



**FY 2015 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 2012 Actual	FY 2013 Actual	FY 2014 Actual
# of grant dollars requested	\$15 million	\$32 million	\$28 million
# of grant dollars managed	\$3.8 million	\$11.1 million	\$10.6 million
# of grant applications	588	941	945
Per capita spending on the arts	\$8.95	\$11.70	\$18.18

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

INITIATIVE 1.1: Develop Five-Year Strategic Action Plan.

Building on the recently released Creative Economy Strategy for the District of Columbia, the DCCAH will complete the agency’s Five-Year Strategic Action Plan. The process will encompass major input from DCCAH Commissioners, staff, and the community at-large. A steering committee will be formulated to guide the process for final Commission adoption and approval. An Advisory Committee will be formed comprised of colleagues in the field and other stakeholders. The agency’s Curate Your Culture initiative will be addressed and incorporated into the strategic planning process. **The projected completion date will be completed in summer of 2015.**

INITIATIVE 1.2: Increase artists’ registration in the Comprehensive Environmental Survey of Arts Resources (CESAR).

The DCCAH has developed a web-based interactive mapping tool that will pin-point and catalogue the District’s cultural assets. The CESAR mapping tool is the first of its kind among state arts agencies in United States. The Artists’ Registry component of CESAR launched as the FY15 grants season began in April 2014. CESAR’s Artists’ Registry provides aggregate information regarding the density and/or clusters of individual artists throughout the city. The DCCAH is working with the Office of the Chief Technology Officer (OCTO) to construct an interactive computer system to map and track the cultural resources of the District of Columbia to further inform District’s future investments in the arts. **The goal is to register 500 arts professionals by September 2015 to ensure an accurate density assessment.**



OBJECTIVE 2: Promote lifelong learning and interest in the arts and arts education for all ages (Age-Friendly DC: Domain 4).

INITIATIVE 2.1: Build a comprehensive plan for arts education.

Using the results of the Arts Education Census administered to schools in the District of Columbia Public School (DCPS) and District of Columbia Public Charter School (DCPCS) systems in spring 2014, the DCCAH will work with said systems, cultural organizations, and other stakeholders to develop a comprehensive plan to promote greater equity and access in the allocation of arts' resources to the city's children and youth. The plan will include the following components:

- Phase 1 - A definition of the scope of arts education to include: arts experiences, arts learning, and arts integration opportunities for children and youth;
- Phase 1 - A plan to work with DCPS and DCPCS system administrators to ensure school personnel are aware of the in-school and out-of-school-time opportunities available to them in direct service programming with the DCCAH and through its grantees; and
- Phase 2 - A plan to work with cultural partners to identify schools in which there is a deficit of in-school and out-of-school-time arts programming, and to prepare them to include potential partnerships as part of the FY16 grant application process in spring 2015.

Phase 1 of the plan will be completed by September 2015. Phase 2 will begin in FY16.

INITIATIVE 2.2: Enhance Arts Education training to DCPS and DCPCS teachers and administrators.

The DCCAH will work with school systems and cultural partners to sponsor a month-long series of creativity sessions and workshops as part of Arts Education **Month in March 2015**. The month will provide children and youth with the opportunity to ignite their creative impulses through a series of experiential events across the city. Foster an understanding of the need to build the creative capacity of children and youth as a precursor to the development of a dynamic creative economy. Programming will be accompanied by a speaker series on the importance of creativity as a precursor to innovative thinking. **Completion date: March 2015**

OBJECTIVE 3: Enhance communities through public and private engagement in the arts (Age-Friendly DC: Domain 4).

INITIATIVE 3.1: Implement Phase 1 of the Live the Arts campaign (Age-Friendly DC: Domain 4).

Live the Arts is a campaign to increase awareness of and engagement with Washington, DC's arts and cultural assets. When the DCCAH says, "Live the Arts," the agency is encouraging residents and visitors to become actively involved with District's rich artistic scene. Participation in the arts strengthens the local economy and is a driving force in



development. Live the Arts also positions DC as a destination city for the arts, thereby encouraging tourism and additional revenues, opportunities and development.

Through paid advertising, social media and event marketing, Live the Arts seeks to:

- Highlight the visual and performing arts in DC
- Drive audiences to areas of the city in all 8 wards of the District
- Create an interest in DC arts that extends beyond the city to regional, national, and international audiences

Phase 1 of the Live the Arts campaign will be completed in September 2015.

INITIATIVE 3.2: Complete the DCCAH ten year Public Art Master Plan

In preparation for the assessment of the 5 Year Public Art Master Plan and the implementation of a Ten (10) Year Public Art Master Plan the DCCAH will manage the following activities and outcomes:

- Evaluation and Assessment Report of 5 Year Public Art Master Plan (2009-2014)
- City-Wide Community and Stakeholder Forums and Meetings
- Curators and Public Art Professionals input Sessions
- Partnering District Agency input Sessions (DMPED, DDOT, DDOE, DPR, DGS)
- Private Developers Input Sessions
- Technical Committee recruitment
- City Wide Environmental – Sustainable Practices Assessment
- Major Public Art Cities - Best Practices Assessment and Comparison Report
- Ten (10) Year Master Plan Draft, Editing and Graphic Design
- Production of 10 Year Master Plan Booklets/Guide for Distribution

The 10 Year Public Art Master Plan **will be completed by September 2015.**



KEY PERFORMANCE INDICATORS – DC Commission on the Arts & Humanities

Measure	FY 2013 Actual	FY 2014 Target	FY 2014 YTD ¹	FY 2015 Projection	FY 2016 Projection	FY 2017 Projection
Objective 1						
Percent of grants to new applicants ²	15.79%	7%	8.71%	8%	8.5%	9.0%
Objective 2						
Number of DC schools; DPR Centers; and community centers benefitting from DCCAH grants.	145	135	117	135	140	145
Objective 3						
Dollars invested from non-District Government sources per \$1 investment by DCCAH. ³	\$6.76	\$7.25	\$7.62	\$7.50	\$7.60	\$7.75
Percent of grant payments processed within six to eight weeks.	98.62%	97%	95.55%	97%	97%	97%
% of scheduled monitoring reports as defined in agency monitoring plan completed for each grant award	94.29%	100%	74.11%	100%	100%	100%

¹ Specific date was not given at the time this document was published.

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

³ This is the ratio of funds leveraged for DCCAH-funded projects to funds invested directly by DCCAH.