



Commission on the Arts and Humanities CAH (BX)

MISSION

The mission of the DC Commission on the Arts and Humanities (DCCA) 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

DCCA offers a wide-range of grant programs to support practicing artists and arts organizations residing and headquartered in the District of Columbia. In partnership with the community, DCCA promotes excellence in the arts by initiating and supporting programs, activities, and policies that inspire, nurture, and reflect the multi-ethnic character and cultural diversity of the District.

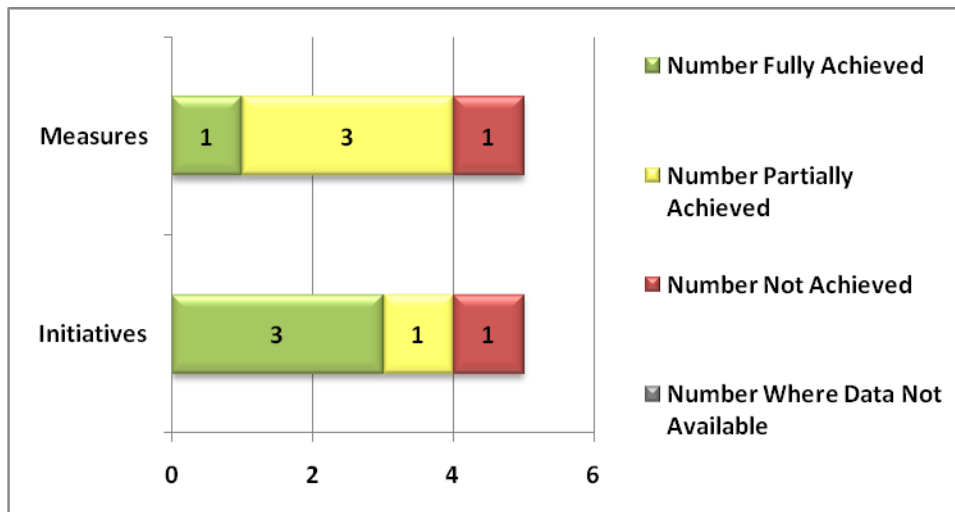
AGENCY OBJECTIVES

1. Provide access to the arts for all District residents.
2. Promote lifelong learning and interest in the arts and arts education for all ages.
3. Increase the resources available to District artists and arts patrons through public and private partnerships.

ACCOMPLISHMENTS

- ✓ The Agency converted to an online application system, which led to new efficiencies in the adjudication process, cost savings and increased environmental consciousness.
- ✓ Comprehensive outreach plan improvements resulted in a 48.5% increase in grant applications received in FY 2009 for FY 2010 funds and a 60% increase in constituents on our listserv.
- ✓ The Agency completed and implemented its Public Art Master Plan, resulting in the temporary installation of 14 pieces of art at the Convention Center. The Agency also identified viable sites for public art along the Metropolitan Branch Trail and fabricated and installed artistic signage along the Trail.

OVERVIEW OF AGENCY PERFORMANCE





Performance Initiatives – Assessment Details

Performance Assessment Key:

- Fully achieved ● Partially achieved ● Not achieved ● Data not reported

OBJECTIVE 1: INCREASE THE NUMBER AND VARIETY OF ARTS EXPERIENCES FOR DISTRICT RESIDENTS.

INITIATIVE 1.1: Expand artistic offerings in the Dance DC Festival.

- DCCAHA was pleased to produce another successful Dance DC Festival during FY 2009. This year the Agency was able to reach residents in all of the District's quadrants by presenting culturally diverse dance and musical performances at 13 different venues District-wide, with programming that focused very heavily on "Bollywood" traditions in the performing arts. In an effort to make the programming as accessible as possible, DCCAHA produced eight interactive workshops that shared the arts of Cuban salsa; classical Indian dance; the tango; and hand dancing, to name a few.

INITIATIVE 1.2: Begin work on Green Arts Initiative on the Metropolitan Branch Trail.

- DCCAHA has exceeded its FY 2009 goals concerning the development of the Metropolitan Branch Trail (MBT). The final design concept for the artistic signage, developed by DC artist Robert Kent Wilson, was approved in October of 2008 and fabrication was completed shortly thereafter. The artwork is a collection of graphic and artistic components that make up an artistic plan and identity for the MBT. These designs are the result of several site visits by Mr. Wilson, individually and with DCCAHA, DDOT, and the Rails-to-Trails Conservancy. Community meetings, extensive research and benchmarking were also a part of the creative process and key for building an appropriate and comprehensive plan. In addition, years of professional branding and environmental design experience was utilized in the development of this plan.

In January, 2009, Mr. Wilson presented the final artistic plan for the MBT, titled "Art & Design Standards." The plan details a logo system, graphic identity, wayfinding signage, a public art map and concepts along with ideas for future marketing and community initiatives. This plan is meant to contribute to the original master plan of the trail and to provide key stakeholders with information and digital files necessary to execute art and design concepts as funding and approvals become available.

OBJECTIVE 2: PROMOTE LIFELONG LEARNING AND INTEREST IN THE ARTS AND ARTS EDUCATION FOR ALL AGES.

INITIATIVE 2.1: Expand arts education opportunities in DC Public and Charter Schools.

- As a result of a re-tooling of the goals of this year's programming and an assessment of the capacity of the DC Arts and Humanities Education Collaborative, the Arts Integration Initiative expanded into five new schools (Ludlow Taylor; Nalle; Tyler; Washington Latin Public Charter Schools; and Friendship Public Charter School), rather than eight, bringing the total number of



schools served through these programs to 13. The programming provided arts integration opportunities to 1,420 students at schools located in wards 3, 4, 5, 6, 7 and 8, which benefitted from monthly school team meetings; in-school professional development for teachers; targeted artist residencies; and the expansion of the number of classrooms served in each school. Highlights this year include very successful and effective arts integrated residencies with professional teaching artists, including the Washington Revels and Marcia Daft.

Despite more than doubling the maximum amount that could be received through the Arts Teacher Fellowship grant, DCCAH experienced a 50% decrease in the number of applications received to the program and a 150% decrease in the number of grants awarded through the program. This phenomenon can be attributed to the fact that for the entirety of FY 2009, DCCAH operated without a full-time arts education coordinator to conduct outreach to schools and educators. This, coupled with the change in the name of the program (lack of name recognition) can easily explain the reduction in participation.

OBJECTIVE 3: INCREASE THE RESOURCES AVAILABLE TO DISTRICT ARTISTS AND ARTS PATRONS THROUGH PUBLIC AND PRIVATE PARTNERSHIPS.

INITIATIVE 3.1: Increase participation in DCCAH grant programs.

DCCAH has made a massive effort to increase its profile in the community and awareness of its activities. Through a viral marketing campaign, including the resurrection and refinement of the Agency's monthly e-newsletter, ArtNews; increased radio/PSA presence; the utilization of new media (Facebook, YouTube, Twitter, etc.); and the introduction of "Constant Contact," DCCAH has increased its "opt-in" contact database by 60%. In an additional effort to bring the government to the people, the Agency has introduced "Workshop Wednesdays," a year-round presentation during which staff provide an overview of all the funding opportunities available through DCCAH. "Workshop Wednesdays," hosted each Wednesday at both the DCCAH offices and at rotating sites in underserved neighborhoods, allow potential applicants to continually interact with staff and learn about all of the Agency's activities in a timely way. Partially as a result of these efforts, DCCAH recorded that approximately 58% of the applicants to grant programs in FY 2009 were first time applicants to that grant program, a 70% increase over FY 2008.

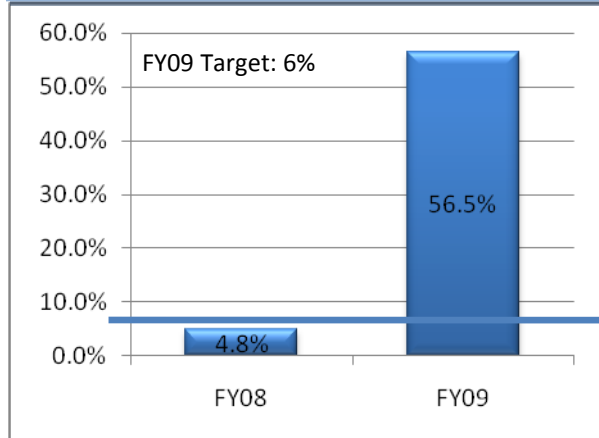
INITIATIVE 3.2: Increase opportunities to experience the arts of different cultures.

The DCARTS International grant program was a very successful initiative during FY 2009. DCCAH received 25 applications to the program, totaling \$416,389.50, and awarded 12 grants, totaling \$200,000. Sample projects include a three-week dance tour of the Middle East; a concert and week-long series of workshops in Buenos Aires; and a three-week "step" tour of South Africa and Madagascar. While each of the 12 projects was very successful and provided excellent opportunities for cultural exchange, the stipulation that free performances be conducted upon the grantees' return to the District was not enforced due to lack of capacity at the Agency to enforce such a parameter.

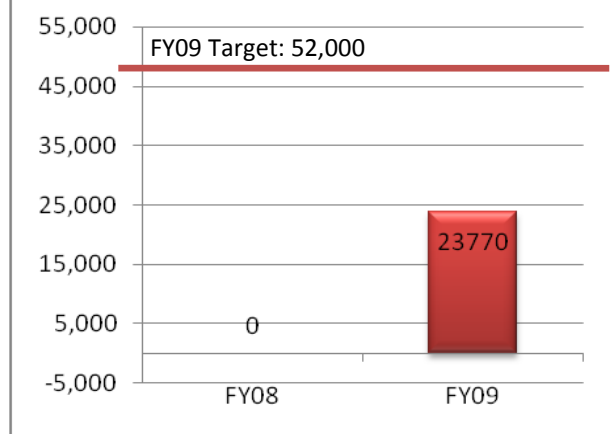


Key Performance Indicators – Highlights

From Objective 3: Percent of applications received from new applicants (no funding from DCCAH within 5 years).



From Objective 1: Number of attendees at DCCAH performances and events.



More About These Indicators:

How did the agency's actions affect this indicator?

- DCCAH initiated a transition from paper applications to an online application process to make the application process as accessible as possible.
- The Agency introduced "Workshop Wednesdays," a year-round presentation where staff provide an overview of CCAH funding opportunities. Events are hosted weekly at the DCCAH offices and at rotating sites in underserved neighborhoods.

What external factors influenced this indicator?

- The recent economic downturn has decreased private and individual giving to the arts. Arts organizations that have never or rarely applied to DCCAH for grants, applied in FY 2009. We expect to report a very high first-time applicant ratio in FY 2010 as well.

How did the agency's actions affect this indicator?

- Through a viral marketing campaign, including the resurrection of the Agency's monthly e-newsletter, *ArtNews*; increased radio presence; utilization of new media (Facebook, YouTube, etc.); and the introduction of "Constant Contact," DCCAH has increased its "opt-in" contact database by 60%.
- Introduced a new event, Arts Eve DC, that drew 1,000 people to the City Museum for a celebration on New Year's Eve.

What external factors influenced this indicator?






- A budget rescission at the beginning of FY 2009 resulted in DCCAH reducing the number and scope of its previously large-scale events.



Key Performance Indicators – Details

Performance Assessment Key:

 Fully achieved  Partially achieved  Not achieved  Data not reported

	Measure Name	FY2008 YE Actual	FY2009 YE Target	FY2009 YE Actual	FY2009 YE Rating	Budget Program
	1.1 Attendees at Events	0	52000	23770	45.71%	ARTS BUILDING COMMUNITIES
	2.1 Percent of DCPS and Charter Schools Served	62	71	56.45%	79.51%	ARTS LEARNING AND OUTREACH
	3.1 New Applicants	4.8	6	56.58%	942.95%	ARTS BUILDING COMMUNITIES
	3.2 Grant Payments Processed	93	95	86.90%	91.48%	ARTS BUILDING COMMUNITIES
	3.3 Investments from Private Sources	0	3	2.63	87.56%	ARTS BUILDING COMMUNITIES