



Commission on Arts and Humanities CAH (BX)

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

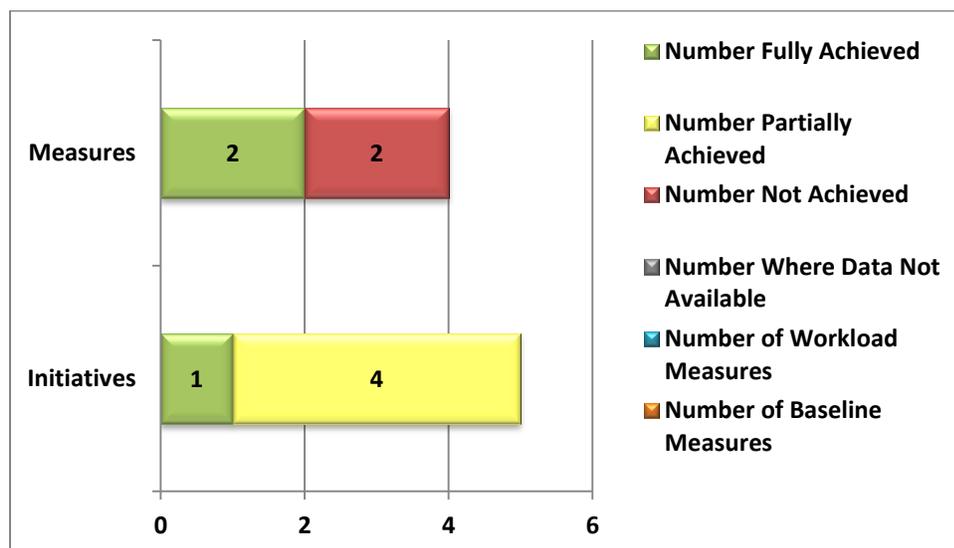
DCCAH offers a wide-range of grant programs to support practicing artists and arts organizations in the District of Columbia. In partnership with both national and community-based organizations, DCCAH promotes excellence in the arts by initiating and supporting programs and activities that reflect the diversity of art forms and population in the District.

ACCOMPLISHMENTS

- ✓ Restructured the agency's 16 competitive grant programs to 9 programs based on the needs of the local arts community, Board of Commissioners and best practice research to support ongoing economic development in the District of Columbia and held a free FY12 Grant Launch event in partnership with Arena Stage, which invited and engaged the DC arts community to learn more about the restructuring process and financial opportunities. Mayoral priorities for this accomplishment relate to: [Fiscal Stability]
- ✓ Facilitated and monitored DC Youth Engagement Initiatives to enhance educational opportunities in addition to the Arts Education Program funding support, which resulted in successful programming such as the Larry Neal Writers Awards, Poetry Out Loud, Summer Youth Employment Program, internships, and CAH publications. Mayoral priorities for this accomplishment relate to: [Education Quality]
- ✓ Facilitated and installed, "From a Model to a Rainbow," by Washington, DC-based artist Sam Gilliam at the Takoma Metrorail station in cooperation with the Metro Art in Transit Program and local residents. The mural of multi-colored ceramic and glass tiles mounted on aluminum panels spans 400 square feet. It measures 14 feet high and 39 feet wide, and weighs 2,000 pounds and is seen by thousands of visitors each day. Mayoral priorities for this accomplishment relate to: [Public Safety]



OVERVIEW OF AGENCY PERFORMANCE





Performance Initiatives – Assessment Details

Performance Assessment Key:

 Fully achieved  Partially achieved  Not achieved  Data not reported

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

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

Response: DCCAH partially achieved this initiative.

The DCCAH is currently in the final stages of a comprehensive online tool that not only lists artists and arts organizations in the District, but also allows users to post videos of their performances, build online galleries of their works, list upcoming performances and gallery openings, as well as chat and send messages through the site. One round of beta testing has been completed allowing artists to navigate the site and give their feedback. DCCAH is on target for a late winter release.

In an ongoing effort to serve District residents, the DCCAH strives to obtain a more accurate and informative measurement of the access it provided to the arts and funding opportunities. To this end, DCCAH proposed to revise a Key Performance Indicator (KPI) to measure the number of new grant applicants that receive funding. This modification speaks to outreach efforts and their impact while also providing a more focused outcome. Presently, the KPI measure speaks only to the number of new applicants in general without any measurable results of the impact of funding on DC residents.

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.

Response: CAH partially achieved this initiative.

During FY 2010, DCCAH executed a Media Arts Training Program as part of the Mayor's Summer Youth Employment Program. This program, supported by DOES and DCHD, paired 100 youth with professional media artists/instructors and produced high-quality collateral pieces for local small businesses in Ward 8. Although DCCAH planned to expand this program in FY11 by developing advanced curriculum for a new program, reduced financial support and internal budget constraints necessitated a change in outcome for the 2011 One City Summer Youth Employment Program.

According to the Washington, DC Economic Development Partnership, 90,000, or 12%, of the city's jobs are associated with creative jobs in businesses, nonprofits and federal agencies. This year, DCCAH focused its outcome on bringing awareness about creative career opportunities to DCCAH summer youth employees. As a result, 63 creative youth were placed in arts-focused job opportunities at 9 nonprofit worksites to provide enriching and constructive summer experiences and raise awareness about the potential of a career in the arts. The DCCAH has traditionally exceeded the average retention rate of SYEP students and FY11 was no exception.



The agency's FY10 retention rate was 100% and the FY11 rate was 92%.

Youth were placed in internships to gain practical, hands-on experience in the offices of local cultural institutions including visual and performing arts and arts-based youth programs. Each week, each youth had an opportunity to attend workshops, field trips, site visits, trainings and assignments.

Professional Development – Training in customer service, resume-writing, social media marketing; panels conducted by artists, arts administrators, designers and media professionals to develop understanding of career prospects and pipelines;

Personal Development – Connections to college access programs to ensure educational advancement opportunities are clear; tours of local colleges and universities with programs and degrees in fields related to the creative economy such as communications, fine arts, dance, theater, fashion merchandising, graphic design, and interior design;

Understanding Social Media for today's youth – Workshop series on social media in the workplace, critiques of social media in today's culture, tours of ABC and Al Jazeera.

Youth gained additional skill sets and knowledge about career potential in the creative sector, including, but not limited to trainings on business presentations and social media marketing and marketable skills acquired during hands-on arts internships. In addition, the Multi-Media Training Institute utilized SYEP participants to develop a media spot for DOES promotion purposes. A local nonprofit, Critical Exposure, worked with an SYEP cohort to teach youth empowerment through social media and photography. SYEP participants learned the trade of art installation by working with the Critical Exposure photographs and curated an exhibition for DOES.

CAH partially achieved the initiative to expand arts education activities to youth. While the original Media Arts plan did not come to fruition because of the economic constraints on the agency and the Summer Youth Employment Program, DCCAH staff was creative in developing a successful program that engaged youth in understanding potential career pipelines in the arts and humanities.

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

Response: CAH fully achieved this initiative.

Through collaborations and partnerships with Washington Area Lawyers for the Arts (WALA), the Cultural Alliance of Greater Washington (CAGW), DC Arts and Humanities Education Collaborative, and the Humanities Council of Washington DC, DCCAH provided a wide variety of technical assistance and resources to artists and art organizations in the District of Columbia. The partnership with WALA supported workshop on topics such as Copyright Basics, Trademark Basics, 501(c)3 registration and organization, Contracts and Licensing and Small Business development. The DCCAH partnership with CAGW provided Arts Management workshops covering topics such as Arts Management Accounting, Board Development, Fundraising and Development, and culminated in Social Media Marketing for Arts Organizations.

After conducting a comprehensive evaluation of its grant program structure and granting history, researching best practices and conducting an internal SWOT analysis, DCCAH reduced its



number of grant programs from 16 to 9. In an attempt to alert and educate the public, the DCCAH held a FY12 Grants Kickoff event in partnership with Arena Stage. The featured Deputy Mayor, Victor Hoskins, and introduced the DCCAH's newly appointed Chair, Judith Terra to the public while also providing a detailed overview of the agency's new grant structure. Through a targeted marketing strategy, the free event was attended by nearly 500 constituents representing a large and broad spectrum of the District's artists and arts organizations. The FY12 Grants Kick-Off event also included 2 breakout workshop sessions that offered technical assistance covering grant writing and creative, cost-effective marketing strategies. In addition, to the Kick-Off event, the DCCAH conducted over 27 grant writing workshops in various locations throughout the District, which were attended by over 200 people (individual artists and representatives from organizations) seeking to apply for grants. As always, DCCAH staff also offered one-on-one application review sessions by appointment where applicants submit a draft of their application and supporting documents in order to receive feedback from prior to submission.

Starting with Facebook, then, Twitter and YouTube, DCCAH has used social media to give constituents access to high-quality arts experiences and provide direct communication to staff. These outlets promote grantees' events, announce grant seasons, offer grant writing tips and provide overall support for the creative community. DCCAH currently has more than 5,000 "likes" on Facebook, 4,500 "followers" on Twitter and over 30,000 "views" on YouTube. In 2010, the National Assembly for State Arts Agencies ranked DCCAH #1 in social media among its peers.

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

● **INITIATIVE 3.1: Implement an artist apprenticeship program.**

Response: CAH partially achieved this initiative.

The Public Art apprenticeship program created opportunities for artists to create stronger artistic workforce development and prepared them to compete at national levels by providing resources and projects in conjunction with DC public spaces, schools, and community open houses. Successful apprenticeship projects include installations at H.D. Woodson Senior High School, Woodrow Wilson High School, Anacostia Senior High School and Deanwood Recreational Center. Altogether, these public artworks are potentially viewed by over 4000 people per day. The 4 projects employed 6 artists who worked on large-scale, permanent artworks in cooperation with District agencies and institutions such as DDOT, DCPS, and DPR. In addition, private developers and architects were used as resources by the artists in order to execute their artistic visions, which greatly improved their communication skills and abilities to work within the private sector.

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

Response: DCCAH partially achieved this initiative.

DCCAH piloted a mechanism for generating revenue through the selling of Public Art Bank acquisitions. To this end, the DCCAH participated in the (e) merge Art Fair, presented in partnership between the Conner Contemporary Gallery and major art collector and owner of the Capitol Skyline Hotel, Mera Rubell. Participation in the fair entailed an exhibition of the DC Portfolio, a selection of 10 original fine art prints, valued in 2004 at \$10,000 each. Of the set presented at the (e) merge Art Fair, two prints were sold to visiting art collectors, garnering \$2,400 in revenue for the agency. In addition to making those initial sales, the art fair offered a



valuable opportunity to the agency to gauge the level of interest within the current art market for Portfolios of artwork, engage the international public in dialogue about artists living and working in the District, as well as comparing/contrasting our Portfolio against the products of contemporary artists worldwide.

Also as a result of this pilot program, the DCCAH has established a Public Art Committee composed of art curators, architects, developers, and highly established artists to assist in creating a plan for future acquisition of Art Bank artworks. The development of the plan would require an appraisal of the entire Public Art Collection (including interior and exterior artworks). Two members of the Public Art Committee are Smithsonian curators, who have pledged their guidance and recommendations of fine art appraisers to assess the value of each work in our collection. To date, the DCCAH is in the process of obtaining a fine art appraiser as well as an art consultant to finalize the mechanism to generate revenue from the sale of Art Bank works.



Key Performance Indicators – Details

Performance Assessment Key:

Fully achieved Partially achieved Not achieved Data not reported

		Measure Name	FY2010 YE Actual	FY2011 YE Target	FY2011 YE Revised Target	FY2011 YE Actual	FY2011 YE Rating	Budget Program
	1.1	Percent of New Applications	0	25%		7.43%	29.73%	ARTS BUILDING COMMUNITIES
	2.1	Number of Schools/Rec Centers Served	0	100		141	141%	ARTS LEARNING AND OUTREACH
	3.1	Non DC Gov Dollars Invested	0	\$10		\$6.74	67.38%	ARTS BUILDING COMMUNITIES
	3.2	Grant Payments Issued on Time	0	97%		98.63%	101.68%	ARTS BUILDING COMMUNITIES