Actual	FY 2011 Actual	FY 2012 YTD
# of grant dollars requested	\$15.5 million	\$11.8 million	\$15 million
# of grant dollars managed	\$4.9 million	\$4.5 million	\$3.8 million
# of grant applications	1164	709	588
# of patrons served through DCCAH programs	Data not available. Measure created in 2011	2,729,565	41,605,671

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

INITIATIVE 1.1: Administer the Arts Stabilization Grant (Sustainability).

The purpose of this initiative is to provide grant recipients with funding resources that are integral to maintaining and sustaining cultural institutions that significantly impact the city. Many arts organizations are experiencing great hardships and thereby reducing programming so the DCCAH will create a new grant program to support a broader range of arts organizations throughout the District that have struggled to locate general operating support necessary to retain staff, sustain daily operations, and fulfill their mission. Eligible applicants to the Arts Stabilization Grant will have access to a larger grant award than the DCCAH usually offers, which will demonstrate greater impact on organizations who applied to similar grant programs in the past. The application will be published in fall of 2012.

INITIATIVE 1.2: Implement the Creative Space Study Initiative(s).

The purpose of this initiative is to put into action recommendations from the FY2012 Creative Space Study, which will be published in September 2012. The study is partially funded through a grant from the National Endowment for the Arts, DCCAH and the Office of Planning. The study will identify the needs of the District's arts community and



provide a blueprint for a potential incubator/shared space facility to offer new creative economic and/or artistic opportunities for District residents who are currently working in the creative sector and those new or emerging creative workers.

Once completed in September 2012, the study will identify and suggest potential components of a proposed facility, including: criteria for tenants; management structure and staffing; menu of services; the linkages necessary for success; physical and locational characteristics of the building, including possible sites; financial approaches; a market assessment; and finally, the potential impacts that such a facility could have on emerging creative districts in DC and its target populations. The DCCAH, in partnership with other DC agencies such as the Office of Planning, the Deputy Mayor on Planning and Economic Development, and the Department of Small and Local Business Development, will determine which recommendation(s) is feasible and most beneficial to District artists, arts organizations and residents and then execute that initiative with outcomes clearly stated and cumulative evaluative measures. The implementation will begin in February of 2013 and may consist of many stages depending on which initiatives are chosen to pursue. The DCCAH will conclude, review and evaluate all initiatives during September 2013.

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

INITIATIVE 2.1: Arts Education resource development and outreach (Quality Education)

The 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 public school students in high-quality arts and humanities experiences that advance student achievement in the District of Columbia. In order to support priorities related to afterschool and extended-day learning, DCCAH will increase its services to afterschool arts providers. To promote literacy within the common core standards, DCCAH will expand the number of schools it reaches through the Poetry Out Loud program.

Finally, DCCAH will develop separate grant support and professional development programming for individual teaching artists to enter DC public school classrooms. These artist residencies will support public school educators' understanding and awareness of how to integrate arts and humanities with other core subjects to advance student learning in both areas. This initiative will span the next 2 fiscal years. This initial phase will begin in Spring of 2013 and conclude in Fall of 2013.

INITIATIVE 2.2: Administer Arts Healing Grant to DC-based artists and organizations.

The DCCAH will conduct best practice research to develop and administer a grant program that supports artists and organizations that use the creative process to address the impact of trauma, illness, and community health within the District of Columbia. Through partnerships with medical, rehabilitative and holistic organizations, this grant



will supply and/or strengthen existing healing arts programs and promote innovative art therapy programming to address issues that directly impact the lives of District residents such as: those living and caring for individuals with cancer and other chronic illnesses, Post Traumatic Stress Disorder, addiction, individuals transitioning from periods of incarceration, and HIV/AIDS through arts programming. The grant will support projects that work directly with the afflicted and the communities that surround them. The grant will be published in fall of 2012 with all projects completed by September 30, 2013.

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

INITIATIVE 3.1: DCCAHA to host the 2012 Assembly of the National Association of State Arts Agencies (NASAA).

The DCCAHA will host and support this year’s NASAA conference and is responsible for supplying local talent, tours, and other administrative services to NASAA during the conference period. The conference will offer a wide array of learning and networking opportunities designed to support public sector arts leaders. In addition to informative and inspirational sessions, Assembly 2012 features local artists spotlighting local cultural venues and special events showcasing the creative diversity and vitality of the nation’s capital. The DCCAHA has programmed and will execute several hours of the Assembly and highlight the District’s rich cultural heritage by showcasing neighborhoods and communities throughout the city such as THEARC. The 2012 Assembly of the NASAA occurs October 4-6, 2012.

INITIATIVE 3.2: Create and execute a wide variety of public art projects and programming throughout the District.

This initiative will enable the DCCAHA to engage District residents and improve their quality of life by partnering with various District agencies, business improvement districts, and community organizations to present high quality artistic experiences throughout the city. These public art initiatives will offer multi-disciplinary, city-wide, and diverse programming that activates vacant spaces, supports underserved communities, and promotes goodwill and community throughout the District. The DCCAHA will accomplish this throughout FY2013 by utilizing strategic partnerships with a variety of agencies, businesses and organizations. Projects to be completed within FY2013 are below. The completion date for the projects below is June 2013.

Date of Completion	Project	Partner(s)	Location(s)
Throughout FY13	Summertime Concert Series	TBD	Various venues
November 2012	Lighting Connecticut Avenue	Golden Triangle BID, DMPED, DDOT	Connecticut Ave – from K Street to Jefferson Place
November 2012	Canal Park Cube	Capitol Hill Arts Workshop	200 M St. SE
Fall 2012	Capital Project – H Street Playhouse Theater	H Street Playhouse	2020 Shannon Pl., SE
Summer 2013	Howard Theater Walk of Fame	DMPED, DDOT, DC Office of Cultural Tourism	620 T St., NW
Summer 2013	New York Ave Bridge	DDOT	New York Ave. Bridge NE
June 2013	Memorial Park Project - 2009 Metro Crash	EOM, DGS, OCA	TBD



KEY PERFORMANCE INDICATORS – DC Commission on the Arts & Humanities

Measure	FY 2011 Actual	FY 2012 Target	FY 2012 Actual	FY 2013 Projection	FY 2014 Projection	FY 2015 Projection
Percent of grants to new applicants ¹	7.43%	4%	11.2%	5%	6%	6.5%
Per capita spending on arts ²	\$8.55	\$8.00	\$8.95 ³	\$8.50	\$9.00	\$9.50
Number of DC schools; DPR Centers; and community centers benefitting from DCCAH grants. ⁴	141	120	135	130	135	135
Dollars invested from non-District Government sources per \$1 investment by DCCAH. ⁵	\$6.74	\$6.25	\$9.56	\$6.75	\$7.25	\$7.75
Percent of grant payments processed within six to eight weeks.	98.63%	97%	100%	97%	97%	97%
% of scheduled monitoring reports as defined in agency monitoring plan completed for each grant award ⁶	90%	100%	100% ⁷	100%	100%	100%

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

² The National Assembly of State Arts Agencies 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 As published in the February 2012 Legislative Appropriations Annual Survey by the National Assembly of State Arts Agencies.

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, all monitoring has not yet taken place as of July 31, 2012.