



FY 2014 PERFORMANCE PLAN
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 2011 Actual	FY 2012 Actual	FY 2013 YTD
# of grant dollars requested	\$11.8 million	\$15 million	\$32 million
# of grant dollars managed	\$4.5 million	\$3.8 million	\$11.1 million
# of grant applications	709	588	941
# of patrons served through DCCAH programs	2,729,565	41,605,671	42 million

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

INITIATIVE 1.1: Develop the Creative Economy Strategy.

In October 2013, the DCCAH will begin to formulate the Creative Economy strategy for the District of Columbia, which, once enacted, will provide a roadmap for future arts and humanities plans. With the changing dynamics within the city, the DCCAH is poised to increase the depth and expand the breadth of creative opportunities for residents, visitors, and new entrants. As a result, the agency will map the District's creative and cultural assets to drive future cultural and economic development investment decisions and create jobs. The outcomes are to promote a business-friendly environment for the arts and culture industry, deepen the competitive opportunity for the arts and culture industry, ensure that the arts and culture thrive in the nation's capital, and define and demonstrate the arts and culture's return on investment for the city.

The survey is an out-growth of the DCCAH's FY13 Performance Plan Initiative 1.2 to "Implement the Creative Space Study." After evaluating the results of the Creative Space Study, the DCCAH determined the need to further assess the current cultural assets within the District of Columbia to better inform the implementation of space needs as defined through the Creative Space Study. The Creative Economy Strategy will include a long-term, detailed strategy for the DCCAH to inform and shape the District's future investment decisions in the arts and humanities. The Creative Economy Strategy will



conclude in summer 2014 and will also inform future investment initiatives in partnership with the Office of the Deputy Mayor for Planning and Economic Development.

INITIATIVE 1.2: Ensure underserved communities have access to the Lincoln Theater.

The DCCAH recently entered into an agreement with I.M.P. entertainment group to assume management and programming of the Historic Lincoln Theatre. The DCCAH will create a mechanism to allow events and organizations that serve underserved communities to gain access to the Lincoln Theatre and I.M.P. staff at a reduced rate. The DCCAH will ensure this equal and open access to the theater based on contractually designated “Community Days” and will promote these engagements through a variety of methods including subsidized rental rates, discounted tickets and marketing. The DCCAH will maintain oversight of the Lincoln Theater’s artistic activities and will assess the efficacy of the outreach to underserved communities. A total of 24 “Community Days” will be presented at the Theatre to ensure that underserved communities have access to those opportunities. The initiative will be completed by September 30, 2014.

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

INITIATIVE 2.1: Conduct DC Arts Education Inventory Study.

The DCCAH will conduct an Arts Education Inventory Study of the District of Columbia to gather more information about what in-school arts activities are needed so that the agency can align its work to national arts education standards, best practices and reform. The resulting study will identify gaps that currently exist and will help the DCCAH coordinate resources effective to leverage partnerships, programs and grants toward the same outcomes. The study will begin in October 2013 and conclude in spring of 2014. The projected outcomes will detail the amount of access to the arts that students have, the age ranges of those students, the method(s) used to deliver the arts and the conveyors of the art forms, and the skill levels offered in the arts learning opportunities.

INITIATIVE 2.2: Expand arts learning opportunities for underserved communities.

The DCCAH will focus its efforts to reach underserved communities by partnering with the Office on Aging to create a Senior Wellness Initiative, which will engage local seniors through participation in various artistic disciplines. These opportunities will greatly increase the quality of life for District seniors by exposing them to physical and mental stimulation that is outside of their regular routine while promoting the healing capacity of the arts. This will begin in Winter of FY14.

The DCCAH will also target the underserved community of emerging filmmakers by partnering with the Office of Motion Picture and Television Development and creating the Emerging Artist Film Series. These events will allow local artists to show their films, engage with their audience and gain valuable exposure to the District entertainment industry resources. The film series will begin in fall of 2013 with a completion date of September 30, 2014



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

INITIATIVE 3.1: Implement the FY14 5x5 Public Art Project.

Through a competitive process that will begin in FY 2014, DCCAH and its Public Art 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.

The 5x5 program will be completed in August 2014.

INITIATIVE 3.2: Create and implement the Sustainable Arts Initiative.

The DCCAH will engage in a sustainable arts initiative, which will enhance the lives of District residents through public art and community development projects. Sustainable arts initiatives will enhance the lives of District residents by helping them to better perceive and understand their natural environment, while encouraging them to actively engage with the natural world around them. Through the DC Creates Public Art program, the DCCAH will identify partners within the District government to assist in implementing this initiative. Potential partners may include the District's Department of the Environment and the Office of Planning. In addition, the agency will use public art to highlight ecological resources, heritage and processes that will enhance the awareness of national best practices while raising general awareness surrounding sustainability issues. The Sustainable Arts Initiative will begin in winter of 2013 and conclude in late September 2014.



KEY PERFORMANCE INDICATORS – DC Commission on the Arts & Humanities

Measure	FY 2012 Actual	FY 2013 Target	FY 2013 YTD	FY 2014 Projection	FY 2015 Projection	FY 2016 Projection
Objective 1						
Percent of grants to new applicants ¹	11.2%	5%	16.2%	7%	8%	9%
Per capita spending on arts ²	\$8.95	\$8.50	\$11.70 ³	\$9.00	\$9.25	\$9.50
Objective 2						
Number of DC schools; DPR Centers; and community centers benefitting from DCCAHA grants. ⁴	135	130	141	135	135	135
Objective 3						
Dollars invested from non-District Government sources per \$1 investment by DCCAHA. ⁵	\$9.56	\$6.75	\$6.92	\$7.25	\$7.5	\$7.75
Percent of grant payments processed within six to eight weeks.	100%	97%	75.5%	97%	97%	97%
% of scheduled monitoring reports as defined in agency monitoring plan completed for each grant award ⁶	100%	100%	81.3% ⁷	100%	100%	100%

¹ New applicants are those who have not received funding from DCCAHA 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 July 2013 Legislative Appropriations Annual Survey Preview 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 DCCAHA-funded projects to funds invested directly by DCCAHA.

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 All monitoring has not yet taken place as of July 25, 2013.